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From the Desk of Managing Editor



Dear Readers,

Another interesting edition of Seshadripuram Journal of Social Sciences (SJSS) ~~Exploring~~ opportunities amidst the continued pandemic situation, covering diverse areas.

Researchers Mr. Anurag Pandey & Dr. Jitesh S. Parmar from Surat, in their analysis on consumer behaviour in Online shopping, have looked at the buying behaviour of online shoppers of the 13 districts of Central Uttar Pradesh, have come out with a finding that gender, income, education, and occupation of the consumers has no significant difference over behavioural intention of online shopping users but age has. This opens up a new vista of opportunities for start-up entrepreneurs.

Impact of organisational culture on employee engagement has been a major challenge for organisations in corporate sector. In her study, Ms. Dhanya makes an observation that “organizational culture and employee engagement are two sides of same coin.” Thereby inferring that an ideal organizational culture will nurture knowledge, innovation and expertise of employees letting them to share among themselves, leading to employee engagement through peer learning, thus reducing the cost of training for the organization.

Undoubtedly the pandemic has had disastrous impact on the economies of the world. Social scientists have been busy studying the repercussions. In one such effort, Dr. R. Sarvamangala, Professor, Dept. of Commerce, Bangalore University and Prof. Priyadarshan K, Research scholar, have ventured to look into the trends in online banking, post first and second waves of Covid. The findings not only indicate that there is significant increase in the awareness of digital banking through use of debit & credit cards, NEFT & RTGS transactions, reduced foot-falls at the bank premises it also shows the direction of future banking.

In all the economic reforms in India, the thrust on MSMEs is very important. India to grow on a fast track, to achieve \$5 trillion economy, the contribution of MSMEs cannot be

negated. The very idea of MSME is innovation. This innovation leads to development of new viable technologies and these need to be protected through IPR. The study by Dr. P Paramashivaiah, Professor, Tumkur University & Sowmya.D.N Research Scholar shows that age and size of the firm influencing innovation; IPRs helping MSMEs in building novel tech-platforms, thus expanding exports. This is a good input in policy making of the country.

Social Media marketing is an emerging trend, which India has not been able to utilise the potential fully. SACHIN BC, Assistant Professor, Adichunchanagiri Institute of Business Management, Chikkamagaluru, Karnataka in his study, finds new strength for Start-ups through Social media marketing which can use limited resources to produce enormous results.

Another significant revelation in this edition is on the influencers for sustainable entrepreneurship behaviour among Management students. A study by Dr. Lubna Ambreen & Ms. Sakshi Chhabra, both from JAIN (Deemed-to-be University) narrate the four influencers: Perceived entrepreneur role models, educational background of the students, Perceived entrepreneurial start-up support and the perceived Sustainable values. This is a cue for all stakeholders in business education for future policy design, to build adequate capacity to nurture entrepreneurship abilities of future generations,

Overall, it has been a wonderful experience in fathoming the contribution of social sciences on human living, through these studies. Looking forward for continued contributions by research scholars which can take India to greater heights.

Happy Reading....

Dr. Wooday P Krishna

LIST OF RESEARCH PAPERS

SN	PAPER TITLE	AUTHORS	PAGE
1	EXPLORING DEMOGRAPHIC DIFFERENCES IN CONSUMER’S ONLINE SHOPPING BEHAVIOURAL INTENTION	MR. ANURAG PANDEY Dr.JITESH S. PARMAR	1-14
2	IMPACT OF ORGANISATIONAL CULTURE ON EMPLOYEE ENGAGEMENT IN CORPORATE SECTOR	MS. R. DHANYA	15-26
3	TRENDS IN ONLINE BANKING – AN ANALYTICAL STUDY OF FIRST AND SECOND WAVES OF CORONA	Dr. R. SARVAMANGALA PRIYADARSHAN K	27-38
4	A ROADMAP OF IPR ON MSMES FOR SUSTAINABLE DEVELOPMENT	SOWMYA.D. N Dr. P. PARAMASHIVAIAH	39-52
5	A STUDY ON “MICROFINANCE INSTITUTIONS EFFECTIVENESS TOWARDSECONOMIC STATUS OF THE BENEFICIARIES”	MR. LAKSHMINARAYANA.S Dr. V.S. SOMANATH Dr. KIRTHI KHANNA	53-60
6	NEW E-BUSINESS MODES (SOCIAL MEDIA FOR START-UPS & EARNING ONLINE)	SACHIN BC	61-68
7	SUSTAINABLE ENTREPRENEURIAL INTENTION AMONG MANAGEMENT STUDENTS IN BANGALORE: AN EXAMINATION OF THE ANTECEDENTS	Dr. LUBNA AMBREEN MS. SAKSHI CHHABRA	69-78
8	IMPACT OF DIGITAL MARKETING ON Z GEN WITH SPECIAL REFERENCE TO COIMBATORE CITY	MS. SELVI.S MS. ARCHANAKUMAR	79-89
9	SPORTS MANAGEMENT- AN OVERVIEW ON MARKETING AND INNOVATION	Dr. LUBNA AMBREEN MS. SAKSHI CHHABRA MS. TITLI BANERJEE	90-98
10	CUSTOMERS’ PERCEPTION TOWARDS MOBILE BANKING SERVICES	DR. P.VADIVEL	99-106

11	INFLUENCE OF SOCIAL MEDIA MARKETING COMMUNICATIONS ON YOUNG CONSUMER'S ATTITUDES TOWARDS CHOOSING SMART PHONE BRANDS	Dr. LAKSHMINARAYANA N	107-115
12	A STUDY ON DIGITAL PAYMENT APPLICATION ON RETAIL TRANSACTION IN RURAL AREA WITH SPECIAL REFERENCETO TUMKUR DISTRICT	GIRISH K R Dr. P. PARAMASHIVAIAH	116-124
13	A CONCEPTUAL STUDY ON CRYPTOCURRENCY: AN INDIAN PERSPECTIVE	Mr. SRIKANTHNAIK H Dr. LAKSHMINARAYANAN	125-135
14	ANALYSIS OF BUSINESS STRATEGY OF AMUL DURING COVID-19 – A CASE STUDY	Mr. YATHISHKUMAR Mr. SRIKANTHNAIK H	136-143

EXPLORING DEMOGRAPHIC DIFFERENCES IN CONSUMER'S ONLINE SHOPPING BEHAVIOURAL INTENTION

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ABSTRACT: The internet revolution in India has changed the ways of doing the things. The consumers have been using internet and worldwide web (www) for seeking relevant information while having purchase decisions and do online shopping for purchasing products. This study has been conducted for exploring the demographic differences in consumer's online shopping behavioural intention. The data for the study has been collected from the online shopping users from central Uttar Pradesh consisting 13 districts. One structured questionnaire consisting questions based on 7-point Likert scale was shared with the respondents. The non-probability quota sampling is used for selecting the samples from central Uttar Pradesh. The total 1000 samples have been considered for data analysis. The descriptive statistics, Man Whitney U test and Kruskal Wallis test was applied for testing the hypothesis. The study found that gender, income, education, and occupation of the consumers has no significant difference over behavioural intention of online shopping users but age has significant difference over behavioural intention of online shopping users.

KEYWORDS:

Behavioural Intention, Online shopping, Gender, Age, Income, Education, Occupation

INTRODUCTION:

The internet revolution in India has changed the ways of doing the things. The consumers have been using internet and worldwide web (www) for seeking relevant information while having purchase decisions. The Internet has been playing a vital role in business these days. The mobile and computer has proved revolutionary invention. And it becomes more valuable when we start using internet with these inventions, the people feel like having world in their hand.

The internet, mobile and computer are the backbone of online shopping to the developing cities and urban towns of India, it has developed new distribution channel, for buying and selling products/services quickly and, conveniently without having to visit to physical retail outlets. Technological progress in the field of information and communication is encouraging the use and development of new distribution channel, leading to a rapid growth in web-based shopping as the individual can buy products/services without having to travel to retail outlets [Sharma and Sheth, 2004]. This growth in web-based shopping and new trends in technology have facilitated the introduction of online shopping to the developing cities and rural towns of India.

LITERATURE REVIEW:

Behavioural intention is defined as user's willingness to transmit a particular behaviour (Ajzen, 1991). It is the likeliness of a person having a recurrent plan or decision to use a particular technology (Leong, Q. L., & Karim, S., 2015) that has a direct impact on actual usage (Iqbal et. al. 2019). Performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit has a significant positive impact on behavioural intention (Venkatesh, et al., 2012). Perceived credibility directly and positively affects behavioural intention (Lu, Hsu, and Hsu, 2005).

Demographic factors like gender, age, education, and income have an impact on the consumer's preferences towards online shopping. (Kalaiselvi S., 2013), found that Education qualification, gender, pre-purchase decision score, on- purchase decision score, purchase frequency score are the factors which significantly affect the consumer's online shopping satisfaction level. Men take more interest in using various types of technology in the shopping process than women (Burke, 2002), and men are more positive than women in doing Online shopping (Sin and Tse, 2002; Alreck and Settle, 2002). Gender has an impact on frequency of shopping online (Nagra and Gopal, 2013) and males do more online shopping than females (Pérez-Hernández & Sánchez-Mangas, 2011; Kumar & Kumari, 2014; Lohse, Bellman, and Johnson, 2000). There is a significant difference between the attitude of men and women, women have positive attitude towards shopping than men (Hashim, Ghani, and Said, 2009). Women get more satisfaction from shopping and respond positively towards the enhancements to the shopping experience (Alreck and Settle, 2002). Age impact possession of internet and online shopping frequency (Nagra and Gopal, 2013) and there is a significant difference in

buying behaviour intention on the basis of age (Rajayogan, 2015), younger consumers have more fun in shopping online than older consumers, but younger consumers did not differ significantly from older shoppers (Burke, 2002). Age predicts the consumer's behaviour towards M-commerce (Bigne, Ruiz, and Sanz, 2005). There is a significant difference in the consumer's attitude towards online shopping on the basis of their age Online buyers likely to be well educated (Sin and Tse, 2002) highly educated consumers are more comfortable using online shopping (Burke, 2002). Higher the probability of using online shopping is positively associated with higher the education level (Pérez-Hernández & Sánchez-Mangas, 2011). Income has an impact on frequency of shopping online (Nagra and Gopal, 2013) and high income group consumers shop online due to fashionable style (Rajayogan and Muthumani, 2015), there is a significant difference in buying behaviour intention on the basis of consumer's income (Rajayogan, 2015), consumers with less income are having a tend to shop less in an e-store, Higher income consumers have more interest in shopping online (Sin and Tse, 2002; Burke, 2002), and consumers give importance to fast, convenient, fun and entertaining shopping experience (Burke, 2002). Experienced online consumers and new online consumers are removed over a period of time by the quick adaption of consumers to purchase product online so longer the time consumer spend online, the greater the probability of shopping product online (Lohse, Bellman, and Johnson, 2000). Past experience of consumers and their familiarity with internet motivates consumers to buy online (Sin and Tse, 2002) Consumer's previous experience and trust in online shopping have an effect on their intentions to shop online (Shim et al., 2001). Previous online shopping experience, situational factors and trust in online shopping are the important factors affecting attitude towards online shopping and intention to shop online (Perea y Monsuwé, Dellaert, and de Ruyter, 2004). Experience of internet shopping predicts the consumer's behaviour towards M-commerce (Bigne, Ruiz, and Sanz, 2005). (Rajayogan and Muthumani, 2015), found that working professionals do more online shopping due to saving time.

HYPOTHESIS:

H4a: There is no significant difference in behavioural intention of online shopping users based on gender.

H4b: There is no significant difference in behavioural intention of online shopping users based on age.

H4c: There is no significant difference in behavioural intention of online shopping users based on income.

H4d: There is no significant difference in behavioural intention of online shopping users based on education.

H4e: There is no significant difference in behavioural intention of online shopping users based on occupation.

RESEARCH METHODOLOGY:

The data for the study has been collected from the online shopping users from central Uttar Pradesh consisting 13 districts. One structured questionnaire consisting questions based on 7-point Likert scale was shared with the respondents. The non-probability quota sampling is used for selecting the samples from central Uttar Pradesh. The total 1000 samples have been considered for data analysis. The descriptive statistics, Man Whitney U test and Kruskal Wallis test was applied for testing the hypothesis.

RESULTS:

DESCRIPTIVE STATISTICS

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS:

The table 4.5 explains about the demographic information of the sample selected for the study. There were 52.8 % males and 47.2 % female, on the basis of age category, there were 11.2% samples fall under the category of less than 20 years, 63.8% in between 21-30 years, 19.3% in between 31-40 years, 4.8% in between 41-50 years and 0.9% under the category greater than 50 years. On the basis of education, there were 1.8% samples were under the category Highschool & below, 8.5% intermediate and diploma, 39.4% bachelor, 46.1% master and 4.1% doctorate. On the basis of occupation, 5.4% under the category of public sector, 42.9% private sector, 3.4% free lancing, 15.6% having own business, 30.8% students (not working), 1.8% home maker. On the basis of income, 25.8% under the income category less than ₹ 10000, 36.5% in between ₹ 10001 – ₹ 20000, 13.9% in between ₹ 20001 – ₹ 30000, 7.1% in between ₹ 30001 – ₹ 40000, 5.2% in between ₹ 40001 – ₹ 50000 and 11.5% having income above ₹ 50000.

Table 4.1: Demographic Characteristics of Respondents

Frequency Distribution					
		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	528	52.8	52.8	52.8
	Female	472	47.2	47.2	100
	Total	1000	100	100	
Age	Less than 20 Years	112	11.2	11.2	11.2
	21-30 Years	638	63.8	63.8	75
	31-40 Years	193	19.3	19.3	94.3
	41-50 Years	48	4.8	4.8	99.1
	Greater than 50 Years	9	0.9	0.9	100
	Total	1000	100	100	
Education	High school & below	18	1.8	1.8	1.8
	Intermediate & diploma	85	8.5	8.5	10.3
	Bachelor	394	39.4	39.4	49.7
	Master	461	46.1	46.1	95.8
	Doctrate	41	4.1	4.1	99.9
	Others	1	0.1	0.1	100
	Total	1000	100	100	
Occupation	Public sector	54	5.4	5.4	5.4
	Private Sector	429	42.9	42.9	48.3
	free lancing	34	3.4	3.4	51.7
	Own Business	156	15.6	15.6	67.3
	Student (Not Working)	308	30.8	30.8	98.1
	Home Maker	18	1.8	1.8	99.9
	Others	1	0.1	0.1	100
	Total	1000	100	100	
Monthly Income	Less than ₹ 10000	258	25.8	25.8	25.8
	₹ 10001 – ₹ 20000	365	36.5	36.5	62.3
	₹ 20001 – ₹ 30000	139	13.9	13.9	76.2
	₹ 30001 – ₹ 40000	71	7.1	7.1	83.3
	40001 – ₹ 50000	52	5.2	5.2	88.5
	Above ₹ 50000	115	11.5	11.5	100
	Total	1000	100	100	
District	Lucknow	114	11.4	11.4	11.4
	Kanpur	114	11.4	11.4	22.8
	Sitapur	111	11.1	11.1	33.9
	Hardoi	102	10.2	10.2	44.1
	Lakhimur-kheri	110	11	11	55.1
	Barabanki	81	8.1	8.1	63.2
	Unnao	77	7.7	7.7	70.9
	Kanpur Dehat	45	4.5	4.5	75.4
	Farukhabad	47	4.7	4.7	80.1
	Kannoj	41	4.1	4.1	84.2
	Etawah	39	3.9	3.9	88.1
	Auraiya	34	3.4	3.4	91.5
	Raibareli	85	8.5	8.5	100
	Total	1000	100	100	

DISTRIBUTION OF SAMPLES:

The sample was selected on the basis of quota sampling technique, first quota was developed on the basis of the population of each district taken under the study and then under each district, the quota was developed on the basis of gender.

Table 4.2: Distribution of sample

District * Gender Cross tabulation				
		Gender		Total
		Male	Female	
District	Lucknow	59	55	114
	Kanpur	61	53	114
	Sitapur	59	52	111
	Hardoi	55	47	102
	Lakhimpur-kheri	58	52	110
	Barabanki	42	39	81
	Unnao	40	37	77
	Kanpur Dehat	24	21	45
	Farukhabad	25	22	47
	Kannoj	22	19	41
	Etawah	21	18	39
	Auraiya	18	16	34
	Raibareli	44	41	85
Total		528	472	1000

The Table 4.6 explains that there are 114 sample from Lucknow, out of that 59 males and 55 females, 114 samples from Kanpur, out of that 61 males and 53 females, 111 sample from Sitapur, out of that 59 males and 52 females, 102 samples from Hardoi, out of that 55 males and 47 females, 110 samples from Lakhimpur-Kheri, out of that 58 males and 52 females, 81 samples from Barabanki, out of that 42 males and 39 females, 77 samples form unnao, out of that 40 males and 37 females, 45 samples from Kanpur Dehat, out of that 24 males and 21 females, 47 samples from Farrukhabad, out of that 25 males and 22 females, 41 samples from Kannojo, out of that 22 males and 19 females, 39 samples from Etawah, out of that 21 males and 18 females, 34 samples from Auraiya, out of that 18 males and 16 females, and 85 samples from Raibareli, out of that 44 males and 41 females.

DESCRIPTIVE STATISTICS OF BEHAVIOURAL INTENTION

Table 4.16 explains the description of the items under the variables. The table explains the percentage distribution of respondent score, mean value and value of standard deviation.

The descriptive statistics results of behavioural intention item BI1 tells that more than 61 percent of responses fall under the above neutral region, 19.6 percentage fall in neutral region and almost 19 percentage responses fall under the below neutral region. The mean

score 4.83 and standard deviation 1.56 reveals that online consumers agrees that they intend to use online shopping in the future.

Table 4.3: Results of Descriptive Analysis of Behavioral Intention										
Item Code	Item Statement	SDA (1)%	(2) %	(3) %	(4) %	(5) %	(6) %	SA (7)%	Mean	Standard Deviation
BI1	I intend to use online shopping in the future.	3.1	5.7	10.4	19.6	24.3	21.2	15.7	4.83	1.560
BI2	I predict I would use online shopping in the future.	3.7	6.7	10.6	19.4	22.7	21.1	15.8	4.77	1.615
BI3	I plan to use online shopping in the future.	3.3	6.6	9.9	20.2	23.0	21.0	16.0	4.80	1.591

The descriptive statistics results of behavioural intention item BI2 tells that more than 59 percent of responses fall under the above neutral region, 19.4 percentage fall in neutral region and almost 19 percentage responses fall under the below neutral region. The mean score 4.77 and standard deviation 1.62 reveals that online consumers agrees that they predict they would use online shopping in the future.

The descriptive statistics results of behavioural intention item BI3 tells that more than 60 percent of responses fall under the above neutral region, 20.2 percentage fall in neutral region and almost 20 percentage responses fall under the below neutral region. The mean score 4.80 and standard deviation 1.59 reveals that online consumers agrees that they plan to use online shopping in the future.

DIFFERENCE IN BEHAVIOURAL INTENTION OF ONLINE SHOPPING:

Non-parametric test (Mann-Whitney U Test and Kruskal Wallis Test) was applied for testing the differences in behavioural intention of online shopping users.

Non-parametric test is applied once the measurement variable does not fulfil the assumption the normality. For testing the normality, the Kolmogorov-Smirnov and Shapiro-Wilk test is a

statistical method. The sig. value greater than .05 shows the normality in data but the table 4.37 shows that sig value is found .000 which reveals that data is not normally distributed and non-parametric test is applied for testing the hypothesis.

Table 4.4: Tests of Normality						
	Kolmogorov-Smirnov^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
BI	.050	1000	.000	.976	1000	.000
a. Lilliefors Significance Correction						

H4a: There is no significant difference in behavioural intention of online shopping users based on gender.

Mann-Whitney U Test is applied for testing the differences in behavioural intention of online shopping users on the basis of gender.

Table 4.5: Gender-Test Statistics^a	
	BI
Mann-Whitney U	118555.000
Wilcoxon W	258211.000
Z	-1.328
Asymp. Sig. (2-tailed)	.184
a. Grouping Variable: Gender	

Table 4.38 shows the results of Man-Whitney test and reveals that there is no significant difference in behavioural intention of male and female because the sig. value is found .184 which is greater than .05. So, the hypothesis H4a is failed to reject. Hence it is concluded that gender has no significant difference over behavioural intention of online shopping users.

Table 4.6: Ranks				
	Gender	N	Mean Rank	Sum of Ranks
BI	Male	528	489.04	258211.00
	Female	472	513.32	242289.00
	Total	1000		

Kruskal Wallis Test was applied for testing the differences in behavioural intention of online shopping users on the basis of age (H4b), income (H4c), education (H4d) and occupation (H4d).

H4b: There is no significant difference in behavioural intention of online shopping users based on age.

Table 4.40 shows the results of Kruskal-Wallis test which reveals that there is significant difference in behavioural intention of online shopping users based on age because the sig. value is found .000 which is less than .05, so the hypothesis H4b is rejected. Hence it can be concluded that age has significant difference over behavioural intention of online shopping users.

Table 4.7: Age-Test Statistics_{a,b}	
	BI
Chi-Square	88.531
Df	38
Asymp. Sig.	.000
a. Kruskal Wallis Test	
b. Grouping Variable: Age	

H4c: There is no significant difference in behavioural intention of online shopping users based on income.

Table 4.41 shows the results of Kruskal-Wallis test which reveals that there is no significant difference in behavioural intention of online shopping users based on Income because the sig.

value is found .662 which is greater than .05, So the hypothesis H4c is failed to reject. Hence it can be concluded that income has no significant difference over behavioural intention of online shopping users.

Table 4.8: Family Monthly Income-Test**Statistics_{a,b}**

	BI
Chi-Square	3.247
Df	5
Asymp. Sig.	.662

a. Kruskal Wallis Test

b. Grouping Variable: Family Monthly Income

Table 4.41: Ranks

	Family Monthly Income	N	Mean Rank
BI	Less than ₹ 10000	258	490.71
	₹ 10001 – ₹ 20000	365	508.14
	₹ 20001 – ₹ 30000	139	479.23
	₹ 30001 – ₹ 40000	71	479.13
	₹ 40001 - ₹ 50000	52	508.19
	Above ₹ 50000	115	533.65
	Total	1000	

H4d: There is no significant difference in behavioural intention of online shopping users based on education.

Table 4.43 shows the results of Kruskal-Wallis test which reveals that there is no significant difference in behavioural intention of online shopping users based on education because the sig. value is found .423 which is greater than .05, So the hypothesis H4d is failed to reject.

Therefore, it can be concluded that education has no significant difference over behavioural intention of online shopping users.

Table 4.9: Education-Test Statistics_{a,b}

	BI
Chi-Square	4.943
Df	5
Asymp. Sig.	.423

a. Kruskal Wallis Test

b. Grouping Variable: Education

Table 4.43: Ranks

	Education	N	Mean Rank
BI	High school & below	18	415.83
	Intermediate & diploma	85	469.35
	Bachelor	394	511.57
	Master	461	495.24
	Doctorate	41	550.17
	Others	1	697.00
	Total	1000	

H4e: There is no significant difference in behavioural intention of online shopping users based on occupation.

Table 4.45 shows the results of Kruskal-Wallis test which reveals that there is no significant difference in behavioural intention of online shopping users based on occupation because the sig. value is found .514 which is greater than .05, So the hypothesis H4e is failed to reject. Hence it can be concluded that occupation has no significant difference over behavioural intention of online shopping users.

Table 4.10: Occupation-Test Statistics_{a,b}

	BI
Chi-Square	5.238
Df	6
Asymp. Sig.	.514

a. Kruskal Wallis Test

b. Grouping Variable: Occupation

Table 4.11: Ranks			
	Occupation	N	Mean Rank
BI	Public sector	54	519.19
	Private Sector	429	493.30
	free lancing	34	418.44
	Own Business	156	526.29
	Student (Not Working)	308	506.06
	Home Maker	18	461.39
	Others	1	339.00
	Total	1000	

CONCLUSION:

The study has revealed that there is no significant difference in behavioural intention on the basis of gender which shows the both male and female online consumer have same behavioural intention.

The study has found that there is significant difference in behavioural intention of online shopping users based on age which shows that the consumer with different age group have differences in their behavioural intention.

The study has found that there is no significant difference in behavioural intention of online shopping users based on Income which shows that online shopping consumers with different income level have same behavioural intention.

The study has revealed that there is no significant difference in behavioural intention of online shopping users based on education which shows that online shopping consumers with different education level have same behavioural intention.

The study has revealed that there is no significant difference in behavioural intention of online shopping users based on occupation which shows that online shopping consumers with different occupation have same behavioural intention.

MANAGERIAL IMPLICATIONS:

Male and female online consumer with different education level, different occupation and income group have same behavioural intention. This finding suggests that the e-retailers need not to plan special marketing strategies for male and female consumers, consumers with different education level, occupation and income group. But the consumer with different age group has differences in their behavioural intention and the young consumers do more online shopping. This finding shows that e-retailers need to plan special marketing strategies for the consumers with different age group. The young consumers cannot be motivated with the same marketing strategy used for older online consumers. The retailer should plan an attractive marketing strategy for young consumers.

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IMPACT OF ORGANISATIONAL CULTURE ON EMPLOYEE ENGAGEMENT IN CORPORATE SECTOR

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ABSTRACT: Employee engagement speaks about the extent to which an employee feels good about his/her individual task or job. Engaged employees are considered to be a greatest benefit for the organization. They always feel that their contribution make a big difference leading to positive growth for the organisation. Employees who feel connected keep themselves engaged at work; work hard, stay for a longer tenure and motivate the other employees also. Higher the employee engagement higher will be the employee retention. To delve into the factors that drive employee engagement, this research paper aids to find out the relationship between employee engagement and organizational culture. Literature review reveals the fact that there exist a bond between culture and engagement in every organization. Organization culture incorporates organization's expectations, philosophies, code of ethics, vision and mission statements in par with shared attitudes, knowledge, believes of every human resources that has taken its own shape in due course of time. Organizational culture gives the framework of the functions of the organisation in tune with its growth, profitability, quality and like. Thus, organizational culture is the overall archetype that measures the organizational behaviors and its practices. Any organization can achieve its overall goals only if the smooth flow of work is assured. Here is where employee engagement plays a vital role. Engaged employees of any organizations keep up their tasks so as to attain the organizational goals. When it comes to survey or analysis of employees individually employee engagement is the key to understand the strength and weakness of the work force, while understanding organizational culture leads to understand the strategic strength and weakness. In case of any strategic weakness it could be overcome only through engaging the employees in a better way.

Keywords: Employee Engagement, Asset, Motivate, Organizational Culture, Philosophies, Code of Ethics, Vision and Mission Statements.

INTRODUCTION

Every organization has its unique culture to make them identifiable in the market. Organizational culture is one of the main components which have a serious impact on the organizational behaviour as a whole. The organizational culture encompasses itself the value system, belief system, norms, ethics, attitude, goals of an individual employee and the organisation as a whole. A fit between organizational culture and employees' goal will correlate organizational goals with employees' individual objective. This will automatically lead to accomplishment of overall purpose of the organisation. Any organization that can lay a culture, defined by its mission, leadership, values, meaningful work and strong sense of responsibility will outsmart its competitors by attracting the top talents and retaining the productive human resources. Stronger the organizational culture robust is the employee engagement. The relationship between organizational culture and employee engagement is an important subject matter in Strategic human resource. Culture of one organization will vary with that of the others yet it is built upon the competition and developments.

The latter is viewed as most valuable parameter to gauge the organization's health. Employee engagement could be realized if employees are satisfied at their work, recognized for their contribution, awarded and rewarded on monetary basis or non monetary basis for their accomplishment, pay and benefits compensate their involvement, communication gaps are filled, peer pressure doesn't exist and like which leads to retaining potential human resources also. It could now be understood that organizational culture also embrace the above said in a different form and fashion called as etiquettes and ethics of an organization. Put together culture affects not only the performance of an employee but also the loyalty level and morale. Companies which can design its culture according to the need of the hour can create a favorable workplace for its employees for a greater productivity as culture has a direct association with engagement.

REVIEW OF LITERATURE

The definition for organizational culture stands vast as authors have given their own thoughts that arouse out of their own experience. It can be scrutinized in terms of concepts, conventions, scopes, types and characteristics. Hence, the definition has been exhaustive and exclusive; which includes almost all the domains of the organization. It is explained as linking of individual employees' attribute with organization's goal. It can also be called as a shared

pattern of value system, belief, culture and like to distinguish one individual with the others. It is a bunch of assumptions on the values and behaviours within the organization that is laid down in form of rules and procedures or standards and norms. It is the organization's personality. Organizational culture encompasses various practice support organization with success.

Baker [1] defines organizational culture as valuing human resource as intellectual capital which entails honing of skills to ensure organizational and personal growth and transformation of knowledge for betterment. However, organisation benefit only if culture goes parallel with strategies and objectives.

Cameron, K.S. and Freeman, S.J. [2] details that there were many studies to determine the categories of organizational culture like clan, hierarchy, adhocracy and market.

Deci and Ryan (1987) [5] in their work state affirmed that any organization that cultivate an arena for collaborative and conducive work system make an effort to promote employee welfare by attending to the needs of the employees, better feedback and communication system, develop work related skills and like.

According to Penna (2007) [6] engaged employees are satisfied employees of the organization. For such employees the meaning for the job is well defined and achieved which signify fulfillment. This fulfillment is connoted with appreciation, sense of belonging, training and development, fair treatment, proper communication and like.

Quinn and Spreitzer (1991) [7] have recommended that organizational culture compiles four different cultures: development culture, group culture, rational culture and hierarchal culture. It is the chain of theory a group creates in order to balance the internal and external variation and assimilation.

Schein [9] states that organizational culture has taken a huge shape due to dynamic environment, complexities in policies and procedures, multinational tie ups, cross culture management and like. According to the author organizational culture covers artifacts, articulated believes and values and its underpinned assumptions.

Stewart (2007) [10] notified that organizational culture will affect all those who are involved in the organization and its growth process. He states that it is an invisible thread that knots

individual goals with organization's goals which augment organizational performance through engaging the employees in a productive way.

According to Jawaharrani (2011) [11] employee engagement is recognizing the ethics of workplace and realizing the tactics to accomplish the task so as to maintain work life balance. To engage the employees in a constructive manner their productivity has to be boosted up through training and development or motivation leading to higher retaining capacity for the organisation. A proper balance in work and life will lead to better employee contentment.

RESEARCH METHODOLOGY

The demographic fields include gender, qualification, age, designation and experience in the organization. Total of 150 respondents were approached to conduct the survey out of which 95 were male and 55 were female. Qualification was divided into Diploma, UG, PG and Diploma. Descriptive analysis includes correlation to justify the inter connect of certain fields of study and paired sample test. Questionnaire was used to collect details required to have thorough knowledge about the topic. There were qualitative and quantitative questions to fix hypothesis and frame the conclusion. The table below depicts the demographic tabulation.

Table 1: Demographic classification of data

CLASSIFICATION	SUB CLASSIFICATION	FREQUENCY	%	CUMULATIVE %
GENDER	MALE	95	63.3	63.3
	FEMALE	55	36.7	100
AGE (in years)	20-30	22	14.7	14.7
	31-40	62	41.3	56
	41-50	58	38.7	94.7
	Above 50	8	5.3	100
EDUCATION	UG	36	24	24
	PG	84	56	80
	DIPLOMA	30	20	100
IN HOUSE EXPERIENCE (in years)	LESS THAN 1	10	6.7	6.7
	1-5	70	46.7	53.3
	6-10	70	46.7	100
LEVEL IN ORGANISATION	OPERATIONAL	54	36	36
	CLERICAL	32	21.3	57.3
	MANAGER	64	42.7	100

Respondents from various departments like accounts and finance, billing, front office, human resource, purchase, marketing and like were surveyed for the study. Source of data was therefore primary and secondary. Convenience sampling and cluster sampling methods were used. Likert's five point scale is also appropriately used for the same. To determine the construct validity of questionnaire an exploratory factor analysis was performed with SPSS 20 was done.

Table 2: Analysis of inter correlation of factors

		Correlations								
		IN HOUSE EXPERIENCE	LEVEL IN ORGANISATION	SPACE FOR INNOVATION	ADMIN STYLE	STRESS ON GROWTH	BURST WITH ENERGY	FEEL STRONG	PROUD	INSPIRED
IN HOUSE EXPERIENCE	Pearson Correlation	1	.728*	.145	.145	.145	.145	.145	.145	.027
	Sig. (2-tailed)		.000	.077	.077	.077	.077	.077	.077	.740
LEVEL IN ORGANISATION	Pearson Correlation	.728*	1	.179*	.179*	.179*	.179*	.179*	.179*	.063
	Sig. (2-tailed)	.000		.028	.028	.028	.028	.028	.028	.443
SPACE FOR INNOVATION	Pearson Correlation	.145	.179*	1	1.00**	1.00**	1.00**	1.00**	1.00**	.129
	Sig. (2-tailed)	.077	.028		.000	.000	.000	.000	.000	.117
ADMIN STYLE	Pearson Correlation	.145	.179*	1.00**	1	1.00**	1.00**	1.00**	1.00**	.129
	Sig. (2-tailed)	.077	.028	.000		.000	.000	.000	.000	.117
STRESS ON GROWTH	Pearson Correlation	.145	.179*	1.00**	1.00**	1	1.00**	1.00**	1.00**	.129
	Sig. (2-tailed)	.077	.028	.000	.000		.000	.000	.000	.117

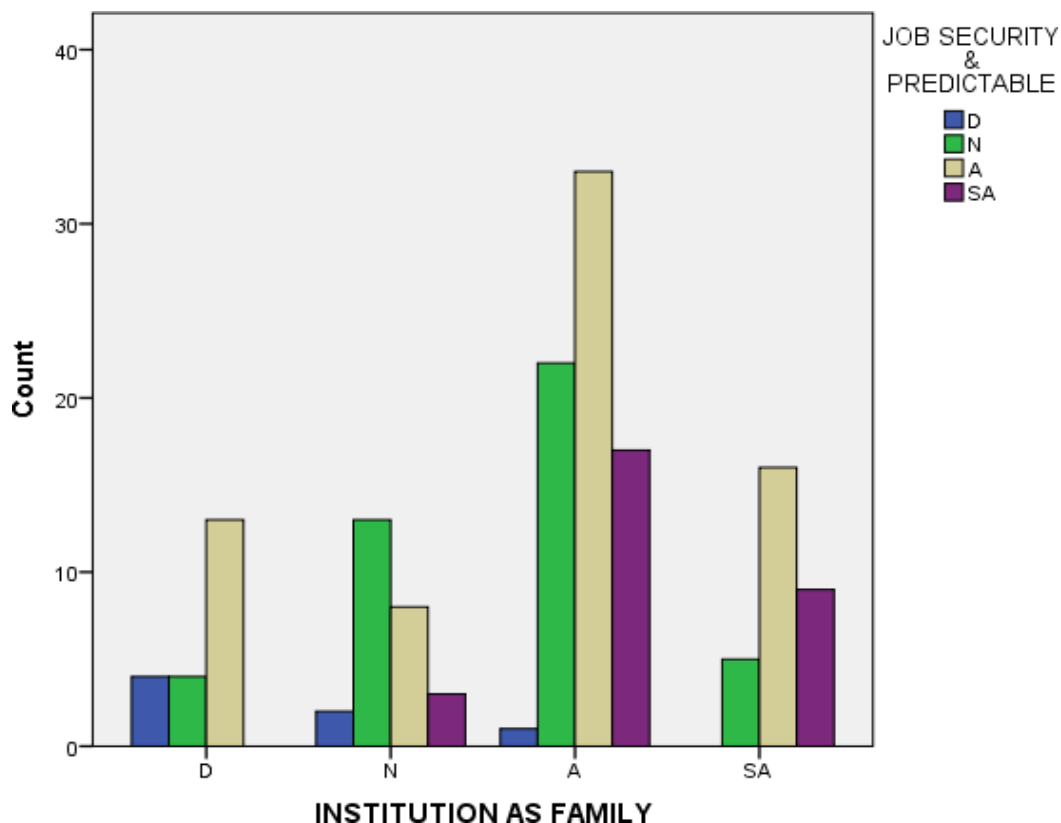
BURST WITH ENERGY	Pearson Correlation	.145	.179*	1.000**	1.000**	1.000**	1	1.000**	1.000**	.129
	Sig. (2-tailed)	.077	.028	.000	.000	.000		.000	.000	.117
FEEL STRONG	Pearson Correlation	.145	.179*	1.000**	1.000**	1.000**	1.000**	1	1.000**	.129
	Sig. (2-tailed)	.077	.028	.000	.000	.000	.000		.000	.117
PROUD	Pearson Correlation	.145	.179*	1.000**	1.000**	1.000**	1.000**	1.000**	1	.129
	Sig. (2-tailed)	.077	.028	.000	.000	.000	.000	.000		.117
INSPIRED	Pearson Correlation	.027	.063	.129	.129	.129	.129	.129	.129	1
	Sig. (2-tailed)	.740	.443	.117	.117	.117	.117	.117	.117	
**. Correlation is significant at the 0.01 level (2-tailed).										
*. Correlation is significant at the 0.05 level (2-tailed).										

Engaging the employees involve a number of factors like opportunity to unleash potential, chance to explore new challenges, growth opportunities, sense of comfort at work and like apart from that which was mentioned in the earlier paragraph. It could be understood from the above analysis that there are factors that are correlated upon which the level of engagement depends on organizational culture. It could be identified that the administration style is welcoming by the employees as it is more of democratic and gives room for growth and innovation. The employees are given proper training whenever necessary which makes them feel confident in the job and enhancing their competitive spirit to stay strong. This augments the energy level of the employees opening up the unexplored avenues for the progress of the organization and individual as well.

Table 3: Relationship between job security and treating institution as family

		JOB SECURITY				Total
		D	N	A	SA	
INSTITUTION AS FAMILY	D	4	4	13	0	21
	N	2	13	8	3	26
	A	1	22	33	17	73
	SA	0	5	16	9	30
Total		7	44	70	29	150

It is clearly visible from the above table that 73 out of 150 of the employees agree that there is job security and they are bound with their institution. 30 out of 150 employees strongly agree that the organization is inseparable from their family. This indicates that most of the employees remain loyal and sincere to their organization leading to a greater level of engagement. Employees also feel that transparency of matters makes them feel secured and promising leading to a higher level of engagement as they understand the expectation of the organization and the outcome of their performance.

Chart 1: Relationship between job security and institution as family

Interdependence of job security to treating institution as family:

Hypothesis H_0 : There exist no relationship between job security and considering organization as family. (Null hypotheses)

Hypothesis H_1 : there exist correlation between job security and considering organization as family.

Table 4: Interdependence of job security to treating institution as family

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.122 ^a	9	.001
Likelihood Ratio	30.742	9	.000
Linear-by-Linear Association	14.387	1	.000
N of Valid Cases	150		

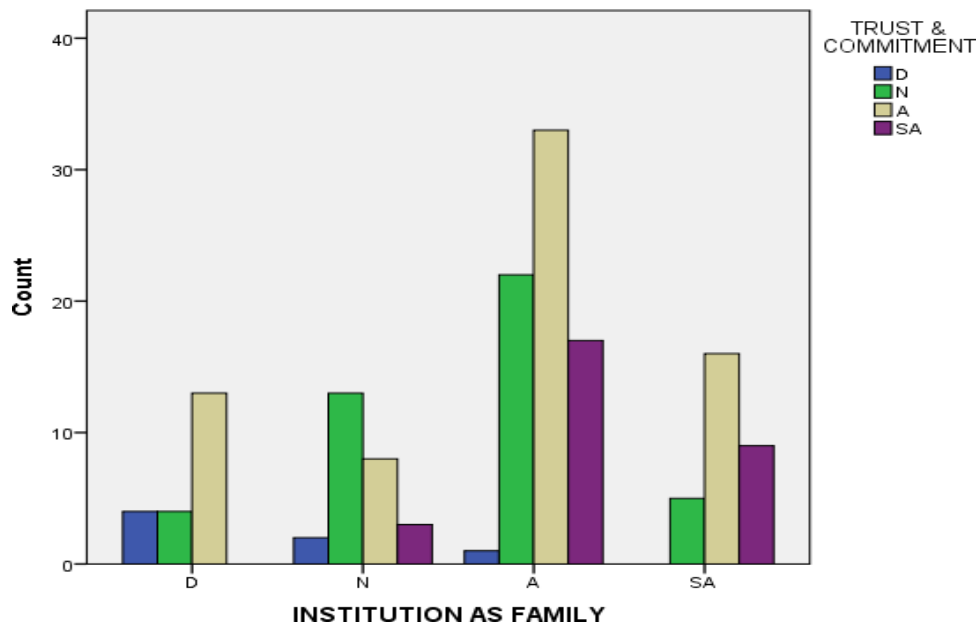
The significant value being 0.5, the expected count is .001 which is less than the significant value. Hence the null hypothesis is rejected. This means there is a relationship between organization to be treated as family and job security. Any employee who gives the organization first place will be assured of security.

Table 5: Relationship between employees' trust and treating institution as family

		TRUST & COMMITMENT				Total
		D	N	A	SA	
INSTITUTION AS FAMILY	D	4	4	13	0	21
	N	2	10	6	3	21
	A	1	22	33	17	73
	SA	0	8	18	9	35
Total		7	44	70	29	150

Those employees who stay connected with the organization stay committed and trustworthy. The same is depicted in the above tabulation where 35 out of 150 employees strongly agree that they are committed as they feel touched about their organization. 73 out of 150 employees

agree that the reason behind their high level of commitment is due to the fact that the organisation is next family.

Chart 2: Relationship between trust and treating institution as family**Interdependence of employees' trust and treating institution as family**

Hypothesis H_0 (Null hypotheses): There exist no relationship between trust security and considering organization as family.

Hypothesis H_1 : There exist no relationship between trust security and considering organization as a family.

Table 6: Interdependence of employees' trust and treating institution as family

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.122 ^a	9	.002
Likelihood Ratio	31.742	9	.000
Linear-by-Linear Association	14.497	1	.000
N of Valid Cases	150		

The significant value being 0.5, the expected count is .001 which is less than the significant value. Hence the null hypothesis is rejected. This means there is a relationship between organization to be treated as family and trust and commitment maintained by the employees.

CONCLUSION

Organizational culture has its own implication influencing employee engagement and retention thereby directing the workforce towards progress of the organization and individual as well. Yet there are disagreements where at times management tend to feel that the scope is lost due to its incalculable components. Though there are arguments which states that organizational culture cannot be defined in a nutshell as it may reduce its uniqueness, it is apparent from the review of literature that there is no single definition for organizational culture or employee engagement. Both are interrelated as one aspect of the former will have an effect on the latter. Though the protocols remains different from one organization to the other; the concept or model of employee engagement and culture exist with a different parameter catering to the need of the organization. Culture is not so easily subjected to change as it is the outlook of the management towards its employees that encompass aforesaid dimensions. These dimensions say for instance job design, delegation, pay and benefit, healthcare facilities, work life balance, training and development, compensation in terms of monetary and non monetary aspects will definitely motivate any employee where organization can take advantage of such employees as they keep themselves engaged even without supervision. Talent acquisition or head hunting has become the major jargon for human resource department due to untiring competition in the market. It is evident from the study that organizational culture and employee engagement are two sides of same coin. An ideal organizational culture will nurture knowledge, innovation and expertise of employees letting them to share among themselves. This leads to employee engagement in an improved way through peer learning method. This reduces the cost of training for the organization. Research evidence proves that employee engagement and retention is gauged by relationship at work, behavior and ethics. In short it is the culture of the organization which governs the engagement level of any employee.

Implications to Future Researchers:

This section provides few suggestions and ideas for the other researchers in case this topic dealt again. The topic being exhaustive and important chances are more that the same study could be extended.

- Further studies may be extended to non-profit organization as this study focuses purely on the corporate sectors.
- This study could also be extended to firms that run on partnership form of organization.

- Further researchers may also expand the limit beyond the city limit so that the external and internal economies of other organization in the other areas may be analyzed. This helps to analyse the economy to some extent.

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TRENDS IN ONLINE BANKING – AN ANALYTICAL STUDY OF FIRST AND SECOND WAVES OF CORONA

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ABSTRACT: Online banking refers to usage of digital payment modes using internet, mobile banking, credit/debit card payments, app-based payments for making payments for goods/services purchased. The study attempts to find online banking trends during the first and second waves of corona pandemic and after it. The study is based on secondary data taken from websites and published reports. Quantitative analysis has been made.

Keywords: Corona, pandemic, Internet banking, mobile banking, appbased payments, debit/credit card, digital payments.

1. INTRODUCTION: Corona or COVID19 turned out to be one of the biggest hit on the world economy. It affected all parts of the earth irrespective of developed and under developed nations. As per the suggestion of WHO and ICMR the government had to bring in lockdowns both during the first wave in 2020 and during the second wave in 2021 in India. India experienced the first wave of Corona pandemic during the months of March 2020 up to May. The second wave started by mid-March 2021 to May and somewhat stabilised by August 2021. Lockdowns affected face to face commercial activities significantly and the payment mechanism also was influenced quite naturally.

The pandemic in a way increased online banking activities and commercial activities through online mode and E-commerce operators have shown significant increase in their business activities especially after the second wave. There was a sea change in business activities and banking methods during the lockdowns and the initial periods after the relaxation of lockdowns. People moved towards online banking for their payment requirements as part of social distancing and also due to ease of banking.

The components of online banking in this article are as follows:

- **Mobile banking:** It refers to the usage of mobile phones for banking activities. Banks have developed exclusive mobile banking apps to its customers where their banking needs are addresses just at a distance of a click.
- **Internet banking:** It refers to all those banking activities which are carried by an internet connected computer or laptop. It gives the convenience of banking for customer from office place or from home.
- **Electronic fund transfers:** It refers to transfer of funds from one account to another using direct debit or credit entry either directly by banks on the request of customer or customers themselves can affect them.
- **Debit card:** It is a mode of electronic payment where the card is accessed to make a payment or draw cash from an ATM machine. The amount withdrawn are paid is debited to the cardholder's account.
- **Credit card:** It works very much like a debit card but the amount paid are cash withdrawn is a short term loan taken from the cardholder's credit card loan account.
- **Automated teller machines (ATM):** These machines are installed for the purpose of vending cash for account holders. Debit/credit cards can be used in these machines to draw cash, check account balance and also take a mini statement of the account.

2. OBJECTIVES OF STUDY

- 1) To study the types of online banking services provided by banks
- 2) To identify the motives for using online banking services
- 3) To observe the trends in online banking services
- 4) To offer suitable suggestions based on the findings of the study.

3. SCOPE OF THE STUDY

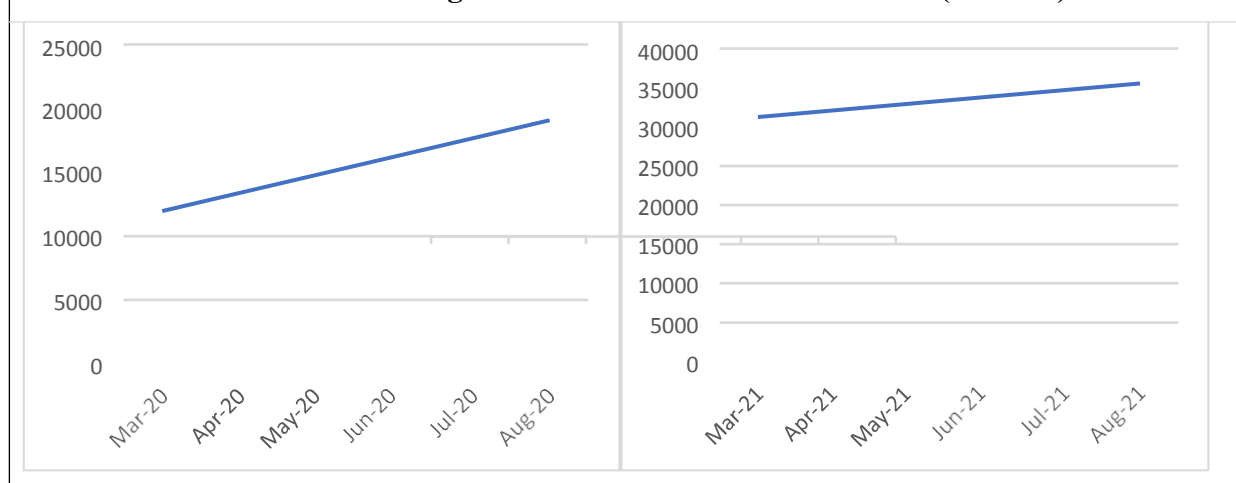
The study compares the online banking activities during the periods of March to August in the years 2020 and 2021.

4. METHODOLOGY OF THE STUDY

- a. **Sources of data:** The study has used secondary data taken by from the RBI bulletin.
- b. **Plan of analysis:** Data is presented in the form of tables, charts, trend percentage and correlation has been used as a tool to understand the results better

5. DISCUSSION**Table No.1 Showing the volume of mobile transactions (in lakhs)**

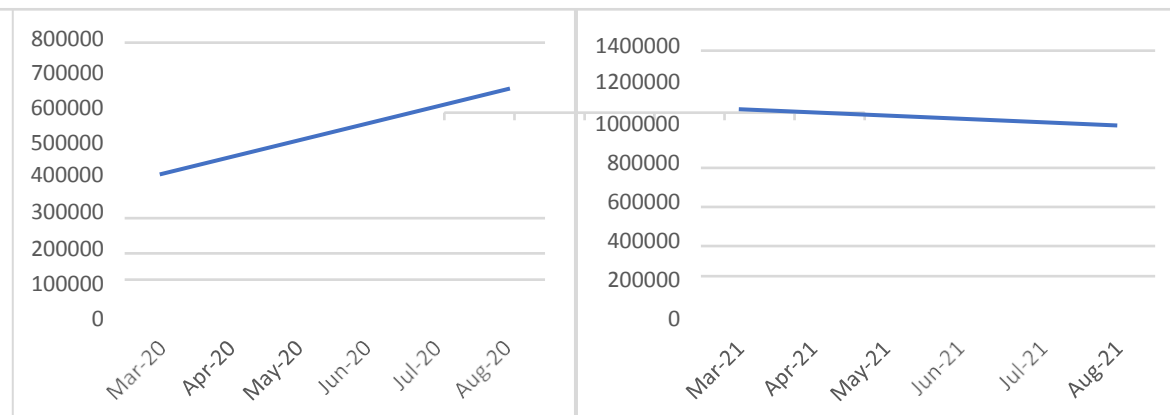
March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
13830	11276	14622	16188	17281	19865
March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
32971	32495	29734	32127	37459	35539

Chart No.1 Showing the volume of mobile transactions (in lakhs)**(Source: RBI data)**

Analysis: The above table shows the trend about the total volume or quantity of mobile transaction during the observation periods. There has been a significant rise in the volume of mobile transactions in both the period showing a stable trend. This points that the mobile transactions have gained popularity irrespective of the pandemic situation.

Table No.2 Showing the value of mobile transactions (in Crores)

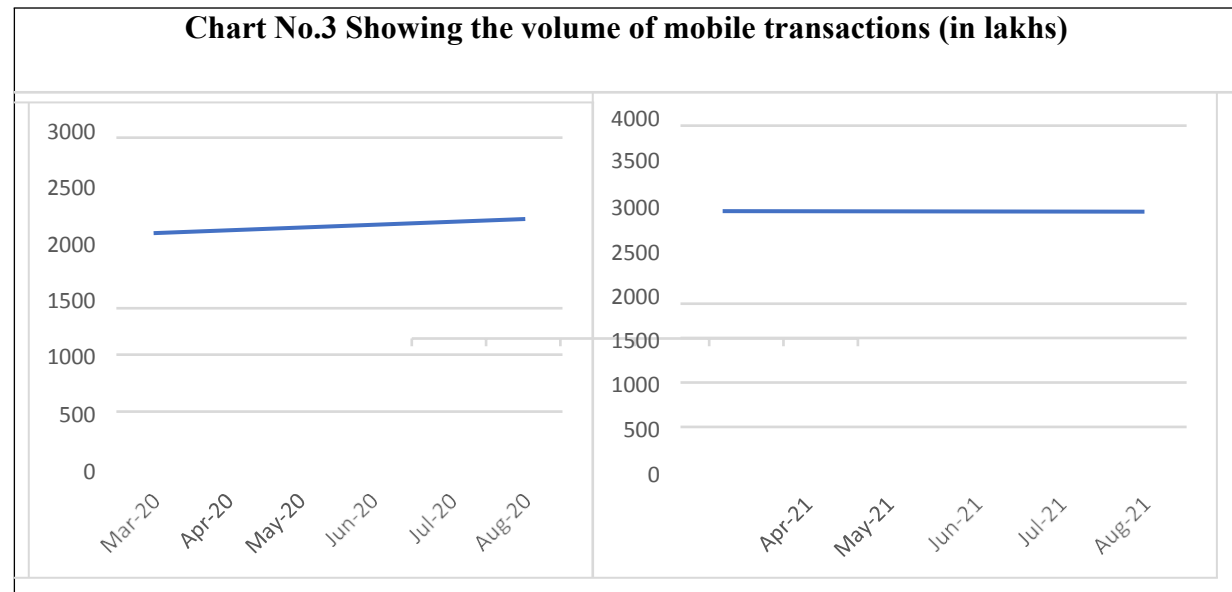
March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
520199	364031	485513	599420	637489	675277
March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
1246220	1006256	898224	1033735	1149340	1016871

Chart No. 2 Showing the trend of mobile transactions (in Crores)**(Source: RBI data)**

Analysis: The study observed that the value of mobile transactions has shown an increasing trend during both observation periods of 2020 and 2021 the economy also has become aware about mobile transaction as mode of doing business in 2021 when compared to the previous year. The value of the transactions may have shown a declining trend but the overall volume is showing increasing trend meaning the transactions are of smaller amounts.

Table No. 3 Showing the volume of NEFT transactions (in lakhs)

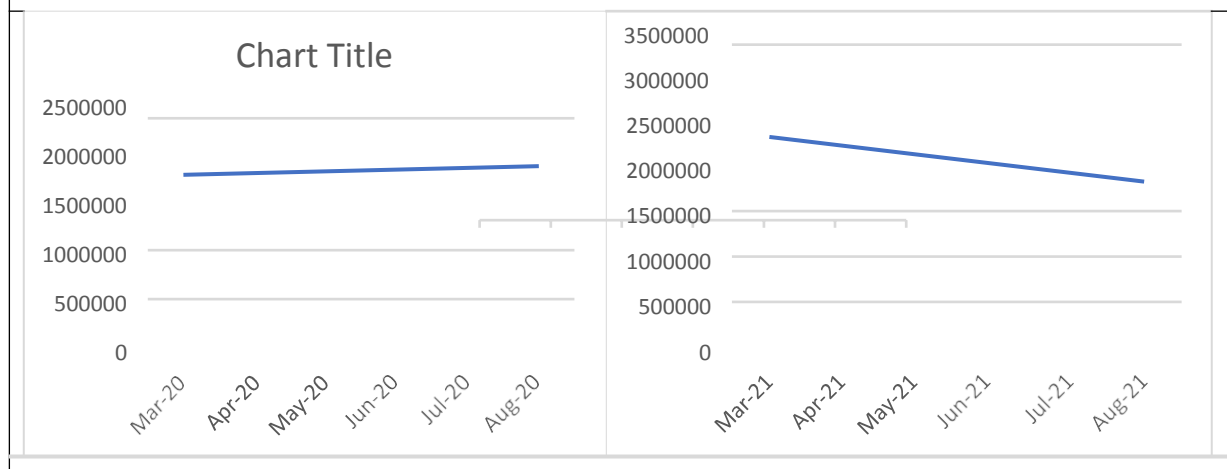
March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
2624	1760	1929	2274	2401	2346
March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
3481	2863	2565	2923	3170	3219



(Source: RBI data)

Analysis: The volume of NEFT transaction saw a dip only in the peak pandemic periods of April and May both in 2020 and 2021. This indicates the popularity of online banking and the ease it provides to bank customers. Further it is also supported in RTGS transactions as well.

Table No. 4 Showing the value of NEFT transactions (in Crores)					
March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
2283665	1306406	1481750	1906586	1963113	1930552
March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
3046329	2046235	1819459	2097771	2204302	2209818

Chart No.4 Showing the value of NEFT transactions (in Crores)**(Source: RBI data)**

Analysis: The value of NEFT transactions also have shown a similar trend just like the value of NEFT transactions indicating only decline of transactions during peak pandemic period.

Table No. 5 Showing the volume of RTGS transactions (in lakhs)

March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
11894618	5434644	9003796	11967828	12476268	11677166
March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
20234900	15152060	12334390	15382921	16765021	16632063

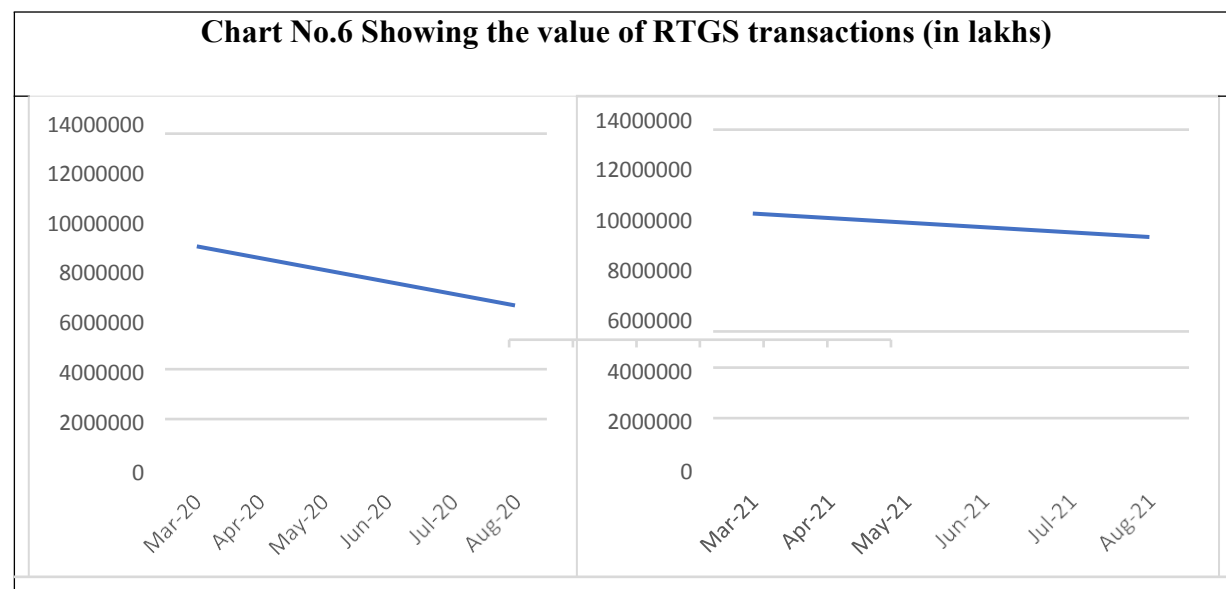
Chart No.5 Showing the volume of RTGS transactions (in lakhs)

**(Source: RBI data)**

Analysis: The RTGS transactions also belong to the group bank to bank transactions made by customers or banks. Even these transactions experienced a low only in the peak pandemic periods of April and May. The trend shows an overall recovery of the economy.

Table No. 6 Showing the value of RTGS transactions (in Crores)

March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
12047220	6443653	7041869	8651977	8335279	7292380
March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
12982214	8802867	8366599	10194573	10741314	10160093

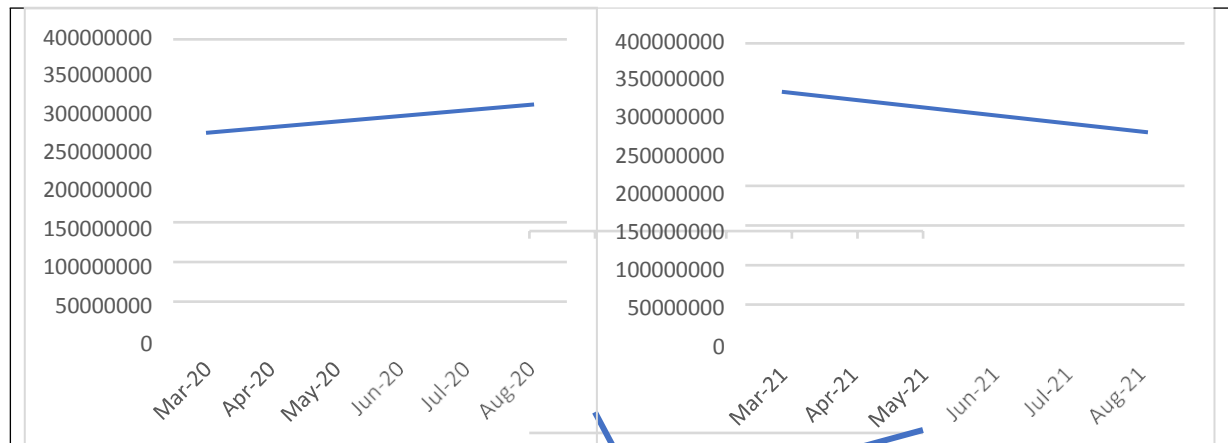


(Source: RBI data)

Analysis: The RTGS transaction value trends are also showing a similar trend when compared with its volume indicating fall only during peak periods. It has also shown a recovery in the later stages of the observation period.

Table No. 7 Showing the actual number of Debit card transactions at POS points					
March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
363203523	208271816	268563775	302088132	318383225	340869732
March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
377433789	322525449	256779645	294645257	340400346	287772774

Chart No.7 Showing the actual number of Debit card transactions at POS points



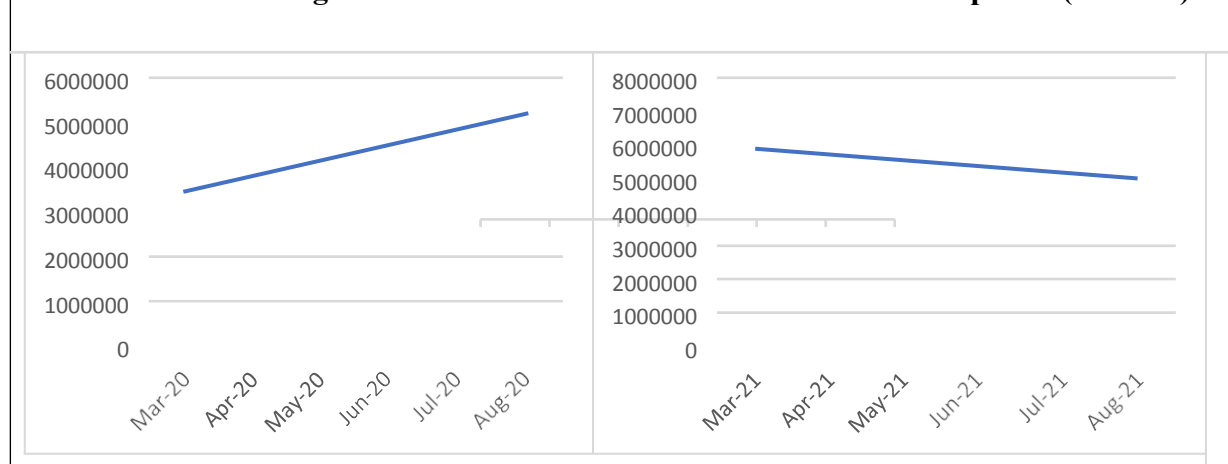
(Source: RBI data)

Analysis: Debit cards shows the spending habits of savings bank holders. The banking trend shows that customers reduced their spending only during peak periods and recovered very soon after the pandemic.

Table No. 8 Showing the volume of Debit card transactions at POS points (in lakhs)

March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
4764615	2299816	3762155	4725553	4983982	5427714
March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
6681934	5573875	4282020	5057623	6059874	5002953

Chart No.8 Showing the number of Debit card transactions at POS points (in lakhs)

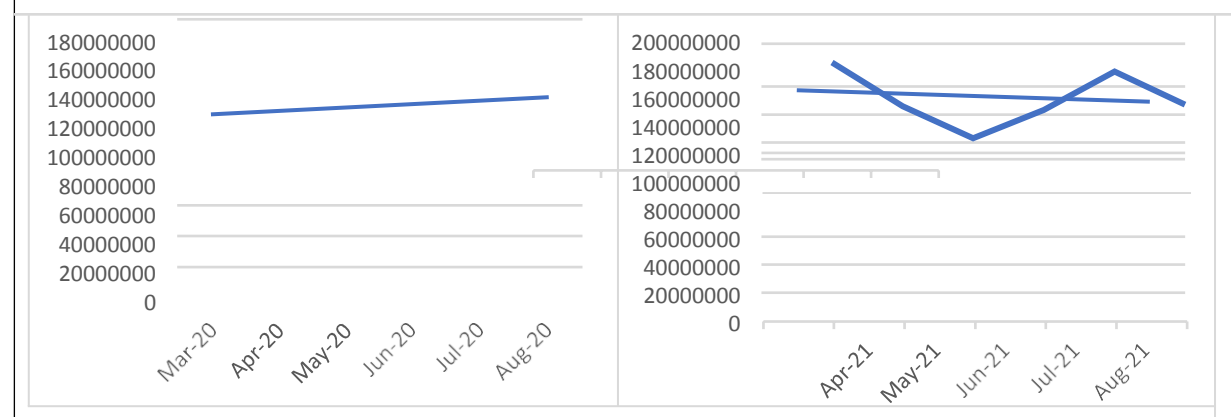


(Source: RBI data)

Analysis: The debit card transaction trend shows that customers reduced their spending only during peak periods and recovered very soon after the pandemic in the first wave but in the second wave people have reduced spending and have concentrated on savings rather than spending.

Table No. 9 Showing the actual number of Credit card transactions at POS points

March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
164669913	77124451	103129469	125170869	132321200	142898722
March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
188726583	157531178	134472696	154700561	182048394	158639784

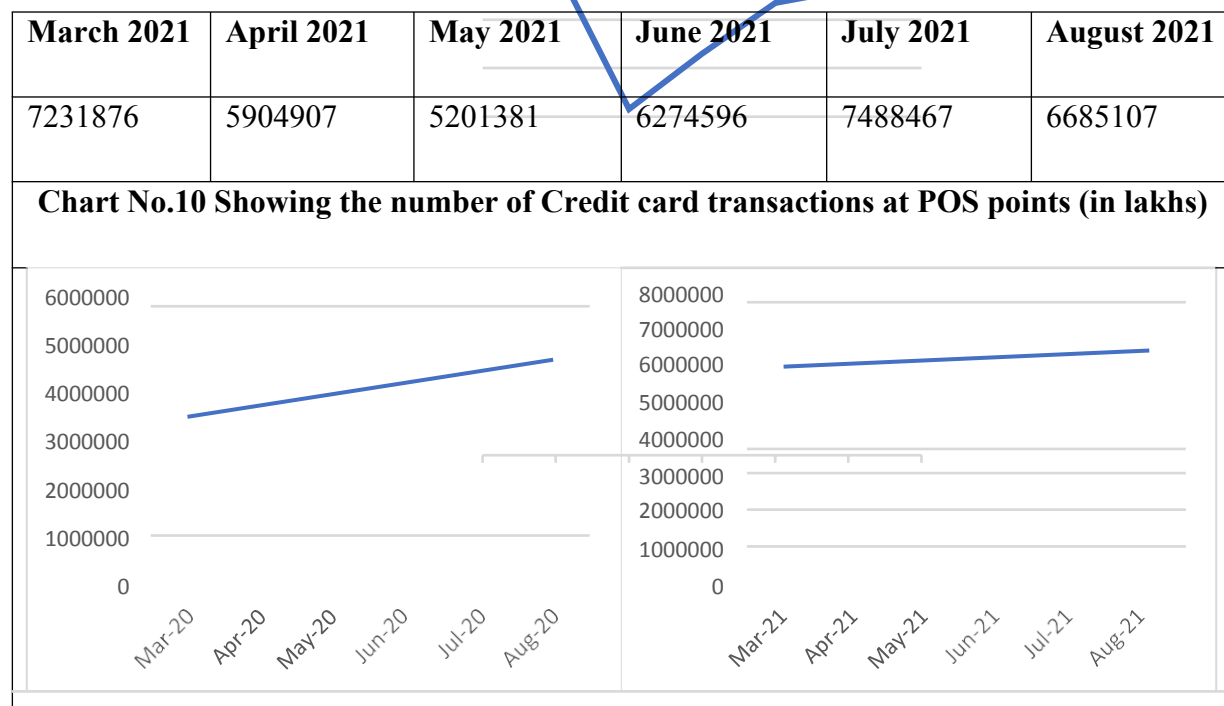
Chart No.9 Showing the actual number of Credit card transactions at POS points

(Source: RBI data)

Analysis: Credit cards indicate the loan taking capacity of customers. During the period customers of banks were worried in the first wave but recovered quickly in the second wave of pandemic and have disciplined their habits.

Table No. 10 Showing the volume of Credit card transactions at POS points (in lakhs)

March 2020	April 2020	May 2020	June 2020	July 2020	August 2020
5069650	2085817	3227086	4281813	4556764	5031906

**(Source: RBI data)**

Analysis: Both credit card transaction and its volume have shown similar trend indicating disciplined spending habits.

6. FINDINGS OF THE STUDY

- Usage of debit cards and credit cards are comparatively high for online purchases rather than cash withdrawals.
- Internet banking modes have gained popularity in the upcoming years which is evident from the volume of NEFT and RTGS transactions.
- Mobile transactions have gained more popularity and acceptance during 2021 when compare to 2020 indicating digital awareness among people.
- The trend in NEFT and RTGS also indicates the reduced footfalls in banks showing the gradual decrease in traditional banking activities.
- Debit and credit card usage at POS and at online activities also indicates the growing awareness about the benefits of these technologies.

7. CONCLUSION

The pandemic has been a great set back to the world as whole. So was India. This paper made an attempt to find the trends in online banking during this period and the researchers have found

that digital awareness has increased among Indians. The Indian economy is steadily moving towards a cashless and contactless banking in the near days to come. The government and the banks need to further create awareness among bank customers about the various benefits of online banking through videos, advertisements, brochures etc. so that digital banking awareness is created all over the country.

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- i. <https://www.npci.org.in/statistics>
- ii. <https://www.rbi.org.in/scripts/NEFTView.aspx>
- iii. https://www.rbi.org.in/Scripts/BS_ViewBulletin.aspx

A ROADMAP OF IPR ON MSMEs FOR SUSTAINABLE DEVELOPMENT

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ABSTRACT: Sustainability is already taken a key position for development of any country. In the developing countries the transformation is not simple to assess a country's socioeconomic level. Current situation of the country can be shift for next level by MSMEs. Research and Innovation should be vigorously taken by MSMEs for development. With the lot of complications IPR will be the real GEM for MSMEs to reach global standards and contributes to economic sustainability. IPR is a gamut where it touches every lucks and corner of the business in holistic development perspective. Over a time of 7 years GoI initiated number of schemes like Make in India, Digital in India, Start-Up India and Stand-up India and continued with present Aathmanirbhar Bharath which aim to range 5trillion economy and sustainability. The various sectors in MSMEs have its own challenges and opportunities, in this regard MSMEs adapt and adopt flexible innovation strategies and focus towards attaining Intellectual Property Rights. This paper investigates and reveals the status of IPR in MSMEs and contribution of IPR to build strong sustainable development county. This paper collects the opinion from selected MSMEs on IPR by focusing on different sections. This paper is based on primary, secondary data and interaction with experts and entrepreneurs. Analysis is done by considering 22 respondents with using Descriptive, Correlation and ANOVA as statistical tool. This paper also makes an attempt to draw out the viewpoint about sustainability as well as holistic development.

Key Words: Government Policies, Innovation, IPR, MSMEs, Opportunities and Sustainability.

1. INTRODUCTION:

1.1 INDIAN MSMEs SECTOR

Despite achieving extraordinary and steadily rising economic growth in recent years, India still confronts several challenges in establishing appropriate job prospects for people, particularly

the younger population. The youth now account for over 35% of the population, and the Indian workforce is predicted to grow to approximately 600 million by 2022, up from the current estimated 473 million.

India has surpassed the United States as the world's third largest technological start-up. The Central government's main focus is on economic goals, which include making conducting business easier, supporting FDI, job creation, skill development, and entrepreneurship.

According to the MSME Ministry's FY19 annual report, micro-enterprises dominate the MSME sector. India has 6.33 crore MSMEs, of which 6.30 crore, or 99.4 percent, are micro-companies, 0.52 percent — 3.31 lakh are medium enterprises, and 0.007 percent — 5,000 are small businesses.

Indian MSMEs employ about 40% of India's workforce. According to a CII study of over one lakh enterprises, the number of net employment generated in the Micro, Small and Medium Enterprises (MSME) sector in the previous four years was merely 3,32,394, which is 13.9 percent more than the base four years ago. According to the report, only three states, Maharashtra, Gujarat, and Telangana, accounted for more than half of the employment produced during this time period (2015-16 to 2018-19).

Definition of MSMEs:

Revised Classification applicable w.e.f 1st July 2020			
Composite Criteria: Investment in Plant & Machinery/equipment and Annual Turnover			
Classification	Micro	Small	Medium
Manufacturing Enterprises and Enterprises rendering Services	Investment in Plant and Machinery or Equipment: Not more than Rs.1 crore and Annual Turnover ; not more than Rs. 5 crore	Investment in Plant and Machinery or Equipment: Not more than Rs.10 crore and Annual Turnover ; not more than Rs. 50 crore	Investment in Plant and Machinery or Equipment: Not more than Rs.50 crore and Annual Turnover ; not more than Rs. 250 crore

Sources: <https://msme.gov.in/know-about-msme>

The micro, small, and medium-sized companies (MSME) sector contributes considerably to the country's industrial production, employment, and exports. The MSME sector accounts for around 45 percent of India's industrial output and approximately 40 percent of overall exports. The MSME sector is anticipated to employ over 101.26 million people across the country in over 44.77 million units. The MSME sector accounts for around 8% of the country's GDP. The MSMEs sector has consistently outpaced other sectors in terms of growth. There are approximately 6000 items ranging from basic commodities to highly specialised products/services, and the goal of designating MSMEs is to separate them from the rest of industry in order to extend governmental support for exclusive promotion. MSMEs have several financial hurdles, with promoting their product and service being a key one. In this regard IP would be more relevant as a trademark, patent, copyright, GI tag etc. By coining the IPR as main strategy for MSMEs product and Services, MSMEs can be in the path of profitability as well as sustainability.

1.2 IPR STATUS IN INDIA

Intellectual property and its importance to MSMEs are not commonly recognised. In the early phases of a knowledge-driven economy, intellectual property rights (IPR) provide a substantial contribution to sustainability and development. Almost every day, new goods, brands, and unique designs enter the market as a consequence of ongoing human invention and creativity. MSMEs serve as auxiliary units to big enterprises, and this sector contributes significantly to the country's socioeconomic growth. MSMEs are not focused on IPR due to a lack of understanding, ignorance, and other technological obstacles; as a result, MNCs and other large-scale companies may mimic the distinctive process or approach of their MSMEs counterparts. To consolidate MSMEs' weaknesses and defend their distinctive goods and services from huge and multinational corporations. There is a huge opportunity for MSMEs to acquire IPRs, Government incentives to MSMEs in getting patents and identify and analyze the number of MSMEs applied and acquired IPRs with the help of government incentives.

Intellectual Property Rights (IPR) are described as "a right that a person or an organization has to have exclusive rights to utilize its own plans, ideas, or other intangible assets for a particular length of time." Copyright, patents, trademarks, traditional knowledge, and trade secrets are all examples of intellectual property rights." The rationale behind

intellectual property is to stimulate innovation without fear of a competitor stealing the idea and/or taking credit for it.

Particulars	2014-15	2015-16	2016-17	2017-18	2018-19	2019-2020
Patent	5,978 (14,316)	6,326 (20,429)	9,847 (30,271)	13,045 (47,695)	13,813 (38,961)	23257 (49351)
Designs	7,147 (7,226)	7,904 (8,023)	8,276 (8,332)	10,020 (1,07,88)	8,037	14,529
Trade Marks	41,583 (83,652)	65,045 (1,16,167)	2,50,070 (2,90,444)	3 00 913 (5,55,777)	3,11,078 (3,70,015)	3,36,000 (3,84,725)
Geographical indicator	20	26	34	25	22	31
Copyrights	Transfer of Copyrights to DIPP / CGPDTM in 2016-17			19,997 (39,799)	18,026	21,179

(Sources: <https://www.bananaip.com/ip-news-center/2019-intellectual-property-statistics-in-india-up-up-and-away/>)

2. REVIEW OF LITERATURE:

2.1 AWARENESS ABOUT IPR

- **Raj Ankush Soshte (2020)** Using secondary data, the study report focused on the value of IPR for MSMEs. It is necessary to be aware of intellectual property rights (IPR) in order to strengthen MSME. Despite the fact that the government has taken several initiatives, MSME are still unaware about IPR.

2.2 Perception about IPR

- **Sowmya and Paramashivaiah, (2020)** by adopting and adapting the IPR by MSMEs can build the brand for its products and services which may leads to market enhancement and sustainability. Through descriptive analysis, Anova and t-test of the primary data analyzes by the authors it concludes that R&D and innovation is mandatory for sustainability in any crisis by MSMEs.

2.3 POSSIBILITIES AROUND IPR TOWARDS MSMES

- **Isita Lahiri and Monojit Banerjee (2019)** here author emphasis on the role branding of Indian MSMEs needs to be in the holistic approach as the hitches of MSME branding are multi-layered and multifarious. For the Indian MSME sector enterprises to be

sustainable in the long run, integrated strategies must be devised, with marketing and branding being critical considerations. Author concludes the accomplishment of the paper objectives by convenient sampling was used to select 61 MSME firms and from these a total of 193 respondents were chosen for data collection.

2.4 INSTITUTIONAL SUPPORT TO BOOST UP MSMES TOWARDS IPR

- **Chiruvoori Ravivarma¹, Dama Bhuvankumar² (2018)** through the secondary data here author described that their challenges faced by MSMEs and need institutional support to overcome the challenges. Here researcher also mentioned the Institution which gives assistance to acquire the IPR for MSMEs.

2.5 CONTRIBUTION OF MSMES IN GROWTH OF INDIAN ECONOMY

- **Subina Syal(2015)** here author demonstrate through secondary data that the MSME sector is the 'engine of growth' for developing countries and discussed about Employment opportunities, Infrastructure Development, Testing laboratories, Foreign direct investment policy, De-reservation, Competitive technology, Export promotion within the MSME sector.

2.6 ADVANTAGES OF IMPLEMENTATION OF IPR

Lalith (2015) here authors express the benefits of IPR skill and social development were noted, as well as the fact that IPR supports fair commerce and that efficient enforcement of IPR stimulates economic progress. The purpose of intellectual property is to provide economic benefits and recognition to creators and inventors with the goal of reducing poverty, stimulating creativity and skills, exploring growth and trade, providing low-cost health care, ensuring food security, improving access to educational systems, benefiting traditional knowledge holders, and exceeding holistic development.

3. RESEARCH METHODOLOGY

3.1 This study determines the subsequent Research questions/ Research Gap.

1. What is the opinion of MSMEs towards sustainability with IPR?
2. Challenges and Opportunities for MSMEs to go for IPR.
3. How MSMEs will be benefited by IPR for economic sustainability?

3.2 RESEARCH OBJECTIVES:

1. To learn what respondents think about IPR and MSMEs.
2. To investigate the variables determining the long-term viability of MSMEs with IPR.
3. To know the view of respondents on Aatmanirbhar Bharath /Vocal for Local.

3.3 HYPOTHESIS:

- H1: IPR influence on MSMEs and its Sustainability.
- H2: Is there is any significant difference in the opinion of the respondents on IPR in MSMEs with regard to internal and external factors.
- H3: There is significant impact Aatmanirbhar Bharath /Vocal for Local in post COVID era on MSMEs and IPR.

3.4 METHODOLOGY:

The research is both exploratory and descriptive. In order to analyse and interpret the data, primary sources were used to collect information, and a questionnaire survey was distributed to 22 persons in Bangalore (Entrepreneurs). The data is gathered using purposeful sampling strategies. This research is both descriptive and exploratory. It tends to describe the significance and influence of IPR and MSMEs in MSMEs (Entrepreneurs) perception as responders in building MSMEs through IPR by enhancing with vital understanding of IPR by the relevant economic sustainability stake holders. **Statistical tool:** Descriptive analysis, ANOVA and Correlation is used to prove the hypothesis and to interpret the data. The study was limited to Bangalore only. All the core questions are in Likert scale with a five-point scale is used to collect data.

3.5 SAMPLE UNIT:

The sample unit for the study is determined from the respondents' occupation, age, educational degree, and gender. Textile, manufacturing, information technology, and a few service industries are examples of MSMEs.

3.6 METHODOLOGY OF RESEARCH

- Literature review on LMS Design of questionnaire Validation of questionnaire by academicians and practitioners
- Refinement of the questionnaire by adding academics' and practitioners' perspectives

- Obtaining authorization and making an appointment for personal interviews with practitioners based in and around Bangalore, India.
- Data collection using questionnaires and interviews with practitioners.
- Data analysis and deriving conclusions

4. DATA ANALYSIS AND INTERPRETATION:

4.1 DESCRIPTIVE STATISTICS

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Competition in the market influences your firm to adopt Innovation practices	22	1.00	5.00	4.1818	1.00647
Age of the firm influences the firm to adopt Innovation practices	22	1.00	5.00	3.6818	1.21052
Size of the firm influences the firm to adopt Innovation practices	22	2.00	5.00	3.9091	.97145
Education Qualification of entrepreneur influences the firm to adopt Innovation practices	22	1.00	5.00	3.5455	1.29935
Experiences of the entrepreneur influences to adopt Innovation practices	22	1.00	5.00	3.7727	1.10978
Voice of the customer influence us to adopt Innovation practices	22	1.00	5.00	3.9545	1.29016
Industry eco-system will influence us to adopt Innovation practices	22	3.00	5.00	4.4545	.67098
Innovation practices are perceived as too risky in our firm	22	1.00	5.00	4.0000	1.19523
Innovation proposals are welcomed in our firm	22	1.00	5.00	3.6364	1.39882

In our firm, we seek innovative ideas from our internal sources only	22	3.00	5.00	4.3636	.65795
We promote innovative ideas in our firm	22	1.00	5.00	4.1818	1.00647
In our firm, we are keen on sourcing ideas from external sources also	22	1.00	5.00	3.6818	1.21052
In our firm, Employees are rewarded for proposing new ideas	22	2.00	5.00	3.9091	.97145
Policies of government influences us to adopt innovation practices	22	1.00	5.00	3.5455	1.29935
Technological advances influence us to adopt innovation practices	22	1.00	5.00	3.7727	1.10978
Competition drives us to adopt Innovation practices	22	1.00	5.00	3.9545	1.29016
Our Employees are the driving force to adopt Innovation practices in our firm	22	3.00	5.00	4.4545	.67098
In our firm, Employees are not hesitant to speak about new idea for better performance	22	1.00	5.00	4.0000	1.19523
It is that businesses and customer understand to know the importance of IP	22	2.00	5.00	4.0909	1.01929
IPR is must for sustainable economic growth India	22	1.00	5.00	3.8636	1.20694
Research and innovation will help KVIC for sustainable development	22	4.00	5.00	4.4545	.50965
Coining the IP as main strategy by MSMEs can get better Profit	22	1.00	5.00	3.9091	1.19160
The use of IPR will give a boost to performance of the MSME sector.	22	1.00	5.00	3.5909	1.40269

In the Era of this digitalization the IPR will help the MSME to tap the doors of online platforms	22	1.00	5.00	4.0909	1.06499
IPR integration with MSME will create a window for the growth of Indian economy through increase in exports	22	1.00	5.00	3.8182	1.33225
Indian MSME sector would lead to the global market in future	22	3.00	5.00	4.2727	.76730
The IPR would bring up the advantage to grab the market position	22	1.00	5.00	3.7727	1.37778
Government initiatives towards IPR is recommendable	22	1.00	5.00	4.1364	.94089
The protection Patents, copyrights, trade secrets, and other forms of new MSME innovation are required to understand the process.	22	1.00	5.00	3.8182	1.33225
The branding of Indian MSME through IPR acts and protection as a key gate way	22	2.00	5.00	4.1818	.95799
The local brand can be a global brand through IPR, is the strategic decision for economic sustainability	22	3.00	5.00	4.4545	.67098
The motto of Aatmanirbhar Bharat that is vocal for local which leads to reach Global will give a spirit of competition and the IPR play a major role here	22	1.00	5.00	3.5909	1.33306
Valid N (listwise)	22				

4.5 INFERENCES:

1. From the above table we can understand that IPR will give a boost to performance of the MSME sector. It is proved that the IPR will boost the performance of the MSME sector as its approximate mean value is more than 4. Hence, many of the respondents agree to this phenomenon.
2. From the above table showing that the age of the firm influences the firm to adopt Innovation practices. As its approximate mean value are more than 4, with minimum and maximum of 1 and 5 respectively and standard deviation 1.21052. Hence, many of the respondents agree to this concept.
3. The above table is evident that size of the firm influences the firm to adopt Innovation practices. The fact is that most of the respondents agree to this as the mean value is 3.9 and the standard deviation is 0.971.
4. The digitalization of IPR will help the MSME create massive online platforms. It is witnessed that the IPR create a way MSME sector to tap the online markets.
5. The integration of IPR would be able to expand exports and contribute to the Indian economy, as most respondents agree and have a favorable outlook on exports.
6. Due to the current situation MSMEs shown the interest that, there is a need for the protection of new innovations of the MSME by the IPR etiquettes.
7. The statistical tool proves that the Motto of Athmanirbhar Bharat that is vocal for local which leads to reach Global will give a spirit of competition and the IPR would be the major contributor in this aspect.
8. The aim of Vocal for local and local to global the IPR will lead as the brand to attract the customers.
9. From the above table it clears that IPR has the significant influence on the MSMEs and lead to economic sustainability.
10. *The descriptive statistics of above determinants depicts that the mean value of the determinants is greater than 3.5 hence majority of the respondents agree that these parameters have the impact of implementation and sustainability of IPR in MSMEs.*

4.2 CORRELATION

Correlations			
		Sustainability	IPR
Sustainability	Pearson Correlation	1	.918**
	Sig. (2-tailed)		.000
	N	22	22
IPR	Pearson Correlation	.918**	1
	Sig. (2-tailed)	.000	
	N	22	22
**. Correlation is significant at the 0.01 level (2-tailed).			

The Karl Pearson correlation analysis made it depicts that there is (0.92) High Positive correlation with impact of IPR and sustainability of MSMEs and there is significant relationship with impact of IPR and sustainability of IPR in MSMEs.

Correlations			
		IPR	Aatmanirbhar
IPR	Pearson Correlation	1	.947**
	Sig. (2-tailed)		.000
	N	22	22
Aatmanirbhar	Pearson Correlation	.947**	1
	Sig. (2-tailed)	.000	
	N	22	22
**. Correlation is significant at the 0.01 level (2-tailed).			

The Karl Pearson correlation analysis made it depicts that there is (0.95) High Positive correlation with impact Aatmanirbhar Bharath on IPR and there is significant relationship with impact Aatmanirbhar Bharath on IPR in MSMEs.

VARIABLES	P VALUE
AGE OF THE FIRM	0.00

SIZE OF THE FIRM	0.00
INITIAL INVESTMENT	0.00
SERVE OF PRODUCT	0.00
FACTORS INFLUENCING TO ADOPT THE INNOVATION	0.00

In order to determine whether the opinion of the respondents differ on the internal and external factors of company the ANNOVA tool was used and it is statistically proven that there is significant difference in the opinion of the respondents as p value is less than 0.05. hence the alternative hypothesis is accepted.

5. SUGGESTION AND CONCLUSION:

To meet global suitability, it is critical to increase MSMEs through IPR in the future for sustained economic success. The incorporation of IPR will be able to improve exports, generate brand value, and contribute to the Indian economy. The Micro, Small, and Medium Enterprise (MSME) sector is considerable and plays an important part in the Indian economy. It is critical to assist and educate MSMEs in order for them to make effective and efficient use of resources, as well as to keep up to date on the newest methods and technology, as well as government legislation. Manufacturing sectors, particularly MSMEs, must focus on critical facilitators of innovation in order to compete globally. Atmanirbhar-vocal for local may be achieved via continual innovation, successful brand building, smart use of digital platforms, and IPR awareness. IPR may be easily obtained as a result of innovation (Patent, Copyrights, GI tag, Trademarks, Traditional Knowledge etc.,). These innovations enhance the brand image or global identity of our MSMEs' products and services. In this case, these goals can be achieved through the effective and efficient use of a digital platform. MSMEs may establish CRMs and meet a larger number of clients and customers by using a digital platform. The digital platform plays an important part in the Vocal for Local strategy by improving and simplifying supply chain management. The days are not far for Micro, small and medium enterprises (MSMEs) will be the most effective sector, enhance the growth of India and set as an example for holistic development. Through innovation, MSMEs enhanced their performance in terms of market share and a diverse variety of goods and services. All MSMEs should do a comparison with industrialised nations. In terms of IPR strategy, the government should take appropriate steps

for MSMEs. In each industrial location, the relevant authorities should begin by establishing an IP building hub. As a consequence of continual innovation and growth in all aspects, MSMEs may establish a diverse variety of employment markets, business markets, and other markets, as well as support the current Aathmanirbhar, i.e., "Vocal for Local." IPR protection for the purpose of boosting their industries and trade, Indian businesses, particularly small and medium firms, are falling behind in realising the value of IPR and positively reacting to global developments in the IPR.

It is critical that MSME in India take a proactive approach to the development, protection, and management of intellectual property (IPR) in order to compete in the global market and achieve company success. Further research on the aforesaid subject may be conducted by focusing on samples collected from each industry and evaluating them separately to determine whether the same IPR strategy would be appropriate for economic sustainability.

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A STUDY ON “MICROFINANCE INSTITUTIONS EFFECTIVENESS TOWARDS ECONOMIC STATUS OF THE BENEFICIARIES”

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Abstract: Microfinance is frequently viewed as a means of resolving credit advertises and releasing the useful limits of impoverished individuals who are required to work independently. Since the 1990s, the microfinance industry has grown rapidly, paving the way for various forms of social endeavour and speculation. In any case, ongoing research demonstrates that microfinance has unassuming normal effects on clients, eliciting an anti-microfinance reaction. This article reexamines the cases for microfinance, highlighting the disparity in evidence regarding impacts and the significant (albeit limited) role of appropriations. The paper concludes by illustrating a shift in perspective: from microfinance as scarcely understood pioneering finance to microfinance as widely understood family finance. Microfinance, in this vision, generates benefits by providing liquidity for a broad range of necessities, rather than exclusively by increasing business pay. Covid pandemic has impacted on the performance of MFI, which is seeing a recovery phase post covid.

Keywords: SHGs, JLGs, MFIs, Covid

Introduction:

Microfinance Conveyance Instruments Comprehensively talking, there are two chief types of conveyance components:

SHG-bank linkage program: There are tiny informal gatherings of 10 to 20 people, all drawn from the same villa, that are called SHGs. Male or male-only participation is facilitated. It was in 1992 that the SHG-Bank linkage initiative was initiated by NABARD following a successful outcome. There should be no guarantee security requirements for SHGs under this initiative, according to the Reserve Bank of India. This approach reduced banks' exchange expenses by externalizing the cost of redesigning individual advances and insuring their repayment through the friend pressure component. Non-governmental organizations (NGOs) were used as intermediaries between RBI and NABARD in an effort to improve relations.

Joint Obligation Gatherings (JLGs): JLGs are informal gatherings of four to ten individuals engaged in similar financial activities such as yield creation and willing to work cooperatively to repay the bank credits obtained by the gathering. MFIs exist in India through a variety of structures, including trusts governed by the Indian Trust Act 1982/Public Trust Act 1920, and social orders. Co-agents were enrolled under the Social Orders Enrollment Act 1860 and the Commonly Helped Co-Usable Social Orders. States and NBC (non-banking financial organizations) — MFIs registered under section 25 of the Organizations Act, 1956 or NBC registered with the Reserve Bank of India.

These MFIs are dissipated the nation over, and because of the variety of enlisting specialists, there is no solid assessments of number of MFI. Administrative Climate MFIs are set up under various authoritative documents. Consequently, they are represented by rules and guidelines of the particular demonstration under which they are enrolled.

As indicated by Sa Dhan's Bharat microfinance report 2020, the microfinance business saw a 31% ascent in its credit portfolio in the 2019-20 monetary year. As on Walk 31 2020 the credit portfolio remained at Rs 2,36,427 crore through 1,085 lakhs dynamic advances. According to the report, the business expects a moderate development at 15% in the current monetary year.

The business enlisted a 31% year-on-year development in FY 2019-20 in spite of the episode of pandemic in the last quarter, which is significantly lower when contrasted with a 41% development rate in FY 2018-19. The report said that regular catastrophes in states like Odisha, Kerala, and West Bengal and the activities by personal stake ideological groups in certain areas of Assam and Karnataka disturbed the development rate during FY 2019-20. From the complete advance portfolio, 32% was contributed by NBFC-MFIs. The year-on-year development of its portfolio is at 38%. NBFCs have advance records by 26% and normal ticket size by 9%. Banks and little money banks together record for 56% of the all out portfolio. On a year-on-year premise, banks recorded a 24% development in their credit portfolio, and SFBs recorded a 34% development. The year 2019-20 saw a sharp ascent in provincial clients since some enormous MFIs which revealed zero development in the year expanded their country client share above 90%. The year likewise denoted a 3% abatement in advance payment.

The report said because of Coronavirus - 19 microfinance tasks stopped totally during the most recent 15 days of Walk 2020

Microfinance organizations get from banks and loan to their clients at an edge. Microfinance clients are likewise being served by banks, SFGs, and NBFCs. Sa-Dhan is a main relationship of local area improvement finance foundations in India. The information gathered from 252 loan specialists, including MFIs, not-revenue driven microfinance establishments, banks, NBFCs, and SFBs, framed the reason for the 'Bharat Microfinance Report 2020' report.

Survey of Writing:

Kumari et al.(2019) asserted that the microfinance industry demonstrates a dynamic approach to increasing the sources of income for lower-income groups, which ultimately contributes to poverty eradication. Additionally, it establishes a path for small businesses to operate efficiently through the empowerment of poor women entrepreneurs. Additionally, this study identified the need for governing bodies to establish a structure to facilitate access to microfinance units' credit facilities. Sohn and Ume (2019) examined the significance of the microfinance industry's role in alleviating poverty in society.

Sussan and Obamuyi (2018) emphasise the role of microfinance institutions in empowering budding entrepreneurs to the point where they can ensure their businesses' growth and development. The outcome also recognised the critical role of non-financial services provided by MFIs in enhancing the overall performance of a business enterprise. Hussain et al., (2017) demonstrated the importance of microfinance by examining its economic impact. The research has focused on the microfinance sector's impact on the poorest segment of society. The study discovered that the microfinance industry has made a significant contribution to the income segment, housing infrastructure, education, agriculture, health care, and food security in order to reduce poverty and improve people's living standards.

Babu and Kulshreshtha (2017) There were 79 Indian microfinance organisations studied by them (MFIs). As a result of this analysis, NBFC-MFIS and NGO MFIs are shown to be more effective than other MFIs, and the vast majority are found to operate with decreasing visit scales. Financial Charnes–Cooper (BCC), the Seiford–Zhu unfavourable yield model, and Tobit relapse applied to data from 31 MFIs (2009–2017) were used by Kar and Deb (2017). MFIs' average productivity is 79% when using the BCC model and 98% when using the Seiford–Zhu undesired yield model, according to the results of this study. The review discovered that MFIs can achieve production independence if they reduce their terrible yield

to 14%. Additionally, the result confirms that manageability has a significant effect on effectiveness.

Taiwo et al. (2016) conducted research on the impact of microfinance banks or institutions on the SME sector. It discussed the level of assistance and support received by small businesses from the microfinance sector. The study discussed the effect it has on the growth of business enterprises by providing them with adequate financial and non-financial support in every possible way.

Kaur (2016) The financial and social performance of 84 MFIs in India that adopt DEA was studied. Results showed that MFIs in India are more economically productive than socially productive, and that there is a positive association between the two. So the data show that in the Indian setting, financial ambitions follow social ones, and there is no evidence of a trade-off between the two.

Ferdousi, (2015) emphasized the critical role of microfinance institutions in facilitating the growth of micro entrepreneurs by providing necessary support and guidance regarding innovative methods, market trends, and cutting-edge technologies that should be implemented in the business. It was recommended that microfinance segments support small-scale entrepreneurs by educating them about effective business practises and providing financial assistance to help them develop a sustainable business setup. This analysis has unequivocally emphasised the importance of client-oriented services in expanding entrepreneurs' potential.

Ali et al., (2015) examined the impact of various factors such as education level, income growth, and business process improvement on people's standard of living. It has been established that the financial and non-financial services provided by microfinance organisations are critical to the society's overall growth and development. Fwamba et al. (2015) observed that the microfinance industry has expanded its service offerings to include advisory and savings, rather than focusing exclusively on monetary services. It has been a tremendous asset to female entrepreneurs. They are now actively involved in the decision-making process.

Destinations of the Review:

i.To concentrate on the connection between miniature money bank credits and monetary growth.

ii. To comprehend the connection between miniature money bank speculation and monetary developments.

iii. To assess the connection between microfinance bank store and economic growth.

Methodology/Procedure

Research/Examination Type: Descriptive/SPELLbinding

Examination Plan The exploration configuration took on in this review is the ex-post-facto research plan. It is the best plan for the investigation of this nature on the grounds that the whole factor viable has effectively showed.

Proclamation of Exploration Issue:

The advancement of a solid public monetary framework is a significant objective and impetus for the more extensive objective of public financial turn of events. In this time of globalization, producing financial development in agricultural nations while decreasing neediness is a central test.

Theory 1

Coronavirus instigated monetary log jam is related adversely with MFI monetary execution

Theory 2

Coronavirus incited monetary log jam is related emphatically with MFI social execution

Discoveries:

- There is a since quite a while ago run positive connection between monetary turn of events and financial development. The consequences of board causality likewise demonstrate that development encourages interest for monetary advancement to be created in short run.
- Microfinance industry enrolled 32% Y-o-Y development from December 2018 to December 2019
- The industry reflected 5% POS development from September 2019 to December 2019.
- SFBs at '36,639 crore are at the front line of development as they enrolled 7% increment in POS from September 2019 to December 2019.

- Microfinance Industry has enrolled payment development of 23% by esteem and 10% by volume from OND'18 to OND'19
- Disbursement by esteem expanded by 20% from JAS'19 quarter to OND'19.
- Banks' portion in dispensing by esteem topped to 45% in OND'19 quarter - most elevated across 5 quarters.
- '20k-30k ticket size advances enrolled 10% Y-o-Y development from OND'18 to OND'19

Industry has seen 11% development from OND'18 to OND'19

- Customer conveyance diagram for POS shows that a 66% of clients fall between the '10,000 to '50,000 cans.
- As of December 2019, Muza arpur is the top area as far as POS
- Sitamarhi area in Bihar has the most reduced 90+ wrongdoing among the best 10 region, at 0.03%.

Conclusion:

The purpose of this review is to determine whether and how the anticipated monetary impact of the new Coronavirus episode affects the monetary and social productivity of MFIs. On the one hand, if low-wage families and microenterprises are less prepared to meet their obligation commitments as a result of the pandemic-induced monetary log jam, a negative relationship between the effect of Coronavirus and MFI monetary productivity would be expected. However, if MFI's social impact role is prioritized during a pandemic, the demand for small credits increases, and we would expect a positive relationship between the effect of Coronavirus and MFI's social effectiveness in this case.

Our findings suggest that Coronavirus has a debilitating effect on MFI financial proficiency, but a reinforcing effect on MFI social productivity. Our findings are applicable to a variety of scenarios involving the expected effect of Coronavirus. Additionally, we demonstrate that the effect of Coronavirus on MFI proficiency is mitigated by loan rates. That is, the higher the financing cost MFIs charge during the pandemic, the more likely it is that weak borrowers will default on their credit reimbursements. As a result, we anticipate that higher loan rates will result in decreased monetary effectiveness.

Notwithstanding, because micro entrepreneurs and low-income borrowers will rely heavily on MFIs and will bear the exorbitant loan costs charged by MFIs, such as when interest on more modest loans is increased during Coronavirus, we anticipate that increased loaning rates will result in increased social productivity. We also examine the effect of the MFI financing rate, but our findings yield no quantifiable value.

Our review adds to the developing writing on the job of the macroeconomic climate on MFI execution. In particular, we center around how a pandemic is identified with MFI effectiveness with new proof dependent on a new and on-going Coronavirus episode. Our discoveries give significant ramifications to MFIs who need to deal with their proficiency during the pandemic time frame. One highlight note is that the aftereffects of this review ought to be seen considering their constraints, considering the assessment of the Coronavirus financial effect depends on the Gross domestic product and business information for 2019-20 as it were. A road for future examination could be Unit root analysis.

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NEW E-BUSINESS MODES (SOCIAL MEDIA FOR START-UPS & EARNING ONLINE)

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ABSTRACT

Social Media Marketing today is one of the best possibilities available to companies for connecting with prospective consumers. And it has become a new mantra for several brands since earlier last year, not only for specified brands but also for Startups; Because over the past fifteen years, technological developments on the internet related to the number of social media users continue increasing. In 2021, an estimated 1.39 billion people use social media in India (Kepios analysis shows there are **4.55 billion** worldwide users) and the number is expected to increase in the future. Proper understanding of the concept and wise choice of the best social media platform for marketing the brands help in achieving the targets. This paper gives an overview of social media, social media marketing, the best social media platforms, and opportunities for start-ups along with some recent statistics which may help start-ups while picking the media platform as their marketing tool.

There are different ways through which one can start an online business and can be self-employed using the internet as a platform like online art sales, setting up an online travel agency, teaching online, product reviews, affiliate marketing, blogging investing, creating information products, and reselling. Information marketing and digital publishing have become one of the fastest-growing online businesses.

Keywords: *Marketing, Start-Ups, Online Earning, Social Media*

INTRODUCTION

As we know it is very hard for start-ups to take the stand and survive for a long-standing market (a recent study on, "entrepreneurial India", the IBM Institute for Professional Value and Oxford Economics found that 600 entrepreneurs, more than 76% of Indian edged on Indian economic and major advantages of business, 60% of Indians identified as skill oriented workforce, 90%

of Indian start-ups fail within the first five years because for lack of innovation). The secret of the success of start-ups is in the proper understanding of the customer. Because consumers are the main source of income for startups and it is vital to understand consumers' tastes and preferences and also the place where they are scattered to reach them more effectively and efficiently. Hence, social media marketing is one of the broadest platforms where businesses can reach a wide range of customers. Flipkart, Ola is the best example of successful start-ups which used social media as one of their marketing platforms.

Although office jobs provide stability and security of revenues, nowadays it has been seen that people are increasingly moving towards online work such as freelancing, etc. These options offer more flexibility than the fixed opening hours. These works are specifically useful for mothers looking for domestic work or someone who opts for a change/career switch.

There are different ways through which one can start an online business and can be self-employed using the internet as a platform like online art sales, setting up an online travel agency, teaching online, product reviews, affiliate marketing, blogging investing, creating information products, and reselling. Information marketing and digital publishing have become one of the fastest-growing online businesses. It can come in various formats but the essence is the same i.e. to pass some valuable advice or guidance in form of information products. These information products can be ordered anytime or from anywhere in the world, so it has increased access and on the other hand, you save printing and shipping costs for the seller. But the seller still needs to manage customer service quality at all times to ensure sales and to keep a track record of it. Other e employment avenues include web testing, copywriting, freelancing, proofreading, language tutoring, voiceovers, etc.

MEANING OF SOCIAL MEDIA: Social media is a computer technology that facilitates the sharing of ideas, thoughts, and information by creating virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content.

Social Media Marketing: Social media marketing is the use of social media platforms and websites to promote a product or service. Most social media platforms have built-in data

analytics tools, which enable companies to track the progress, success, and engagement of advertisement 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.

SOCIAL MEDIA PLATFORMS

The social media platforms widely utilized by Indian start-ups are:

- **Facebook:** Facebook launched in 2004 but having more than monthly active users 2.7 billion and having net worth of revenue 86 billion dollars in 2020. It is the fastest media to reach the large customers in social network; In this platform page which contains information , info graphics, videos and other components which help the customers to understand the business easily. Some of the leading sectors in facebook are: financial services, gaming, e commerce, telecom, technology, entertainment etc.,
- **YouTube:** YouTube launched in 2005 and right now having the strong user base of customers in all age group. YouTube holds the second place in active users over a month at two billion. In this platform customers engaged with the facility of share the videos which the end users of this platforms like educational videos, financial services, gaming, e-commerce, telecom, technology, entertainment etc.,
- **WhatsApp:** Launched in 2009, at present more than two billion of active users are there. WhatsApp is still remaining as popular messaging application in front of all other application. And it create direct marketing channel to the audience and clients.
- **LinkedIn:** LinkedIn launched in 2003, a very focused network with unlimited potential for connecting with group of professionals who can make a difference in business field and more suitable for B2B (Business to Business). LinkedIn facilitates global networking and marketing in professional and corporate environments. And more over more than 50% of Americans with a college degree use Linkendin. As per the estimation 310 million active users are there with a revenue of eight billion dollars. And it takes the position in top 10 list of the social media platforms.
- And so many like Instagram, Twitter, Pinterest, Snapchat, Etc,...

There are several ways to start an online business and work alone using the internet as a platform:

- **Online Art Sale:** Selling your art online on various online platforms like Facebook where specific pages can be created for showcasing art and craft which can be linked to an online store from where people can get an opportunity to buy it. Friends and family could even be invited to join the page. Etsy and sellfy are those online tools that can be used to sell digital products.
- **Creating Digital Products:** How to start creating information products - Market research is the first step in finding the niche thriving market to sell the digital products online in terms of profitability. Then, decide on the type or format through which you will be delivering your content. Checking for prices set by retailers like e-bay for similar digital products along with other variants associated with it to get vital market data in creating your unique digital product as it is often risky to pioneer or start from scratch.
- **Teaching Online:** Teaching online is yet another platform for e- employment. So, entering the online learning market can be recourse to support one livelihood. Online teaching networks have started flourishing since the inception of the internet. For this, one needs to have in-depth knowledge about any of the disciplines namely health, music, fashion, or any other subject. One can apply as a tutor on online platforms like skillshare and Udemy. Or you can also create a LinkedIn profile and offer free demo courses as a first step before you go big to gain popularity.
- **Product Reviews:** This is another phenomenon followed these days to generate income. People, these days, are in habit of checking product reviews before on YouTube before making purchases. So one can post YouTube advertisements as reviews about the latest products or place a link below to buy that product to earn revenue. Another option can be to get paid by sponsoring companies for promoting their products through reviews.
- **Affiliate Marketing:** Affiliate marketers are those bloggers who help websites sell their products through promotions and advertisements on affiliate links attached to the main website. That affiliate link can take /lead the customer/viewer to either a YouTube channel or to a social media group i.e. Facebook or Twitter. For being an affiliate marketer, one can either sign up with the company's affiliate platform the blogger can receive unique links. Or one can search for some affiliate networks such as Amazon associates etc. The blogger

earns money every time a viewer clicks on those links or buys something depending upon the method of payment chosen.

- **Blogging:** Although bloggers with good writing skills can use affiliate marketing as a source of income by promoting another website, but a blogger can also use some other ways to earn money such as placing ads on his blog instead of affiliate links provided by the companies. Writing blogs for your client which includes links to your client's site and getting paid to spread the buzz /word of mouth about the product is called content marketing.
- **Reselling:** This includes efforts to search for those low-cost products or specialty items which either can't be found easily or for which customers are willing to pay even a higher price. These products can be in form of antiques or special craft items. There can be an instance where the reseller acts as an intermediary between states.
- **Website Tester:** Some websites lose audience interest due to their poor design or bad navigation features or due to unsuitable user interface. So it requires the site to be rated and reviewed before launching it.
- **Copywriting and Proofreading:** If one has good writing skills, then it can be used to generate income by framing sales messages or social media portfolios or blogs/articles. Alternatively, editing and proofreading skills may be required in this field.
- **Graphic Designing:** With relevant expertise and skills, a web designer can provide his services online in form of freelancing to design websites, their logo or other mobile applications, with packaging designs, banners, and advertisements, etc.
- **Tutoring of the language:** if a person knows more than two languages or if someone will master a certain language, then adds a distinctive element to his career.
- **Voiceovers:** Nowadays professional as well distinct/unique voices are demanded either male or female, who can provide narration in marketing videos like in television and radio commercials or audio books. So the only basic requirement is to have excellent vocal command over one's native language.
- **Customer support requirement:** Offering customer support on freelancer platforms such as social media in form of chat support or emails helps the companies who looking forward to outsourcing customer support jobs to outsiders because of their dispersed client base. So getting hired completely depends on how wide are the range of services provided by your firm to manage customer service quality.

- **Coaching, advising, and consulting:** Nowadays, people are willing to seek opinions from knowledgeable persons who master specific domains say, tax, marketing, finance, parenting, business or writing, etc. These categories can be explored as per the expertise in a particular field.
- **Accountancy:** The services of accountancy and budget preparation may also be available online for being outsourced to private firms who can handle these jobs well. So firms with good accounting experience and legal knowledge are highly preferred and demanded to handle such assignments.
- **Virtual Assistant:** Virtual assistants can do a range of jobs like data entry jobs, web research, and analysis, planning trips for tourists, etc.
- **Online Travel Agencies:** Online travel agencies are companies that serve as a point of contact for travelers, provide transportation and accommodation, and freedom to plan and choose among various options, depending on price and package. These OTA's may have specialization in planning tours to specific destinations and advising about trip planning. Travelers can be fully independent and create their itineraries. OTA's like Bookings.com and hotwire.com charge a high commission from small operators for their listings which causes a financial burden on them. The Mergers of Big OTAs cause monopoly, less competition, and less quality of services. Further benefits include: Sometimes reward programs are being offered by travel agencies which help in getting discounts for future travels.

§ OTA's offer special rates i.e. discounted ones

§ No penalty on cancellation of the ticket until the next business day

§ Price comparisons can be made easier with the upcoming of various OTA sites.

§ These can offer deals that focus on the specific geography

§ Since these firms have a good online presence, they can leverage through the power of blogging.

STATISTICS ON SOCIAL NETWORKS TO KNOW IN 2020 and 2021

1. Around the world 360 crores, peoples use social media and it is anticipated to rise around 441 crores in 2025.
2. Facebook, Youtube, Instagram, WhatsApp, and Messenger are the most active networks used by customers.

3. More than 2 hours of mean time spent on the social network per day by each customer.
4. At the end of March 2021, the total number of internet users increased to 3.79% compared to December 2020.
5. The actual number of internet users is 825.30 million all our country data is shown in Telecom Regulatory Authority of India (TRAI).
6. 59.5% of the global population have active internet users worldwide as of Jan 2021 (4.66 Billion).
7. Facebook is the leading social media network, then followed by Youtube, Whatsapp, Messenger, Wechat, Instagram...
8. A study presents 90% of teenagers (13-17 years age group) use the social network in that 51% of teenagers visit social media daily.
9. Social media audiences worldwide as of Oct 2021, Most Customers use this Platform like Twitter, Linkedin, Facebook, Instagram, Youtube...
10. Some Benefits identified included to customers like connecting with friends and their updates, Meeting new friends, Sharing Artwork Music and Talent, etc.,
11. Set smart goals and additional features to attract customers in B2B marketing in Social media.
12. Social media has created new marketing strategies to build and create new customers for their brands.

SUGGESTIONS:

- Develop Social Media Strategies to reach the goal of the social network company.
- Know our audience (based on age group, geography, gender).
- Convey useful messages in the name of advertising and create social media based on the advertisement budget.
- Create attractive content it may be in the form of text, picture, or video.-Pictures.
- Post the content on the right day and at the right time-know the right time and day for your identified audience.
- Post should content valuable information of business, share market and economy growth.
- Stay active on your social media page and post fresh/new and relevant content.
- Build relationships first, the followers will naturally increase.

CONCLUSION:

From the above discussion, it is clear that Startups understand different social media platforms their opportunities and the statistics required while selecting social media marketing tools. It enables start-ups to utilize limited resources available effectively and efficiently reach a mass audience (current and prospective customers). As discussed above Facebook is having more users so it is becoming the preferred social media platform for the majority of companies. And when we look at the statistics in the article more youths are using social media so it is the ready market for start-ups which having youths as target customers. Here noted that all social media platforms are having almost the same feature. But, the success is in a wide selection of platforms after proper analysis of required data.

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SUSTAINABLE ENTREPRENEURIAL INTENTION AMONG MANAGEMENT STUDENTS IN BANGALORE: AN EXAMINATION OF THE ANTECEDENTS

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Abstract: Sustainability is the new mantra for a successful business. The current study intends to analyse the driving forces towards Sustainable and Green entrepreneurship intentions among the MBA students. The study aims at understanding motivational factors intending the MBA students towards a sustainable entrepreneurial venture. The theoretical and literature review identifies four influencers intending sustainable entrepreneurship including, Perceived entrepreneur role models, educational background of the students, Perceived entrepreneurial start-up support and the perceived Sustainable values among the university students. A sample of 113 MBA students from the Faculty of Management in the city of Bangalore were selected for the study. The outcomes of the study will not only be beneficial to understand the importance attached to sustainability among the young grads. It will also be helpful for the universities to design and offer courses on sustainability, green innovation and sustainable entrepreneurship. The study focuses to expose the most triggered factors among the MBA students showing an inclination towards the most focussed topic in the current scenario that is ‘Sustainability’.

Keywords: Perceived Support, sustainability entrepreneurial intention, perceived green value, Sustainable development, education

1. Introduction:

India is ranked third for offering the best start-up ecosystem by the World Economic Survey-2021 (“What Economic...”, 2021). Currently India hosts the best ecosystem for the entrepreneurship. With the world inclining largely towards sustainability it’s the best time to invest in to the sustainable business. We have completed five years of Sustainable Development Goals which also focuses on sustainability right from obtaining the resources for the business to the afterlife of the product sold. Sustainable entrepreneurship as a distinct

domain has increased the attention of researchers since a decade as one of the finest solutions to the surging environmental problems and also addressing social issues (Stubbs 2016, as cited in Muñoz, P., & Cohen, B. 2018). The bottom line of the sustainable entrepreneurship is that the entrepreneurial activities performed by the entrepreneurs in increasing the profitable bottom line should not be at the cost of ecological and social degradation (Shepherd and Patzelt 2011). Belz, F. M., & Binder, J. K. (2017) concluded their study with one of the finding as the attainment of sustainable business with application of triple bottom line with ecological, Social and economic goals can be achieved in a sequential order as mentioned and not simultaneously all the three goals together.

Education has an imperative role to play in understanding and developing an empathy towards the ill effects of non-sustainable business activities causing lives of each and every living creature on earth. Educational institutions can develop entrepreneurial characters among the students. And at each stage of entrepreneurship the students can employ their ethical and sustainable knowledge in achieving the objectives of triple bottom line in the entrepreneurial activities (Elkington, 1999). The entrepreneurship curriculum offered by the educational institutions are significantly contributing towards the formation and development of entrepreneurial ventures (Kuratko, D. F. 2005). A study conducted by Shiri, N et al. 2012, revealed there is a significant positive relationship between the role models of the students and their entrepreneurial intentions. Entrepreneur role models are defined as the individual with whom one is familiar with or has a contact with the perceived role model, who may impact the person's intentions to become an entrepreneur (Grundstén, H., 2004). The research has also revealed that the relationship with the role model has a large impact on entrepreneurial intentions specifically if their role models are their close family member (Raijman, R., 2001). There is increased entrepreneurial education and training and entrepreneurial career intentions among the individual's whose parents are entrepreneurs and they are their role models (Scherer, R. F et al, 1989). There is a positive relationship between the perceived public support and entrepreneurial intentions amongst the university students a study resulted (Nowiński, W, 2020).

2. Literature Review and Hypothesis Formulation

The sustainable entrepreneurs focus on the elements of triple bottom line concept concentrating on the economic benefits, social wellbeing of the society and achieving environmental sustenance to the possible extent (Belz, F. M., & Binder, J. K., 2017). There are good number

of studies conducted on social entrepreneurship, business activities impact on environmental and economic progress through social initiatives. Of late its observed there is a high inclination of researchers on the sustainable entrepreneurship from multiple angles (Muñoz, P., & Cohen, B. (2018). The educational process crafts the business ideas and supports to convert the ideas to a business venture (Kuratko, D. F. 2005). The prerequisite values, knowledge and skills to gather higher degrees in education or career advancement or to start a own entrepreneurial venture is contributed by educational degree (Crecente, F et.al. 2021). With the application of Social Learning Theory, a survey reflected there is a high inclination towards entrepreneurship among the individuals who have their entrepreneur parents as their role model (Scherer, R. F et al, 1989).

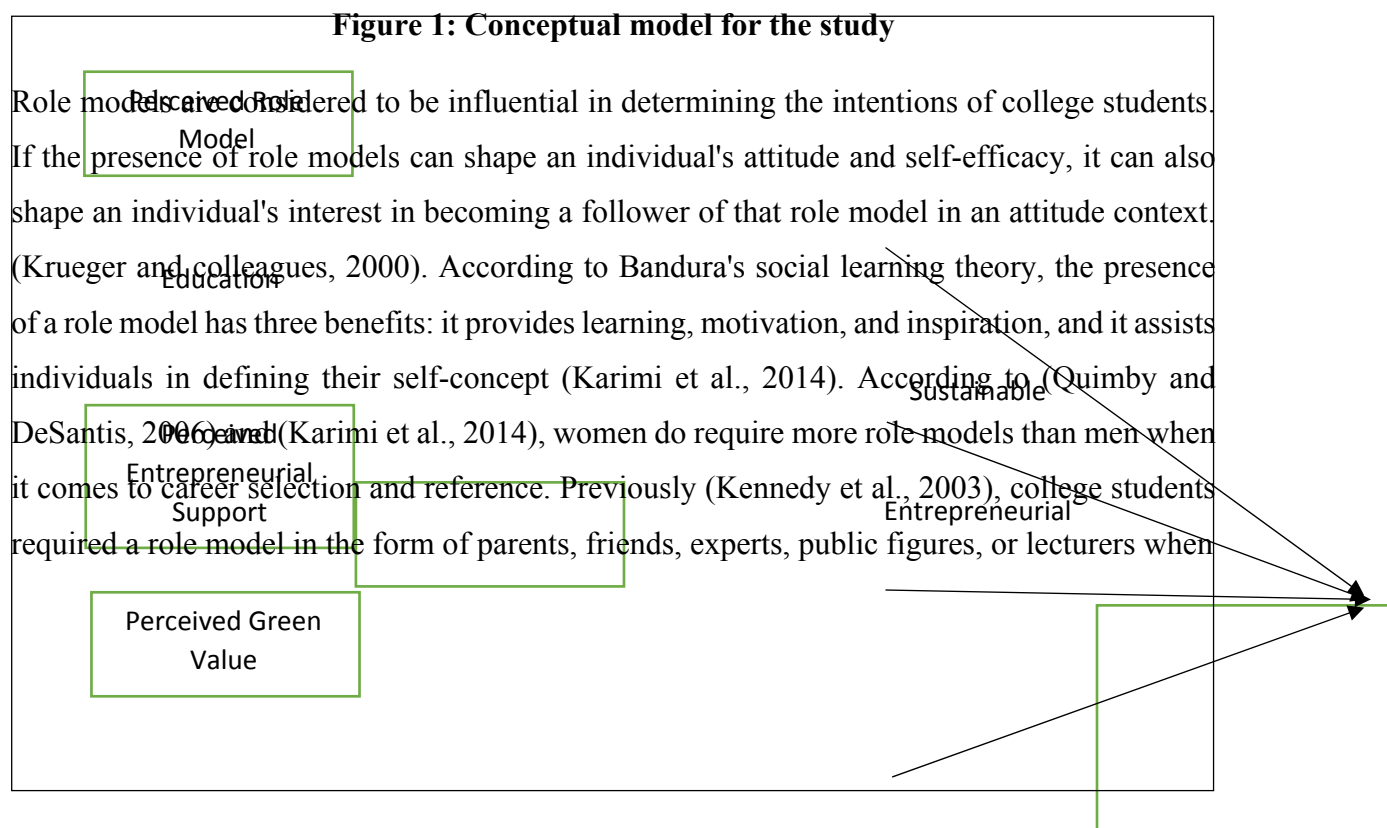
In general, (Bird, 1988) defined intention as the state of mind directing one's attention and actions toward a specific object (goal) or path. "Intention" is defined as "how hard people are willing to try or how much effort they plan to exert" (Ajzen, 1991). In the end, (Lee and Wong, 2004) stated entrepreneurial intent as a first step in a long process. It is a mental state that attracts and influences others to act in a certain way. In order to start a new business or create new core value in an existing organisation, (Remeikiene et al., 2013) defined entrepreneurship intention as growing conscious state of mind. To create a new core value is thus intention.

Sustainable development will eventually become an entrepreneurial value. Consciousness is the long-term commitment in planning and introducing new ventures. So, this commitment could be met by developing triple bottom line sustainability. It is not about profit, but about environmental and social issues (Majid et al., 2017), (Maresch et al., 2015), (Koe and Majid, 2014). As stated by Nishimura and Tristan (2011). "The theory of planned behaviour assumes that humans generally behave rationally, taking into account available information, considering either the implicit or explicit implications of their actions". (Linan and Chen, 2006) identified three factors of intention: (1) Attitude toward whether the person thinks being an individuals believe in assessing people either in a positive or negative way. (2) Normative social social pressure to do or not do something entrepreneurial. This determinant becomes a social trigger to do or not do business. (3) Perceived al control is the perception of ease or difficulty in interest-behaving behaviour (becoming an entrepreneur). The factors show the degree of belief in the ease or difficulty of entrepreneurship control over an entrepreneur's personality. Thus, the TPB is used in the study to capture students' rationale, future-proofing sustainability along with enhancing sustainable business development. Studies of entrepreneurial intent lead to

sustainability entrepreneurship. The broadening intent to overcome environmental and social issues gap. (Linan 2008) in Spain, (Turker and (Ismail et al., 2009) in Malaysia, and (Gerard and Saleh, 2011) in Iran, Indonesia, Ghana (Denanyoh et al., 2015), Kaijun and Sholihah, 2015; Sahinidis et al., 2012; Those studies on sustainability have not improved. So, the progressing, The model will examine students' desire for sustainable entrepreneurship.

On the basis of above literature work, the proposed framework used for the study is presented below:

Figure 1: Conceptual model for the study



executing a business. Entrepreneurs are inspired by their role models. As a result, it may be worthwhile to consider the entrepreneurial intent. The belief in mentoring has an effect on an individual's attitude toward sustainability. It will also increase the attractiveness of business models geared toward sustainable development. The mechanism states that the first hypothesis (**H1**) is as follows: There is a significant relationship between Perceived role models and intention. In the conventional entrepreneurship approach, researchers (Maresch et al., 2015) and (Denanyoh, Adjei, and Nyemekye, 2015) discovered that entrepreneurship education has a positive effect on intention. Entrepreneurship education is one of the routes to developing entrepreneurial abilities and knowledge. Entrepreneurship is taught to college students with the goal of igniting an interest in entrepreneurship through educational support. (Gerard and Saleh, 2011) established this link in Teheran, while (Turker and Selcuk, 2009) established a similar link in Turkey. According to (Ismail, Khalid, and Othman, 2009), identified entrepreneurship courses are significantly associated with college students' intentions in Malaysia. (Kaijun and Sholihah, 2015) discovered an effect of entrepreneurial education on entrepreneurial intention among Chinese college students, more precisely on perceived behaviour control. Otherwise, it has not been reported in Indonesia. According to the eco-entrepreneurship perspective (Abina et al., 2015), (Kartika and Ida, 2017), there is no statistically significant relationship between entrepreneurial education and eco-entrepreneurship intention. According to (McEwen, 2013), entrepreneurship education not only generates interest, but also introduces college students to sustainable entrepreneurship as a solution to environmental problems. The educational system or entrepreneurial learning will have an effect on how entrepreneurship education is perceived. Meanwhile, perceptions influence one's attitude toward sustainability, one's thinking about sustainability, and one's ability to develop self-efficacy. As a result, students are interested in considering the TBL as the spirit of business execution. In terms of the mechanism, the second hypothesis (**H2**) is as follows: There is a significant relationship between Entrepreneurship education and entrepreneurial intention.

Several previous studies have established a link between entrepreneurial support and intention, including (Gerard and Saleh, 2011), (Turker and Selcuk, 2009), and (Ismail, Khalid, and Othman, 2009). (Gerard and Saleh, 2011) employed informal networking as a predictor of intention. According to (Turker and Selcuk, 2009), and (Denanyoh et al., 2015), relational or structural support is a predictor of intention. According to (Kartika and Ida, 2017), and (Abina et al., 2015), perceived support has a significant effect on ecoentrepreneurial intention. As a

result, increased trust in collaboration will pique interest in starting and developing new ventures. According to prior research, students' intention to engage in sustainable entrepreneurship is influenced by their perception of support and network in eco-friendly businesses. In planned behaviour theory, perceived entrepreneurial support is analogous to a social norm. In general, students require social norms in order to build a business; conversely, those with an internal locus of control tend to disregard opinions and are unconcerned about social norms. Particularly when it comes to developing businesses with indigenous wisdom traditions, belief in environmental and sustainability support will influence one's attitude or personal valuation of sustainability, as well as social pressure on sustainability and self-efficacy. As a result, students are motivated to consider the TBL as the spirit with which they conduct business. In terms of mechanism, the third hypothesis (**H3**) is as follows: There is a significant relationship between Perceived entrepreneurial support and the intention to succeed as an entrepreneur.

Finally, perceived green value dictates the entrepreneurial intention to be sustainable. According to a psychological perspective, value refers to an individual's attitude, motivation, perception, and behaviour. Within the framework of the double bottom line, (Abina et al., 2015) and (Kartika and Ida, 2017) concluded that perceived environmental concern has an effect on ecoentrepreneurial intention. According to (Kirkwood and Walton, 2010), (Abina et al., 2015), and (Kartika and Ida, 2017), there is a connection between perceived green values and entrepreneurial intention to be sustainable. Values or ethics have a positive effect on attitude, motivation, perception, and entrepreneurial behaviour in an eco-friendly environment. It will influence attitudes toward sustainability, social pressure toward sustainability, and controlling behaviour toward sustainable entrepreneurship via motivation. Concerning the mechanism, the fourth hypothesis (**H4**) is as follows: There is a significant relationship between perceived green and the entrepreneurial intention to be sustainable.

3. Objective of Study

The objective of the study is to analyse the determinants impacting sustainable entrepreneurial intention among the among university students.

4. Methodology

A detailed review of literature in the area of perceived entrepreneur role models, Education

background of the students, Perceived Entrepreneurship support, perceived sustainable values among the students has been conducted to determine the determinants leading to sustainable entrepreneurship intentions among the university students. The current study is based on exploratory research design. The relevant literature required for the study is adopted from through an exhaustive review of reputed secondary data sources. The secondary data is collected from the reliable national and international Journals, articles, blogs and news websites. The respondents are An instrument consisting of 37 questions has been designed and administered on a sample of 113 respondents enrolled in the Management Program at Jayanagar and Seshadri Puram Jain University campus in Bangalore who were studying a class on the fundamentals of entrepreneurship to understand the desire for sustainable entrepreneurial intention by using simple random sampling. The instrument has been adopted from (Kennedy et al., 2003),(Linen and Chen, 2006),(Kaijun and Sholihah, 2015) and (Gelard and Saleh, 2011) and (Kirkwood and Walton, 2010). The items are presented to be a questionnaire with a scale of 1 (not strongly agree) to 4 (strongly agree). The data has been further streamlined and then analysed using descriptive analysis for validity and reliability checks.

5. Analysis

To evaluate the survey instrument, an internal consistency check has been performed using Cronbach's alpha test. The analysis is presented in Table 1.

The employed indicators in the instrument have resulted in high reliability with the threshold level of Cronbach alpha greater than or equal to 0.60 on average. As mentioned in Table 1, the composite reliability shows outputs that range from 0.597 to 0.871 which is nearly equivalent and larger than the threshold level 0.6.

The Inter-item Correlation matrix represents a mean value of 0.025 to 0.531 which signifies that all the items are positively correlated and measures a single uni-dimensional latent construct. The employed indicators for all the mentioned constructs i.e. Perceived entrepreneurial support, perceived green value, perceived role model, education and Sustainable Entrepreneurial intention are found to be reliable and hence justifying the adequacy of the sample.

Table 1: Reliability Analysis

Constructs	Item Mean	Scale	Inter-Item Covariance	Inter-Item Correlation	Cronbach's Alpha
Personal Role Model	4.184		0.55	0.531	0.693
Perceived entrepreneurial support	3.274		0.181	0.122	0.703
Education	3.118		0.167	0.224	0.801
Perceived Green Value	2.446		0.192	0.156	0.708
Sustainable Entrepreneurial Intention	4.184		0.55	0.131	0.694

For the instrument used in this study, following types of validity has been checked. In order to understand the association of variables, Pearson product correlation analysis was carried out and the results are presented in Table 2. Convergent construct validity and discriminant validity has been tested in this study for testing the relationship between the various constructs for Sustainable entrepreneurial intention. Previous research states that in order to have good construct validity one must have a strong relationship with convergent construct validity and no relationship for discriminant construct validity.

Table 2: Validity Analysis, Pearson's Correlation

	PRM	EDU	PES	PGV	S_INT
PRM	1	-.179	.325*	.440	.591**
EDU		1	-.150	.107	.564**
PES			1	-.173	.207*
PGV				1	.406**
S_INT					1

Notes: **Correlation is significant at the 0.01 level (2-tailed); *Correlation is significant at the 0.05 level (2-tailed)

As observed in the Table 2, it has found that Perceived role model shares a convergent relationship with Perceived green value and perceived entrepreneurial support, i.e. 0.325 at 0.05 significant level. The discriminant relationship has been observed too in case of perceived

role model, education and Perceived green value which explains the fact that these variables are discriminant; hence, it explains that the instrument used for the study is valid. It also confirms that for any desire for sustainable behavior to happen among students, the antecedents like perceived role model, education, perceived green value and support plays a significant role. These findings are in line with the previous literature on how all these antecedents lead to sustainable entrepreneurial intentions. The study confirms that acceptance of all hypothesis (H1 to H4) as every antecedents shares a significant relationship with sustainable entrepreneurial intention at significant level of 0.05 and 0.01.

6. Discussion and Conclusion

This study contributes to the literature by providing a well-organized conceptual model for measuring sustainable entrepreneurial intention among university entrepreneurs. It also provides new insights into the literature. When it comes to sustainable entrepreneurial intention, the model considers the role of perceived entrepreneurial support, education, perceived role model, and perceived green value, among other factors. The obtained result also has important implications for practise, as well as providing a broad direction for future research for other researchers.

The obtained results were consistent with those of (Karimi et al., 2014), which established the influence of entrepreneurial role models on entrepreneurial student intentions. The role models are capable of elucidating the purpose of this study. Additionally, (Kennedy et al., 2003) concluded that college students require role models in the form of parents, friends, experts, public figures, or lecturers when it comes to executing a business. A role model serves as an inspiration for entrepreneurs in this way. In addition, Sustainable curricula facilitate the integration of sustainable entrepreneurship into the entrepreneurial education system. In essence, the institution provides information about sustainable entrepreneurship, but in practice, it emphasizes how entrepreneurs can create awareness. Perceived green value is a significant predictor of entrepreneurial intention toward sustainability. As members of the millennium generation, youth are aware of environmental issues. The majority of students understand the value of going green for both people and the environment. Additionally, they have a lifestyle that values an eco-friendly environment and will work with the green community.

The future recommendation includes that the institution should assess the extent to which entrepreneurial education incorporates sustainability principles and determine when it will begin incubating new ventures in the Eco entrepreneurship or sustainable entrepreneurship practice.

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IMPACT OF DIGITAL MARKETING ON Z GEN WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Today digital marketing has become most effective tool to promote the activities of business through digital media by connecting the relationship with the customers by just a click away from digital tools like electronic media and social media. With the increase in use of technology small producers can also reach their customer globally. Thus, reaching out to customers through usage of internet is digital marketing.

For past few decades new technology has empowered customer. Digital marketing has completely transformed the market scenario of today's generation due to advanced technology and high competition in the market. Z generations are more impacted because they expect a more consistent and personalized experience by unlimited access to information and demand products and services when they want. They are not loyal customers anymore but they look for products online for the day before visit the physical store, read other customers review, assess the price and delivery etc. Thus, digital marketing has an incredible influence on people interaction, work, purchase and life habits. Thus, the present study is conducted to find out the impact of digital marketing on Z generations with special reference to Coimbatore city.

Keywords: Digital marketing, Z Gen, Digital tools, Competition.

INTRODUCTION

Digital marketing is a digital platform to market a product/ services. Digital marketing creates a new relationship between marketing and technology. Due to this development and popularity of social media have made worldwide communication easier than ever and have deeply influence not only the business but also consumers to make purchase decision which advancement of online marketing. Currently digital marketing is overflowing with ever rising opportunities and peoples are having various choice to access for availing the product or services and they gather information whenever and wherever they desire through various

platform. With digital marketing the customer do not just have to rely on what the company propagates but can also follow what the media, friends, peers have to say regarding the products.

ROLE OF DIGITAL MARKETING IN Z GENERATION

Using Digital marketing through various modes of technology have become a daily customs for Z generation across the world. Z Generation are the spine of any nation and they are the major contributors in the economy because they adopt any innovation or change first. According to Hoot suite (2019) young generations are very complex and is influenced by the number of the factors which vary from individual to individuals who spent more than 6 hours per day online. This result indicates that the scope of digitalization. This motives every company today using digital marketing platform to promote their products and services. Every manufacturers are want to connect directly to their customers and it is only possible through the use of online approach; where information is directly reach to individual users. Z generation are very fascinated in using digital marketing they figure is number one as compared to the other demographic segment. There are many communication sites evolved with the introduction of digital marketing and through which the companies promoting their products and services to the end users. Amazon is the world's largest online shopping company with a turnover of 70 billion. Due to the ease of operation through digitalization and affordability of the service, the user of digital marketing is increasing day by day.

DIGITAL MARKETING TOOLS USED BY Z GENERATIONS

Digital marketing is an effort used by marketers to attract the Z generation. Z Generation group is categories into small group depending upon their age. The age group of Z generation falls is in between 16- 25 years. These groups of generations are plays a significant role in family decision making and also influence the buying behaviour of the family. So almost of the manufacturers who sell consumer goods are using the digital marketing platform to influence the Z generation are very brand conscious and fill delighted when they buy the particular brands. Their approaches are very particular in the case of foods, cloths, entertainment and personal electronics. Digital marketing tools which influence the Z generation are Face book, Instagram, You tube, Mobile phone app, Whatsapp, LinkedInetc..

STATEMENT OF PROBLEM

Digital Marketing Set-up in India is the world's 3rd largest internet population. After the explosion of Internet, Marketing strategy has taken an origin to reach out to the public. The incredible growth that digital marketing has shown cannot be match up with any other strategy. Observing the current scenario in India, people here are not only aware of Internet but also they are employing it for various purposes in life. In India social media is the driving the acceptance of digital marketing.

For past few decades customers taste and preference are changing at a rapid rate. So the manufacturer are finding difficult to cope up with the changing need of the customers. These Changes are more seen among Z generation are due to change in innovation and rapid growth in technology. As a marketer need to understand the changing needs of the customers and produce the goods and service accordingly. This study focuses on impact of digital marketing on Z generation.

OBJECTIVE OF THE STUDY

1. To identify the factors influencing the buying behaviour of Z Generation.
2. To examine the impact of digital marketing on Z generation.

RESEARCH METHODOLOGY

Sources of data

For the present study both primary and secondary data has been used. Primary data used for the study which was collected from users of digital marketing through Questionnaire. The secondary data is the data that has already collected and published by some other purpose has been articles, Research papers, sources through various websites etc.

Selection of Sample

A sample size for the study comprised of 100 respondents from Coimbatore city and the questionnaire has been collected by adopting simple random sampling techniques.

REVIEW OF LITERATURE

1. Abilash, Dr.R.lakshmi (2020) have conducted a study on "Engaging gen z through marketing through social media – a study with reference to Chennai". The objective of

the study examine the factors contributing to the purchase intention of Gen Z by way of marketing through social media. A sample of 320 respondents has taken for the study by adopting convenient random sampling techniques. Percentage analysis, Descriptive Statistics, t-test and linear regression were applied to analyse the purchase intention factors through marketing through social media. This is shown in the study by the evidence that marketing through social media has a positive impact on their buying intent, brand recognition, product perception, brand loyalty and customer-business experiences. It also shows that the creation of brand recognition, brand loyalty, product perception and customer-business interactions through marketing through social media will ultimately influence Gen Z's buying intent.

2. Goplani Mala, Gupta Akash and Sabhani Jewel (2020) Have conducted a research on "A Study on Influence of Digital Marketing on Buying Behaviour of Youth. The objective of the study to analyze the factors influencing the behavior of youth to buy the products online, to examine whether online shopping is safe and secure. A sample of 227 respondent has taken for the study by adopting Random sampling technique with structured questionnaire. Sampling tools - Likert scale method, Chi-Square method, and percentage method used to analysis the data. The study has found that customer prefer many of online websites or technologies for shopping rather than visiting retail outlets. As it saves time and energy of users which put forth a positive impact on their buying behaviour.
3. Dr. S. Sivasankaran (2017) have conducted the study on "Digital Marketing and Its Impact on Buying Behaviour of Youth" Special Reference to Kanyakumari District. The Objective of the study is to identify the factors influencing the changing buying behavior of the youth and also examine the changing buying behaviour of the youth and their impact on Digital marketing. A sample of 100 respondents has been taken for the study by adopting simple random sampling techniques. The study has revealed that most of the youngsters of the current generation have access to the digital media but they lack the awareness about its optimum utilization.
4. Arvind Mallik & Narayan Rao (2017) have conducted a research on "Impact of Digital Marketing on Youth Buying Behavior at Big Bazaar in Udupi". The objective of the study was to assessment on present online marketing exertion started by Big Bazaar, to know the effect of online promotion for promotional exercises of the organization, and

their impacts on a portion of the customer in purchasing behavior. A sample of 250 and the convenience sampling technique was used. The sampling tools used were weighted mean score and percentage analysis. The study has found that there are some relationship between the buying behavior of the person and the promotional offers by the company, the big bazaar absolutely famous for its value for money store because the prices charged by Big Bazaar was rated positively but customers not only look for price but beyond this, such as quality, employee behaviour, etc.

5. Rashmi Bansal (2007), in her article defined urban youth as youth marketers of today in India and not as per the version of sociologists and media men who relate it to the statistics of men under the age of 25. Youth could be defined as a potent and cultural force, the consumers of today and the growth engines of tomorrow. This study concentrates on the aspirations, inspiration and perspiration of urban Indian youth and not on the response of the youth's choice of either Western or Indian styles or the cultural values. There is little doubt that increasing affluence would lead to radical choices for the future generations.

ANALYSIS AND INTERPRETATION

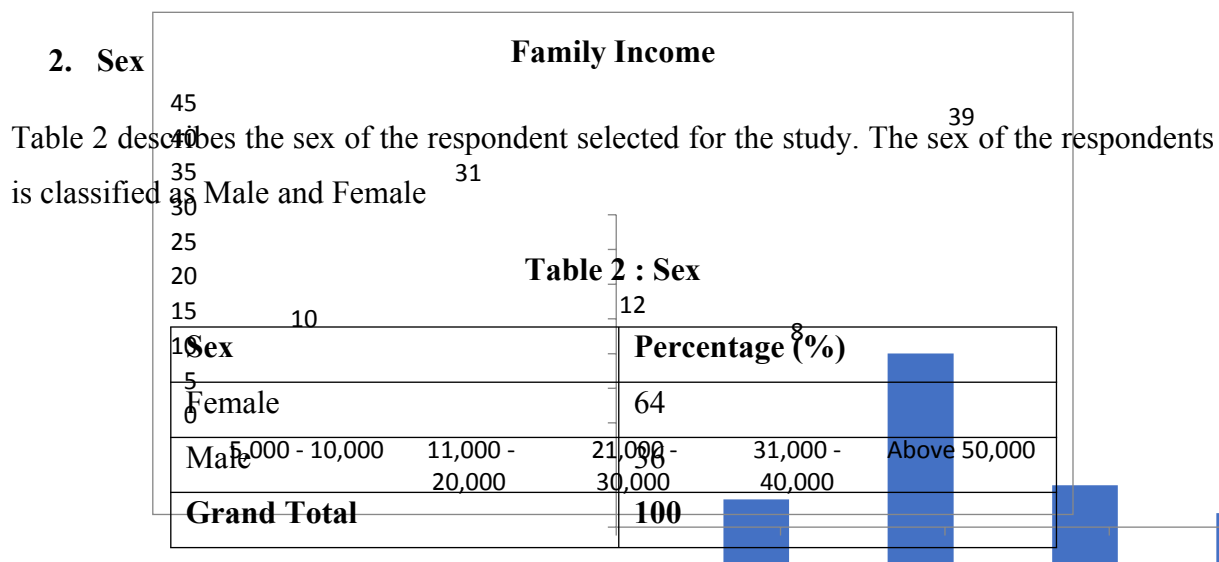
1. Income level

Table 1 describes the family income per month in Rs of the respondent selected for the study. The monthly income of the respondents is classified as below 5,000-10,000, 11,000-20,000, 21,000-30,000, 31,000-40,000, and Above 50,000

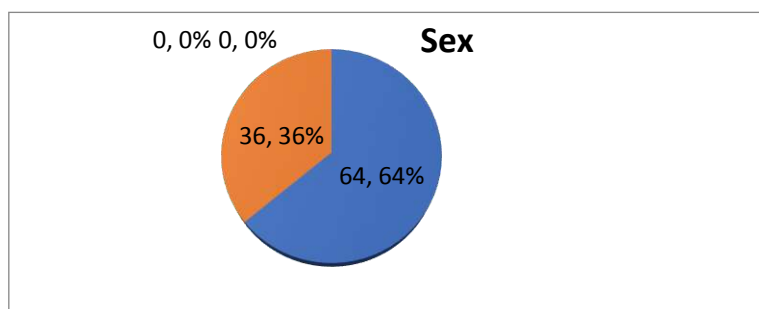
Table 1: Income

Family Income per monthly	Percentage (%)
5,000 - 10,000	10
11,000 - 20,000	31
21,000 - 30,000	12
31,000 - 40,000	8
Above 41,000	39
Grand Total	100

The above table shows that 39% of the respondents income level fall under the category of above 41,000.31% of the respondents level of income falls between Rs.11, 000-20,000. 8% of the respondent's having income between 31,000 to 40,000.



The above table 2 indicates that 36% are males and 64% are females. This means that the larger proportions of the respondents are females.



3. Occupation

Table 3 describes the Occupation of the respondent selected for the study. The occupation of the respondents is classified as Government employee, Private employee, Self-employee and Student.

Table – 3: Occupation

Occupation	Percentage (%)
Government Employee	01
Private Employee	18
Self Employment	03
Student	78
Grand Total	100

The above table 3 show that 78% of respondent are students, 18% of respondent are private employees, 3% of respondent are self employment and 1% of respondent is government employment. It's is clear from the table that most (78%) of the respondent are students.

4. Problems faced

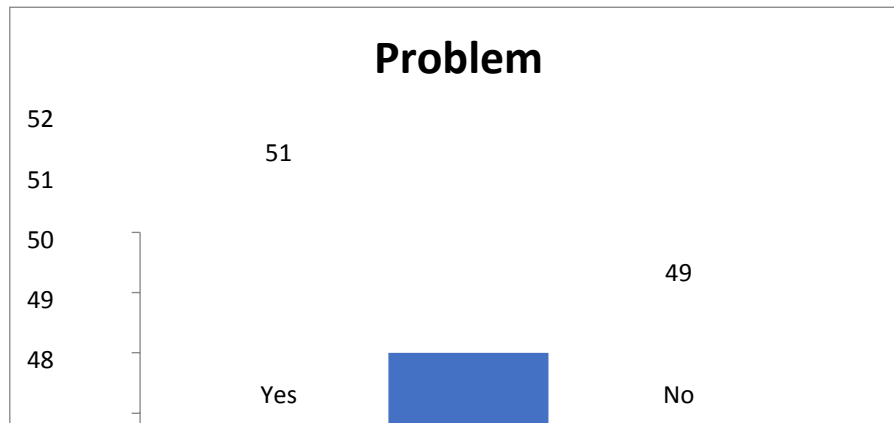
Occupation

Table 4 describes the problem faced by the respondent selected for the study. The problems faced by the respondents is classified as Yes and No.

Table 4-Problems faced

Problems	Percentage (%)
Yes	51
No	49
Grand Total	100

Government Employee Private Employee Self Employment Student



The above table 5 shows that 51% of respondents are facing problems in digital marketing, 49% of respondents are not facing problems in digital marketing. It's clear from the table that most (51%) of respondents are facing the problems in digital marketing.

5. Type of problems

Table 5 describes the type of the problems faced by the respondent selected for the study.

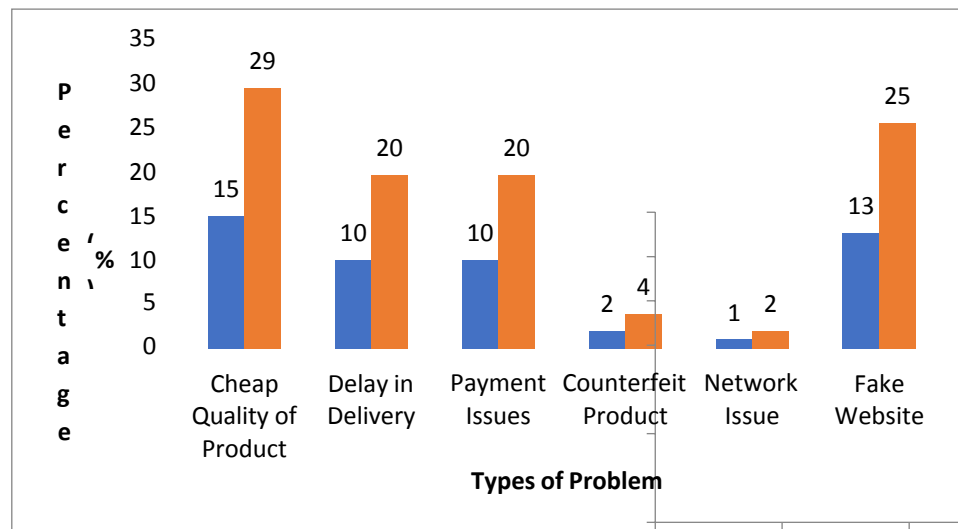
The types of problem face by the customers while buying the products and services.

Table 5 - Types of Problems

Types of Problems	No of Respondent	Percentage (%)
Cheap Quality of Product	15	29
Delay in Delivery	10	20
Payment Issues	10	20
Counterfeit Product	2	4
Network Issue	1	2
Fake Website	13	25
Grand Total	51	100

The above table 5 shows that 15 respondents representing 29% are cheap quality of product, 13 respondents representing 25% are fake website, 10 respondents representing 20% are delay in delivery, 10 respondents representing 20% are payment issues, 2 respondents representing 4% are counterfeit product, 1 respondent representing 2% are network issue. This means that

the larger proportion of respondents for cheap quality of product and second proportion of respondents for fake website.



6. Factors influence

Table 6: Factor Influence

Component	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total Weights	Rank
On-time Delivery	12	20	25	30	13	288	VII
Ease of use	35	20	30	10	05	370	I
Security	10	20	30	30	10	290	VI
Quality	27	22	18	18	15	324	II
Price	20	10	30	30	10	300	IV
Time Consuming	25	20	15	25	15	315	III
Trustworthy	20	15	20	30	15	295	V

The above table shows that the respondents give 1st rank to Ease of use, 2nd rank to Quality, 3rd rank to time consuming and the least rank is given by the respondents to On-time delivery.

FINDINGS

1. The above table shows that 39% of the respondents income level fall under the category of above 41,000.31% of the respondents level of income falls between Rs.11, 000-20,000. 8% of the respondent's having income between 31,000 to 40,000.
2. The above table 2 indicates that 36% are males and 64% are females. This means that the larger proportions of the respondents are females.
3. The above table 3 show that 78% of respondent are students, 18% of respondent are private employees, 3% of respondent are self employment and 1% of respondent is government employment. It's is clear from the table that most (78%) of the respondent are students.
4. The above table 4 shows that 15 respondent s representing 29% are cheap quality of product, 13 respondents representing 25% are fake website, 10 respondents representing 20% are delay in delivery, 10 respondents representing 20% are payment issues,2 respondents representing 4% are counterfeit product, 1 respondent representing 2% are network issue. This means that the larger proportion of respondents for cheap quality of product and second proportion of respondent s for fake website.
5. The above table 5 shows that 51% of respondent s are facing problems in digital marketing , 49% of respondents are not facing problems in digital marketing. It's clear from the table that most (51%) of respondents are facing the problems in digital marketing.
6. The above table shows that the respondents give 1st rank to Ease of use, 2nd rank to Quality, 3rd rank to time consuming and the least rank is given by the respondents to On-time delivery.

SUGGESTION

- Digital marketers need to understand the accessibility of the digital facility to Z generation before introducing any product through online
- The marketers can conduct the awareness program to the Z generation about their products and their websites.
- Check the genuineness of online offers and schemes available on different products.
- Examine the quality and other details well before accepting the products.

CONCLUSION

Today's customers have a wide range of choice at one roof by clicking a one click which satisfy their needs. From the study Customers feel that, it is more convenient and timesaving as compared to shopping from retail channel. The majority of the customers are feel safe and secure in terms of payment while shopping online.

The purchasing power and behaviour etc, about the product have great influence on individual. Every marketer must understand the psychology of Z generations so that they can be successful marketer in the day to day in the competitive world. The digital marketing which has developed the economy in general and in marketing poses many products by threat and challenges are faced by customers. So the marketers have to understand better way to device the suitable marketing strategies to retain and the capture the potential market.

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SPORTS MANAGEMENT- AN OVERVIEW ON MARKETING AND INNOVATION

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Abstract:

Purpose- The objective of this paper is to provide an overview of the sports sector and the marketing methods employed in sports.

Design/methodology/approach- The approach taken in the paper is to review the relevant innovative tools and focus on the key strategies, most important for future research on sport management.

Paper type- Conceptual Paper

Findings- The paper finds that there are a number of innovative approaches for sport marketing researchers and marketing practitioners to conduct investigations on but the most important areas are consumer behavior, branding, e-marketing and strategic marketing.

Practical Implications- The paper is relevant to sport industry and sport management organizations in the development of marketing activities/capabilities to increase their customer base. In addition, as this paper takes a global perspective it is also helpful to compare different international research directions.

Originality/value- This paper is a key resource for marketing practitioners wanting to focus on future growth areas and also marketing academics interested in sports marketing and management that want to stay at the forefront of their research area of expertise.

Keywords- Sport marketing, sport management, innovation.

1.Introduction

The sports sector has developed at an astronomical rate in the previous two decades when compared to other general industries, accounting for the sixth highest industrial growth in the

world. Sporting organisations are always evolving and adapting as a result of innovative and creative concepts. As a result of this concept, sports brands will be in direct rivalry with one another. Managers in the sports industry must be inventive in the way they run their organisations (whether governmental institutions, private clubs, leagues, or federations). In this context, strategy may be defined as a set of patterns of behaviours used by executives to better position their company to compete in the marketplace. Competitive advantages are often established via innovation in sports organisations. According to several experts, having an entrepreneurial and creative approach to sports management is critical for the success of the industry. As a result, sport managers must compete with other leisure sectors and innovation while also meeting and, in some cases, exceeding the constantly changing needs of their clientele. As a result, in sports, strategy and invention go hand in hand. Among the most notable strategic inventions in contemporary sports are the race runner bike and the fibreglass pole for the Olympics' high jumping competition. The growing use of modern sports technology like sensor monitoring in martial arts refereeing or performance monitoring are further instances of innovative strategic thinking.

Sports have a bigger need than ever before to develop innovation and strategy. Sport nowadays faces long-term issues such social exclusion and discrimination on the basis of criteria like gender, sexual orientation, colour, and ethnicity, among others.. The stagnation of athletic performance and world records, which have reached a high in several sports in the previous few years, is a major issue in elite and Olympic sport.

The field of innovation research has grown tremendously and rapidly in recent decades (Carayannis et al., 2018; Kuhlman et al., 2017), but very little empirical research has been done on the topics of strategy, innovation, and entrepreneurship in sports. Despite an increase in recent years in sport innovation research, there is still a scarcity of studies in this field. The same is true for sport management strategy research.

2. Literature Review

Marketing was one of the first issues to get the interest of sport academics, owing to its strong connection to revenue-generating activities such as ticket and item sales, as well as television coverage. As such, sport marketing was first considered as a tool for increasing sales and assisting sport organisations and people with their commercial operations. Parkhouse and Ulrich wrote in 1979 about a growing, interesting, and original potential cross-discipline that

required theoretical growth and scientific study, as well as well-informed and qualified professionals to put this new knowledge into practise. Sport marketing was described in their article alongside merchandising and sales as a growing sport-related field that is still seen as a purely commercial promotional tool. A few years later, Meenaghan (1983) reframed the debate, saying that commercial sponsorship should be included in the marketing communications mix. Sport marketing was recast as a broader canopy of promotional activities that included commercial sponsorship, advertising, and publicity. While the term 'sport marketing' is not stated in his study, the article's primary focus is on the sponsorship of sports and the arts, and it is still considered as a critical source for broadening the marketing communications mix and opening the way for further research on the subject. As the Roberts and colleagues and Tsordia and colleagues research in this issue indicate, sport sponsorship is a multidimensional subject that continues to be explored for new facets and previously unknown ramifications.

Additionally, in 1983, Mullin's piece unambiguously elevated sports marketing to prominence. The necessity of sport marketing is covered in length in his book, along with its three unique types: marketing to increase fan interest, marketing to increase sport participation, and marketing to increase product consumption via sport. While previous studies had concentrated on the last two forms of sport marketing, Mullin suggested that promoting fan engagement needed more attention and a better knowledge of sport's psychological, social, and cultural dimensions in order for sport marketing to be successful. As shown by the extensive research that followed his study, his ideas were loud and clear inside academia. From the examination of the various components of fans' sport experience landscapes to the examination of fan engagement and characteristics, sport marketing literature has contributed significantly to our understanding and appreciation of fans' interest in, passion for, and consumption of sport, as well as the role of marketing within it. The essays in this issue by Boissel and colleagues, as well as Kolyperas and Sparks, emphasise that there is still much more to learn about this subject.

Sport brands entered the topic a few years after Mullin's research and soon after Aaker (1991) and Keller (1993) initiated the discussion on brands, their equity, and their components. While sport brands had previously been used as examples in academia, particularly when discussing brand associations in sports sponsorship agreements and sport-related advertising (e.g., Gardner, 1985), Boone, Kochunny, and Wilkins (1995)'applying the concept of brand equity' to sports brands such as Major League Baseball was only the beginning of researching

sport branding. What has ensued is a deluge of research on sport brands, their dimensions, extensions, and perceptions, shedding insight on how they are formed, or co-made, and maintained. More than two decades later, the debate over the brand of athletes, organisations, and events continues, with Kenyon and colleagues' analysis in this issue indicating that management practises have yet to catch up with the debate.

Recent technological advancements, such as the development and acceptance of new and social media, have also grabbed the attention of sport marketing, with an abundance of literature investigating this new hybrid part of the marketing communication mix (Mangold & Faulds, 2009). Academics such as Williams and Chinn (2010) began examining the implications, prospects, and problems of social media for sports marketing shortly after they were invented and even before they were generally acknowledged within the sport sector. Sport sponsorship, fan interaction, and sport brands were all studied through this new lens of social media usage and its possibilities, revealing that we had just scratched the surface of fully understanding sport marketing in its totality, as Fernandes and Vale argue in this issue. With new technical advancements being presented and accepted by the sports business on a near-daily basis, the advancement and research of sport marketing are not anticipated to slow down in the near future.

Regrettably, the sport industry's quick rise and prosperity did not come without a dark side, with a number of instances of wrongdoing and corruption in sport appearing globally. While, as Manoli and Antonopoulos (2015) claim, corruption has always been a component of sport, with the earliest confirmed instance being during the 338 BC Olympic Games, an increasing number of sport-related scandals have appeared in recent years. Corruption is regarded to be an increasing danger to the sport business, ranging from individual athletes' (mis)behavior to organisations' purposeful or inadvertent misconduct. It is difficult to manage, limit, or vanquish. As a result of the impacts of this corruption on sport marketing, academics have begun to pay notice, with Clinton and colleagues joining the expanding discourse on this subject. This issue will likely continue indefinitely until corruption in sport is eradicated and the ramifications for sports marketing are considered.

Since Parkhouse and Ulrich (1979) emphasised the importance of theoretical development, scientific investigation, and professionalisation in sport management, sport marketing, along with the sport business, has developed and evolved. Sport marketing research has made

amazing development from a basic commercial tool to a larger and quickly evolving subject with distinct features, including issues ranging from branding and corporate social responsibility to service quality and fan engagement. As such, and in view of the breadth of concerns that lie under this umbrella subject of study, this special issue of the Journal of Strategic Marketing, themed 'Contemporary Issues in Sports Marketing,' seeks to highlight a number of major areas of inquiry that are now under investigation. More precisely, this special issue intends to contribute to the body of knowledge in the field of sports marketing by addressing both established and new research questions and advocating for more attention to the flourishing sports business.

3. Methodology

The aim of this research paper is to discover the role of innovation, and how to use it within the sport management discipline in general and specially, within the sport marketing field. The purpose of this research study is to investigate the function of innovation and how it may be used within the sport management discipline in general, and specifically within the sport



marketing area in particular, as well as within the sport marketing industry in general. Particularly important are the following: (a) discovering how sport managers can use

innovation (particularly through marketing strategies) as a management procedure to improve sport organisations or event operations; (b) examining various educational methods that can help sport management educators prepare future sport professionals to be innovative; and (c) exploring ways to maintain competitiveness in the sport industry through the use of sport marketing strategies, an approach that has been used successfully in the past. The study uses exploratory analysis using authentic secondary sources for listing down the innovative marketing strategies used by sports management.

4. Analysis

After going through exhaustive literature work, the following procedural steps helps us in understanding the techniques used by marketers for sports marketing.

4.1 Procedural Steps used for Sports Marketing

1.Making Engaging Content

Using star athletes to create compelling content is one way sports marketers may attract more consumers.

2.Timing Your Message

Pre-game material excites sports fans the most, with 72% of fans thrilled before, during, and after the event. Your brand is part of the anticipation when marketing to fans before a game.

3. Define Your Audience

A target audience is a group of individuals to whom you will advertise. Consider the audience's geography, age, hobbies, and income. Thinking about your target market first helps you identify how to approach them.

4. Sporting events

Contests are one kind of effective promotion. A contest may let spectators feel like victors, even if they aren't athletic.

5. Brand Partnerships

Brands typically depend on partnerships for success. As companies become more data-driven, sports teams and brands are striving to align their strategies.

6. Content and Image Sharing

Nowadays, most sports enthusiasts like sharing material. So much so that they like exchanging material with other sports fans who share their interests. To be successful, your material must be readily shared and appealing.

7. Sponsorships

Sponsorships are a great way to promote your company and get people talking. Take note of the brand logos on racing cars, soccer shirts, and other sports apparel. In this way, a modest company becomes a national or even global brand.

8. Using the Right Tools

To reach a customer in sports marketing, you need to employ a variety of tactics and methods. In addition to watching sports on TV, they often read about them in newspapers and online. With so many sources, you can target your market in several ways.

9. Hire a Sports Marketing Agency

Some individuals use sports marketing companies for all of their sports and entertainment marketing requirements. People want greater authenticity, closer access to the action and their favourite sportsmen.

10. Monetize Your On-Demand Video

Video-on-demand programming is a huge potential for sports marketers. Big platforms including Facebook, Periscope, Instagram, Twitch, and Livestream now support live video. By 2022, this rapidly expanding industry could reach \$70 billion. Aside from that, live videos have a 12x greater engagement rate than scripted ones.

4.2 Types of Strategies Used

After reviewing literature the following strategies were found that are pre dominantly used for sports marketing.

Sports Strategies	Description
Theme Based	The marketer uses traditional marketing strategies to incorporate sports element into the marketing programme for non sports product. Ex-A bank places print ad in a sports magazine
Product Based	Marketer uses sports product for marketing any sports. Ex-A sporting goods retailer hands out free caps at baseball game
Alignment Based	Marketers of non sports products partner with a sports property through one or more forms of sponsorship- A fast packaging food chains product packaging highlighted its partnership with sports property
Sports Based	Marketers of sports products are recognized as official sponsors of a sports property. Ex-A marketer of sports products sponsors a tournament.

5. Conclusion & Future Scope

The research found that increasing brand awareness via media coverage, competition locations utilized by mainstream sports organizations, and community outreach programmes may boost marketing strategy efficacy in the sports industry. In order to achieve the Federation's aims, every member of the organization, from the President to the athlete, is required to accurately and consistently explain the Federation's objectives, maintaining institutional financing by adhering to International Accounting Standards, developing branding tactics to attract sponsors and internal stakeholders and conducting market research to identify internal stakeholders' sporting demands and build customized sports programmes.

It is critical for future study on sport innovation to include various viewpoints on the innovation phenomenon. While the creation of new technology, sports equipment, and goods is critical for the growth of contemporary sport, research on subjects such as the drivers and impediments to sport innovation, social innovations in sport, and effective leadership and management of sport innovation is lacking. It will be critical to study these viewpoints on sport innovation, as well as new strategies for sport innovation and the application of strategic management of sport innovation, in future research initiatives.

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CUSTOMERS' PERCEPTION TOWARDS MOBILE BANKING SERVICES

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INTRODUCTION

Mobile phone has become a common technology device that is a part of every individual in this modern information era. Banks are looking at various ways to make this full potential growth of mobile phone technology by providing the best mobile banking services to their customers. Mobile banking is an emerging alternate channel for providing banking services as it has become the choice of millions of people. Many Indians are using their mobile phones for banking that they did using their computers. Many leading banks have noticed that their value of transaction performed through mobile banking has already overtaken their internet banking platform. But concerns about the security of mobile banking and mobile payment technologies as well as the misuse of mobile banking due to mobile phone thefts remain some of the primary hesitations for some of customers to adopt to mobile banking services.

Mobile banking can be defined as “Using a mobile phone to access one’s bank account, credit card account or other financial account. Mobile banking can be done either by accessing the banks web page through the web browser on one’s mobile phone, via text messaging or by using the bank’s application downloaded to the mobile phone.”

Mobile banking services currently provides a large varieties of services such as fund transfer, payment services, balance enquiry, mini statement services, mobile top ups, cheque book request, M commerce, that is top up of Dish TV, TataSky, Sundirect etc, Life insurance premium payments, bill payments such as EB bills, Telephone bills, shopping bills, etc. SMS alerts to the mobile phone regarding all these banking related services as well as ATM usage is considered the most convenient factor of mobile banking services.

With the emergence of smart phones, mobile banking has seen a prominent increase in its usage of banking services. Though SMS is a simple way of accessing the bank account, it incurs texting charges. But, in case of a smart phone with regular data connectivity or Wi-Fi

access, mobile banking application can be used to give access to a host of services offered by banks without visiting the bank branches physically.

The Reserve Bank of India (RBI) has given the following guidelines to banks on mobile banking:

1. Banks should offer mobile-based banking services only to their own customers, be it bank account or credit card account holders.
2. Banks should have a system of registration before commencing mobile based payment service to a customer.
3. There can be two levels of mobile based banking services the first or basic level in the nature of information like balance enquiry, SMS alert for credit or debit, status of last five transactions, and many other information providing services. The second or standard level of mobile banking services involve financial transactions such as payments, transfers and stop payments.
4. Only Indian Rupee-based services can be provided.
5. When a bank offers mobile payment service, it may be ensured that customers having mobile phones of any network operator should be in a position to request for service. Restriction, if any, to the customers of particular mobile operator (5) may be only during the pilot phase.
6. Regarding inter-operability between banks and between their mobile payments service providers, it is recommended that banks the message formats being developed by mobile payments forum of India.
7. It is suggested that the banks issue a new mobile pin (MPIN) to users. To facilitate the mobile payments MPIN may be issued and authenticated by the bank or by a mobile payment application service provider appointed by the bank.

STATEMENT OF THE PROBLEM

In the present growing advances in mobile technology and its utilization by banks with the implementation of mobile banking services the lifestyle of most of the bank customers has changed. It has relieved its customers from visiting the bank in person several times and stand in queus for each and every transaction. Now-a-days most of the banks, whether nationalized or private banks, are offering mobile banking services to their customers. But it is upto their customers to decide whether to use these facilities or not. Though many customers have

adapted to the growing trend and are regularly using mobile banking facilities, some are not ready to use this though there are more benefits in the form saving of time, better accessibility etc. There are many reasons for this, the most important being their fears on security reasons. The RBI has framed many rules and guidelines to enhance the safety aspects of mobile banking services. The banks are also taking many precautionary measures to provide safe and secure mobile banking facilities. But how far the customers are aware of these cannot be judged unless a deep study on mobile banking services and customers perception about it is done.

In this situation, it is necessary to examine whether the customers are fully aware of the mobile banking facilities and utilizing them to the maximum extent, whether they are facing some difficulties in using mobile banking services, whether these services reach all sorts of areas and people and many more related issues. Hence this research is entitled to study, examine and analyze the preferences of customers towards mobile banking service provided by banks in Namakkal district in Tamil Nadu.

OBJECTIVES OF THE STUDY

The study aims to analyse how the customers in Namakkal district perceive the various mobile banking services offered by the banks. Specifically, the objectives of the study are as given below.

1. To examine whether the account holders have a complete knowledge about the mobile banking services.
2. To review about the extent of usage of the mobile banking facilities by the bank's account holders.
3. To identify the difficulties faced by the account holders while using mobile banking.
4. To know whether the mobile banking facility is available and usable invariably by all types of customers in all areas of the district including the most remote areas.
5. To recommend the possible measures to overcome the hurdles and improve the mobile banking service.

SCOPE OF THE STUDY

The research has been undertaken in Namakkal district of Tamil Nadu. Namakkal district is particularly a busy fund transaction district of Tamil Nadu state due to its varied industrial, agricultural and institutional sectors.

It is a leading producer of poultry in India and our countries lorry transportation and Rig industries are based here. This district has widely spread educational institutions, textile industries and many small scale industries apart from its tourist importance and agricultural sector. Due to the availability of all these business Namakkal district is known for its busy financial transaction. Various government, public and private sector banks are actively operating in this district. As these businesses require quick and easy banking services, there are many customers, who are operating the mobile banking services of the various bank branches to save their time and efforts in large scale.

Hence, this Namakkal district has better scope for the study on the preferences of these customers on mobile banking services as the most appropriate and suitable results can be obtained to analyze the real time situation. Further, the study will be able to suggest the possible improvements in mobile banking services according to the preferences and expectation of the customers, while will be most helpful to the banking authorities to provide better services and attain greater profit.

IMPORTANCE OF THE STUDY

After the launch of mobile banking in India, mobile banking transaction has been undergoing a continuous growth. The main reason that attracts customers to mobile banking is the round the clock availability, ease of transactions, constant updates, reduced visits to banks, quicker and variety of services. But mobile banking still has a long way to go as some of the customers prefer traditional banking ways due to reluctance to adopt to the emerging trends and security concerns.

Mobile banking services are being made customer – friendly with the advances in technology. Though the banks are concentrating in improving their mobile banking services and also have the advantages with the cost reduction of the mobile phones with GPRS and internet connection and the availability of smart phones at a lesser rates than in previous years, there are customers who are not using the mobile banking services. This is mainly because, many banks are facing challenges in understanding the mindset and preferences of their customers and failing to meet their expectations. Moreover, many customers knowledge about mobile banking services provided by their banks and its advantages has not reached their properly. So, a better understanding of the customers preferences in mobile banking services is very much required for the banks to come up to improve their mobile banking services as

this has become one of their major income promoter. A detailed study and analysis of the customers preferences is hence the most important need of the banks to convince and encourage almost all their customers to use mobile banking services.

LIMITATIONS OF THE STUDY

1. The proposed study is confined to
 - a. The account holders of selective banks in Namakkal District, Tamil Nadu, India.
 - b. The perceptions of the account holders towards mobile banking services only.
 - c. The results of the study are based upon the information given by the respondents.
2. The data collected are based on the questionnaire and the results of the study would be varying according to the opinions of individuals.
3. The statistical tools used to analyze the data have their own limitations.

RESEARCH METHODOLOGY

Survey method of research is adopted for the study. The survey is conducted by means of a question schedule. The researcher visited various bank branches in Namakkal District to get the question schedule filled. Also, there are 160 public sector bank branches and 44 private sector bank branches, 27 district central co-operative bank branches, 162 agricultural co-operative bank branches, 2 lamps, one FSS and 7 PCARDB. A variety of financial agencies are functioning in Namakkal District. However, the researcher selected only the following six commercial bank branches for this study such as, State Bank of India, Canara Bank, Indian Bank, Industrial Credit and Investment Corporation of India (ICICI), Lakshmi Vilas Bank, Karur Vysya Bank, because these six banks are very popular in Namakkal District. Out of these, 3 are public sector banks and other 3 are private sector banks.

As it is not possible for banks to disclose the details of their account holders due to confidential issues, the identification of the total number of banks account holders in Namakkal district is not available. However, the researcher has selected 600 account holders from the uncountable number of account holders in Namakkal district as sample respondents for this study. The researcher visited each branch of the selected banks in person and interviewed their customers at random who visited these branches and duly filled the question schedule as per their response.

SAMPLING TECHNIQUE

Disproportionate stratified random sampling technique is adopted. The researcher decided the sample size in accordance with the population of account holders at Namakkal District level. Namakkal district consists of five taluks that is, Namakkal, Tiruchengode, Paramathi Velur, Rasipuram and Kolli hills. As such, a large sample size of 600 account holders was chosen from selected six bank branches at five taluks of Namakkal District. The statistical details of sample size have been shown in table 1.1

TABLE NO. 1.1**TABLE SHOWING THE NUMBER OF SAMPLE RESPONDENTS CHOSEN FROM TALUKS OF NAMAKKAL DISTRICT**

TALUK WISE RESPONDENTS	SELECTED SIX BANK BRANCHES						TOTAL
	INDIAN BANK	CANARA BANK	SBI	LVB	KVB	ICICI	
Namakkal	34	29	36	22	18	15	154
Rasipuram	28	24	30	18	15	11	126
Tiruchengode	27	22	28	17	14	14	122
P. Velur	19	20	24	14	12	12	101
Kolli Hills	24	18	23	11	11	10	97
Total	132	113	141	82	70	62	600

Source: Primary Data

As a result, 154 respondents were chosen from Namakkal Taluk, out of them 34 account holders from Indian Bank, 29 from Canara Bank, 36 from State Bank of India (SBI), 22 from Lakshmi Vilas Bank (LVB), 18 from Karur Vysya Bank (KVB) and 15 from Industrial Credit and Investment Corporation of India (ICICI).

126 respondents were chosen from Rasipuram Taluk, out of them 28 account holders from Indian Bank, 24 from Canara Bank, 30 from SBI, 18 from LVB, 15 from KVB and 11 from ICICI.

122 respondents were chosen from Trichengode Taluk, out of them 27 account holders from Indian Bank, 22 from Canara Bank, 28 from SBI, 17 from LVB, 14 from KVB and again 14 from ICICI.

101 respondents were chosen from Paramathi Velur Taluk, out of them 19 account holders from Indian Bank, 20 from Canara Bank, 24 from SBI, 14 from LVB, 12 from KVB and again 12 from ICICI.

97 respondents were chosen from Kolli Hills Taluk, out of them 24 account holders were from Indian Bank, 18 from Canara Bank, 23 from SBI, 11 from LVB, again 11 from KVB and 10 from ICICI.

DATA COLLECTION AND ANALYSIS

Both primary and secondary data are widely used. Secondary data were collected from books, periodicals, magazines, brochures, notices, RBI bulletin. Business line newspapers, journals etc. Primary data were collected by means of a question schedule. The researcher met the respondents in person and got the question schedule filled. The filled in question schedules were arranged in such a way to prepare tables. From the tables, the data were analysed by means percentage analysis, charts, diagrams and various other statistical tools. Besides, chi-square test and Analysis of variance were also used to test of hypothesis.

RESEARCH FINDINGS

The following findings have been extracted from the percentage analysis for present study.

1. Large number of the customers are highly satisfied with the maintenance of the relationships by mobile banking services.
2. Majority of the respondents are aware of mobile banking services.
3. Most of the account holders are using short messaging services (SMS) technology in mobile phones.
4. Large number of the respondents are using Samsung mobile handsets.
5. Most of the respondents know about mobile banking services from other sources.

6. Largest number of account holders are using mobile banking services less than one year.
7. Fund transfer to other bank accounts is the foremost reason for preferring mobile banking services and the least factor to be considered is mini statement by bank account holders in Namakkal District.
8. Most of the respondents are of the opinion that no changes or unnecessary deduction in their account occur while using mobile banking services.
9. Majority of the customers are of the opinion that there is no difference between the mobile banking services provided by both the private and government banks.
10. Most of the respondents feel that mobile banking services satisfy their needs.

CONCLUSION

Where the customers files a complaint with the bank disputing a transaction, it would be the responsibility of the service providing bank to address the customers grievance. Banks should formulate change-back procedures for addressing such customer grievances. In such scenario, a study on the perception of the customers' towards mobile banking services is very much necessary for the banks to have a better knowledge about their customers' views and as such this will help the banking authorities to make the necessary changes and improve their mobile banking security and performance to attract their customers.

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INFLUENCE OF SOCIAL MEDIA MARKETING COMMUNICATIONS ON YOUNG CONSUMER'S ATTITUDES TOWARDS CHOOSING SMART PHONE BRANDS

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Abstract: Social Media Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising. It is already known that how various marketing tools and techniques can be increased number of selling articles is the main aim of every businessman. No doubt it can raise the profit of a various companies exponent. The main aim of this study is to examine aimed to examine how social media communication influencing the young consumer behavior who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behavior of the young consumer. The scope is confined to only four brands of smart phones purchase in Bengaluru. The use of Social Media websites is emerging continuously to give the satisfaction of the social needs of websites users, at the mean while time it has also changed the young customers behaviour drastically in the modern marketing era. Ultimately, in the present study the changing behaviours of young consumers' attitude is assessed theoretically from the help of past literatures.

Keywords –, Social media marketing communications, Attitudes, Cognitive, Behavioral, Awareness, Knowledge, Liking, Preference, Smart phone and Young consumers.

1. Introduction

People spoke with each other without having a language in the days of old. Over the last several decades, contemporary communication has changed drastically. Social media have turned into a handy method for everyone in all age groups to communicate. Social media has altered the way customers and businesses communicate with one other. A basic characteristic of the Internet is that it offers - the ability to store massive amounts of data at a variety of locations with minimal cost - advanced search engines that help organise and disseminate data - the ability to function as a distribution medium as software, even though it does not involve any sort of physical component. Connecting with consumers across the globe has never been easier

thanks to the use of the internet and social media platforms. In order to be able to see current customers' rankings and evaluation of the product before to buy, consumers have access to the internet, which lets them search, browse, and rate their products. Today's customers utilise technology much too much since many people use computers, therefore there is a need for internet marketing. Decisions about which products and services consumers buy are affected by social media via group discussion. Developing using the online platform is a new way of doing business. Social media impacts the ways merchants and buyers communicate. The impact of e-commerce on the consumer's choice is substantial. Using social media to provide information about your products and services is a new way to connect with potential customers. To market products and services, it is critical to conduct research of customer behaviour because consumers are increasingly utilising the internet and on-line social media platforms. Social media has become an essential method of product introduction and marketing. Additionally, it is used to conduct surveys. Today, social media is an essential component in promoting an organization's business. In order to determine how Social media is influencing consumer behaviour, it is important to focus on how it affects behaviour.

Advertising is one of the main industries where mobile phone companies spend a lot of money, and these businesses are all readily apparent on social media. On the commercial front, both Samsung and Apple are leaders. With both, consumers have more budget-friendly options for mobile devices. The Vivo and Oppo smartphones are also offered at an affordable cost. One of the main objectives of the research is to analyse advertising on four major mobile telecoms carriers' social networks (Samsung, Apple, Oppo and Vivo). Mobile telecommunications is one of the most prevalent research gaps in the industry. This problem occurs because there is a dearth of data and evidence about telecommunications companies' tactics and the high need for a thorough investigation to help businesses make money in this sector. Advertising campaign construction, development, and operation, and management practises in social media for a chosen group of mobile telephony businesses are examined in depth.

2. Social Media

Social media has shifted the balance of power in the online marketplace to the location where excellent products are offered and bought. The attitude and potential role-playing described in this is part of the preparation for their involvement in business marketing, as well as techniques for controlling their involvement. A passive emphasis is on the social media's impact on

consumers' mentalities, behaviour, and ways of doing things, while an active focus involves utilising social media marketing to push their own products. Many people in the contemporary day are utilising social networks, and this use has heavily affected many consumers in different ways. natural or organic search engine optimization) (SEO). As it relates to the marketing sector, this axis has attracted a lot of attention due to the availability of advanced technology transfer opportunities. The goal of this research is to investigate the impact of social media on customer behaviour in the telecommunications sector, particularly in the mobile phone manufacturing industry. In this context, our attention is placed on the telecommunications industry, which historically consists of public and monopolistic operators. The liberalisation process that began in the early 1990s has profoundly altered this market, due to the rise of a multitude of rivals and a significantly increased amount of activity on the part of producers.

2.1 Characteristics of Social Media

On the other hand, these are some of the qualities of social media:

- For a significant proportion of younger generations, adolescents and those in the middle-aged, social media usage is important.
- Social media provides an open door to customers by bypassing third parties.
- In terms of cost, advertising on social media is far more economical than other conventional media like print, TV, or even newer methods like digital media.
- Search engine optimization and improvement in ranks are among the benefits of social media.

3. Literature Review

The following literatures are studied in detail to gain insight about the research article.

Bridges et al. (2009) also implied that the longer marketing communications were displayed, the greater the likelihood that it would have a positive effect on buying decisions. Organizations and their brands should, therefore, encourage young social media users to stay online for longer periods of time via branded apps, games and competitions and many other interactive promotional tools to develop favorable attitudinal responses.

Thomas (2011) & Stokes (2013) articulated that online marketing communication, in its simplest form, refers to hyperlinked graphical images that are displayed on a website, and, in

recent years, may also include video, audio and a number of other innovative technologies. The primary objectives of online marketing communication usually include creating brand awareness; generating consumer demand; providing information; stimulating traffic; building relationships; promoting two-way communication; giving customer service; establishing brand loyalty; creating WOM; generating leads; and increasing sales

Chandra et al. (2012) established that there was no difference in terms of cognitive and affective responses between frequent and sporadic users toward social media marketing communications, which is in line with the results of this study. However, the mean values indicate that adolescents who logged on more frequently (daily and several times a week) showed the most favorable predispositions across all of the attitude stages toward social media marketing communications. Also posited that the most active Internet users displayed the largest inclination to use commercial content available online to assist with purchase decisions.

Bevan-Dye and Dondolo, (2014), Generation Z is able to multitask owing to their busy everyday life; show high degrees of creativity, expressiveness and individuality; desire immediacy without long waiting periods for consumption; and is generally continually connected via mobile devices and other interactive ICT conduits. These young consumers desire everything, everywhere and instantaneously. However, young consumers are able to quickly filter out boring and irrelevant messages, and rather focus their attention on more creative brand messages. This generation is brand savvy and can rapidly discern unreliable brands.

Liu et al. (2015) examined factors that influenced the effectiveness of social media product placement. The investigation established videos with subtle product placements, which resulted in the most favorable attitude and behavioral responses, and that the effect of social media product placements was comparable to other media. However, this study shows that young consumers share analogous positive attitudes toward social media marketing communications, with a majority of the aforementioned inquiries in spite of the fact that they were largely executed in first-world countries among older generational cohorts.

3. Objectives of the Study

- To understand the influence of social media marketing communication on young consumers' attitude
- To explore the changing purchase decisions of young consumers with reference to smartphones.

3. Influence of Social media on Young Consumers' Attitude

In essence, social media encompasses online technologies that make it possible to exchange information, thoughts, views, ideas, and material in addition to helping to build and maintain social connections and relationships. A customer rating site is one example of them. Social networks are websites that connect millions of people with similar interests, opinions, and hobbies around the globe. Popular social media examples include YouTube, MySpace, and Facebook. The terms 'social networking sites' and 'social media' are frequently used interchangeably. Social media, however, facilitates the ability to unify by providing users with personal information profiles and allowing them to invite friends and colleagues to see these profiles.

Many companies and organisations invest in social media without a plan and end up frustrated. To the extent that the proper strategy is followed, the technique may provide very favourable results, since businesses can use it to influence purchase choices. Research shows that customers are likely to buy something after a social media recommendation. At times, people put more trust in these alternative media channels than in conventional forms of promotional mix funded by corporations. Search engines, mobile devices, P2P communication vehicles, and online social networks have improved marketers' abilities to connect with customers by promoting these contact points. To enable users to establish profiles on the site, to publish information and share that information, and to interact with other users, social network sites are the subject of this research. made the comment that individuals like doing things like contributing, producing, and becoming involved in groups to satisfy wants like belongingness, connection, and recognition. It is extremely simple to use social media to encourage individuals to behave in a manner that is beneficial to the company. Customers build relationships with each other by engaging in new social networks and by exchanging material in an interactive fashion.

Social media sites have gained in popularity as more and more businesses have begun using them to communicate product information. When talking to customers in Mumbai, it was discovered that buyers connect with the goods of a business based on the ratings and comments of previous customers. Now the customer is becoming an effective researcher, rather than a product purchaser. Until now, only individuals who knew the ins and outs of a product were able to read and comprehend other people's thoughts about it. Social media platforms are often used as an information source by internet shoppers. Using social media platforms, businesses may connect with new and prospective customers, develop long-term connections with them, and learn more about the interests of their consumers. In today's environment, customers' loyalty may be challenged at any time, and doing so may have consequences for the business.

As young consumers, we move through successive attitude phases, which consist of being aware of the brand's existence (cognitive attitude response), understanding the brand's offers (cognitive attitude response), having an affinity for the brand (affective attitude response), and demonstrating a preference for the brand in relation to others (affective attitude response) (behavioral attitude response). the phases are not equally distant, because customers may go through several stages simultaneously or in a different order (Lavidge and Steiner, 1961).

4. Advantages of Social Media for Young Consumers

Social networking offers many benefits for younger customers, as shown by this research. It should be said, however, that although social media offers many advantages for consumers, they all come down to one major benefit: information. Consumers now have immediate access to this information, thanks to social media. Additionally, social media provides a platform where customers can share their thoughts and ideas, allowing companies and brands to get a better understanding of their needs and wants. Young people in India spend a larger percentage of their time using virtual technologies than face-to-face interactions. As a result, the internet has become a major source of addiction for this generation. In addition, this site is great for people who want to get notice. Despite the fact that this strategy requires more study, companies in India have been increasing their investment in social media marketing. Suggesting that each company should choose the most suitable social media to meet the needs of the company is the goal of this research.

Youths are partly responsible for their social media experience and may augment it by using platforms designed to be more personalised and devoted to them, such as:-

- To protect yourself on the internet, only provide partial personal information.
- Ensuring the security of the website they utilise.
- To search the social networks for sites relevant to their interests in order to discover a wider range of subjects.
- Trying to connect to users with similar interests.
- Providing constructive comments and posting regularly on social networks
- To help avoid information overload, limit the usage of several social media sites.

5. Discussion

In addition to these worldwide investigations, there have been many more that have investigated the ways in which social media marketing messages vary based on various attitude components in various sectors and cohorts. Two different types of social media messaging have a favourable impact on brand awareness (cognitive responses). Researchers found that positive cognitive attitudinal responses occurred regarding brand interaction in social media settings, and different types of individual and mass communication interaction were identified on Facebook. Results also showed that generational cohorts, such as Millennials, are sensitive to brand interactions in social media environments. A number of factors impact the efficacy of social media. Some of them include consumer preferences about the placement of smart phone companies in the minds of younger customers. The study concluded that modest product placements had an impact on attitude and behaviour and were the same as other media. Even though the bulk of the inquiries were performed in first-world nations among older generational cohorts, youthful consumers have comparable favourable views about social media marketing communications.

There has been a significant increase in the number of mobile users who access social media using their smartphones in Bengaluru. This helps savvy marketers keep up with the latest and most relevant information through social media marketing communications, particularly with regard to the 18-34 age demographic who have never known a world without social networking sites and cellphones. In regard to cognitive views, those who had used social media for two years or more had the most favourable opinions about SNA, while those who had used it for

one year or less were the most positive about its usage. For an array of interactive ICT channels, the experience levels of online users had an impact on attitude components. Because the adolescents who were more acquainted with social media marketing communications did not react as favourably to new messages, their attitude components were shown to be less sensitive. Since Generation Z is able to digest material rapidly, but may also lose interest quickly if it is not stimulating interaction, it is imperative that businesses and their brands continue to provide current and accurate content for this age group. However, the mean values suggest that regular users of social media (i.e., logging in several times per day or per week) had the highest positive predispositions toward social media marketing communications throughout all of the attitude phases. Using commercial material accessible online to help with purchasing choices was strongly associated with being the most active Internet users.

6. Conclusion

Bengaluru and other Indian cities cannot be overlooked while speaking about the impact of social media on the country's young. Not only has the amount of social media users increased, but the kinds of social media, number of social media platforms, and use of social media have increased as well. In every programme, now, there is a social component, even though the main goal of the application is different. Social media has an unavoidable role in today's customers' life. Social networking is certainly essential to companies, as well as providing tremendous value.

If these ideas are put into place, it may guarantee that social media isn't only a platform for companies to advertise their goods and services, but also one in which customers can maximise their benefits. If companies determine that their social media marketing campaign is not performing, then there is no need to abandon the project, but rather restructure it. In order to keep up with current expectations, today's Indian consumer is frugal in his purchasing decisions. Instead of providing their own information, businesses should use accurate data, facts, and statistics to develop creative web pages, as well as pleased client evaluations.

The social media marketing in India is set to become better in the future. With each passing day, social media platforms are changing and adding new features. Companies should do several testings and record which tactics are successful. Then, they should focus on these particular techniques. There are potential business models built on using social media as a way

to assist customers and improve overall purchasing experiences. Businesses may cultivate loyalty and demonstrate their commitment to consumers by using this strategy.

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“A STUDY ON DIGITAL PAYMENT APPLICATION ON RETAIL TRANSACTION IN RURAL AREA WITH SPECIAL REFERENCE TO TUMKUR DISTRICT”

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ABSTRACT: One of the stated roles of digital India is to promote faceless, paperless, and cashless transactions. The digital India program's vision is to transform India into a digitally empowered society and knowledgeable economy. Unified Payment Interface is a service that promotes cashless transactions and is transforming India into a cashless society. However, in India, rural people face significant challenges in successfully implementing digital literacy, digital infrastructure, and internet connectivity in order to achieve a cashless or digital payment society in the rural area.

This paper reviews concisely the impact and analysis of efficacy level of digital payment application in the rural area with special reference to Tumkur region. It investigated the use and convenience of e-payment applications by rural people, primarily in retail transactions. This research is being conducted with the specific goal of understanding the challenges and opportunities presented by the effective implementation of digital payment applications in rural areas.

Keywords: Digital India Programme, Knowledgeable Economy, Cashless Society, Digital literacy, Digital Infrastructure.

INTRODUCTION:

Digital Payment

The Payment and Settlement Systems Act of 2007 (PSS Act of 2007) defines Digital Payments/electronic funds transfer as any transfer of funds to a bank by way of instruction, authorization, or order to debit or credit an account maintained with that bank through electronic means, which includes point-of-sale transfers, ATM transactions, direct deposits or withdrawal of funds, transfers initiated by telephone, internet, and card payment (*Digital*

Payments: Definition and Methods - Razorpay Payment Gateway, n.d.). Digital payments can be made using various methods such as NEFT, RTGS, IMPS, debit and credit cards, UPI, and so on. In India, the volume segment of digital payments is dominated by Debit Cards, PPIs, and IMPS, which account for nearly half of total volume. While RTGS and NEFT dominate the value segment, accounting for approximately 53% of total Digital Payments value. The number of digital transactions per capita increased from 2.38 in fiscal year 2014 to 22.42 in fiscal year 2019 (*Di-Initiatives | Digital India Programme | Ministry of Electronics & Information Technology(MeitY) Government of India, n.d.*).

Digitalization of Rural India

Rural India is an important part of the country's economy, accounting for roughly 46 percent of total national income. It is estimated that approximately 66 percent of India's population lives in rural areas, and despite the rise of urbanisation, rural India will continue to account for a significant portion of India's population over the next decade, making it critical to improve digital infrastructure in the country, particularly in rural India (*About India Brand Equity Foundation (IBEF), n.d.*).

Digital Literacy

Digital literacy refers to the abilities required to live, gain knowledge, and work in a society where communication and access to information are increasingly mediated by digital technologies such as internet platforms, social media, and mobile devices. Over 6,50,000 villages and 2,50,000 panchayats in India are represented by 3 million panchayat members. Estimated 40% of India's population lives in poverty, illiteracy rates range from 25-30%, and digital literacy is almost non-existent among more than 90% of the population. Although the country has the world's second fastest-growing mobile market, it lags behind in terms of internet connectivity. In recent years, connecting the society and its members to the rest of the world via the Internet has become increasingly important for community vitality, development, and social reform. In December 2011, there were approximately 30 million internet users in rural India, according to the IAMAI report. The 50% rise, which is expected to reach 45,000,000 by December 2012, is driven mainly by mobile internet access, community centres, and cyber cafes. However, within rural communities, the task of empowering through ICT can still be difficult, but many of us have been devoting time and energy to empowering troubled communities(*Digital Empowerment Foundation, DEF |, n.d.*).

Unified Payments Interface (UPI)

The National Payments Corporation of India (NPCI), an RBI-regulated entity, created the Unified Payments Interface (UPI). UPI is built on the IMPS infrastructure and allows you to instantly transfer money between the bank accounts of any two parties. Unified Payments Interface (UPI) is a system that integrates multiple bank accounts into a single mobile application (of any participating bank), combining multiple banking features, seamless fund routing, and merchant payments under one hood. It also handles "Peer to Peer" collect requests, which can be scheduled and paid according to need and convenience (*UPI: Unified Payments Interface - Instant Mobile Payments* | NPCI, n.d.).

REVIEW OF LITERATURE

Singh, (2017), It was pointed out that demographic factors, with the exception of education, have little impact on the adoption of digital payments, and it is only the respondents' education level where a significant difference is perceived by the respondents. It suggests that the customer's level of education influences their adoption of digital payments (Singh, 2017).

Thirupathi et al., (2020), "Effect Of Cashless Payment Methods: A Case Study Perspective Analysis"- In this paper, the author observed the use of digital payment apps by students and employees in both the public and private sectors. Overall, all digital payment apps benefit users in terms of quick payment, avoiding carrying physical cash, saving time, high security payment, receiving discounts and offers, easy recharge, and green payment system, among other things. As a result, Indian citizens' attitudes are shifting, with a preference for a good start-up for a cashless or less coin-based economy. This will push India toward a more digital and developed economy (Thirupathi et al., 2020).

Pontoh (2020), It was discovered that behavioural factors such as self-efficacy, trust, and lifestyle users can provide a clearly understands and structure to digital financial service providers regarding aspects of services that must be enhanced in order to promote and increase the volume of e-payment usage (Pontoh, 2020).

RESEARCH METHODOLOGY

The present study is based on information gathered from participants across Tumkur district. To collect data from people, a well-structured questionnaire was constructed. The study was

constructed to analyse the effectiveness level of digital payment systems on retail transactions in rural areas, with specific reference to Tumkur district.

Sampling Plan

Sample Unit

In this research paper the sample unit was the people of Tumkur district, who have been using the digital payment application in retail transaction in their day to day life.

Sample size: The random sample for this study was set at 100.

Table 1: Sample Size Determination

Sl.No	Talukas	Sample unit
1	Chikka Nayakana Halli	9
2	Gubbi	8
3	Koratagere	11
4	Kunigal	10
5	Madhugiri	7
6	Pavagada	11
7	Sira	7
8	Tiptur	5
9	Tumakuru	18
10	Turuvekere	5
11	Other than above block	9

Sampling procedure: As it is not possible to take appointments from a large number of respondents, we collected primary data for this research paper survey by using a Google form to capture the information from individual respondents from the Tumkur district.

OBJECTIVES

- To Determine the efficacy of the digital payment application in rural areas.
- To know the challenges that digital payment ecosystem facing in the rural area.
- To determine the possible measures to improve the digital payment ecosystem.

HYPOTHESES

In order to achieve the aforementioned goals, the following hypotheses were developed for testing:

H1: There is a significance need of awareness on digital payment in rural areas especially in retail sector.

H2: There is significance on analysis of efficacy of digital payment application on retail transaction in rural area.

TOOLS FOR ANALYSIS

Descriptive statistics and ANOVA single factor analysis were used in this study as investigation and statistical techniques. To conduct statistical analysis, SPSS 19 was used. To determine the variance in the responses and to test the hypothesis, ANOVA was used.

RESULTS AND DISCUSSION

Table: 2 Descriptive Statistics

Descriptive Statistics					
Particulars	N	Mean	Median	Mode	Standard Deviation
Are you aware about how to use Digital payment application?	100	0.66	1	1	0.4760952
Awareness level of how UPI (Unified payment interface) works in digital payment application	100	0.42	0	0	0.496045
Do you think, e-payment or digital payment application are user-friendly?	100	3.4	3.5	5	1.2792043
Do you think more awareness on digital literacy needed in the rural area?	100	4.33	4	5	0.7255092
Do you think e-payment mode useful in improving the saving habits through linkage of saving bank a/c by avoiding unnecessary expenditure as compare to holding real cash?	100	3.08	3	4	1.1779112
Do you think poor internet connectivity is the strong hurdle for digital payment transaction in rural area?	100	4.37	5	5	0.7474536
Do you think illiteracy or digital illiteracy is the strong hurdle for digital payment transaction in rural area?	100	4.12	4	4	0.9458041
Do you think fear of loosing money will be the reason for not using digital payment application in the rural area?	100	4.24	4	5	0.8659671

1. From the above table we can understand that awareness are is much required in rural areas about digital payment as its approximate mean value is more than 4. Hence, many of the respondents agree to this phenomenon.
2. From the above table showing that the age of the respondents influences digital payment process. As its approximate mean value are more than 4. Hence, many of the respondents agree to this concept.
3. The above table is evident that size fear of loosing money will be the reason for not using digital payment application in the rural area. The fact is that most of the respondents agree to this as the mean value is 4.24 and the standard deviation is 0.86.
4. Illiteracy or digital illiteracy is the strong hurdle for digital payment transaction in rural area is the opinion of most of the respondents.
5. At the same time e-payment mode useful in improving the saving habits through linkage of saving bank a/c by avoiding unnecessary expenditure as compare to holding real cash, in this regards respondents has a dilemma.
6. The descriptive statistics of above determinants depicts that the mean value of the determinants is greater than 3.5.

Anova Single Factor Analysis**SUMMARY****Table: 3 Anova: Single Factor**

Groups	Count	Sum	Average	Variance
Are you aware about how to use Digital payment application?	100	66	0.66	0.226667
Do you think more awareness on digital literacy needed in the rural area?	100	433	4.33	0.526364

Table: 4

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	673.445	1	673.445	1788.627	4.2851E-101	3.888853
Within Groups	74.55	198	0.3765152			
Total	747.995	199				

From the above Anova table it shows P-value 4.29 indicates that to enhance the usage of digital payment in rural area there is need of awareness about digital Payment.

Table 5: Percentage of Digital Payment application use frequently during retail transaction

Particular	Percentage usage
Amazon Pay	6%
BHIM pay	24.00%
Google Pay	68.00%
Phone Pay	65.00%
Paytm	13.00%
Whatsapp Pay	4.00%
Internet Banking	6.00%
Not Aware above application	20.00%

By analysing the respondent's opinion that Google pay and phone pay application are high using frequency levels of digital payment application that is about 68 percentages of respondents are using Google pay application and 65 percentages of respondents are using phone pay application. Hence rest of digital payment application are using in a minimum level.

Table 6: Important drawback of usage of digital payment application

Particular	Percentage of Views
Network Issue	84%
Reluctance by Retail shops	62%
Digital illiteracy	55%
Unlinked Bank account	62%

By analysing the data collected, It is observed that about 84 percentage of respondents viewed that network issue is major drawback in order to usage of digital payment application in rural area and more than half of the respondents opinion that digital illiteracy, unlinked bank account and reluctance by retail shop are the other drawbacks to usage of digital payment application in rural area.

FINDINGS

The researcher discovered key facets of analysis of the effectiveness of digital payment applications in retail transactions in rural areas in this study.

- Digital literacy is very essential and need of the hour in the rural area in order to boost usage of digital payment application in retail transaction by the rural people.
- There is a misconception in the mind of rural people, that usage of digital payment application cause to losing money.
- Digital transaction facilitates the movement of funds from one individual to another in the event of an emergency.
- Network issue is the major drawback in usage of digital payment application. .
- More effort needed by the government in order create awareness about usage of digital payment application through digital literacy programme.

CHALLENGES IN DIGITAL PAYMENT ECOSYSTEM

- **Technological:** Lack of integration of online payment systems which run across different platforms. This results in results in processing, payment delays etc.
- **Security:** Digital transactions are vulnerable to cybercrimes and risks for data theft are the biggest concern.
- **Infrastructure:** Small Service providers don't have enough resources to invest in electronic payment infrastructure.
- **Transaction charges and Merchant discount rate:** Transaction charges for consumers and MDR for retailers is seen as the additional tax, hence they hesitate to prefer digital mode of transaction.

CONCLUSION

India has more than 700 million internet users, making it one of the biggest and fastest growing markets for online consumers. This massive rise in the digital economy was largely driven by consumers in rural areas. However, in India, rural people face serious challenges in successfully implementing digital education, digital infrastructure, and internet access in order to achieve a cashless or digital payment society in the rural area. Many consumers are still wary of using digital payments and technology due to a lack of education and awareness; thus, businesses must educate their customers on the safety benefits of digital payments in more

traditional ways. Many consumers are still wary of using digital payments and technology, so businesses must educate their customers on the safety benefits of digital payments in a more conventional fashion. Currently, technology and smart phone accessibility is poor in remote and rural areas; thus, the government and stakeholders involved must take steps to improve internet connectivity. To achieve efficiency in today's competitive marketplace, the country's economic policy environment must be beneficial for rural economies.

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A Conceptual Study on Cryptocurrency: An Indian Perspective

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1. INTRODUCTION

Digital money is a constant amazement. There were various attempts at developing a digital currency during the 90s tech boom, with structures like Flooz, Beenz, and Digicash emerging, but all failed for a variety of reasons. Misrepresentation, financial concerns, and grudges between workers and bosses caused their disappointments. These systems used a Trusted Third Party model, meaning its backers approved and permitted dealers to trade. Due to these organisations' failings, creating an advanced money mechanism was considered futile for a long. In mid-2009, a software engineer or group of engineers under the name Satoshi Nakamoto introduced Bitcoin.

Cryptocurrency is virtual cash designed for trading. It uses encryption to confirm trades and govern new digital money units. Digital currencies are restricted database parts that can only be changed under certain conditions. Miners can confirm digital currency trades by solving a cryptographic puzzle. They mark trades as authentic and distribute them. Later, each framework block adds it to its database. When the trade is confirmed, it becomes unforgeable and irreversible, and the miner gets a reward.

Any cryptographic money depends on the majority of members agreeing on the legitimacy of equalizations and exchanges. If system hubs vary on one parity, the system breaks. There are pre-built and modified standards in the system to prevent this. Cryptocurrencies are favoured because their record-keeping is secured by encryption. This, coupled with other circumstances, renders trust irrelevant to outsiders

2. REVIEW OF LITERATURE

- Dr. A. UMAHANI, Dr. B. ANURADHA In this paper it is stated that the cryptographic forms of money and bitcoin will grow in India by industrialist and different brokers. At present it is too little to be in any way directed. The ascent in the variance of these monetary forms depend on the accompanying reasons viz Few nations were at that point sanctioned with these kinds of coins and there will be a bit coin future exchanging moreover, another reason is that contributing Rs 1 Lakh and making 10% the following day. Central Bank and finance Ministry has issued cautioning against the utilization of these sorts of monetary standards to speculators, merchants and so on managing these may result in money laundering at their very own risk.
- Arvind Kumar Singh ; Karan Veer Singh This research predicts India will manage Bitcoin in phases. India's Bitcoin sector recognises that government support will boost the digital currency. India's Bitcoin sector has been promoting Bitcoin using methods that need government-verified address records, Permanent Account Numbers (PAN), or Aadhaar IDs. Private Bitcoin groups have formed the Digital Resources and Blockchain Foundation India (BFI) to educate laypeople about Bitcoin. The government mediated their efforts. Bitcoins are one of man's greatest creations. Experts question if some of these intended paths would affect Bitcoin since government impediments undercut its attractiveness and other principles may hinder blockchain development.
- Yukun Liu; Aleh Tsyvinski In this research, researchers conclude that cryptographic money returns have modest exposures to equities, money types, and products. Their analysis casts doubt on popular explanations that cryptographic money's behaviour is dictated by its powers

as a blockchain-based investment, a unit of record, or a store of value like precious metals.

Digital money returns can also be predicted by energy and financial experts' considerations.

Finally, they report that blockchain innovation in digital money might affect essential enterprises.

- Aleksander Berentsen and Fabian Schär It talks Bitcoin Blockchain. Price volatility and scale concerns make Bitcoin a risky payment method. Bitcoin and blockchain-based tokens shouldn't be ignored as currency. The innovation allows computers to be accessed without a central expert. This can lead to another advantage class that can become a portfolio expansion tool. Blockchain technology provides an application foundation. Using coloured currencies, smart contracts, and fingerprints to verify the truth of information entries in a blockchain might alter the financial world and other sectors.

3. OBJECTIVES OF THE STUDY

3.1 To study the development of Cryptocurrency in India.

3.2 To study the Cryptocurrency business.

3.3 To identify the bottlenecks in Cryptocurrency.

4. METHODOLOGY

This conceptual paper is mainly based on secondary data collected from several knowledgeable sources such as articles, research papers, journals, websites etc. For understanding the concept of Cryptocurrency, analyzing the working of Cryptocurrency (Digital Money) in India and Challenges faced.

5. JUSTIFICATION OF THE STUDY

5.1 Cryptocurrency

Cryptocurrency uses cryptography to secure virtual currencies. This security feature makes cryptocurrency hard to spoof. Decentralized digital currencies rely on blockchain, a computer-verified record. A cryptocurrency's natural nature is its biggest appeal; it's not issued by any central body, making it potentially immune to government control. Satoshi Nakamoto created Bitcoin, the first blockchain-based digital money, in 2009. Bitcoin is renowned and profitable. Today, there are several digital currencies with varying capabilities or values. Some are Bitcoin clones, while others are forks, or new cryptographic money forms.

5.2 India's Cryptocurrency

India, with a population of over 1 billion, is experiencing an economic revival. Over 40% of the population has access to telecommunications and internet. Bitcoin and other cryptocurrencies have been around for years. This article examines India's cryptocurrency market. A year after establishing a board to study digital currency, the Reserve Bank of India (RBI) issued a directive in April to avoid engagement between financial institutions within its jurisdiction and commercial and cryptographic money related groups. The strategy is finally accomplished. The Supreme Court's decision to maintain the boycott intact was a blow to cryptographic money holders and engineers. Even if many still want the expert for a not-too-strict arrangement on the July 20th meeting, the future development of the crypto market will likely decline in India. If we look back 5 years since the first debut of Bitcoin in India, we may note that our nation's government had a complicated attitude about cryptos, and there is a strong link between the arrangement and the currency's situation.

Development of Cryptocurrency in India

Bitcoin first gained popularity in India in 2013, when people from all socioeconomic classes traded or speculated on it. 2013 was also the year people started building this unique technology and business. The experts then adopted a spur-of-the-moment step, then they released a post at the end of 2013 warning against the usage of digital money, but no official regulatory regulation was established.

At that period, the whole India crypto sector was in a three-year gold age, with steady cryptocurrency trades and new enterprises; coinage and innovation introduced additional use cases. As 21 percent of Indians don't have bank accounts yet need to exchange currency for international settlement, coins and technology worked effectively to provide quick and easy services to the public. When the government demonetized 80% of currency, the token became a Rupee alternative. In those years, the legislation welcomed cryptos and their innovation. They invested in innovation and helped tokens, which made the public aware that the government would legalise cryptos.

2017 was a pivotal milestone for the business: we learned about radical directions on the crypto market and observed token value and trading volume fluctuate when the trend turned negative. Rumors of tougher regulation and poor market execution drove down prices. According to data.coms, Bitcoin fell from over \$10,000 to \$6500-\$6700. The RBI prohibited crypto by boycotting crypto-organizations and places under its jurisdiction. It also requires businesses to exit the field and digital currency transactions to stop serving residents.

India's Cryptocurrency revived and evolved throughout time. Indeed, the government's unclear attitude toward industry causes bitcoin highs and lows. Tom Lee, an analyst at Fundstrat Global Advisors, said in the news that a lack of clear regulation pressured the industry. With a robust regulatory framework, more experienced investors may enter the sector. Our nation's government issued a clear policy 5 years following the tokens' inception. As the Supreme Court denied digital currency, RBI issued an injunction on July 6. Two exchanges have closed fiat-to-crypto trading and introduced crypto-only exchange until the prohibition is lifted, if necessary.

Cryptocurrency Business

IMVU's CEO compared virtual money to airline miles to make it more believable. Virtual money types facilitate client monetary exchanges. They made winning, spending, trading, and accumulating money more difficult and productive. They're used to buy virtual goods or exchange currency between sites. They buy digital and physical goods. Virtual money provides enterprises and administrators alternatives to customise their applications and generate earnings.

Cryptocurrency is used in social networks, gaming, loyalty points, and shared systems. Centralized and decentralised cryptocurrency platforms can be categorised. The Centralized Cryptocurrency structure features a centralised vault, like a nation's national bank. The vault's head controls Cryptocurrency exchanges between persons or locations. The Decentralized Cryptocurrency system has no centralised vault or single administrator. You can register or make them.

Since there is no universal digital virtual money, there are several ways to acquire or make it. This paper introduces them.

5.3.1 Pay for Cryptocurrency Method: This technique enables customers and gamers (18 years and older) to pay for cryptographic money using genuine cash or its equivalent in the genuine monetary framework, for example, prepaid cards and MasterCard's or e-payment frameworks, for example, PayPal. Each cryptocurrency site has its own price structure and exchange rate that reflects the quantity of money collected. The virtual currency earned through this method is held in accounts created by the platform's administrators for each user.

5.3.2 Offer-based Strategy: Many online gamers lack the capability or the means to pay using a fiat currency alternative for the cryptocurrency. Clients and gamers of all ages may earn digital currency by viewing promotional films, completing surveys, advancing through gaming levels, and committing to a trial subscription. Customers need just complete the limited-time activity to acquire the credits

and points necessary to fund their newly formed accounts on the virtual gaming platform. This strategy is regarded as one of the safest means of acquiring and producing bitcoin.

5.3.3 Loyalty-based Strategy: In this strategy, customers and players earn points and credits, which are forms of cryptocurrency, for as long as they remain with the cryptocurrency provider. Customers' loyalty is rewarded by business groups and game managers with points redeemable in the future. These points are redeemable for coupons, discounts, and freebies. Customers get points whenever they make a purchase of the loyalty point provider's products or those of other firms with whom it collaborates. Nectar points, a loyalty reward programme in the United Kingdom, may be earned by purchasing genuine goods and items from a select partner businesses, such as Sainsbury's and Homebase. In addition, clients can link this method with the method for paying using cryptographic currency. For instance, clients of Saudi Airlines can purchase more air miles if their accumulated air miles are inadequate to purchase the desired flights.

5.3.4 Self-effort-based strategy: This method is utilised mostly for decentralised digital currency frameworks, such as Bitcoin. It is a protocol for generating virtual currency in distributed systems (peer to peer networks). There will be a set, unchanging, and finite quantity of virtual currencies created in Bitcoin, equivalent to 21 million units, and no more. Bitcoins, unlike other cryptographic currencies, are produced by the peers of the system, as opposed to a central authority or authorities. Clients of the system run specialised software on their computers to solve complicated numerical puzzles, resulting in the production of virtual coins. The complexity of the puzzles ensures the steady production of coins, which are subsequently randomly distributed among system users. The virtual money can be stored in the client's own electronic wallet, so they are totally under their control and supervision.

5.4 Challenges in Cryptocurrency

The type of cryptographic forms of money isn't free from some budgetary issues and security concerns. We examined a few investigations and cryptographic money stages and observed some cryptocurrency exchanges so as to investigate difficulties and issues that exist in such virtual world. The principle issues and effects of cryptocurrency can include:

5.4.1 Security dangers: Hackers and malevolent clients can make as much as they need from virtual cash in the event that they break the framework and know the strategy for virtual money manifestations. This will prompt the capacity to make counterfeit virtual money or take virtual cash by simply changing the records balances.

5.4.2 Breakdown worries in Cryptocurrency frameworks: Unlimited issuing of virtual cash in the assortment virtual networks will prompt monetary issues since its issuing do not depend on the demand and supply. It is workable for a few suppliers, namely, Second Life to issue boundless Linden Dollars and increase their virtual products costs so as to acquire genuine incomes. Then again, it will experience the ill effects of expansion like inflation and financial issues prompting breakdown in the virtual money framework.

5.4.3 Effect on real fiscal frameworks: Since some virtual cash frameworks are associated with true financial frameworks, they may influence the demands and supply facilities of true cash. For instance, allowing clients to buy virtual and genuine merchandise and services with virtual cash in some platforms may lessen the demands on real cash. Clients will never again rely upon real cash to purchase what they need and they will utilize virtual cash. Then again, a few platforms allow clients to trade their virtual cash with real money and this will increase demands to true money. These variations will influence on the real financial frameworks.

5.4.4 Gold farming risks: Gold farming term is prominent in developing nations. Gold farmers are players who play in social amusements, for example, World of Warcraft so as to gain gold, which is virtual cash and then convert it for real cash by selling it. The targeted groups are the players who don't have enough time to play and go after increasing virtual money. Infact, tremendous income is created from gold farming procedure and it isn't regulated by any regulatory body, resulting in increased fraud and monetary dangers where virtual cash is traded with real cash in questionable condition.

5.4.5 Variance in virtual currency Value: According to Chow and Guo study, it is seen that when the prominence of a virtual network drops, the estimation of its virtual cash will be depreciated. For instance, clients who possess 1000 units of virtual cash can purchase from variety of 100 things. In case the supplier of that virtual cash drops, clients can just purchase from 10 things with their 1000 units since dropping will be reflected in less products and services particularly in closed virtual networks.

5.4.6 Money Laundering: Money laundering is one hazard that is probably going to ascend with the utilization of Virtual Currency particularly with platforms that allow clients to trade virtual cash with genuine cash. A case happened in Korea in 2008; the police arrested 14 people for laundering \$38 million acquired from selling virtual money. This group changed over \$38 million, which is created by gold farming, from Korea to a paper organization in China as payments for the real business transactions.

5.4.7 Identity Risks: Creating an account in virtual cash platforms, like social games and networks isn't verified; money related exchanges can't be observed great. Gamers and clients can make more than one record with false identity and use them for unlawful exchanges. There is no proper way to authenticate the source of making virtual cash. This prompts failure to find out the transactions in

case of illegal tax avoidance. Additionally, false identity will allow lawbreakers to get paid with virtual money for their illegal activities.

6. CONCLUSION

It is possible for businesses and administrations to earn more money by accepting cryptocurrency as a form of payment. It also provides an alternative payment method to actual currency, allowing customers to do financial activities such as buying, selling, exchanging, and trading with ease. In spite of the fact that cryptographic money platforms create different channels for digital financial transactions and provide another form of money with diverse tools and procedures, they are not properly controlled by any body. Multiple studies claim that cryptographic money platforms have given rise to a slew of issues that put the financial system at danger. Digital currency frameworks are very concerned about the absence of any sort of governing authority.

We conclude that digital money is highly likely to be the next cash stage because of the enormous volume of cryptographic money streaming in various frameworks, the enormous expansion and development of using and implementing digital currencies, and the open doors that the digital currency frameworks offer.

In addition, as seen by the instances discussed in this article, there is a high level of confidence and trust in the use of cryptocurrencies.

In any event, customers have not fully grasped the benefits of utilising Cryptocurrency. There are several digital money formats that don't currently merit this degree of confidence. A wide range of challenges and concerns are evident in the preceding sections of this article, which cover a wide range of digital money methods. For the time being, consumers should avoid using virtual money until it is more tightly regulated.

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ANALYSIS OF BUSINESS STRATEGY OF AMUL DURING COVID-19 –

A CASE STUDY

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Abstract

The announcement of a nationwide lockdown on March 24, 2020, several businesses were forced to close for months. In the previous year, the Indian economy lost 10 lakh crore in revenue. There were a few businesses operating since they slumped under the essentials category, one being the dairy industry. AMUL saw the decline by 10 to 12 % in their supply chain. Hotel, Restaurants and catering segment affected the sales of the company. The objective to identify the BCG matrix post pandemic & probe the business strategies adopted during pandemic. The study based on the secondary data. AMUL was able to set an industry standard for crisis management by having excellent foresight of consumer behaviour, an agile supply chain system by digitising the entire operation, third-party collaborations, incentivizing labourers, and strategic marketing campaigns.

Keywords: Business Strategy, COVID -19, AMUL

I. Introduction

COVID -19 hecked for more than a year. The year 2020 was incredibly difficult for everyone; even those who embrace challenges are the ones who emerge victorious. Following the announcement of a nationwide lockdown on March 24, 2020, several businesses were forced to close for months. In the previous year, the Indian economy lost 10 lakh crore in revenue. There were a few businesses operating since they slumped under the essentials category, one being the dairy industry.

Even the most reputed dairy company AMUL saw the decline by 10 to 12 % in their supply chain. Hotel, Restaurants and catering segment affected the sales of the company. Then the company strategic road map gained a paradigm shift in the sales. Amul's ad volumes increased threefold (316%) during the months of April and May 2020 compared to the same period last year according to total addressable market data. Amul's ad volume increased by nearly 21% between April and May. The brand dominated with over 87 percent share of voice in six of the twelve categories in which it operates. They introduced 30 plus new products & additional 35 lakhs of milk procured every day. The farmers provided with incentive of Rs.800 cr through its co-operative motivating and smooth run of supply chain.

The study focus on the change brought in the market share of the company & strategies adopted by the company in pandemic scenario. The section of the paper as follows: 2. Literature review 3. Objective of the study 4. Research Methodology 5. Analysis & Interpretation 6. Conclusion.

II. Literature Review

Sanjeeb Biswal.,(2020) To study outlines a necessary to use a systematic and scientific approach to interpret the study's results. The methodology section includes a detailed description of the study area, data sources, sampling techniques, analytical tools, and other information. The marketing mix for Amul milk was agreed upon, as well as a study of all the P's of marketing mix. The promotional kit, which included a kiosk, umbrella, posters, flyers, and coupons, was used to raise awareness of Amul milk. Personal interviews and door-to-door surveys were used to collect primary data from the chosen community. The broadcasted promotion and the data during the promotion were compelled.

Ali M. Shah (2012) The article focuses on the understudied topics of developing market marketing problems and company strategies/models. It implies that businesses should reconsider their business models and marketing strategies for rising regions. While product pricing and availability are important, identifying unique market segments and making clear decisions about which sectors to pursue and with what value propositions can lead to great success. Furthermore, strategic flexibility, local sourcing, atypical partner engagement, and local entrepreneurship will all be significant considerations in pursuing emerging markets successfully.

Carter M (2011) The goal of this study is to support the theoretical notion, identify key trends, and create practical advice for dairy companies using branding to boost their competitiveness. To achieve the desired results, the theoretical foundations of branding should always be evolved, the current state and trends of the Ukrainian dairy market must be taken into account, the experience of other countries that have used branding must be investigated, and the role of branding in the dairy industry's marketing strategy must be ascertained. The article demonstrates the growing relevance of branding in a company's competitiveness.

Frank M B & Schmidt B R (2009) The characteristics and drivers of sustainability marketing strategies are investigated in this research. Based on an empirical investigation in the food industry, they establish four distinct types of sustainability marketing strategy types (performers, followers, indecisive and passives). Consumers are a key driver of a long-term marketing strategy. The paper propose that the typology and drivers also apply to non-food businesses, depending on consumer awareness of socio-ecological issues, perceptibility of socio-ecological traits, individually perceived net benefits, and the availability of sustainable alternatives.

Fallscheer.T.,(2001) The primary factors impacting German dairy companies' online marketing activity and internet performance are explored. The Graf 4C-Model can be used as a methodological approach to enable more exact and efficient online placement. A website can exist anywhere in the middle of the two opposing poles of information and emotion. Furthermore, the participation of products or services has an impact on a company's positioning. In a comparative research, the performance of German dairy enterprises in the new medium (internet) was examined, with the major findings reported in this article.

III.Objective of the study

1. To identify the BCG matrix post pandemic.
2. To probe the business strategies adopted during pandemic

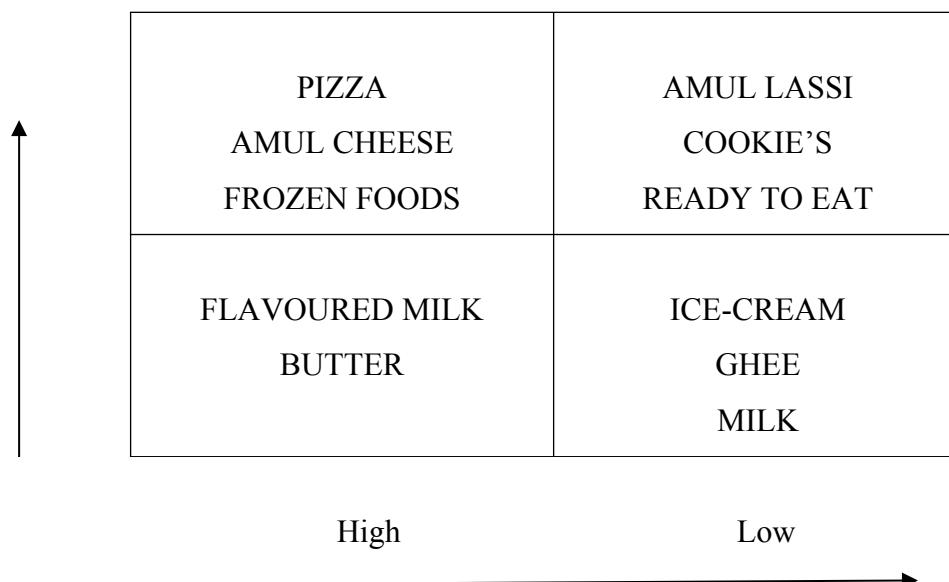
IV. Research Methodology

The data is collected through secondary sources. Research articles, journals, news paper articles are majorly reviewed. The Company's reports, press meets provided insight to the article.

V. Analysis & Interpretation

Lockdown restrictions brought up a dynamic change in the consumer behaviour. A radical shift been experienced during the period. This Pattern initiated a sizable change in the market share. The market share of Amul products had the effect and the change in product portfolio is analysed by BCG model during pandemic.

BCG matrix replicates & based on company's business units. There are classified into four categories (i.e. Dogs, Stars, Cash Cows and Question Mark). It outlines the growth share, market share which is relative to competitors portfolio. So BCG matrix is called as growth-share matrix of company.

FIG 1: BCG MATRIX OF AMUL

The four quadrants and products fall under different quadrants: -

Cash Cows:

Amul's cash cow category includes two major products: flavoured milk and Amul Butter. In these slow-growing industries, the products have a large market share. Due to the limited opportunities for industry growth, Amul is introducing a variety of new product variations for various customer segments in order to maintain its stability during pandemic

Stars:

Pizza, Amul Cheese & Frozen Foods are the products that can be considered as the stars of the portfolio. And this created a potential too the company due to the consumers intensive buying of these products.

Question Mark:

Ready to Eat, Cookie's & Amul Lassi market the product with the intention in order to compete with other beverages in the market. The growing interest and demand for ready products, cookies and beverages. Intensifying the potential of the products growth.

Dogs:

Dogs are products with low growth or market share that have a very small chance of becoming a profitable business unit for the company. Ice-Cream, Ghee & Milk considered as dogs for Amul. Though milk was considered as the cash cow during pre-pandemic but saw a great decline during pandemic. The scope of innovation was found to be limited.

Business strategy of Amul

The company major strategies initiated and reason behind the success are:

1. Effective Supply chain management:

The supply chain of Amul is multi-layered, multi dimensional and a complex system. Most important components have been supply chain solutions woven around our ERP solutions. It is in charge of the entire business's inventory supply, in addition to financial balancing. The entire technology infrastructure has been built around the planning landscape to ensure that they can sustain and maintain their pace. Furthermore, GCMMF has implemented a variety of high-end IT point solutions such as milk procurement, milk testing, warehouse management, and even POS solutions.

2. Optimum utilisation:

The digital partnership agreement helped to identify underutilised resources early on, they were able to redirect their resources to other divisions, allowing Amul to operate at 115 percent capacity.

3. Transportation:

The fleet is the major backbone of supply chain. Even though the company comes under essential service according to government covid 19 guidelines but still faced number of problems. The operation Truck, labour & driver shortage was a greater challenge to the company. As co-ordinating right from farmers till the retailers without facing shortage of stock is to be administered. The novel strategy adopted up by the organisation usage of government runed transportation i.e. dependence on railways. This led to increase and maintain the supply and used the local potential without curbing the sales. Additionally, the present labour was provided incentive and their health safety was ensured. Inducing the efficiency of workers under transportation.

4. Digitalisation:

Technology played a tremendous role during pandemic in every industry. And the moves of company in adopting end to end digitalisation. The software developed by IBM kick started business by keeping track of operational activities of the plants. The blueprint of the supply chain was administered effectively through this software. The management recorded the production of each plant, plant which are running at idle capacity and employee efficiency. The digitalisation helped to use of idle plants such as ice cream plants were used for production of highly demanded products such as panner & cheese. Production capacity increased over full capacity within two weeks. Competitor's plants were taken on rental agreement for meeting up the demand.

5. Third party Tie-ups:

Analysing the modern trade system and making adjustment in the distribution channel was a better business strategy of the organisation. E-commerce or third party retail sites and online stores/ platforms such as Zomato, Swiggy, Flip kart, Dunzo & Big basket tie-up helped to increase the sales of the organisation. More than 60,000 products was seen in just one month i.e. may 2020.

6. Increase of investment in marketing:

The entertainment showed a trend of repeating the famous & popular shows under small screen attracted the viewer's. The vintage shows such as Mahabharata & Ramayana have been trending in the covid. The Amul adopted this strategy, while other dairy companies were cutting costs such as advertising; AMUL increased its advertising by 316 percent in 2019 compared to its previous year. Their Amul Kool advertisements were seen ten times as much as the Indian Premier League. They didn't leave it there. The emotion was set in the viewer's mind in turn inducing their impulsive buying. This advertising strategy was quick decision on the organisation to retain and extend their market share even at crisis.

VI. Conclusion

AMUL was able to set an industry standard for crisis management by having excellent foresight of consumer behaviour, an agile supply chain system by digitising the entire operation, third-party collaborations, incentivizing labourers, and strategic marketing campaigns. Amul has also capitalised on rising consumer awareness of health and nutrition products as a result of the pandemic. In response to rising customer demand for turmeric milk, it introduced ginger and turmeric milk variants in mid-June - ayurvedic drinks touted to boost immunity. Artificial intelligence and machine learning are the progressive tools in reducing supply chain costs and foster market position.

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