



National Education Society (R.)

# ACHARYA TULSI NATIONAL COLLEGE OF COMMERCE

Affiliated to Kuvempu University  
Accredited by NAAC with 'B' Grade



Proceedings of National Seminar On

## Marketing - 'Key to Organisational Success'

November 19, 2020



Organized by

**Acharya Tulsi National College of Commerce,**  
Balraj Urs Road Shivamogga 577 201

In Collaboration with

**KMN Institute of PG Studies (M.Com Dept.of ATNCC)**



## About NES



During the Freedom struggle, Mahatma Gandhi, the Father of our Nation stressed the need for the development of education in the rural areas and urged the leaders and youth to help in promoting it. A group of Freedom fighters and public of Shivamogga were the first to respond to the call of the Mahatma. In 1946 they set up the National Education Society in Shivamogga which is an important place in the Malnad Area of Western Ghat Region in the Country which is endowed with rich and enchanting grace of Nature. Thousands of Aluminies of these institutions have made their name and fame earned by obtaining national and international recognition in their respective fields. It is a matter of great satisfaction to the society in its efforts to do best for imparting good education to students. Good numbers of students are coming out from its institutions with flying colors obtaining distinction every year.

## About ATNCC



Founded in 1966 by NES, ATNCC has been training and imparting education in Commerce and Management at the undergraduate level & commerce stream of PG level. The college has responded well to the sweeping changes that are ushered in by globalization, liberalization and privatization by enabling the students to build up their careers. The college owes its development to the dedicated teaching and non-teaching faculty and the vision of the members of the NES who work in harmony and unison. The college is affiliated to Kuvempu University and is recognized by the Government of Karnataka. We feel proud to reiterate that our college is Re-accredited by National Assessment and Accreditation Council at the "B" grade level.

## About the M.com Department (KMNIPGS)

National education society, Shivamogga, introduced M.com Programme in Acharya Tulasi National College of Commerce, Shivamogga in the year 2011. The course is affiliated to Kuvempu University and Recognized by the Govt. of Karnataka. Eight batches have already come out from our M.com Department. The department has the strong conviction that the ultimate aim of education is to transform the personality of students in the right way. Therefore, in addition to regular curricular activities, department offer a number of facilities to the students to help them develop their personality.

The Department provides computer and Internet facilities. Well equipped labs are available for the use of the students. The department has also Wifi facility. The various facilities like Case Study Workshops, Soft Skill Workshops, Seminars and Paper presentation, Teaching Assistantship Training Programme to Prepare Students for Teaching Profession, Internship Training are provided for the students.

Housed independently, the college library has separate reading, and reference sections. The library resources have been fully computerized with e-lib Software. It has acquired more than 36,000 volumes with the latest publications in commerce and business management, Language and literature. It has also general reference books pertaining to research and competitive examinations. There is special section for providing knowledge of current affairs where the students/ staff can access to a number of dailies, academic and professional journals and general magazines.

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# **Marketing-”Key to Organisational Success”**

**Proceedings of the One Day National Seminar**

**(November 19<sup>th</sup> 2020)**

**Editor-in-Chief**

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Principal, Acharya Tulsi National College of Commerce, Shivamogga

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### **Message from the Secretary**

*I am extremely happy to note that the Acharya Tulsi National College of Commerce, Shivamogga in Collaboration with KMN Institute of PG Studies (M.Com Dept.of ATNCC) will be organizing a One Day National Seminar on **Marketing-“Key to Organisational Success”**.*

*Marketing is the most talked about function today. The traditional role of this function is getting expanded. The marketers have come to realize the need to satisfy more stakeholders than customers and now face the need to market themselves within and outside their organizations by harnessing emerging media. Hence, I find this Conference to be of utmost significance and wish the event to attract large number of academicians, practicing managers, research scholars and students under one roof for meaningful deliberations on the topic. I hope the Conference would play a greater role in updating the knowledge of the people concerned in the field of Marketing in this era of Digital technologies & media. I congratulate and wish all the best to the faculty involved in organizing this mega event, and the Conference to be a grand success.*

**S. N. Nagaraj**

**Secretary**

**National Education Society Shimoga**



## Principal's Message

It is with deep satisfaction that I write this Foreword to the Proceedings of the National Seminar on Marketing-“Key to Organisational Success” to be organized by Acharya Tulsi National College of Commerce, Shivamogga in Collaboration with KMN Institute of PG Studies (M.Com Dept.of ATNCC) on November 19th 2020.

It is a matter of great pride to say that our college will be organizing One Day National Seminar on Marketing-“Key to Organisational Success”. In this New Year, we look back with pride at the progress which the College has made. Whether we have reached near the ladder of distinctive competence is a matter we need to introspect. The institution has grown by leaps and bounds, both in infrastructure and in academics, including research. Considerable contribution has been made by the teaching & non-teaching staff to make this College the pride of the society. Our benefactors and well-wishers have strengthened us by supporting intellectually and financially. It is in this context the Marketing-“Key to Organisational Success” being organized by Acharya Tulsi National College of Commerce, Shivamogga. in Collaboration with KMN Institute of PG Studies (M.Com Dept.of ATNCC) provides a platform to the academicians and industry experts to deliberate on Trends, Opportunities & Challenges of this new-era, to see how service & excellence can act as an instrument in Achieving Distinctive Competence in today's business world.

**Prof.H M. Suresha**  
Principal,  
ATNCC, Shivamogga

## Progress:

It is our immense pleasure to say that, **31** Papers are selected and published in *International Journal of Advance and Innovative Research* Vol.8, Issue 3 July-September 2021, and ISSN: 2394-7780. **09** Papers are selected and published in *Shodh Sanchar Bulletin an International Multidisciplinary Quarterly Bilingual Peer Reviewed Refereed Research UGC Approved Care Listed Journal* Vol.11, issue41, Jan-March 2021, ISSN: 2229-3620. **02** Papers are selected and published in Conference Proceedings.

We are happy to say that, we are also bringing out all the published articles in the book form as the Conference Proceedings.

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**A STUDY ON “EFFECT OF ADVERTISEMENTS ON BUYING HABITS OF CHILDREN WITH SPECIFIC REFERENCE TO CONFECTIONARY PRODUCTS”**

---

**Satish Kumar M and Dr. T. Aswatha Narayana**  
Research Guide, Tumkur University, Karnataka, INDIA

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**ABSTRACT**

*Advertisement is playing a vital role in marketing industry, Advertisement is key to the organizations to increase the sales. Presently most of the kids are watching the advertisement through the various sources such as television, mobile, internet, newspaper, magazine etc.. Here the advertisement how kids are influencing their parents to get their desired products. In this research the researcher tries to find out how the kids are influenced by the various advertisement factors and how they are pestering to their parents to make purchase decision of confectionary products. It analyzes the children and parents perception towards print & electronic advertisement of confectionary products and children health and hygiene towards confectionary products.*

*Keywords: Advertisement, Kids, Pestering, Confectionary food products*

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**INTRODUCTION**

In this present era, different categories of media are convenient to the marketer such as electronic media, print media, poster media, social media etc. Among these media are marching towards advertise their product to supremacy the kids for purchasing the confectionary products. But the marketers well understood about kids are the consumer but not an authentic customer. Because these kids are not having the power or capacity to purchase the product even the product are in need for them, because kids are not in the possession of earning capability. So they want to trust on someone to repurchase their request outcome by supremacy them.

Marketer are spending or investing more and more funds to advertise their product in dissimilar advertisement media. In circumstances, the notice's are not supremacy the yeanning then the whole amount invested in advertisements are going to be worthless to the marketer. But age by age the advertisements in such channels are incremental and it also race with their Competitors. That's the researches spark as produce with the researcher, is truly Kids are restraint the source by sight the advertisement in the advertising media influencing the parents by the Kids is not smooth. The researcher further scarceness to hear, whether Kids are second-hand pester dominion to effectuate their desire needs. On this territory the researcher had a chance to “Analysis the effects of advertisement on Buying habits of kids towards confectionary products”.

**PURPOSE OF THE STUDY:**

Today marketers spent huge investment in the form advertisement to show their product through different experience, taste, preference, likes and dislikes and price. Earlier people are thought advertisement is unnecessary expenses to the sellers and buyers but while changing the market and market structure manufactures came to know that advertisement is most important promotional tools to market their products in this competition era. Advertisement is also helps to the marketers to lever the sales and profit level of the companies. Hence marketers came to know that advertise products with creativity, rhythms, sounds and using some personalities in different advertisement media. Children are consuming more convenient food items, so finally the marketers influencing kids to buy the convenient food products through the advertisements.

**Justification of the research / Need of the study:**

The present market era is loaded with more information about products / services. Marketers are using various techniques to reach the target audience by advertising, positioning etc. According to the needs and wants of the consumer, the marketer has to create the ads which influence them to buy their products / services.

**Statement of the research Problem**

Plenty of advertisement media are available to the marketer to advertise their products / services. Marketers are using advertisement as a tool reaches their products and services to the consumers with more efficiently. As we all aware that kids are not having spending ability for their desired products. So they need to use the pester power strategy to influence the parents for purchasing the desired products.

**OBJECTIVES OF THE STUDY**

1. To analyze the children and parents perception towards print & electronic advertisement of confectionary products.
2. To study children health and hygiene towards confectionary products.



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**REVIEW OF LITERATURE:**

**Mahsa-Sadat Taghavi et.al (2015)**, elaborate the pester power influence on acquisition the chocolate among Iranian Children and their father. Both kid and their parents are really restraint towards product parcel and stigma.

**Punniyamoorthy et.al (2015)** convey that the meditation in Chennai to find the party advertisement towards purchasing behaviour of fast moving consumer goods particularly the packed foods. For this meditation five kind of FMCG's are application preference Lays, Kurkure, Bingo, Haldiram and Parle. The study was carriage in the college, the Time of the respondents were between 18 to 21 years. On the basis of interview techniques data were collected from the college students to find whether advertisement reputation to purchase wrapped foods. This examination mightily intent to recognize the collision of advertisements of wrapped foods and to find the service able media of notification, The effect of this inquiry open that advice require preferences and choices on the consumer purchasing behaviour.

**Sadhasivam et.al (2015)**, assumed that in this up-to-the-minute period there is a lot of growth in media business namely Television media and Social Media. Both the media are communication the enlightenment to the buyer. Especially it induces the Consumer cogitating and it appoint impact towards purchasing resolution. It had been divulge on the base of Literature Review on the impact of Television advertisement and online Advertising. The researcher suggests inconstant Books, Articles, Research Paper, Journal Publication and News journal. The information has been gathered only through Secondary Sources and it envelops both inside and Outside India.

**Sudha Weerasiri, R.A. et.al (2015)** found that television advertisement has sway on community to preempt unaccustomed products in offer. Today there is a struggle between industries and consequence, so they are attracting their existing customers and creating fresh consumers through the television advertisements. This study says that teen generations those who learned in Kelaniya institute remind the kind name forasmuch as of the celebrity who comes for the result.

**Amir Ishaque (2014)**, convey a muse in Pakistan to contemplation the weighty party in family strive decisions of children on their parents. Research was carriage with a swatch of 125 Pakistani parents and data were cool with the relieve of structured questionnaires. It was found that an abnormal quality of reputation in patronymic tackle determination from the offspring entice to around 40%.

**Lapowsky I (2014)** has expound approximately the influence of kind towards the teenager and very weak consumer. This modern stock was not hearing to anyone. They are not skillful to obey to the advice. The marketers are severe to attract the fresh teenager, such old frogs are attracting conclusion by own. By attracting the unaccustomed purchaser, the marketers attempt to confine the young family for their future destruction. The young generations explore enlightenment before possession the stigma products. More number of teenagers as updated with technology use ipod and internet to get updated information told of the product and stigma. They confer to their parents and convincing the author to purchase the branded products. Sometimes even teenagers are worn the fault-finding tactics to purchase the product. The scrutiny was terminate that teenager are second-hand pester divinity as a gun to fulfil the requirements.

**Narasimhamurthy N (2014)**, said that advertizing is an active medium in the immediate era, moderate the will determine and the way of judgment in each faze of kid life. The muse specimen how children are liable and allure towards messages through television. As a bare-bones medium television has an complete role to play to reputation the attitudes and behavior of kids through advertisements.

**Nidhi Rani et al (2014)**, recognized that advertisements airy through television has the skill to persuade the targeted audience to purchase the product. This is because of sound and visual expression of association and it completely slice the crowd. The unprejudiced of this investigate work is to distinguish the impact element to purchase the product by sight the television advertisement. And it decide the party of advertisements in consumers' purchasing behaviour and gave suggestions regarding the control element to shorten the stroke of purchasing decisions.

**SaumyaAgrawal(2014)** designed the authority of teenagers on the purchase decisions of their parents with respect to automobile in the context of Indian families. A qualitative examination with in-depth conference was behavior by the researcher. It was found that due to the criminality factor of not being fitted to consume their era with children, begetter were understand their offspring's summon and the parents think that children would advance independently when they participating in decision making of the house. The other substitute which were found essential embrace coitus of siblings, the metropolitan in which genealogy is running, construction of

the genealogy etc. These factors highly overcome the ways through which teenagers are control their cause' decisions, peculiarly when it comes to buying auto.

**GeetaSonkusare (2013)** before-mentioned that there are exuberance of reasons to promote in television, among that blooming purpose are Audio and visual outcome to the viewers/consumers. These audio and visual communications serve the marketer to tell the information concerning the fruit. The researcher emphasized that television advertisement is sway the women consumer on their purchasing conclusion. The FMCG related advertisement is chosen for the study through structured Questionnaire. The research composition derived the supremacy on purchasing behaviour, their Satisfaction horizontal with advertising, publicizing strategies and contribution of expense complex in buying the FMCG products.

**Klass P (2013)** conducted a melodramatic examination which is very profitable in this commonplace. The notice of the chuck out food, it's influence level to consume by goats. Such advertisements are more colourful and it was plan in very alluring away which was seductive the qualifier to consume more as a strategy of the marketer to extend the sales, whereas younger generation do not recognize the strike of ardent scrap foods. The goats are compulsion the parents to chap such chuck food and ultimately it precede the litter towards addiction. The author gave a proposal to the begetter that they want to indoctrinate the litter around the impact of junk nutrition and also strait to transmit to children to what length they indigence to think the placard.

**Naveen Rail (2013)** said concerning the role of advertisement towards the posture diversify in destroyer pre-emption decision. Abundant advertisement unfolded by signifies of advertisements influence the consumer. The consumers knew more enlightenment about the consumable products. The declare has crusted only the persistent goods' Bill and how such advertisements allure and innovate the behaviour of consumers. This study centred on the percussion of admonition on destroyer's behaviour and posture with uncommon advertence to lasting products. These investigate has director the destroyer concerning the positives and denying of such chattels.

**Susan Daly (2013)** studied the influence of kids on their parents' advantage settlement with honor to purchasing food. It was found that the volition of déjeuner cereal eaten by the patronymic is the conclusion sway-backed by the juniors in the family. They also influence the option of lunch and treats, then on frolic provision and clothes, cheese and yoghurt and nutriment for usual meals. The researcher assay that kids had less influence on the selection of TV benefit purveyor, general groceries, but have some influence on information processing system, pill or telephone used in a household.

**GhulamShabbir Khan Niazalet. al (2012)**, said that advertising is a news instrument that could persuade the crowd by reputation the buying decisions for products and services through afford necessary advertisement. The study scrutinize the coherent relationship among the retainer and unrestricted variables. Being hanger-on inconstant, the consumer acquittance is reputation through emotive and environmental responses. It is found that the manners of destroyer is highly ascendancy through excitable access.

## RESEARCH METHODOLOGY:

### Sampling design

Sampling design is consisting of the process of selecting the sample from the population. Here the researcher has covered the kids and their respective parents for the study.

### Sampling frame

In the state of Karnataka, Bengaluru is considered for the study. Bengaluru is classified into Bengaluru urban and rural. The researcher has covered entire bengaluru kids under the age group of 6 to 14 years with their respective parents' are taken into consideration for the research study.

### Sample size

The sample size is determined based on the Rao software online sample size calculator. 400 sample sizes of the kids and their respective parents are selected with the 95 percent confidence level and 5 percent significant level.

### Sampling method

The researcher has been non-probability sampling method because at present the exact number of population we can't predict. Under this sampling method, the researcher has chosen the convenient sampling method is used to collect the data from the respondents. The child respondents were picked when their parents pick them from the school at the time of closing so that the data could be collected from both the children and their parents in order to fulfill the objectives of the study.

One-Sample Statistics				
Reasons for watching advertisement	N	Mean	Std. Deviation	Std. Error Mean
New products	400	2.88	1.242	.062
Product feature	400	2.65	1.070	.053
Pictorial representation	400	2.82	1.184	.059
Promotional gifts	400	2.72	1.252	.063
Your favorite	400	3.12	1.353	.068
Jingles	400	2.80	1.324	.066
Music	400	3.03	1.340	.067
Brands	400	2.91	1.253	.063
Creativity	400	3.24	1.295	.065
Celebrities	400	3.12	1.335	.067

The above table explains that reasons for kids' watching the advertisement. According to the mean value; 3.12 mean value of the kids are saying the creativity is major factor to reason for watching the advertisement, and 3.12 mean value of kids are response that their favorite cartoon character and celebrities also the factor for watching the advertisement, and mean value 3.03 is the third factor to the kids for watching the advertisement and mean value of more number of brands, New products, pictorial representation and jingles (2.97, 2.88, 2.82, 2.80) are the following factor respectively. The least two factors, according to mean value is promotional gifts and product feature of the reasons for watching the advertisement by kids.

One-Sample Test						
Reasons for watching advertisement	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
New products	46.355	399	.000	2.878	2.76	3.00
Product feature	49.586	399	.000	2.653	2.55	2.76
Pictorial representation	47.579	399	.000	2.818	2.70	2.93
Promotional gifts	43.368	399	.000	2.715	2.59	2.84
Your favorite	46.125	399	.000	3.120	2.99	3.25
Jingles	42.228	399	.000	2.795	2.66	2.93
Music	45.257	399	.000	3.033	2.90	3.16
Brands	46.507	399	.000	2.913	2.79	3.04
Creativity	50.045	399	.000	3.240	3.11	3.37
Celebrities	46.692	399	.000	3.118	2.99	3.25

## CONCLUSION

Since  $p < 0.01$ , we reject the null hypothesis that the sample mean is equal to the hypothesized population mean and conclude that there is a significant difference in mean of watching advertisement and overall reasons for watching advertisement.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.738
Bartlett's Test of Sphericity	Approx. Chi-Square	606.575
	Df	45
	Sig.	.000

For executing the factor analysis, the researcher needs to check the Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's test of Sphericity value. From the above table, it is found that the KMO value of sampling adequacy is .738 Bartlett's test of sphericity with approximated chi-square value 606.575 is statistically significant at 5% level.

Therefore, it can be concluded that the variables considered for factor analysis from the normal distribution to represent the factors emerged. It also indicates that the sample size is adequate for the data reduction process and creates a conducive for the formation of latent factors.

Total Variance Explained						
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Decided to buy	2.850	28.504	28.504	2.168	21.680	21.680
Influence of peers	1.439	14.390	42.894	1.907	19.066	40.746
Imitate	1.050	10.504	53.398	1.265	12.652	53.398
Friends imitate	.845	8.446	61.844			
Discuss the ads with parents	.771	7.705	69.549			
Teachers scolded	.767	7.667	77.216			
Teacher guided	.673	6.734	83.950			
Parents scold	.653	6.527	90.477			
Inform to your parents about friend behaviour	.504	5.035	95.512			
Parents guide your behavior	.449	4.488	100.000			
Extraction Method: Principal Component Analysis.						

From the table, the Eigenvalues associated with each linear component to determine the factor analysis for kids' impact of advertisement. All factors with eigenvalues of variance greater than 1, 10 variables have been grouped into three. The rotated component shows a cumulative percentage of 53.398% of the total variance explained by the three factors.

Rotated Component Matrix <sup>a</sup>			
	Component		
	1	2	3
Decided to buy the product	.700		
Influence of peers	.675		
Imitate	.664		
Friends imitate	.556		
Discuss the ads with parents	.489		
Teachers scolded		.728	
Teacher guided		.691	
Parents scold		.674	
Inform to your parents about friend behavior	.325		.738
Parents guide your behavior		.568	.602
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 10 iterations.			

From the table, factors are divided into three components, the first components are decided to buy the products while seeing the advertisement, influence to peers to buy the products, kids imitate the character of ads, kids friends also imitate the character of ads and kids discuss with their parents the advertisement are named as Positive effective of advertisement. Whereas second components are; Kids Teacher scolded when kids behavior change, Teacher guided kid's behavior and Parents scolded their kid's when kids behavior has changing due to advertisement are called as Negative effects of Advertisement. Finally the third components are: kids are informing to their about their friends behavior and Parents guiding kids behavior when kids behavior has changing due to advertisement are called as Behavioural effects of Advertisement.

Correlations										
Control Variables		Obesity	Skin Problem	Stomach pain	Cold	Getting fever	Tooth Decay	Diabetic issue	Healthy products	Increase energy
Obesity	Correlation									
	Significance (2-tailed)									
	Df	0								



Skin Problem	Correlation	.628									
	Significance (2-tailed)	.000									
	Df	397	<b>0</b>								
Stomach pain	Correlation	.698	.607								
	Significance (2-tailed)	.000	.000								
	Df	397	397	<b>0</b>							
Cold	Correlation	.509	.538	.757							
	Significance (2-tailed)	.000	.000	.000							
	Df	397	397	397	<b>0</b>						
Getting fever	Correlation	.665	.634	.706	.643						
	Significance (2-tailed)	.000	.000	.000	.000						
	Df	397	397	397	397	<b>0</b>					
Tooth Decay	Correlation	.658	.385	.754	.688	.624					
	Significance (2-tailed)	.000	.000	.000	.000	.000					
	Df	397	397	397	397	397	<b>0</b>				
Diabetic issue	Correlation	.716	.655	.557	.348	.471	.424				
	Significance (2-tailed)	.000	.000	.000	.000	.000	.000				
	Df	397	397	397	397	397	397	<b>0</b>			
Healthy products	Correlation	.659	.618	.584	.592	.508	.525	.670			
	Significance (2-tailed)	.000	.000	.000	.000	.000	.000	.000			
	Df	397	397	397	397	397	397	397	<b>0</b>		
increase energy	Correlation	.777	.614	.623	.498	.639	.628	.763	.673		
	Significance (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		
	Df	397	397	397	397	397	397	397	397	<b>0</b>	
Cognitive Ability	Correlation	.664	.618	.599	.436	.620	.391	.724	.586	.741	
	Significance (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	Df	397	397	397	397	397	397	397	397	397	<b>0</b>

Since Parents need to understand the side effects of the products in terms the kids physical, mental and emotional health. Parents need to find time to prepare tasty and healthy food and educate the benefits of eating healthy food habits to their child. Advertising agencies or companies need to take proper decision with appropriate information and compare their advertisement with competitor's advertisement and also evaluate the same for the kids and the environment health.

## CONCLUSION

This study revealed that kids' would be influenced by convenient food product advertisement endorsed in advertisement and it culminates pester power strategy against parents' buying decision. The advertisements which are telecasted in various channel would fulfill the requirement to attract all the five organs so that, kids are totally influenced towards convenient food products. The results of such prominent convenient food product advertisements leads the kids to exploit using pester power strategies in parents buying decision.. Advertisement Regulatory Authority has the power and control to regulate the advertisements given by the companies and advertisement agencies to attract the kids for confectionary products. Strict regulations are to be made to ensure safety and good health and behaviour of kids through standard, ethical and genuine advertisements. Regular inspections are to be conducted to check the advertisements follow the regulations, and failing which legal actions should be taken to avoid deviation in advertisements. Finally it is concluded that the close observation by the parents and their guidance to their kids is necessary to maintain control over the impacts of advertisements of confectionary products influencing the kids.

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## A STUDY ON EMERGING TRENDS AND DEVELOPMENT OF FINANCIAL EQUITY DERIVATIVE MARKET IN INDIA

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### ABSTRACT

*Derivative markets are found to positively contribute to economic development in the India short run and play a significant role in addressing the risk inborn in financial transactions. Derivative market has an important role to play in economic development of a country. The past decade has witnessed the multiple growths in the volume of international trade and business due to the wave of globalization and liberalization all over the world. As a result, the demand for the international money and financial instruments increased significantly at the global level. The new financial instruments have been developed in the financial markets, which are also popularly known as financial derivatives,. The basic purpose of these instruments is to provide commitments to prices for future dates for giving protection against adverse movements in future prices, in order to reduce the extent of financial risks. Today, the financial derivatives have become increasingly popular and most commonly used in the world of finance. This has grown with so phenomenal speed all over the world that now it is called as the derivatives revolution. Derivatives also help price discovery, and in efficient capital allocation in the economy, Given India's experience in informal derivatives trading, the exchange traded derivatives were quick to pick up substantial volumes. This paper attempts to emerging trends and Development of financial equity derivative market in India.*

**KEYWORDS:** *equity, derivatives, investment, risk, Development and finance.*

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### INTRODUCTION

In India most of the investment avenues are termed to be risky by the investors. The major feature of investment as perceived by the investors is income stability, principal amount, liquidity, easy transferability and approval. there are a number of investment avenues available in India such as share, silver, real estate, gold, Life Insurance, Bank, postal savings, etc. Derivatives market in India began in 2000 when NSE and BSE commenced trading in equity derivatives. Since then India has become a huge and vibrant market for derivatives. Equity derivatives play a great role in price discovery. They help to enhance liquidity and also reduce transaction cost. Derivatives in share market gained importance as risk adverse investors wanted to protect themselves against uncertainties due to fluctuations in prices of assets. The investment may differ from provident fund, national saving certificate, chit funds, insurance schemes, company fixed deposits, government securities, bonds, equity, mutual fund schemes and derivatives. Derivatives derive their value from other existing asset classes such as equity, commodity, currency, etc. The participants in the derivatives market are Arbitrageurs, Hedgers and Speculators and there are 4 types of derivative instruments such as forward, futures, option and swap. The derivative market in India. It is widely believed in financial world that the most significant milestone in financial innovation is achieved with the issuance and trading of derivatives. Along with this positive element, the proponents of derivatives also admit that this term arouses more controversies and most people look at them with suspicion and few would believe that they do contribute to the society's welfare. But the matter of fact is that derivatives are a standard risk management tool that enables risk-sharing and facilitates the efficient allocation of capital to productive investment activities. In this study, we will try and examine the veracity of a few misconceptions that surround derivatives along with their economic benefits. Equity Derivatives in India have progressed a long way since then .This market has witnessed expanding list of eligible investors, increase in volumes, best risk management framework for exchange traded derivatives and innovation in market microstructure and design. The robustness should never be compromised for an increased sophistication and calibration of the markets. The benefits of Information Technology should be fully exploited to cover risk management.

### OBJECTIVES

The main objectives of this study were

- To have an overview of derivative market in India
- To understands recent trends in derivative market.
- To study the factors that affects the choice of investors while selecting equity and derivatives.

➤ To find out new opportunities in equity derivative market in india.

### PROBLEM STATEMENT

The significance of a study with respect to the emerging trends and Development of financial equity derivative market in India. The manner in which an investor perceive Investment Avenue and the factors that influence the perception levels of the investors are major problems relating to the investment decision making. These transfer risk from risk adverse investors to risk takers. Like its counterparts abroad, is increasingly gaining significance. Since the time derivatives were introduced in the year 2000, their popularity has grown manifold. It is therefore necessary to develop a set of new financial instruments known as derivatives in the Indian financial markets, to manage such risk. The objectives of these instruments is to provide commitments to prices for future dates for giving protection against adverse movements in future prices, in order to reduce the extent of financial risks.

### METHODOLOGY OF STUDY

The present study has been undertaken with empirical analysis of status of financial derivatives in India with the use of secondary data. Data and information for the research study were collected and analyzed from secondary published sources like newspapers, web sited, books etc.

### REVIEW OF LITERATURE

A study was conducted to ascertain the preference of investors and their requirement towards derivative investment that was based on convenience sampling (Bandivadekar & Ghosh, 2003). It was identified that the investors mostly preferred equity schemes while making investment into mutual funds. In addition to that a research study was also conducted to analyse the effect of a number of demographic factors on the attitude of investors towards equity and derivatives. The study revealed that out of 250 respondents, 71 respondents had positive attitude and 117 respondents had neutral attitude while 62 respondents had a negative attitude towards derivatives (Sarangdevot & Rathore, 2014). Study denoted that most of the investor was still confused about derivative and they could not form any attitude or behaviour towards the investment in derivatives. It was also observed that most of the respondents had lack of awareness about various aspects of derivatives (Chawla, 2014).

A research study conducted to identify and evaluate the factors that influence the perception of investors towards investment in the capital market in India on the basis of descriptive study (Sahadevan, 2002). It was identified that occupation is a factor that has the most significant impact on the investment pattern of the investors. This has impact on risk and uncertainty in future and option, cash market and size of investment in future and option. In addition to that age was another factor that had influential role on future and options and cash market (Karthikeyan, 2014). These are the two variables that were found to be very influencing for the behaviour of investors. Investors have huge scope for capital appreciation and current earnings in the emerging market.

To study the investment pattern and level of awareness of the investors a research study was conducted on a sample of 150 respondents. So that a pre test questionnaire was used (Sah & Omkarnath, 2005). It was identified that most of the investor were aware about the investment in equity and its benefits. It further identified that people belonging to the age group 19-55 years were the major individuals taking investment decisions for equity. Along with that the income group was 30,000-70,000 and above (Kathuria & Singhania, 2010). It is also identified that tax benefits and the diversification of portfolio for the major factors that attracted investors towards investment in equity.

The researchers have identified that derivative markets are more standardized and regulated and this is something that provides a controlled environment and it also relates with the fact that high risk results into higher Returns (Kuemmerle, 1999). The investors get motivated because they going to get higher returns by taking higher risk. But also results into earning more profit because of derivatives. This is also significant reason why commodity derivative 10 to play a crucial role in the price risks management of the communities (Reddy & Sebastin, 2008). There are different forms of derivatives that are forward, future, swaps and options that are widely used in India.

### DERIVATIVES

Derivative is a financial instrument whose value is based on or value is derived from one or more underlying assets. The under lying asset may be a share, stock market index, a commodity, an interest rate or a currency. When the price of asset changes value of derivative will also change. It is a contract between two parties where one party agrees to buy or sell any asset at specified dates and rate Derivative is similar to insurance. Insurance protects against specific risk like fire, flood accident, whereas derivatives protects from market risks.

**DERIVATIVES ARE USED BY INVESTORS FOR THE FOLLOWING PURPOSES:**

- To provide leverage (or gearing), such that a small movement in the underlying value can cause a large difference in the value of the derivative
- To speculate and make a profit if the value of the underlying asset moves the way they expect (e.g., moves in a given direction, stays in or out of a specified range, reaches a certain level)
- To hedge or mitigate risk in the underlying, by entering into a derivative contract whose value moves in the opposite direction to their underlying position and cancels part or all of it out
- To obtain exposure to the underlying where it is not possible to trade in the underlying (e.g., weather derivatives)
- To create option ability where the value of the derivative is linked to a specific condition or event (e.g. the underlying reaching a specific price level).

**Concept of Derivatives**

The term 'derivatives', refers to a broad class of financial instruments which mainly include options and futures. These instruments derive their value from the price and other related variables of the underlying asset. They do not have worth of their own and derive their value from the claim they give to their owners to own some other financial assets or security. A simple example of derivative is butter, which is derivative of milk. The price of butter depends upon price of milk, which in turn depends upon the demand and supply of milk. The general definition of derivatives means to derive something from something else. Some other meanings of word derivatives are: a derived function: the result of mathematical differentiation; the instantaneous change of one quantity relative to another;  $df(x)/dx$ , b derivative instrument: a financial instrument whose value is based on another security, (linguistics) a word that is derived from another word; "electricity" is a derivative of 'electric'. The asset underlying a derivative may be commodity or a financial asset. Derivatives are those financial instruments that derive their value from the other assets. For example, the price of gold to be delivered after two months will depend, among so many things, on the present and expected price of this commodity.

**UNDERLYING ASSET IN A DERIVATIVES CONTRACT**

As defined above, the value of a derivative instrument depends upon the underlying asset. The underlying asset may assume many forms:

- Commodities including grain, coffee beans, orange juice.
- Precious metals like gold and silver.
- Foreign exchange rates or currencies.
- Bonds of different types, including medium to long term negotiable debt securities issued by governments, companies, etc.
- Shares and share warrants of companies traded on recognized stock exchanges and Stock Index .
- Short term securities such as T-bills; and
- Over- the Counter (OTC) 2 money market products such as loans or deposits.

**PARTICIPANTS IN DERIVATIVES MARKET**

- **Hedgers:** They use derivatives markets to reduce or eliminate the risk associated with price of an asset. Majority of the participants in derivatives market belongs to this category.
- **Speculators:** They transact futures and options contracts to get extra leverage in betting on future movements in the price of an asset. They can increase both the potential gains and potential losses by usage of derivatives in a speculative venture.
- **Arbitrageurs:** Their behaviour is guided by the desire to take advantage of a discrepancy between prices of more or less the same assets or competing assets in different markets. If, for example, they see the futures price of an asset getting out of line with the cash price, they will take offsetting positions in the two markets to lock in a profit.

**Development of derivative market in India**

Derivative markets in India have been in existence in one form or the other for a long time. In the area of commodities, the Bombay Cotton Trade Association started future trading way back in 1875. This was the first organized futures market. Then Bombay Cotton Exchange Ltd. in 1893, Gujarat Vyapari Mandall in 1900,

Calcutta Hesstan Exchange Ltd. in 1919 had started future market. After the country attained independence, derivative market came through a full circle from prohibition of all sorts of derivative trades to their recent reintroduction. In 1952, the government of India banned cash settlement and options trading, derivatives trading shifted to informal forwards markets. In recent years government policy has shifted in favour of an increased role at market based pricing and less suspicious derivatives trading. The first step towards introduction of financial derivatives trading in India was the promulgation at the securities laws (Amendment) ordinance 1995. It provided for withdrawal at prohibition on options in securities. The last decade, beginning the year 2000, saw lifting of ban of futures trading in many commodities. Around the same period, national electronic commodity exchanges were also set up. The more detail about evolution of derivatives are shown in table No.1 with the help of the chronology of the events. This table is presenting complete historical developments. In India, there are two major market namely National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) along with other Exchanges of India are the market for derivatives. Here we may discuss the performance of derivatives products in Indian market.

### **Growth of Indian derivatives market**

The NSE and BSE are two major Indian markets have shown a remarkable growth both in terms of volumes and numbers of traded contracts. Introduction of derivatives trading in 2000, in Indian markets was the starting of equity derivative market which has registered on explosive growth and is expected to continue the same in the years to come. NSE alone accounts 99% of the derivatives trading in Indian markets. Introduction of derivatives has been well received by stock market players. Derivatives trading gained popularity after its introduction in very short time. If we compare the business growth of NSE and BSE in terms of number of contracts traded and volumes in all product. Due to compelling factor & features, the turnover of stock futures sub-segment surpassed the total turnover of the entire cash segment of NSE and BSE in coming years at their introduction itself. Stock futures contracts set an unprecedented record of daily turnover. The relative share of stock future at NSE and BSE has been observing a decline, both in terms of the number of contracts traded and stock futures turnover in total turnover. The world financial crisis of 2008 has proved to be a structural change in the growth path of the stock futures contract. Though the turnover has picked up since then but there is fall in the absolute number of contract traded. The relative shares are still declining. It was only after the outbreak of the global financial crisis that the continuous vise in the absolute number of SSFs contracts was reverted back. The temporary disenchantment of the investors from the single stock futures trading was only due to the ill effects of the futures trading misfired on account of global meltdown. Single stock futures have successfully strived to attain its previous level of contract traded but it is also getting a tough competition from index futures contracts in terms of number of contract traded. Meanwhile, index option has attained an infallible position in term of the number of contracts traded which requires another structural shock to dislocate from its current height. The above data represents the description of the two derivative product in terms of number of contract traded as well as turnover achieved in their respective sub-segments.

### **Risks involved in derivative trading**

The primary risks associated with trading derivatives are market, counterparty, liquidity and interconnection risks. Derivatives are investment instruments that consist of a contract between parties whose value derive from and depend on the value of an underlying financial asset. Among the most common derivatives traded are futures, options, contracts for difference, or CFDs, and swaps.

#### **Market Risk**

Market risk refers to the general risk in any investment. Investors make decisions and take positions based on assumptions, technical analysis or other factors that lead them to certain conclusions about how an investment is likely to perform.

#### **Counterparty Risk**

Counterparty risk, or counterparty credit risk, arises if one of the parties involved in a derivatives trade, such as the buyer, seller or dealer, defaults on the contract. This risk is higher in over-the-counter, or OTC, markets, which are much less regulated than ordinary trading exchanges.

#### **Liquidity Risk**

Liquidity risk applies to investors who plan to close out a derivative trade prior to maturity. Such investors need to consider if it is difficult to close out the trade or if existing bid-ask spreads are so large as to represent a significant cost.



**Interconnection Risk**

Interconnection risk refers to how the interconnections between various derivative instruments and dealers might affect an investor's particular derivative trade.

**Summary and Conclusion**

Innovation of derivatives have redefined and revolutionized the landscape of financial industry across the world and derivatives have earned a well deserved and extremely significant place among all the financial products. Derivatives are risk management tool that help in effective management of risk by various stakeholders. Derivatives provide an opportunity to transfer risk, from the one who wish to avoid it; to one, who wish to accept it. India's experience with the launch of equity derivatives market has been extremely encouraging and successful. The derivatives turnover on the NSE has surpassed the equity market turnover. Significantly, its growth in the recent years has surpassed the growth of its counterpart globally. Financial derivatives have a significant place among all the financial instruments (products), due to innovation and revolutionized the landscape. Derivatives are instrument which helps the dealer to manage risk and earns profit. It helps to transfer risk from one to another. India is one of the most successful developing country in terms of a vibrant market for exchange-traded derivatives. Launch of equity derivatives in Indian market has been extremely encouraging and successful. The growth of derivatives in the recent years has surpassed the growth of its counterpart globally. The equity derivatives market is playing a major role in shaping price discovery. Volatility in financial asset price, integration of financial market internationally, There is an increasing sense that financial derivative market has a vital role in risk management and economic growth. Financial derivatives have earned a significant place in all the financial instruments.

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**A STUDY ON GREEN BANKING IN INDIA – AN OVERVIEW**

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**ABSTRACT**

*Energy maintenance and environmental sustainability has been a target area since 1970s. Post financial crisis in the year 2007, these are also the buzz words in financial industry. Long term sustainability of economy is major components for all businesses to survive. The borrowers should exist over long term for lenders to achieve their objectives. All these have an enormous strength in banking industry. Green Banking refers to the efforts of the Banking industry to maintain the environment green and to reduce greenhouse effects through rationalizing their policy, strategies, activities and decisions relating to banking services, business and in-house operational activities. The Green Banking challenges are identified high maintenance cost, diversification risk, reputational risk, startup face and credit risk. For effective implementation of green banking, the RBI and the government of India should be play an important role and formulate green policy guidelines and financial incentive. This paper deals with scope, products, challenges and opportunities of green banking in the Indian banking sector*

*Key Words: Environmental sustainability, Green Banking, Financial industry, Economy*

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**INTRODUCTION**

The banking industry in India is the lifeline of the country. It is the largest financial sector in India. Indian banks have the great potential to become fifth largest in the world in the year 2020 and third largest by 2025. Banks have helped in country's economic development and have transferred the hopes of people into the reality. At present Indian banks have witnessed the fast growing trend and have transformed its operational strategies to a large extent. The banking sector in India has gone through so many challenges which include a shift in consumer behaviors, rapid technological changes, regulatory changes, etc. It has faced various ups and downs and has become adaptive to the changing environment.

The Traditional Banking sector in India can be defined as the banks whose primary activity is to receive, keep and lend money. It has acted as the payment agent for its customers. The main issue of traditional banking is that the customers have to visit banks to carry out their banking activities within the specified working hours only. This involves a lot of time of the customers as it not only includes travelling but also requires them to stand in long queues to perform their transactions in the bank. Traditional banking also involves a lot of paperwork to be done in order to perform its banking functions systematically which involves deforestation and has an adverse effect on the environment. Nowadays, as people of the country are precipitously using the earth's natural resources, it has given rise to the a great concept of Green Banking.

Green Banking is totally different from traditional banking as it is the concept of promoting sustainable development in the country. Green Banking is the new concept in the financial world which concentrates on environmental and socially responsible investing. In the era of Globalization, global warming is becoming one of the important issues across the world. The effects of Global warming have found to be responsible for the destruction of the climate changes which have impacted the land, water and human resources of the world. As people of the society are becoming more concerned about the depletion of natural resources,

Organizations have started performing their corporate social responsibilities (CSR). They have started changing their working techniques to maximize the greenery and to minimize the impact of their functions on the environment.

Green Banking is also called as the ethical banking which objective is to protect the environment and minimize the carbon footprint from banking activities. It motivates banks to carry out eco-friendly investments by amalgamating its operational improvements and technology know-how in banking business operations. Green Banking has started priority lending to those industries which are already green or putting its efforts to go green. The aim of going green is to maximize the energy efficiency and to use the biodegradable products. The performance of banks heavily depends upon the performance of its clients. The banks have to diligently check that the customer's projects are meeting all the legal and environmental compliances as any failure can result in nonperforming assets for the banks.

The concept of going green is new concept in India and has been adopted by the Indian banks in many forms. Banks have started providing services of online banking, mobile banking, green loans, E-statements, etc. They have been promoting their services 24\*7 to the consumers. Banks have started providing different services such as online opening of bank accounts, online payment of bills, online investment, use of ATMs, etc.

The concept of Green Banking or Green initiatives taken by Banks is making technological advancements, functional improvements and changing client preference in the banking industry. It means promoting environmental-friendly practices and minimizing the carbon footprint of banking operations. Green Banking is not only a initiatives of Corporate Social Responsibility (CSR) activity of an organization, but also it is about making the society habitable without any considerable damage or loss.

### **OBJECTIVES OF THE STUDY**

The following are the main objectives the present study

- a) To study the concept of green banking strategies are developed by Indian banks.
- b) To access the products, scope, challenges and opportunities of green banking in the Indian banking sector

### **Research Methodology**

This is descriptive research. The study primarily includes secondary data sources which have been taken from different literature review, published journals, articles and online databases and websites.

### **Literature Review**

**Suresh Chandra Bihari & Bhavna Pandey (2014)** - As far as green banking is concerned Indian banks are far behind their counterparts from developed countries. If Indian banks desire to enter global markets, it is important that they identify their environmental and social responsibilities. But, today, many Indian banks are making efforts to "Go Green" through providing various green products and services to their customers and taking initiatives in their day to day business activities for the environmental concerns. These include- Online banking, mobile banking, ATMs, Electronic fund transfers, Green mortgages, Green credit card, use of solar and wind energy, recycling of paper, Green buildings etc. But still there is a long way to go. Indian banks need to set their near term and long term green goals, develop their green strategies and execute their greening activities in a phased manner.

**Virginia Zhelyazkova & Yakim Kitanov (2015)** - Banks should refocus from concentrating internal efforts only towards saving resource consumption within the organization and place energy into coming up with innovative ways of stimulating the environmental protection as part of their core business, which is actually what green banking is. Banks could profit from the green business model, and this is something that the future would prove. The ones that are the first to understand this, would definitely have the potential to gain market share and profit. The challenge at operational level is with devising the product specificities so that the profitability of the model is ensured. The strategic challenge is overcoming top management skepticism.

**Dipika (2015)** - This concept of "Green Banking" will be mutually beneficial to the banks, industries and the economy. Not only "Green Banking" will ensure the greening of the industries but it will also facilitate in improving the asset quality of the banks in future. There are lot of opportunities and challenges for Indian banks in adopting 'Green Banking' as profitable business. Green banking if implemented sincerely will act as an effective ex ante deterrent for the polluting industries that give a pass by to the other institutional regulatory mechanisms. Therefore, for sustainable banking, Indian banks should adopt green banking as a business model without any further delay.

**Kavitha Jane Crasta & Giridhar (2015)** - The study intends to know the green banking practices by private sector banks in the Shimoga city. The study area exhibits almost squat position green practices by the private sector banks. As per the obtained results for the analysis, there exists a very low proportion of awareness about of green banking products among the customers of private sector banks. Very few products like ATM,

RTGS/NEFT, Online/Mobile banking are having familiar with the customers. Most of the products like Telephone banking, Green Saving Accounts, Green Checking Accounts, Green Loans, Green Credit Cards, Green Money Market Accounts, Green Mortgages, Remote Deposits and Green CDs are not even having an awareness of at least 10% in each case. This clearly shows an immature green banking solutions rendered by the private banks in the study area.

**Bibhu Prasad Sahoo, Amandeep Singh & Neeraj Jain (2016)** - The present study finds that the young generation is more inclined towards green banking products then middle age and senior age groups (above 60 years). The mean score of usage of green banking products among low age group (15-30) is 26.50, whereas, it is

just 15 for individuals age above 60. Therefore, the present study finds that there is more of need to create awareness about green banking products adoption among the middle and senior age groups individuals than young age people.

**Janakiraman & Karthikeyan (2016)** - Green bank is like a normal bank, which considers all the social & environmental factors, it is also called as an ethical bank. With an aim to reduce external carbon emission, banks should finance that projects which are considered to be environmental friendly it means promoting environmental-friendly practices and reducing your carbon footprint from your banking activities. And has any future implication on environment in future. As a part of the society it is banks' corporate social responsibility.

**Dileep G Menon, Sreelakshmi & Avinash Shivdas (2017)** - If the Indian banks are adopting the green banking techniques in an effective manner it will act as a catalyst for protecting our environment. Now the banks and the financial institutions have adopted the equator principles as a ground rules. Green Banking process helps the banks for creating cost efficient automated channels to build consciousness and awareness among its various participants like customers, business institutions and other financial institutions. Green banking involves in the process of reducing paper works are possible since all the transactions are done through online channels.

**Srilatha (2018)** - Green Bank financing helps deploy clean energy solutions that can lower energy bills for consumers and businesses with no upfront cost. By installing energy efficiency technologies, borrowers use less energy overall. And as the cost of renewable energy technology like solar PV continues to fall, "Going Solar" is now cheaper than grid electricity in many markets. The cost of financing is a significant driver of the price of renewable electricity, so by providing low-cost financing Green Banks can help lower the clean electricity prices for consumers. Through Green Bank financing, customers can save money on their electricity bills every month with no upfront cost.

### Scope of Green Banking In India

There has been a remarkable changes in the working of banks in terms of cutting costs, enhancing productivity, increasing the profitability, controlling and management of the Non-Performing Assets (NPAs), face the risks, carry out the Asset Liability Management, manage the changes in interest rates, handle the foreign exchange rate fluctuations, comply with the regulator's requirements and finally improve the customer service to their best satisfaction. Green banking avoids as much paper work as possible and rely on online/ electronic transactions for processing so that we get green credit cards and green mortgages. Less paperwork means less cutting of trees. It also involves creating awareness to banking business people about environmental and social responsibility enabling them to do an environmental friendly business practice.

### Green Banking Products and Services

There is a wider scope of Green Banking in India as constant planning and efforts have been laid in the field. As per the Happy Planet Index, India is making steady progress towards reducing the carbon emissions. The index shows that while in 2006 India stood at the 90th position in the race of reducing carbon emissions. The same index in 2009 showed an improvement in the position of India, and it moved from the 90th to the 35th place. Continuing the progress India is aiming at minimizing the carbon emission by 20-25% till 2020. Thus, it shows that the economy of the country particularly the banking industry has been working in order to prevent further environmental loss by reducing carbon emissions. The banking sector has thoroughly built its strategy keeping in mind the six major factors i.e. the 3Cs and the 3Ps. On one hand where the 3Cs stands for Cost, Control and Customer Service, 3Ps stand for Profit, Planet, and People.

The 3Cs are the major part of banking functions, and with the help of Green Banking, it all can be achieved by the companies. Green Banking promotes online transactions, and it is the best way to increase better customer services. The customers can avail all the facilities just by sitting at their home. They can access important information through laptops or even through smart phones. It is also a part of better customer services, and cost can also minimize. Thus, Green Banking has greater advantages for the banks as well as for the society. Green Banking is having two folds; one is promoting environmental practices through the introduction of Green Banking Financial Products and Services and second is minimizing carbon footprints from banking operations on the environment.

### Green Banking Financial Products and Services

- ❖ **Green Deposits:** Banks offer higher rates on commercial deposits, money market accounts, checking accounts and savings account if customers opt to conduct their banking activities online.

- ❖ **Green Mortgages and Loans:** The green mortgage is a type of debt given to the customers for making their homes more energy efficient and eco-friendly. Banks offer a green mortgage with better rates or terms for energy efficient houses. The Ministry of Non-renewable Resource in association with some nationalized and scheduled banks undertook an initiative to go green by paying low-interest loans to the customers who would like to construct houses or buildings with energy efficient designs and would like to install gadgets that are environmentally safe like solar equipment, energy-efficient windows, geo-thermal heating or water heaters. The savings in monthly energy bills can offset the higher monthly mortgage payments and save money in the long run.
- ❖ **Green Credit Cards:** Green credit cards are helpful in minimizing the personal carbon footprint of each and every client. The scheme is mainly launched in order to maximize the use of plastic money (debit and credit cards) in place of currency notes. A green credit card facilitates cardholders to earn rewards/points through redeeming it for contributions to eco-friendly charitable organizations. These cards offer an excellent incentive for consumers to use them for their expensive purchases.
- ❖ **Green Reward Checking Accounts:** It is a bank product called reward checking accounts which pay a bonus to customers who are going green. This account helps the environment by utilizing more online banking services like online bill payment, debit cards, and online statements. Customers can earn higher checking account rates if they meet monthly requirements that might include receiving electronic statements, paying bills online or using a debit or check card. Higher rates and eco-friendly living go hand-in-hand with this banking product.
- ❖ **Mobile Banking:** Mobile banking has the ability to check balances, transfer funds or pay bills from a mobile phone, which saves time and energy of the customers. It also helps in reducing the use of energy and paper of the bank. Most of the Indian banks have introduced this paperless facility.
- ❖ **Online Banking:** Online banking is the developing concept in young and corporate India. Online banking helps in additional conservation of energy and natural resources. Online Banking includes:
  - Paying bills online
  - Remote deposit
  - Online fund transfers, and
  - Online statements. It creates savings from less paper, less energy, and less expenditure of natural resources from banking activities. Customers save time by avoiding standing to queues and paying the bills from home online.
- ❖ **Banking through ATMs:** ATMs are becoming more powerful than before and banks are consciously driving its usages with the concept of branchless banking. A visit to an ATM helps customer accomplish myriad value-added transaction services like utility payments, pre-paid mobile re-charge, credit card payments, tax payments and much more.

### Carbon Footprint Reduction

Carbon footprint is a measure of the impact of activities on the environment. It relates to the amount of Green House Gases (GHG) (Gibbs and O'Neill, 2012) producing in day-to-day business while burning fossil fuels for electricity, heating, transportation, etc. Banks can reduce their carbon footprints by adopting the following measures:

- ❖ **Paperless Banking:** Banks are switching their customers towards Online Banking and Mobile Banking to promote paperless banking.
- ❖ **Energy Consciousness:** Banks save their energy consumption by developing energy consciousness, adopting effective office time management and automation solutions and using compact fluorescent lighting (CFL) which helps them considerably. In order to manage their offices and ATMs, banks are switching over to renewable energy (solar, wind etc.) resources.
- ❖ **Using Mass Transportation System:** Banks are becoming fuel efficient organization by providing common transport for a group of officials posted at one office.
- ❖ **Use of Solar and Wind Energy:** To go green, usage of solar and wind energy is a preferable option. State Bank of India (SBI) has become the first bank in the country to venture into a generation of green power by

installing windmills for captive use. As part of its Green Banking initiative, SBI has installed 10 windmills with an aggregate capacity of 15 MW in the states of Tamil Nadu, Maharashtra and Gujarat.

### Opportunities and challenges of green banking in India

#### Green Banking opportunities:

A Green Bank requires each of its functional units and activities to be Green- environmentally friendly and help to improve environmental sustainability. Several opportunities are available for banks to go green their functional units and activities. Key among them is:

- ❖ **Supply Chain Management (SCM)** - SCM is the management of the flow of goods and services. It includes the movement and storage of raw materials, work-in-process inventory, and finished goods from point –of- origin to point- of-consumption. Interconnected or interlinked networks, channels and node businesses are involved in the provision of products and services required by end customers in a supply chain.
  - Adopt techniques and plans to minimize inventory and wasted freight.
  - Adopt networked design using a carbon foot print.
- ❖ **Enterprise Resource Management (ERP)** - ERP is a category of business-management software, typically a suite of integrated applications that an organization can use to collect, store, manage and interpret data from many business activities, including product planning, purchase, manufacturing or service delivery ,marketing and sales, inventory management, shipping and payment.
  - It facilitates paper less transactions.
  - Adopt techniques for workforce and parts optimization as well as intelligent device management.
- ❖ **Customer Relationship Management (CRM)** - Customer relationship management is an approach to managing a company's interaction with current and future customers. It tries to analyze data about customers history with a company, to improve business relationships with customers, specifically focusing on customer retention, and ultimately to drive sales growth.

One important aspect of the CRM approach is the systems of CRM that compile information from a range of different communication channels including a company's website, telephone, email, live chat, marketing materials, social media, and more. Through the CRM approach and the systems used to facilitate CRM, businesses learn more about their target audiences and how to best cater to their needs.

- ❖ **Sourcing & Procurement** - In business, the term sourcing refers to a number of procurement practices, aimed at finding, evaluating and engaging suppliers for acquiring goods and services. Outsourcing is the process of contracting a business function to someone else. Select vendors for sustainability rating for their products, services and operations.
- ❖ **Product Life Cycle Management** - In industry, PLC is the process of managing the entire lifecycle of a product from inception, through engineering design and manufacture, to service and disposal of manufactured products.
  - Design and offer banking products & services in such a way that consume less resources and energy and thereby reduce carbon foot print.
  - Implement effective systems for product end- of- life management that have minimal impact on environment.

#### Challenges of Green Banking

While adopting green banking practices, the banks would face the following challenges:

- ❖ **Reputational Risk:** If banks are involved in those projects which are damaging the environment they are prone lose their reputation. There are few cases where environmental management system has resulted in cost saving, increase in bond value.
- ❖ **Diversification Problem:** Green banks restrict their business transaction to those business entities who qualify screening process done by green banks. With limited number of customers they will have a smaller base to support them.
- ❖ **Start-up face:** Many banks in green business are very new and are in start-up face. Generally it takes 3 to4 years for a bank to start making money. Thus it does not help banks during recession.



- ❖ **Credit Risk:** Credit risk arises due to lending to those customers whose businesses are affected by the cost of pollution, change in environmental regulation and new requirements of emission level.
- ❖ **High operating cost:** Green bank requires talented and experienced staff to provide proper services to customers. Experienced loan officers are needed; they give additional experience in dealing with green business and customers.

### Suggestions and Conclusion

Green banking, if implemented sincerely opens up new markets and avenues for product differentiation. As initially, these commitments will cause a huge financial burden for Indian banks. Recently our Indian Banking sector takes step forward to initiate to such type of banks. For effective adoption of green banking, the RBI and the Indian government should be play a major role and formulate green policy guidelines and financial incentive.

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**A STUDY ON GREEN FINANCING PATTERN IN THE BANKING SECTOR: A CASE STUDY OF ORGANIC FARMERS IN MANDYA DISTRICT**

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**ABSTRACT**

*The Issues related to environment, sustaining the environmental balance and ecological sustainability have become topics for discussion around the world. The industries, corporate, banking, agricultural sectors, government and NGO's as well as consumers have understood the prominence of the environment for the survival of human beings. Banking segment plays an essential role in the economic progression of a country. As the banks are among one of the major sources of financing instrument for commercial projects so they can play a foremost important role in promoting environmental sustainability by funding socially and environmentally responsible green investment projects. The concept of 'Green banking' or 'Organic banking and Organic farming', are comparatively new. It is a paperless banking, which not only reduces the cost of banking activities but also helps by funding environmentally sustainable projects'. It helps in reducing the use of energy, paper and power. The main objective of this paper is to know about the role of banking in green Investment, credit lending policies and subsidies towards Organic farming, which helps in environmental sustainability. However, we find that there has not been much initiative taken in this regard by the banks in India though they play an active role in India's emerging economy. Therefore, we suggest possible policy measures and initiatives to be taken by banking to promote Organic farming in India.*

*Keywords: Green banking, Organic farming, Green investment, green credit lending policies, green subsidies, Organic Banking, Environment Sustainability.*

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**INTRODUCTION**

Banks are the major economic means influencing the industrial, corporate and agricultural sector for lending and financing the projects. They play an important part in supporting an ecological environment. They encourage the economic development and growth of the country. To support global food and ecosystem security, several innovative farming systems have been recognized that better balance multiple sustainability goals. One of the fastest growing and challenging aspects of these systems is Organic agriculture. Organic agriculture can continue to expand, will possibly be determined by whether it is economically competitive with conventional agriculture. As people are now more worried and aware about the ecological issues, there is need for banks to adopt green strategies into their operations. Currently, in India, the concept of green banking is new but banks are actively looking for the ways to depict themselves as a green bank. Concept of green finance can be regarded as innovative in the field of finance, as the term describes a broad range of funding for environment in favor of technologies, projects, Organic farming, industries or businesses.

**About the Green Bank and Banking:** The Green is becoming a symbol of eco awareness in the world. According to (IBA) Indian Banks Association "Green Bank is like a normal bank, which considers all the social and environmental / ecological factors with an aim to protect the environment and conserve natural resources". It is also known as Organic bank, ethical bank or sustainable bank. Their persistence is to achieve banking activities but with an additional plan towards taking care of earth's ecology, environment, and natural resources including biodiversity.

The Green banking is creating technological improvements, operational developments and changing client habits in the banking sector. It means to promote environmental friendly green practices and green products to reduce the carbon footprint from banking operations. It is a clever and positive way of thinking with an idea of future sustainability.

(IFC) The financial times and international finance corporation a member of the World Bank Group had launched the Sustainable Finance Awards for the institutions that are integrating social, environmental and corporate governance considerations into their business operations.

Triodos Bank is a bank with a difference, the bank finances only enterprises which add social, environmental and culture value – in fields such as, renewable energy, social housing, complementary health care, fair trade, Organic food and farming and social business (Dash R. N., 2008).

**Definitions for Green Financing-**Therecent analysis on evaluating green finance identifies the World Bank Group's current initiatives that include green finance tracking, and reviews plans for defining and evaluating green

finance mobilization and ESG risk management integration. The study was informed by a survey across financial institutions on the sectors/ activities, they include in their definition of green finance. The following broad groups were among those prioritized by the respondents are:

- Adaptation (conservation, bio system adaptation)
- Carbon capture and storage
- Energy efficiency (cogeneration, smart grid)
- Environmental protection (pollution control, prevention, and treatment)
- Green buildings • Green products and materials
- Renewable energy (solar, wind, hydro)
- Sustainable land management, (sustainable agriculture, forestry)
- Transport (urban rail/metro, electric, hybrid)
- Waste management (recycling, waste management)
- Water (water efficiency, wastewater treatment).

Based on that survey, the report concludes that green finance definitions feature many similarities, including obvious sectors such as renewable energy and green buildings, green farming as well as differences concerning their particular sectors such as nuclear power, noise abatement, and carbon capture and storage, reflecting the country-specific nature of definitions.

**Organic farming:** The impact on biodiversity is tremendous and widespread. Organic farming has very less destructive effects on biodiversity. Organic farming of course primarily has certain agricultural production goals, but aims at realizing these goals without harming the environment and by respecting and using biodiversity as a productive tool. Organic farming therefore offers many possibilities for the conservation of biodiversity.

**Green investment** offers many financial opportunities to Organic farmers thus creating a more viable Organic agricultural sector. Organic agriculture in return provides possible solutions to the following policy failures:

**Beneficiaries of ‘green investment’:** Beneficiaries of the green investment incentive measure are people who carry out green projects in the agricultural sector - Organic farmers. The public as a whole pays the cost of implementing green investment, since the decrease in taxes paid decreases the available government budget. The public as a whole benefits from green investment because public goods like the environment and biodiversity get attention and may be better conserved. The public as a whole also pays for green investment. Green investment is quite efficient in economic terms.

The countryside also profits from the introduction of green investment. The possibilities for local employment increase with a viable Organic agricultural sector, since Organic agriculture requires more labor.

**Implementation of ‘green investment’:** To get a ‘green’ loan, a Green Statement is required. The Organic farming is based on a ‘Skalcertificate’ licensing and Organic agricultural production. Organic agriculture is a fully certified production method. Farmers and processors of Organic products are checked by Skal approximately twice a year. The enforcement of the Green investment funds scheme is fairly simple. The role of the banks is dominant because the risk of losing the Green statement is a real threat. These threats make banks very serious in their implementations of tasks. The banks are obliged to report to the Central Bank and to the Treasury. The results of these reports are checked by a special group of experts.

### 1. Identification of incentive measure

The green investment funds scheme is a government scheme combining a financial measure with investment in sustainable projects. The general public can put their savings or investments into a so-called ‘green fund’. The Interest and dividend, derived from this green fund are exempted from income tax. The money in the green funds has been invested in green projects. So, the investors in green projects can get loans at lower rates of interest. The green funds are managed by banks and enable banks to give reduced-interest loans for green projects, e.g. an Organic farm. The rate is usually about 2 per cent less than commercial interest rates.

### 2. The economic sectors targeted by incentive measure

These are the some of the green investment funds schemes targets the following economic sectors: agriculture, energy supply, processing industry (agricultural non-food products), nature conservation and housing etc. The

green investment funds scheme is not restricted to a particular group of projects, it is important to many sectors, depending on the type of project. The scheme mainly targets water companies, industry and agriculture. Furthermore the Green investment funds scheme targets the banking sector and private individuals. The several kinds of financial support to agriculture are important. Some of these subsidies still favor intensive farming methods

### 3. Limited financial resources

Since, the Organic agriculture focuses at long term sustainability; it has been quite difficult to invest in Organic agriculture. In the earlier days, economic returns from Organic farming were low. What's more risks were high. A small amount of money for investment was available from banks who considered this sector to be risky with low profits. The Chemical farming was regarded as economically more vigorous and a much more attractive proposition for the banks. The green investment funds scheme may remove these difficulties for Organic farmers.

**Sustainable Green Banking:** Sustainable bank is a bank concerned with the social and environmental impacts of its investments and loans. It refers to the initiative taken by banks to encourage environment friendly investments, to give lending priority to those industries which have already turned green and thereby help to restore the natural environment. The green practices of banks are the practices adopted by the banks as well as the customers aim to achieve the goal of a low-carbon economy. The green banking strategy is a win-win situation for all participants.

### NEED OF THE STUDY

The results of the study will give a reasonable understanding about reasons behind the conversion of Agriculture in Mandya district into Organic and the key issues involved in it. The study will help to address issues of sustainability, economic viability, certification, and marketing of Organic produce. This will throw a light to the existing and required institutional frameworks in the promotion of Organic farming, and also help researchers and policy makers to think beyond the prevailing situation of agriculture.

The side effects of the modern agricultural technologies foster serious question about it are the overall benefits. The use of compound fertilizers and pesticide pollute the air and water. The environmental sustainability is an important issue and green banking is a step in this regard. Hence, there is a need to study the green banking initiative taken by the banking sectors and also to review the role of banks in green credit lending policies towards Organic farming and environment sustainability.

### LITERATURE REVIEW

The section of literature review gives a holistic picture of studies conducted in the field of Green Banking credit lending policies towards Organic farming and in India and abroad.

**Rajasree&Hemalatha (2018)<sup>1</sup>:** This study was conducted on the financing pattern of Organic farming in Kannur. This study aims at analyzing the main factor which pulls back the younger generation from Organic farming is due to lack of support by way of necessary financing scheme or inadequate knowledge about it. The banks, government and other agencies come forward with more attractive schemes for supporting Organic agriculture. The study found that majority of the farmers in the present study meeting the working capital requirement by using their own savings and part of the fund with the support of co-operative banks. The support of the government by way of special financing schemes is minimal. Thus it is the need of the hour to encourage Organic farmers by providing necessary financial support.

**International Finance Corporation (2016)<sup>2</sup>:** This study was undertaken on green finance: A bottom-up approach to track existing flows. This paper explains the financial sector needs to be leveraged to shift investments into green projects. The conversion to a net-zero emissions world and sustainable global economy, we need to scale up green finance. The several financial institutions, international initiatives, standard setters and regulatory bodies have developed their own approaches to green finance. They recommend that for banking, existing tracking processes on loans should be improved; while institutional investors need to implement clear decision criteria. To get a full 360° picture of green finance, they need to track 'green' at the level of each project.

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<sup>1</sup>Rajasree&Hemalatha (2018) A Study on the Financing Pattern of Organic Farming in Kannur, International Journal of Management Studies, ISSN(Print) 2249-0302 ISSN (Online)2231-2528, Vol.-V, Issue -2(3), Page No.- 84-89.

<sup>2</sup> International Finance Corporation (2016) Green Finance: A bottom-up approach to track existing flows, [www.ifc.org](http://www.ifc.org).

**Malick Kane and Henrique (2016)<sup>1</sup>:** The study focused on the financing Organic agriculture in Africa: Mapping the issues, this paper explains the financing issue needs to be better integrated into present and future efforts to encourage the development of OA in the continent. The growing market and a positive evolution of price premiums on Organic produce, recent literature and survey results suggest that OA stakeholders have insufficient access to funding, particularly in strategic areas such as certification, producer organization, research, and the purchase of equipment. Therefore, they recommend that a Limited credit guarantee mechanisms and insufficient capacity of commercial banks to integrate the specificities of Organic agriculture are the major hindrances to the ability of OA stakeholders to finance their activities in Africa. They suggest that a coordinated effort to improve data collection on both the domestic and export value of OA is needed to make a better business case for Organic agriculture.

**David & John (2015)<sup>2</sup>:** The study discovered the financial competitiveness of Organic agriculture on a global scale by examining the financial performance of Organic and conventional agriculture by conducting a meta-analysis of a global dataset covering 55 crops grown on five continents. From this none of the 44 studies has got government subsidies for Organic or conventional agriculture. The study highlights Organic agriculture was significantly more profitable than conventional agriculture and has room to expand globally. In addition, with its environmental benefits, Organic agriculture can give a larger share in sustainably feeding the world.

**Shinogi K.C. (2011)<sup>3</sup>:** This study was emphasized on Organic farming in Kerala: An Assessment of Adoption, sustainability and Constraints. This study mainly makes out, the factors behind the Shift to Organic Agriculture in Kerala. The growing concern about the conservation of agro- ecosystem pushed farmers to shift to Organic farming. The results of this research focus on the financial support from government for Organic farming. From this factors high influencing factors are reduction of environmental pollution, high price, chemical –free safe food, improvement of domestic product market, prompted for group farming. The low influencing factors are financing support from government, Lack of awareness about financial assistance.

**Murray E.V. (2006)<sup>4</sup>:** The study highlights that financing Organic agriculture: Options & prospects. This paper mainly highlights Organic agriculture is growing from a movement among a small group of elite farmers into a mainstream activity. It is going to throw up several new and unique opportunities for bank lending. The banks need to arrange for developing the business opportunities. The Organic agriculture will show several new investment opportunities for farmers and thus lending opportunities for banks. This study concludes that financing Organic agriculture is, thus, going to be a challenge for bankers and would be different from financing traditional agriculture. Bankers will increasingly be also called upon to come in and play a role even before financing, in promoting, popularizing and developing cultivation standards and practices.

**Bellegem & Beijerman et al. (1997)<sup>5</sup>:** This article was focused on green investment funds: Organic farming, this case study deals with the project to enhance the dissemination of Organic farming in the Netherlands. This paper explains the Green investment funds scheme is a government scheme combining a fiscal measure with investment in sustainable projects. The general public can put their savings into a so-called 'green fund'. The interest and dividend derived from this green fund are exempted from the income tax. This paper suggests that the Green funds are managed by banks enables the banks to give reduced-interest loans for green projects, e.g. an Organic farm.

## OBJECTIVES OF THE STUDY

1. To highlight the theoretical background of Green banking finance in General.
2. To conceptualize the demographical profile of Organic farmers in Mandya District.
3. To assess the possible perspective of 'The Land-holding pattern of Organic farmers' in Mandya district.

<sup>1</sup>Malick Kane and Henrique (2016) Financing Organic agriculture in Africa: Mapping the issues, United nations Conference on trade and development (UNCTAD), Page no-1-10

<sup>2</sup> David W. Crowder & John P. Reganold b.(2015). Financial competitiveness of Organic agriculture on. Madras, India: PNAS. [www.pnas.org/lookup/suppl/doi:10.1073/pnas.1423674112/-/DC Supplemental](http://www.pnas.org/lookup/suppl/doi:10.1073/pnas.1423674112/-/DC%20Supplemental).

<sup>3</sup>Shinogi K.C. (2011). Organic farming in Kerala: An Assessment of Adoption, sustainability and Constraints. New Delhi: Indian Agricultural Research Institute. Thesis Page No-74- 82.

<sup>4</sup>Murray E.V. (2006). Financing Organic Agriculture Options and prospects.

<sup>5</sup>Bellegem, T. van, Beijerman, A., Eijls, A., Boxtel., M., Graveland, C., Wieringa, H. (1997) Green Investment Funds: Organic Farming, Page No.- 1-45.

4. To examine the investment patterns under Green financial credit available for Organic farmers.
5. To analyze the subsidies and information assistance given by the Government to the Organic farmers.

### HYPOTHESES FOR THE STUDY

2. H<sub>0</sub>: There is no significant variation in demographic profiles of the respondents.
3. H<sub>0</sub>: There are no significant differences in the Land holding pattern of Organic farmers.
4. H<sub>0</sub>: There is no significant difference in the Green financial credit patterns available for Organic farmers.
5. H<sub>0</sub>: There is no significant difference between the subsidies and information assistance given by the Government to the Organic farmers.

### RESEARCH METHODOLOGY

The present study has been collected from both primary and secondary sources. The primary data was collected by on the basis of issue of questionnaire; the study area has been identified 100 farmers who are adopted Organic farming in Mandya district. The questionnaire was designed and contained several questions for collection of data from the farmers. The overall sample size for study was only 108 respondents, out of those 100 respondents were selected by using of simple random sampling method. The secondary data was collected from related research publications in books, journals, periodicals, dairies and reports available on the chosen topic. The data drawn from various sources are analyzed with the help of statistical tools SPSS and techniques such as Chi square tests, One sample t test, descriptive statistics such as mean, standard deviation.

### ANALYSIS AND INTERPRETATION

#### 2. The Demographic profile of the Organic farmer in Mandya District.

Table No.2 represents the demographic profile of the farmers, from Mandya district. The overall respondents numbering 100 farmers out of those all 100 respondents belonged to male category and none of the female respondents adopted Organic farming. The mean and S.D values of No of gender are 1.00 and .000 respectively. In the context of age pattern, majority of the respondents numbering, 57 and 24 farmers are belonged to 30-to 39 years and 40-49 years. The mean and S.D values of age of respondents are 1.675 and 0.6099 respectively. These shows the adult farmers are now focusing to adopt Organic farming,

Further the adoption of Organic farming in their agricultural practices, the majority of the numbering 32 and 25 were adapted from 1 to 3 years and 3 to 5 years. The mean and S.D values of respondents are 3.1200 and 1.30485 respectively. It indicated that majority of them adopted Organic farming from 3- 5 years.

The educational background of the respondents majority numbering, 73 and 20, were completed their Matriculation and pre-university respectively. The mean and S.D values of respondents are 1.34 and .607 respectively. This indicates that farmers having Matriculation and PUC education are much interested in doing Organic farming.

In the context of Annual income level of the farmers, Majority of the respondents numbering, 38 and 27 were belongs to Annual income of 2, 50,001 to 3, 50,000 and Below 1, 20,000 respectively. The mean and S.D values of farmers are 2.20 and .995 respectively. This indicates that the respondents who are having high income are very much interested in adopting Organic farming.

In the context of Marital status the majority of farmers who are opted Organic farming are married they are 99 in number, the mean and S.D values of customers are 1.01 and .100 respectively. The Majority of the farmers are from Joint family they are 95 in number, the mean and S.D values of farmers are 1.05 and .219 respectively. The majority of the farmers who opted Organic farming are having No of dependents are more than three, they are 41 families, the mean and S.D values of farmers are 3.41 and .570 respectively.

**2. Table showing the Demographic profile of the Organic farmers in Mandya District.**

Personal Factors	Frequency	Mean	S.D
<b>1. Gender:</b>			
a) Male	100	1.00	.000
b) Female.	0		
<b>2. Age Pattern:</b>			
0 to 6 months	18		
6 to 12 months	9	<b>3.1200</b>	<b>1.30485</b>
1 to 3 years	32		
3 to 5 years	25		



more than 5 years	16		
<b>3. Educational Background:</b>			
a) Matriculation	73		
b) Pre-university	20	1.34	.607
c) Graduate	7		
d) Post Graduate	0		
<b>4. Monthly Income Level:</b>			
a) Below 1,20,000,	27	<b>2.20</b>	<b>.995</b>
b) 1,20,001 to 2,50,000	38		
c) 2,50,001 to 3,50,000	25		
d) 3,50,001 to 5,00,000	8		
e) above 5,00,000	2		
<b>5. Marital status:</b>			
a) Married	99	1.01	.100
b) Un married	1		
<b>6. Family type:</b>			
a) Joint family	95	1.05	.219
b) Nuclear family	5		
<b>7. No. of Dependents:</b>			
a) one	1	<b>3.41</b>	<b>.570</b>
b) Two	1		
c) Three	54		
d) More than Three	44		

Sources: Field Survey

### 3. The different of opinion between the Land holding pattern of Organic farmers in Mandya district.

Table No.3 represents the Land holding pattern of the farmers adopted for Organic farming is 45 are having 0 to 5 acres of land. 55 are having the more than 5 acres of land. The mean and S.D values of customers are 1.55 and .500 respectively. It indicates that Majority of the farmers are having more than 5 acres of land.

The Chi-square test results, as shown in the table .3 reveal that land holding pattern of the farmers, the table value of  $\chi^2$  for 5 degrees of freedom at 5% level of significance is 1.000 Therefore the  $\chi^2$  value is more than p value hence  $H_0$  is accepted, the result is not significant at  $P > 0.05$  the calculated P value is .317 which is more than 0.05, so the alternative hypothesis is rejected, and Null hypothesis is accepted. The study says there are no significant differences of opinion between the Land holding pattern of Organic farmers in Mandya district.

**3. Table showing the Land holding pattern of Organic farmers in Mandya district.**

Personal Factors	F	Mean	S.D	Chi square	P value	Hypothesis ( $H_0$ )
<b>Farm Size (in Acres)</b>	45					<b>0.000</b>
0-5	55	1.55	.500	<b>1.000</b>	<b>.317</b>	<b>(<math>H_0</math>= Accepted)</b>
6-20						

Sources: Field Survey.

### 4. The green financial credit lending patterns for Organic farmers.

Table No.4 represents the green financial credit lending patterns for Organic farmer. The majority of the farmers using own funds for Organic farming are in 30 number respectively. 27 respondents are taking loan from Agricultural and co-operative bank for Organic farming. The mean and S.D values of customers are 2.45 and 1.321 respectively. It indicates that majority of the farmers are using **own funds** for Organic farming. The other source is Loan from Agricultural and co-operative banks.

The Chi-square test results, as shown in the table .4 show that the green financial credit lending patterns for Organic farmer, the table value of  $\chi^2$  for 5 degrees of freedom at 5% level of significance is 18.300 Therefore, the  $\chi^2$  value is more than p value hence  $H_0$  is rejected, the result is significant at  $P < 0.05$  the calculated P value is .001 which is less than 0.05, so the alternative hypothesis is accepted, and Null hypothesis is rejected. The study says that there is significant difference between the green financial credit lending patterns for Organic farmers.

**4. Table showing the green financial credit lending patterns for Organic farmers.**

Personal Factors	F	Mean	S.D	Chi-square	P-value	Hypothesis (H0)
<b>Sources of fund</b>						
a) Own funds	30	<b>2.45</b>	<b>1.321</b>	<b>18.300</b>	<b>.001</b>	<b>0.000</b> <b>(H0= Rejected)</b>
b)Agricultural and co-operative banks	27					
c)Public sector banks	23					
d)Private sector banks	8					
e)Borrowed funds	12					

Sources: Field Survey.

**5. The subsidies and information assistance given by the government to the Organic farmers.**

Table No.5 represents the subsidies and information assistance given by the government to the Organic farmers. The majority of the farmers need Loan at 0% interest are 37 in number, 21 respondents need time to time financial Assistance from bank, 17 respondents expects Subsidies from Government for Organic farming, 15 of the respondents need information assistance from bank and Government regarding training programme for Organic farming, and finally the 10 respondents needs proper water supply for Organic farming. The mean and S.D values of customers are 2.80 and 1.239 respectively. It indicates that Majority of the farmers need Loan at 0% interest, and financial assistance, and subsidies from Bank and Government in time.

Above hypothesis was tested with independent one sample t-test. It reveals that the subsidies and information assistance given by the government and bank to the Organic farmers, the t value at 5 degrees of freedom at 5% level of significance is - 1.070 Therefore, the t value is more than p value hence H0 is rejected, the result is significant at P < 0.05 the calculated P value is 0.000 which is less than 0.05, so the alternative hypothesis is accepted, and Null hypothesis is rejected. The study says that there is significant difference between the subsidies and information assistance given by the government and bank to the Organic farmers.

**5. Table showing the subsidies and information assistance given by the government to the Organic farmers.**

statement	F	Mean	S.D	t-value	P-value	Hypothesis(H0)
<b>Bank and Government Assistance</b>						
a)Financial assistance	21	<b>2.80</b>	<b>1.239</b>	<b>-1.070</b>	<b>.000</b>	<b>0.000</b> <b>(H0= Rejected)</b>
b) Information assistance	15					
c) Loan for 0% interest	37					
d)subsidies from government	17					
e) Proper Water supply	10					

Sources: Field Survey.

**THE MAJOR FINDINGS OF THE STUDY**

1. Majority of the 100 farmers are male practicing Organic farming in Mandya district respectively. The adult farmers are now focusing to adopt Organic farming; Most of them adopted Organic farming from 3- 5 year. Most of the farmers are having education of 10<sup>th</sup> and 12<sup>th</sup> (PUC). The high income group people are very much interested in adopting Organic farming. Most of them are married and from joint family, having more than 3 dependents in their family.

2. There is no difference of opinion of Organic farmers on the base of land holding pattern.

3. The Green financial investment options available for Organic farmers are a) Own funds, b) Agricultural and co-operative banks c) Public sector banks d) Private sector banks e) Any other Borrowed funds. The study says that Majority of the farmers are using own funds for Organic farming. Other than this they are dependent upon Loan from Agricultural and Co-operative banks.

4. The study says that the majority of the farmers need Loan at 0% interest, financial assistance and subsidies from Bank and Government in time.

**THE MAJOR SUGGESTIONS FOR THE STUDY**

1. The more support, incentives, information and training programmes are required from Government and bank to strengthen the Organic farming area.

2. Bank should adopt 'Go Green' mantra by this method banks could reduce the Carbon footprint from the environment.

3. Green banks should promote environmental consciousness, social responsibility and good governance by themselves. Banks should confirm efficiency in using space, water, energy, paper etc., in its offices and branches.
4. Bank employee must be given orientation on evaluation of Green finance projects like renewable energy projects, clean water supply, Organic farming, bio-gas plants etc.
5. The Government policy makers and banks facing challenges to develop policies that support conventional farmers converting to Organic and other more sustainable systems, especially during the transition period, often the first 3 years.

## **CONCLUSIONS**

The Indian economy is an evolving economy and there is a huge potential of growth of Indian banks by adoption of innovative approach in their strategy making process. The need of the hour is a methodology towards standard shift, by setting up of the business model which would consider all the three aspects of triple bottom line approach i.e., the People, the Planet and the Profit. The vision of Green banking seems to be very hopeful in India as lots of Green products and services are expected in the future. The Green Excellence awards and recognitions, Green Rating Agencies, Green Investment funds, Green insurance, Green accounting and disclosure are some of the things that would be heard and seen in operation in the near future. The proper Green Banking implementation will act as a check to the polluting industries. The banks can act like a guideline towards the economic transformation and create a platform that would create many opportunities for financing and investment policy and contribute towards creation of a Low-Carbon economy. The Organic agriculture, also, offers good opportunities to help in the conservation of biodiversity, especially agro-biodiversity.

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**A STUDY ON PROBLEMS OF AGRICULTURE MARKETING IN INDIA****Shivaprasad D.T<sup>1</sup> and Santhosh P<sup>2</sup>**<sup>1</sup>Lecturer in Commerce and Management, G. F. G. College, Bapuji Nagar, Shivamogga<sup>2</sup>Lecturer in Commerce and Management, AcharyaTulasi National College of Commerce, Shivamogga

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**ABSTRACT**

*In Indian agriculture plays important role in economic development. India's prosperity depends on agriculture prosperity, therefore many kinds of agriculture products produced in India and marketing of all agriculture products tends to be complex process. Agricultural marketing involves many operations and processes through which the food and raw materials move from the cultivated farm to the final consumers. Agriculture provides goods for consumption and exports and manufacturing sectors. The suitable marketing system should be designed so as to give proper reward or return to the efforts of the tiller of the soil. Market information is a means of increasing the efficiency of marketing system and promoting improved price formation. It is crucial to the farmers to make informed decisions about what to grow, when to harvest, to which market produce should be sent and whether or not to store it. So that the marketing information on agriculture commodities are incorporated in the extension services along with production aspects to the farmers.*

**KEYWORDS:** Agriculture, Marketing, food-grains.

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**PRELUDE**

Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. Numerous interrelated activities are involved in doing this, such as planning production, growing and harvesting, grading, packing, transport, storage, agro-and food processing, distribution, advertising and sale. Such activities cannot take place without the exchange of information and are often heavily dependent on the availability of suitable finance. Marketing systems are dynamic; they are competitive and involve continuous change and improvement. Businesses that have lower costs, are more efficient, and can deliver quality products, are those that prosper. Those that have high costs, fail to adapt to changes in market demand and provide poorer quality is often forced out of business.

**CONCEPT OF AGRICULTURAL MARKETING**

The term agricultural marketing is composed of two words-agriculture and marketing. Agriculture, in the broadest sense, means activities aimed at the use of natural resources for human welfare, i.e., it includes all the primary activities of production. Marketing connotes a series of activities involved in moving the goods from the point of production to the point of consumption. Agricultural marketing involves essentially the buying and selling of agricultural produces. This definition of agricultural marketing may be accepted in olden days, when the village economy was more or less self-sufficient, when the marketing of agricultural produce presented no difficulty, as the farmer sold his produce directly to the consumer on a cash or barter basis. But, in modern times, marketing of agricultural produce has to undergo a series of transfers or exchanges from one hand to another before finally reaches the consumer. Agricultural marketing system is defined in broadest terms, as physical and institutional set up to perform all activities involved in the flow of products and services from the point of initial agricultural production until they are in the hands of ultimate consumers. This includes assembling, handling, storage, transport, processing, wholesaling, retailing and export of agricultural commodities as well as accompanying supporting services such as market information, establishment of grades and standards, commodity trade, financing and price risk management and the institutions involved in performing the above functions. According to Khols, marketing is the performance of all business activities involved in the flow of goods and services from the point of initial agricultural production until they are in the hands of the ultimate consumer. The National Commission on Agriculture defined agricultural marketing as a process which starts with a decision to produce a saleable farm commodity and it involves all aspects of market

structure of system, both functional and institutional, based on technical and economic considerations and includes pre and post- harvest operations, assembling, grading, storage, transportation and distribution.

The Indian council of Agricultural Research defined involvement of three important functions, namely

- (a) Assembling (concentration)
- (b) Preparation for consumption (processing) and
- (c) Distribution.

Agricultural markets are special types of markets that have special characteristics that differ from other markets. These are mainly due to factors affecting supply of agricultural products, and the situation of producers in this business. First of all the agricultural market is very competitive because the producers are all very small and large in number. Therefore, they don't have a great influence on the price of their products. Agricultural producers are what are known as price takers, producers that have little or no influence on the price of their output. Marketing has to be customer-oriented and has to provide the farmer, transporter, trader, processor, etc. with a profit. This requires those involved in marketing chains to understand buyer requirements, both in terms of product and business conditions.

## **REVIEW OF LITERATURE**

There were many studies carried out by different scholars, committee on agriculture and agricultural marketing and so on. The following are the previous research work carried on agricultural marketing systems.

**Karthikeyan (2016)**<sup>1</sup> in his study on “**Problems in Marketing of Agriculture goods**”, states that agriculture plays an important role in the economic development of a country. The marketing of farm products is a complex process. Agricultural marketing involves many activities and processes through which the nutriment and raw material move from the farm to the final consumers. The marketing system should be so designed as to give proper reward to the efforts of the agriculturist. This paper focuses on the problems faced by the farmers in the marketing of agriculture goods and offers valid suggestions to overcome the problems faced by the Indian farmers at the time of marketing their produced goods.

**Thirumagal Vijaya and D.Suganya (2015)**<sup>2</sup> in their research paper “**Marketing of Agricultural Products in India**” described that the selling of any agricultural products depends on the factors like the demand of the product at that time, and availability of storage etc. The task of distribution system is to match the supply with the existing demand by whole selling and retailing in various points of different markets like primary, secondary or terminal markets. Most of the agricultural products in India are sold by farmers in the private sector to moneylenders or to village traders.

**Prasannakumaran and V.Rajeswari (2015)**<sup>3</sup> in their study on “**Challenges and prospects of Agricultural Marketing in India**”, implied that over the years, major changes came into effect to improve the agricultural marketing system. Many institutions viz., the regulated markets, marketing boards, cooperative marketing institutions, warehousing cooperatives etc., have been established primarily to help the farmers. However, various studies indicate that modernization in agricultural marketing could not keep pace with the technological Adoptions in agriculture. The various marketing functions viz., grading, standardization, storage, market intelligence, etc., need to be improved to meet the present day requirements of the farmers.

**Kiruthiga, Karthi and Asha Daisy (2015)**<sup>4</sup> explained their article “**Marketing – An Overview**” that produce distribution to the customers. Like all the marketing activities, it also aims in profit making. It helps the farmers to reach their customers within very short lead time. In order to avoid isolation of small-scale farmers from the benefits of agricultural produce they need to be integrated and informed with the market knowledge like fluctuations, demand and supply concepts which are the core of economy.

**Sathya and Murugesh (2015)**<sup>5</sup> in his research on “**Agriculture Marketing with Special Reference to Coconut Marketing in Pollachi Taluk**”, explain that agricultural product sector has been one of the most

important components of the Indian economy. Coconut, predominantly a small holder crop, occupies a prime position in the cultural, social and economic lives of millions of people across the world. With regard to the production of coconut, in traditional coconut growing states like Kerala and other growing states in the north east, cultivation undertaken is small, fragmented and non-commercial holdings. Coconut industry, all round efforts made for integrated development of coconut sector in the areas of production, processing and marketing. In connection with these, a study is needed to exhibit the facts relating to coconut cultivation and marketing.

**Dr.R.Karthi, Ms.S.Valarmathi&Ms.G.Karthiga (2015)<sup>6</sup>** explained in their research article that the rural marketing has lot of issues to expand the business. Some of the barriers are communication barrier, fragmented villages, low per capita and seasonal income, low literacy level and seasonal demand and so on. Marketers have to understand these barriers and have to make effective strategy to overcome that barrier.

**GauravBissa and Vijay Vyas (2014)<sup>7</sup>** revealed in their research article “**Marketing of Agriculture products**” that, there has been great concern in the recent years regarding the efficiency of marketing of agriculture produces in India. It is believed that poor linkages in the marketing channels and poor marketing infrastructure are leading to high and fluctuating consumer prices, and to only a small proportion of the consumer rupee reaching the farmers. There is also substantial wastage, deterioration in quality, and frequent mismatch between demand and supply spatially and over time.

**Fatima Ademoh (2014)<sup>8</sup>** stated in their study states that Nigeria is fortunate to have an abundance of fertile soil along with a climate suitable for agriculture. There is also a supply of human resources that could benefit from having the agricultural sector to work in.

**NilanjanaKumari (2014)<sup>9</sup>** in their research paper concluded that India’s Foreign Trade with China with Special Reference to Agricultural Commodities investigated the Sino-Indian bilateral trade relationship took an impressive turn during the last decade as China gradually ascended to become the largest trading partner of India since 2008. It can be observed from the study above that the liberalization of trade in Indian economy has positively affected our relation with the Chinese government.

## **OBJECTIVES**

The study is undertaken with the primary objective of identifying the problems of agriculture marketing in India and to offer suggestions for improvements in marketing of agricultural products.

## **PROBLEMS OF AGRICULTURE MARKETING**

Universal problems in agriculture markets as per International Fund for Agricultural Development (IFAD) research, the scenario of agriculture markets has changed as compared to scenario before two decades especially for smallholder producer due to trends in national and international agriculture markets. Markets no longer have fixed nominal prices. Instead, new commercial relations must be established with a myriad of suppliers and buyers, and prices. Selling produce or purchasing inputs are now largely negotiated. For farmers particularly those producing export crops in areas enjoying good communications this has created new opportunities. For many others, especially those trying to produce market staples in remote areas of low agro-ecological potential, it has created major problems. The issue of market access may usefully be considered according to three dimensions: physical access to markets; structure of the markets; and producers’ lack of skills,

### **1. LACK OF OUTPUT QUALITY:**

Prima facie, the quality of produce is low due to a number of factors:

- (i) Poor quality of seeds,
- (ii) Primitive methods of cultivation,
- (iii) Lack of pest and disease control measures,
- (iv) Dependence on erratic monsoon (drought or flood),



(v) Lack of adequate storage facilities to protect the crop from rains and rats,

(vi) Deliberate adulteration and dumping and so on.

Of course, things have changed of late due to the setting up of regulated and organised markets by different State Governments.

## **2. ABSENCE OF GRADING:**

As a general rule, there is hardly any grading of the commodities to be marketed. Therefore, the purchaser has little, if any, confidence in the quality of the product(s). Of course, the British Government passed the Agricultural Produce (Grading and Marketing) Act in 1937 to solve this problem. But nothing really has happened. As per the Act, licenses are issued on a selective basis to reliable merchants, under the supervision and control of the Government staff. The graded commodities are subsequently passed on to the market under the label of "AGMARK".

## **3. INADEQUATE STORAGE AND WAREHOUSING FACILITIES:**

The average Indian fanner does not have adequate storage facilities. Moreover, there are no satisfactory warehousing facilities in the market. For these two reasons the farmer has to sell his produce immediately after the harvest. He cannot wait to obtain better prices in the future. Moreover, due to lack of storage facilities, farmers are unable to obtain loans from co-operative marketing societies or even commercial banks against the security of the stored output.

## **4. LACK OF ADEQUATE TRANSPORT FACILITIES:**

India's railroad network is grossly inadequate compared to its needs. There are hardly 3.8 km of rail tract per 100 square km area in India. The condition in rural areas is even worse. The road conditions in rural areas are really very bad. Even the rich cultivators, having surplus to dispose off, are often not interested in going to the mandis. Most rural roads are un-metalled and cannot be used during the monsoon season.

## **5. LACK OF INFORMATION:**

The market for agricultural products in India is not perfectly competitive in the sense that the farmers do not usually get adequate information about the price that prevail in big and organised markets. Due to lack of communication facilities, the information about market prices rarely reaches the farmers.

Since most farmers are illiterate and ignorant they take at face value whatever price rules in all parts of the market. Instead, lack of market information causes variations in market prices. Daily prices of some essential commodities are no doubt made public by the A.I.R. and T.V., but the number of radio sets and T.V. in rural areas is very small.

## **6. A LONG CHAIN OF INTERMEDIARIES:**

The number of middlemen and intermediaries between the farmer and the final consumer of most agricultural commodities is very large. Therefore, the total margin going to the traders is quite a large part of the market price. Some of them, such as the dalals, hardly perform any economic function. So the farmer hardly gets anything compared to the effort put and expenses incurred.

## **7. UNETHICAL PRACTICES:**

Many fraudulent practices are observed in rural markets. The entire method of transaction is against the interest of the farmer. In the mandis, the farmer has to approach a broker (a dalal) to be able to dispose of his produce to the arhitiya. These two intermediaries often use code words to settle the price under cover and not in open. Although they act for both the buyer and the seller, they serve the interest of the buyer than that of the seller by forming collusion with the arhitiya.

Moreover, false weights and measures are used and unnecessary deduction is made from the quoted price on the pretention that his produce is of inferior quality. Thus, the farmer is exploited in various ways and, the whole method of transaction is against the interest of the farmer. In short, most transactions are unfair and unethical.

#### **8. MULTIPLICITY OF CHARGES:**

A related point may be noted in this context. There are multiplicity of charges on the seller. Some of these are legitimate such as commission, carriage and weightment, while others are not (such as charges for the arhitiya buyers' servants and apprentices, charity, religious festival and so on). In each case the seller has to pay more than the buyer.

Peasants are also to pay various indirect taxes such as octroi (a tax on the inter-State movement of goods), terminal taxes and municipal tolls. In theory, these are normally paid by the consumers because the demand for agricultural commodities is elastic. But in practice these are paid by the seller—the poor and helpless cultivator.

#### **9. LACK OF PROPER MARKETING FACILITIES:**

In very-recent times, the quantum of marketed surplus has increased significantly in certain areas due [td] the spread Of Green Revolution. But this has not been supported by a. corresponding increase in market yards and other ancillary facilities. Consequently, the farmer has been the lone sufferer.

#### **10. DEBT OBLIGATION AND DISTRESS SALES:**

Finally, the average farmer is almost always in debt. So he cannot wait after the harvest so as to obtain better prices in future. He has to make distress sales to the moneylender or the trader immediately after the harvest, for clearing his debt. This weakens the position of the farmer. His condition deteriorates further when, at a later date, he has to make distress purchase from the open market by obtaining consumption loan.

So the main point is that the farmer has to sell his produce at the wrong time, at a wrong place and at an unfavourable price. As a result his revenue falls.

#### **REMEDIAL MEASURES:**

For all the above problems of India's agricultural marketing system the farmer does not get a fair deal from the market. However, his condition can be improved by removing the defects.

The following measures may be taken to improve the present system of agricultural marketing in India:

##### **(a) Regulated Markets:**

Regulated markets may be established with a view to eliminating unhealthy and unethical trade practices and reducing various marketing charges with a view to benefitting the poor cultivator. Quite recently, numerous regulated markets have been set up in various States to safeguard the interest of the farmers.

##### **(b) Expansion of Market Yards:**

This is a vital necessity. This must be supported by a corresponding expansion of ancillary facilities in the various existing markets and setting up new markets and market yards for handling the phenomenal increase in market arrivals, particularly in those areas where the Green Revolution has occurred (viz., Punjab, Haryana and western U.P.).

##### **(c) Cooperative Marketing Societies:**

I here is need to set up such societies. Some progress has been achieved in this direction. In India, the co-operative marketing structure consisted of more than 7,000 co-operative marketing societies, covering all important agricultural markets in the country.

**(d) Storage Facilities:**

An extension of storage facilities at the farm land and Storage and Warehousing Corporation, with a view to constructing and managing a whole network of warehouses in all towns and mandis. The co-operative societies get necessary financial and technical assistance from the Government for promoting warehouses in villages.

Moreover, the National Co-operative Development Corporation has been set up for planning, promoting and financing the programme of augmenting storage capacity of co-operatives at various levels.

**(e) Credit:**

Steps may be taken to provide cheap credit to farmers, especially from institutional sources like commercial banks and co-operatives. Co-operative societies are providing credit facilities to farmers with a view to improving their economic conditions, protecting them from the exploitative practices of village moneylenders and for helping them to get reasonable prices for their produce.

**(f) Transport Facilities:**

Expansion of transport facilities between the villages and mandis seems to be the need of the hour. Rural transport has been given emphasis in the five year plans and quite some progress has been made in this direction.

**(g) Other Measures:**

Various other measures taken include Prompt supply of market information through published documents and T.V. programmes, standardisation and grading to ensure quality to consumers and better prices to producers.

**CONCLUSION**

There is no doubt that in any marketing there is a motive towards profit involved and at the same time the marketing is to be based on certain values, principles and philosophies such as offering just and fair prices to the farmers who toil hard to till. Bringing necessary reforms coupled with proper price discovery mechanism through regulated market system will help streamline and strengthen agricultural marketing.

In order to avoid isolation of small-scale farmers from the benefits of agricultural produce they need to be integrated and informed with the market knowledge like fluctuations, demand and supply concepts which are the core of economy. Marketing of agriculture can be made effective if it is looked from the collective and integrative efforts from various quarters by addressing to farmers, middlemen, researchers and administrators. It is high time we brought out significant strategies in agricultural marketing with innovative and creative approaches to bring fruits of labor to the farmers.

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**AN EVALUATION OF PROMOTIONAL STRATEGIES OF MTR FOODS PVT. LTD. WITH  
SPECIAL REFERENCE TO BENGALURU CITY**

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**ABSTRACT**

*The concept of marketing has considerably changed in recent years. Today, it is regarded as a distinctive philosophy and activity of business concerned with discovery of needs, wants, and expectations of present and prospective consumers and creation, communication and delivery of desired value with the objective of achieving true consumer satisfaction and sustained profitable relationships with consumers. This emphasizes that marketing research activities have to be undertaken on continuous basis for assessing changes in consumer needs wants and expectations' and help in formulation and implementation of an appropriate marketing mix programme, which will bring a fit between the product and the market. The present study is an attempt in this direction. It focuses on evaluation of promotional strategies of MTR Foods Pvt. Ltd. Promotion refers to communication of product and organization to the target audience, in such a manner as to create brand and corporate image. It includes the strategies of advertising, personal selling, sales promotion, publicity, direct marketing etc. The research activities in this regard will help a lot in assessing their effectiveness. The MTR's promotional activities are more than satisfactory and majority of respondents have expressed their positive opinions about the same. Yet, the company has to pay some attention for greater improvement. If it pays greater attention for integrated marketing communication which implies appropriate integration of promotional efforts with other elements of marketing mix, the company is sure to position itself in a better manner in the minds of consumer and maintain sustainable profitable relationship with them.*

*Key Words: Marketing Strategies, Promotion Mix, Brand and Corporate image.*

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**INTRODUCTION**

The concept of marketing has considerably changed in recent years. Today, it is regarded as a distinctive philosophy and activity of business concerned with discovery of needs, wants, and expectations of present and prospective consumers and creation, communication and delivery of desired value with the objective of achieving true consumer satisfaction and sustained profitable relationships with consumers. This implies that marketing management has to aim at bringing about a match between the product and the target market, through its integrated marketing programme which requires an appropriate integration of all the elements of marketing mix, namely, product, price, promotion and place. This requires two basic things namely; 1. Understanding the needs and expectations of customers and 2. Formulation, implementation and control of such marketing strategies as would bring about a fit between company's resources and competences and consumer needs and expectations, in an integrated manner. This calls for continuous marketing research activities to assess the changes that take place in market and to take up necessary measures to maintain a fit between the product and the market. The present study is an attempt in this direction. It focuses on evaluation of promotional strategies of MTR Foods Pvt.Ltd. In marketing terminology, promotion refers to the entire set of activities which communicate the product or service to the users. The idea is to make the people aware of products or service and the selling company and motivate or persuade them to purchase the product against the competitive products. Promotion may be described as publicizing a product, organization or a venture so as to increase public awareness and sales. It is one of the elements of marketing mix which includes the elements of product, price, promotion and place. Promotion mix includes different activities and strategies like, advertising, sales promotion, personal selling, direct marketing, publicity and public relations. The present study attempts to present an evaluation of promotional strategies of MTR Foods PVT.LTD with special reference to Bengaluru city. The study obtains relevance because evaluation of promotional strategies of the company with special reference to Bengaluru city has not been undertaken hitherto.

**About the MTR Foods PVT. LTD.**

MTR was founded as a restaurant by Yagnanarayana Maiya and his brothers in the year 1924. A Food Control Act was introduced which mandated that food was to be sold at very low prices. This move made it difficult for MTR to maintain high standards in its restaurant business and forced it to diversify into the instant food

business, selling ready-to-eat snacks such as *Chutneys* and *Rasams*. Since the 1970s, MTR has expanded and diversified, with MTR Department Stores opened next to the restaurant, and an outlet opened in Chennai. Currently the MTR brand represents two separate entities; the MTR restaurant business and MTR Foods, the pre-packaged food business. The company manufactures a range of packaged foods including breakfast mixes, ready to eat meals, masalas and spices, snacks and beverages. Then in 1975, Maiyas diversified into the business of convenience foods and instant mixes. As the business expanded, modernization and state-of-art facilities, including dedicated Lab and printing and packaging facilities, were added. MTR's wide range of products include ready-to-eat curries and rice, ready-to-eat cook gravies, frozen food, ice-cream, instant mixes, spices and variety of pickles & papads, and milk beverage drinks.

MTR has its footprints across the globe. To fuel further growth, MTR became part of Norwegian Company M/s Orkla in 2007.

### **REVIEW OF LITERATURE**

The authors of this paper have reviewed a host of previous literature on the topic, which is in the form of thesis, published articles, paper presented in seminars and conferences, books etc. It has been observed that they are on marketing strategies, production and marketing of food products, marketing strategies of many companies marketing processed food products etc. But, there is no evidence of research oriented work on promotional strategies of MTR Foods Pvt. Ltd., with special reference to Bengaluru city. The following is the list of summaries of some of the previous works on the topic.

1. Thomson came to the conclusion that, the product and the consumer (people) are the most important factors in marketing. The main objective is to get these two in perfect harmony. He further states that, although companies can rather easily change product, they cannot change the people, but simply influence them. At last he concluded that, the most important controllable factor in marketing is the product.
2. Shapiro considered pricing as an important decision area of marketing. It is the only element of the marketing mix that generates revenue and all the other elements involved cost. Price is also one of the most important place indicators.
3. According to Monroe and Krishnan, price may be considered as quality indicator on a behavioral perspective. So price may be viewed either as an indicator of sacrifices, or as an indicator of both quality and sacrifice.
4. According to Kotler, sales promotion includes a various collection of incentive tools, mostly short-term designed to stimulate quicker and greater purchase of particular products or services by consumers are the trade.
5. According to Blattberg and others, the purpose of sales promotions is to have a direct influence on the behavior of the firms' customers. They have classified them into three major types as consumer promotions, retailer promotions offered by retailers to consumers. Trade promotions are promotions offered by manufacturers to retailers or other trade entities.
6. Porter says that, the strategy is based on the dimensions of strategic scope and strategic strength.
7. The generic strategy framework contains of two alternative scopes. They are - (3) Product differentiation (b) market segmentation.
8. Baker considers that a marketing strategy is a process that can allow an organization to concentrate the limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. The market strategy determines the choice of target market segment, positioning, marketing mix and allocation of resources.
9. According to Fraser, innovation is the only best way which brings differentiation between themselves and their competitors. The creation of an innovative product can potentially provide marketers with a suitable competitive advantage.
10. Scitovsky considered price as an important index of quality in his view, the word 'cheap usually means inferior quality
11. In their final conclusion Erickson and Johansson stated that, price becomes a less important indicator of quality in the presence of other product quality indicators such as brand name or some image.

**STATEMENT OF RESEARCH PROBLEM**

The present study is an attempt to analyze and evaluate the promotional strategies of MTR Foods Pvt.Ltd. and to make suggestions for enhancement of marketing efficiencies of the company in the light of the findings of the study. The evaluation is based on the primary data collected from consumer respondents of Bengaluru city. Hence, the study has been stated as "**An Evaluation of Promotional Strategies of MTR Foods Pvt. Ltd. with special reference to Bengaluru city**".

**OBJECTIVES OF THE STUDY**

The objectives set for the studies are as follows:

1. To evaluate the promotional strategies of MTR Company with the help of data collected from consumer respondents.
2. To make suggestions, in the light of findings of the study, for enhancement of marketing effectiveness of the company.

**RESEARCH METHODOLOGY**

The study is an empirical one and based on both secondary and primary data. The secondary data has been collected from books, published paper, theses and websites etc. The primary data has been collected from 100 consumer respondents from different parts of Bengaluru city, with the help of a structured questionnaire. The Bengaluru city has been selected for eliciting primary data, because the city is one of the major markets of the company. The convenience sampling has been applied for selection of respondents. However, necessary care has been taken to give proper representation to different classes of respondents.

**ANALYSIS AND INTERPRETATION OF DATA**

The researchers have made an attempt to assess the performance of promotional strategies of MTR Pvt. Ltd., a company manufacturing and marketing processed vegetarian food products. For the purpose of evaluation of the strategies, the primary data has been collected from 100 respondents in Bengaluru city, using convenience sampling method. Data has been analyzed using simple statistical tools. The details of analysis and interpretation of data have been shown below.

**Table 1: Sources of awareness about MTR products**

Source	No of consumers	%
TV and online Advertisement	53	53
Through Print media	12	12
Through friends and relatives	27	27
Other sources information	8	8
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

The above table reveals that TV and online advertisements are the major sources (53%) of information about MTR Company and its products, followed by the sources of friends and relatives (27%) and print media (12%)

**Table 2: Promotional activities of MTR attracting consumers**

Promotional activities	No of consumers	%
Advertisement	40	40
Publicity/Public relations	12	12
Direct Marketing	13	13
Sales promotion	35	35
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

The above table shows that advertising, (40%) and sales promotional methods (35%) are very attractive for consumers, followed by Direct marketing (13%) and Publicity/Public relations (12%).

**Table 3: Reasons for frequent purchase of MTR products?**

Reasons	No of consumers	%
Promotional offers	25	25
Quality	25	25
Range of items	20	20
Location of stores	20	20



Others including price	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

It is evident from the above table that promotional offers (25%) quality of products (25%), range of items (20%) and location of stores (20%) are the major reasons for the purchase of MTR products, placed in the order of importance.

**Table 4: Opinions about advertising effectiveness of MTR products**

Response	Respondents	%
Highly effective	54	54
Effective	33	33
Not effective	13	13
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

The above table unveils that 54% of respondents are of the opinion that the advertisements of MTR are highly effective and create strong image in the minds of consumers, and 33% opined that it is effective. Only 13% opine it as not effective.

**Table 5: Opinions about presentation of MTR products in Retail outlets.**

Response	Respondents	%
Extremely Good	30	30
Good	37	37
Average	33	33
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

The above table shows that more than 65% of the respondents are of the opinion that the presentation of MTR products in Retail outlets is good. However, more than 30% of respondents have not considered it as good.

**Table 6: How do you rate the consumer sales promotional efforts of MTR?**

Response	Respondents	%
Highly efficient and effective	54	54
Satisfactory	33	33
Not Satisfactory	13	13
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

The above table reveals that majority of the respondents (54%) opine that consumer sales promotional efforts are highly effective. 33% of respondents have opined them as satisfactory and only 13% have considered them as not satisfactory.

**Table 7: Opinion about the online presence of MTR**

Response	Respondents	%
Very attractive	49	49
Attractive	38	38
Average	13	13
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

It is evident from the above table that about 50% of respondents are very happy about online presence and service of MTR and more than 35% are much satisfied with the online presence. Only 13% opine that it is average.

**Table 8: Opinions about publicity and public relation efforts of MTR**

Response	Respondents	%
Very Effective	38	38
Effective	42	42

Average	20	20
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

The above table reflects that 80% of respondents have given very positive opinions about publicity and public relation efforts of MTR. Yet 20% are not happy about the same.

### SUMMARY OF FINDINGS

The following are the major findings of the study:

1. MTR Pvt. Ltd. is one of the important Vegetarian processed food companies operating in Karnataka. MTR's wide range of products include ready-to-eat curries and rice, ready-to-eat cook gravies, frozen food, ice-cream, instant mixes, spices and variety of pickles & *papads*, and milk beverage drinks. It confronts competition from other companies like Maiyas Ltd., Eastern condiments ltd. etc. in Karnataka.
2. TV and online advertisements are the major sources (53%) of information about MTR Company and its products, followed by the sources of friends and relatives (27%) and print media (12%).
3. Advertising, (40%) and sales promotional methods (35%) are very attractive for consumers, followed by Direct marketing (13%) and Publicity/Public relations (12%).
4. Promotional offers (25%) quality of products (25%), range of items (20%) and location of stores (20%) are the major reasons for the purchase of MTR products, placed in the order of importance.
5. 54% of respondents are of the opinion that the advertisements of MTR are highly effective and create strong image in the minds of consumers, and 33% opined that it is effective. Only 13% opine it as not effective.
6. More than 65% of the respondents are of the opinion that the presentation of MTR products in Retail outlets is good. However, more than 30% of respondents have not considered it as good.
7. Majority of the respondents (54%) opine that consumer sales promotional efforts are highly effective. 33% of respondents have opined them as satisfactory and only 13% have considered them as not satisfactory.
8. 50% of respondents are very happy about online presence and service of MTR and more than 35% are much satisfied with the online presence. Only 13% opine that it is average.
9. 80% of respondents have given very positive opinions about publicity and public relation efforts of MTR. Yet 20% are not happy about the same.

### SUGGESTIONS

1. It has been observed that TV and online advertisements are the major source of information about MTR Company and its products. The company may also use other media mainly radio and outdoor advertisements for better promotion of its products. Print advertising should be given greater importance so as to reach rural areas.
2. The company has to integrate more appropriately its promotional elements with elements of other factors of marketing mix namely; place, product and price. It has been observed that there are positive opinions about quality of products, range of items etc. The company has to associate these things with varieties of promotional offers, locational facility, affordable price etc.
3. It has been observed, during the survey, majority of respondents opine that MTR advertisements are highly effective. But, there are some opinions of its being not effective. However, it's better for the company to pay attention for making the messages more effective and meaningful, to position the products more effectively.
4. The study suggests that more than 30% of the respondents are of the opinion that the presentation of MTR products in the Retail outlets is average. Therefore, the company has to take necessary steps for the proper display of its products in retail outlets by, motivating the retailers.
5. Study suggests that majority of the respondents are satisfied with consumer sales promotion activities of MTR but, there are some adverse opinion about the same. This calls for refining of sales promotional activities of MTR by adding variety of promotional offers.

6. It's observed during the survey that even the online presence of MTR is highly attractive but, it did not mean that there are no negative opinions. The company can has to take necessary measure to refine the same and come out more successful in its online service.
7. Publicity and public relations, at present, have become very important elements of promotion, for ensuring sustainable relationships with customers and other stakeholders of business. Some of the respondents are not impressed over the efforts of the company, in this regard. The company has to pay attention in this
8. Finally, although the company has achieved a lot in its efforts relating to promotion, it has to pay attention for appropriate integration of promotional efforts with other marketing mix efforts, which would not only position the company's in a better manner, in the minds of customers with them, but also help in developing and maintaining sustainable profitable relationships with them.

## **CONCLUSION**

Integrated marketing communication approach emphasizes integration of promotional efforts with other elements of marketing mix, namely product, price and place, in the most appropriate manner so that the integration helps the company in bringing about a match between the marketing programme and the target market. Product should be in congruence with the needs wants and expectations of customers; prices should be affordable and provide enhanced value; distribution should focus on providing consumers with maximum convenience and marketers with economy and promotion should focus on identical and meaningful message in terms of demographic, socio cultural, economic and regulatory factors, prevailing in the markets. Such unification of all elements implies integrated marketing communication, which can ensure not only creation of customers but also maintenance of sustainable profitable relationship with them. The MTR Foods Pvt. Ltd. has already attained a very good position in vegetarian processed food market and has already impressed the customers through its marketing programmes and positioned itself well in the minds of customers. But, it does not mean that there are no areas of improvement in promotional activities. If the company pays greater attention for enhancing the efficiency and effectiveness in integrating promotional activity with other elements of marketing mix factors, it can place its products more competitive in the market and enhance further, its corporate image.

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**AN RECENT TRENDS IN BANKING AND HEALTH INSURANCE SECTOR IN KARNATAKA - A STUDY**

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**ABSTRACT**

*The health insurance schemes and banking sector are very necessary to everyone organized and unorganized employees and health reforms in Indian country are with regards improve their life styles and which is including for very essential for each and every one for improving their health and some of strategies to improve the own insurance companies potential even insurance companies are majorly help to the employees their health and family members. Insurance Corporation is a sector of Health Insurance that has emerged as a major growth driver and as the most prominent segment in the expansion of insurances space. The study highlighted that health insurance and health insurance schemes is one of the largest Social Security Schemes of the world where no upper limit on medical expenditure has been fixed for beneficiaries. The study was made on the overview of health insurance Corporation of India and tries to bring out the banking details of provisions available to customer and persons and their dependents both in and banking facilities under the Employees of Karnataka state.*

*Keywords- Insurance,; sustainable insurance, banking process*

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**INTRODUCTION.**

India's rapid rate of economic growth over the past decade has been one of the more significant developments in the global economy. This growth has its roots in the introduction of economic liberalization in the early 1990s, which has allowed India to exploit its economic potential and raise the population's standard of living. Banking and health Insurance sector has a very vital role in this process. From inception till today these two sectors have gone through drastic changes with changing demographics and priorities of country people. The challenges of changing regulations and rapid growth of technology had impacted these two sectors and changed the way of its operations in various manners and paved way to take feasible actions for this purpose. Banking and Insurance sector comprises of public and private sector, having own set of issues, this paper tries to highlight features of these two sector, recent trends, challenges faced today and tries to suggest some feasible measures for growth of these two sectors in Indian context. Keywords: Public sector Banks, Bank, Insurance, Penetration, Financial Inclusion. Introduction Finance and management of risk are considered the two most important factors for countries economic growth and overall stability. The growth of these two sectors is associated with the growth of industry, trade and commerce. In fact history of these two sectors can be traced back from British period, as the first Bank was set up in 1786, Bank of Hindustan, latter on East India Company established three banks Bank of Bengal, Bank of Bombay and Bank of Madras in year 1809, 1840 and 1843 respectively. The first Bank established exclusively by Indians is Allahabad Bank in 1865. Indian Banking sector witnessed a dramatic transformation; it can be seen with the help of three phases, Pre-matured phase - introduced formal banking sector to India, Mature phase - regulating the banks introduced in first phase and introduction of various acts, main role of RBI these are the main features of this phase, Innovation phase - liberalization, introduction of private as well as foreign players, Fin-tech institutions, initiatives taken by Government for financial inclusion, these are some characteristics of this phase. Talking about Insurance sector, India lagged behind from other countries, the inception of insurance sector was with general insurance products. The two vital players in this sector are LIC (inception 1956) and GIC (inception 1973). With the LPG policy, doors for private sector were opened in and after 1999. This brought competitiveness in Insurance sector and started coping up with the requirements of people.

**LITERATURE REVIEW :**

**International Insurance Society (2012):** In the current scenario countries are much more likely to experience sustained growth in their line of business, if their insurance markets are well developed. Development of insurance market is closely related to improved financial sector performance and it is true that without the investment of public and private sector in their infrastructure it is impossible for insurance market to develop adequately.

**Lian Han et. (2010):** analyzed that business to plan strategically around the reality of change, to understand that change and to manage it, becomes important not only for the survival and sustainability of the sector, but also to continue delivering a service to millions of customers who have invested in insurance and rely on the sector for

help when things go awry. The term sustainability is a buzzword and the terms such as sustainable development and corporate sustainability as well as corporate social responsibility are often used interchangeably.

**Marcel Van Marrewijk, (2003).** States that the business owes society an obligation or debt – for taking something from the former and so it must give something in return to the latter, and this would continue to provide the fertile grounds for latter's continuous existence. Sustainable Insurance Due to the need of the time, the concept of Sustainable Insurance evolve in the economy which is a strategic approach where all activities in the insurance value chain, including interaction with stakeholders, are done in a responsible and forward-looking way by identifying, assessing, managing and monitoring risk and opportunities associated with environmental, social and governance issues. Sustainable insurance aims to reduce risk, develop innovative solutions, improve business performance, and contribute to environmental, social and economical stability.

### **Need of the study**

In most developing countries including India, utilization of basic health services has remained poor. The situation is even worse in rural areas where both the living standards and the quality of healthcare services are low. Health risks pose the greatest threat to their lives and livelihoods. Even a minor health shock can cause a major impact on poor persons' ability to work and curtail their earning capacity. Moreover, there is a strong link between health and income at low income levels. A health shock usually affects the poor the most

### **Research methodology**

The present study is engaged in a detailed understanding of existing government health insurance schemes in Karnataka state. And banking empirical study is being endeavored to capture the perceptions on government health insurance schemes – overall awareness, enrolment process, utilization status, and satisfaction level of its existing beneficiaries in Karnataka.

The following section covers the research methodology of the present thesis. It includes research Design, source of data, sampling design and statistical tools and techniques.

### **Data source**

The present research will be carried out with the help of secondary sources of data.

#### **a. Collection of Secondary Data:**

The present study also gathers data from secondary sources. The data would be collected from various reports Annual reports of social security schemes of various states, Newspapers, Journals, Magazines, thesis, dissertation reports, Books, etc. Furthermore, the required secondary data would also be gathered from electronic sources.

### **Scope of the study**

The present study is focused on reviewing the existing government health insurance schemes mechanism and draws a road map for policy makers regarding amplifying the health insurance coverage for poor workers in Karnataka.

### **Statement of the problem**

insurance is one which recognizes the health and well-being of individuals as an asset in the society. While ill-health is a liability whose adverse effects reach beyond the individual into the society at large. To ensure good health to all the people of the country is the responsibility of government irrespective of their income level. The high and medium income group people are capable of availing healthcare services on their own capacities whereas the poor people are incapable of availing the health care services as well as healthcare facilities in the form of health insurances. Hence, it is the responsibility of the government to provide health care services directly to the needy people at affordable prices and protect the health risk in the form of insurance to cover the poor.

### **OBJECTIVES OF THE STUDY:**

The specific objectives of the paper are:

- 1) To study the present Banking and health Insurance sector scenario.
- 2) To study the key features of Indian Banking and health Insurance sector.
- 3) To study recent trends in Indian Banking and health Insurance sector.

### **Analysis of the study (Banking):**

Indian Banking and Insurance system is very well structured one; it focuses on need of each part of country contributing to growth of economy. Starting from RBI, an apex body, commercial banks, co-operative banks,

Regional Rural banks, Development Banks, Specialized Banks and most recently government initiative MUDRA i.e. Micro Units Development and Refinance Agency Bank for new start-ups, takes into consideration every part i.e. commercial, trade, import-export, agricultural upliftment. In same way as per the instruction of IRDA Insurance policies are mainly focusing on consumer interest, use of technology, perfect distribution network facilitating easy transactions. Dominance of Public sector Public sector Banks and institutions are institutions where a majority stake is held by a Government. There are total 27 PSB's in India while LIC is the only public sector life insurance company with 6 non-life public sector insurers. People prefer these institutions over private institutions. Public as well as regulatory framework is the main cause for dominance of public sector. Insurance (amendment) Act, 2015 changed percentage of ownership from 29% to 49% still public sector is in main role second thing is that data says that private sector contributed only 13% and 14% share in life and non-life from inception till today. Perfect regulatory framework With a perfect structure that can reach up to every single Indian Indian Banking and Insurance industry is perfectly regulated by RBI and IRDA established in year 1935 and 1999 respectively; focusing on securing the interest of country people. With quarterly monetary policies RBI manages to either suck or pump money from/into market and keep economy stable. While mission statement of IRDA clearly indicates speedy and orderly growth of insurance sector and optimum self-regulation. Huge employment avenues India Banking and Insurance sector has been always the most preferred avenues of employment. According to the McKinsey report on Banking, Indian banking sector has the potential to account 7.7% GDP with avenues of job over 2 million. In the same way as per 2012-13 Government data, life and non-life insurance has given employment to 18.27 lakhs (11.54 lakh Life and 6.73 lakh non-life) Indian population contributing to run economic cycle of India uninterruptedly.

Challenges Before Banking and Insurance Sector Banking Sector 1) Huge NPA's are great issue to be taken care of, according to Hindu Indian Banking sector gross NPA at 7.6%, highest in past 12 years and expected to rise further to 8.5% by 2017. Lending to those that are not capable of revival, no due-diligence mostly by PSB's, corruption and such other economical issues like unemployment, natural calamities are main causes of rising NPA's in India. 2) Near about 69% of Indian population resides in remote rural area and delivering financial services to them at affordable cost of such disadvantaged and low-income segment of society is currently the main challenge. According to 2008 report on Financial Inclusion by Dr. C. Rangrajan, over 73% of farmers currently do not have access to Banks and Banking system. Branches declining due to various reasons of scheduled Banks from 20922 in 2000 to 20678 in 2009. 3) Using right technology at right time for delivering quality services and maintaining the efficiency with standards is a great challenge for Indian Banking sector. Those who have implemented such technologies facing the issues of computer illiteracy, infrastructural issues, diversified technological needs of customers, coping up with technical regulatory framework, up gradation are main concerns. 4) With advancement of technologies way of transaction changed, with use of internet over computer, mobile and social media ran into higher cyber risk. Data breach, lower safety to customer information leading to reduce trust in online transactions. So even though we are trying to achieve banking convenience its becoming impossible and still we are experiencing rush at banks for transaction. Insurance Sector 1) Non-life insurance sector is very weak, 21.5% insurance business in terms of premium collected in comparison of 78.5% of life insurance business. Total insurance penetration in India showing very slow changes as it was 1.5% in 1990, 2.88% in 2003 and 3.30% in 2014-15. 2) There is still difference between expected performance and actual performance by insurance players resulting into greater customer dissatisfaction. 3) Deciding right price of product, premium, cost and claims at future date is very challenging task. Long-term sustainability as well as return on equity is main points that one can look into for perfect pricing. 4) Sudden regulatory changes are having negative impact on product segment. Industry needs to incorporate huge modification to sustain the impact of regulatory changes. 5) Distribution channels is still great challenge for insurance industry, agents need to upgrade themselves, agents inability to penetrate rural area, virtual threats to agents are main points must be looked into.

#### **Analysis of the study (insurance):**

According to Insurance penetration of India i.e. premium collected by Indian insurers is 3.30% of GDP in 2014-15, while McKinsey says Banking has potential to account 7.7% of GDP and this is really a healthy sign for Indian economy. Matured and young sectors of India Both sectors are young as it has huge potential to capture single Indian; still these sectors are matured one to attain this goal. The Broad structure and perfect regulating body trying with force and enthusiasm to attain this goal. Recent Trends in Banking and Insurance sectors.

1) Focusing on innovation to retain and enhance competitive differentiation According to Capgemini, new Fintech firms are causing threat to traditional financial institutions, in order to cope up with them proactive approach required to develop innovative offerings. The main reason behind this is the changing customer demographics and expectations.

2). Change ways of transactions Electronic payment services, Real Time Gross Settlement, electronic fund transfer, electronic clearing services, ATM's point of sale terminal, m-banking, these are some new ways that changed the way of banking practices. In same way Insurance companies now a days also using online payment, telephonic and online advisory services, and cross-processes with Banks etc resulting into multi-distribution, product innovation, claim management etc.

3) Financial inclusion, business growth and customer engagement Urban India is good with Banking system but there has to emphasis more focus on rural Banking hence there is sizable portion of the population that is unbanked or say under banked, needs financial awareness, with the help of Government Indian Banks are focusing on it to increase the business growth as well as to get participated each and every individual under banking system. According to parliament announcement in 2013 insurance penetration in India at 3.9% was below the world average 6.3%. in order to have good business Indian Insurance sector along with Government again working effectively to capture this un insured targeted population, involving many new ways of doing business.

Feasible measures for improvement of Banking and Insurance sector in India 1) Triggering demand drivers is the primary and vital measure, for Banking Market dynamics, Technology and Household savings are the main triggering factors that need special attention. Consumer behavior, demographics, appointment of agency by insurance committee to create insurance awareness can be of great use for growth of insurance industry in India. 2) Operating expenses of public sector banks are much higher than private Banks it has to be looked into. 3) Strict policies have to be made for customer defaults. 4) Entry of foreign players somewhere threatening Indian players. So competence needs to be accepted. 5) Mentality of India population is still worst about insurance sector and distribution channels are designed in such a way that products have to be bought and not to be sold. 6) Insurance sector is spending more on distribution i.e. agent have to travel to customer, convince him/her so tying to SHG's, co-operative Banks, RRB's and such ways will cut cost of distribution. 7) Inflation, income per capita income and such other economic factors have great impact on insurance industry so collective efforts by Government with insurance players need to be taken to resolve growth issue. 8) Variety of insurance product, lower premium, short-term contract, confidence in agent will also help insurance industry to grow well. Conclusion In this paper Banking and Insurance sector of India is critically analyzed with its recent trends, features, challenges and measure to face these challenges effectively. After study it is found that our public sector Banks are still lagging behind in various ways like overburdened service offering; cutting valuable time of doing business resulting in lower profitability, increasing NPA's. Insurance sector is also showing very slow growth literally in points only and trust in Insurance products is still very negligible, it has to be looked into somewhere. Both sectors are experiencing technological advancement; it's a good sign in terms of cost cutting, speedy and making fast transaction, but the thing is that only 35% population have access to internet and such facilities still resulting in rush at Banks and Insurance offices for transactions and inquiries and such related activities. Paper reflects that these two sectors are main drivers of Indian economy still their contribution in GDP is very low. Ground level measures need to be followed as suggested in last part of this paper to aid in vision 2020 of India.

### Findings and suggestions:

Insurance and banking in India are major contributing in India have registered considerable development and how it is growing panel wise with the onset of health care and health insurance sector reforms starting in the pre and post independence. It is beneficiaries to note that the development in these markets has been in a gradual and calibrated manner, sequenced in line with the reforms in the real sector. The impact of these reforms has been evident in the process discovery process, the easing of restrictions and the higher and lowering of transaction costs. Apart from these, there has been evidence of greater domestic educational system. The development of Higher education system is an on-going process and should not be considered as an event. It is important, therefore, that the authorities and participants should play proactive and complementary roles to sustain the future large deeds and needs of a growing country such as India.

### LIMITATIONS OF THE STUDY:

Therefore the some limitation are there in Health insurance schemes and banking customer .

01. Lack of awareness regarding the Health insurance policies and practices of the banking sector.
02. Unwillingness in expressing their frank opinion about the policies and accounts
03. Due to the length of the questionnaire and other personal reason.

**CONCLUSION:**

Realization of the importance of social security in the country led to the promulgation of the health insurance schemes and health reforms. It was a major legislation on social security for workers in independent India. The legislation on creation and development of a foolproof multidimensional social security system, when the country's economy was in a very fledgling state, was obviously a remarkable gesture towards the socio-economic amelioration of a workforce though limited in number and geographic distribution. As the administrator banking sector. RBI provides social protection to employees in the organized sector and their dependents in contingencies such as Loans, maternity or death and disablement due to an employment injury or occupational some other have to help by banks in recent days.

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## ARTIFICIAL INTELLIGENCE -ITS ROLE IN MARKETING

Abhishek S

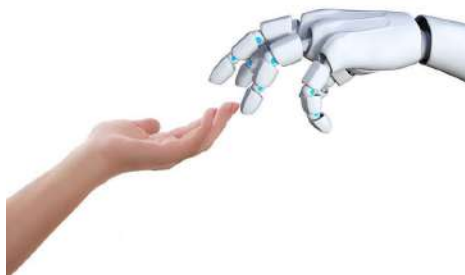
**ABSTRACT**

*Artificial Intelligence is a very popular subject that is widely discussed in the technology and business circles. Many experts and industry analysts argue that AI or machine learning is the future – but if we look around, we are convinced that it's not the future – it is the present. With the advancement in technology, we are already connected to AI in one way or the other – whether it is Siri, Watson or Alexa. Yes, the technology is in its initial phase and more and more companies are investing resources in machine learning, indicating a robust growth in AI products and apps in the near future. The objectives of our study focus on the stance and emergence of AI as well as the practices involved in current scenario. The present paper tries to explain the various AI used by the companies in promotion of their products. The paper also tries to explain the positive and negative impact of AI and how this AI is becoming a threat for replacing human in future.*

*Keywords--- Siri, Tesla, Cogito, Netflix, Nest (Google)*

**I. INTRODUCTION:**

Artificial Intelligence (AI) is a computer-assisted analytical course that attempts to form automated systems which can be referred to as intelligent. It can also be described as the human intelligence presented in the form of machines. AI is divided into two categories i.e., strong and Weak AI. The former, which is also known as artificial general intelligence, refers to a machine/system with logic, mindfulness, and sensory, and it has intelligence in more domains instead of a particular one. The latter, which is also known as artificial narrow intelligence, refers to machines which have intelligence in a particular domain. The applications of Artificial intelligence use technologies which includes natural language processing, speech recognition, machine learning, robotics, and computer vision. These technologies provide a number of opportunities for business. Like every other domain, marketing has also been significantly influenced by the introduction of new technologies and this effect will majorly grow in the upcoming years. It is evident that AI has boosted the performance of marketing in different ways. In near future, it is expected that AI will boost the impact, for e.g. Robots will be used as a substitute of salespeople, websites will be updated and reformatted automatically by eye-tracking data. Undoubtedly, the research on marketing will be shifted and become insignificant as the new trends in marketing will emerge due to the AI. The field of marketing is and will be changing rapidly with the changes and advancement in AI. The pace of this change will also transform the overall landscape of marketing in academics, research, and business context. This will be a major challenge for the organizations to transform according to the changing landscape of marketing. The companies will have to train their employees constantly with the emergence of new technology. Working with AI is not perceived as science fiction but instead, it is viewed as a reality which will become a necessity for survival. The employees of marketing have to understand and learn to enhance and match their skills for AI and robots to be ready for the near future.

**II. LITERATURE REVIEW:**

Manas Ranjan Mohapatra and Thomas H. Davenport (Artificial Intelligence for Marketing by Jim Sterne, Page 18)

It's not that difficult to argue that marketing in the future will make increasing use of AI. Even today, the components of an AI – based approach are largely in place. Contemporary marketing is increasingly quantitative, targeted, and tied to business outcomes. Ads and promotions are increasingly customized to individual consumers in real time. Companies employ multiple channels to get to customers, but all of them increasingly employ digital content. Company marketers still work with agencies, many of which have developed analytical capabilities of their own.

Sanjiv Mehta, CEO&MD of Hindustan Unilever Ltd. (Corporate citizen, February 16-28, 2018, Page 20 to 25)

The core of marketing hasn't changed, but the way we communicate has changed marketing. It is morphing every day. That's where the big shift has happened. The art of storytelling is very much there but how we tell the story and the medium through which we tell the story is the key. The big changes that will happen in marketing, just as in business, is artificial intelligence and machine learning.)

### **III. OBJECTIVES:**

The primary objectives of taking up this study is to:

- ✓ To analyze various aspects of artificial intelligence
- ✓ To know the necessity of adapting
- ✓ To analyze the impact of AI in Marketing

### **IV. RESEARCH METHODOLOGY:**

The paper searches the various dimensions attached to the concept of artificial intelligence marketing. This paper is a descriptive study, where examples are cited based on the references from some secondary material available. The study suggests some measures that can help marketers to improve their marketing strategies.

### **V. CONCEPTUAL FRAMEWORK**

#### **HISTORY:**

The field of AI research was born at a workshop at Dartmouth College in 1956, where the term "Artificial Intelligence" was coined by John McCarthy. In 1964 –A thesis by Danny Borow at MIT proved that computer can apprehend normal language to solve algebra word problems accurately. In the late 1990s and early 21st century, AI began to be used for logistics, data mining, medical diagnosis and other areas.

2015 was a landmark year for artificial intelligence, with the number of software projects that use AI Google increased from a "sporadic usage" in 2012 to more than 2,700 projects. Includes Microsoft's development of a Skype system that can automatically translate from one language to another and Face book's system that can describe images to blind people. In a 2017 survey, one in five companies reported they had "incorporated AI in some offerings or processes". Around 2016, China greatly accelerated its government funding; given its large supply of data and its rapidly increasing research output, some observers believe it may be on track to becoming an "AI superpower".

#### **DEFINITION:**

Artificial intelligence (AI) in marketing is the process of utilizing data models, mathematics and algorithms to generate insights that can be used by marketers. .

AI is also defined as the application of machine learning and other innovative technologies to leverage customer data.

#### **WHY IS AI MARKETING IMPORTANT?**

The impact of artificial intelligence on digital marketing is huge. A study by Smart Insights shows that out of 100 senior marketers from different industries, 55 percent of companies are implementing or already considering using AI in their marketing practices. Why is that?

AI Marketing (AIM) allows marketers to crunch huge amounts of marketing data analytics from social media, emails, and the Web in a relatively faster time. Moreover, the insights they get in a shorter time frame will help marketers boost campaign performance and return on investment (ROI) faster. This gives marketers and businesses more time to focus on other equally important tasks.

Another reason why AI in marketing campaigns in 2020 is important is that 76 percent of customers expect companies to understand their needs and expectations. AIM will help content marketers understand who exactly their target audience is, thereby creating a personal experience for customers/users.

#### **HOW TO USE AI FOR MARKETING?**

Don't have a clue on how to use artificial intelligence for your advertising/marketing campaigns? Luckily, there are several ways you can use it to your advantage, which are listed below:

- Sales forecasting: You can use AI Marketing for gathering data about past deals. It will study the data from emails, meetings, and on some occasion's phone calls. AIM can relate the data to the outcome of the possible sales of your current and future campaigns.

- Understand customers: Through the data gathered by AIM solutions, it can be easier for marketers to understand what their customer's needs are as well as how and when they want it. Marketers can also create customer profiles to make it easier for them to segregate people who are interested in their product from those who are still considering or will not purchase
- Find the trend: AI Marketing and its ability to analyze large chunks of data can be used to detect upcoming trends by "joining in" real-time conversations or events of your users.

#### **VARIOUS AI APPLICATIONS USED IN MARKETING:**

Some of the main marketing areas where AI implementation is seen in the current times include programmatic advertising, image recognition and computer vision. It even helps marketers to redesign their segmentation and targeting approach. Marketers also use facial recognition in their interactive campaigns.

In the vast marketing context, Artificial Intelligence can be applied across almost all the touch points in the customer journey. Some of the most popular and effective applications of the AI technology that have been identified include voice search, productiveness analysis, lead scoring, Ad targeting, Chat bots, marketing automation, retargeting, dynamic pricing and web and app personalization.

#### **SEARCH ENGINE OPTIMIZATION (SEO) IN AI**

Search Engine Optimization (SEO) is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. SEO refers to the improvement of unpaid results (known as "natural" or "organic" results) and exclude direct traffic/visitors and the purchase of paid placement. SEO may target different kinds of searches, including image search, video search, academic search news search, and industry-specific vertical search engines.

Optimizing a website may involve editing its content, adding content, and modifying HTML and associated coding to both increase its relevance to specific keywords and remove barriers to the indexing activities of search engines like Google, Yahoo etc. Promoting a site to increase the number of back links, or inbound links, is another SEO tactic. By May 2015, mobile search had surpassed desktop search.

As an Internet marketing strategy, SEO considers how search engines work, the computer-programmed algorithms that dictate search engine behavior, what people search for, the actual search terms or keywords typed into search engines, and which search engines are preferred by their targeted audience. SEO is performed because a website will receive more visitors from a search engine the higher the website ranks in the search engine results page (SERP). These visitors can then be converted into customers.

SEO differs from local search engine optimization in that the latter is focused on optimizing a business' online presence so that its web pages will be displayed by search engines when a user enters a local search for its products or services. The former instead is more focused on national or international searches.

#### **USEFUL PIECES OF AI SEO SOFTWARE**

##### **Bright Edge**



Bright Edge is a platform that contains several modules to help content marketers with optimizing their content. The software includes; Data Cube, Hyper local, Intent Signal, Keyword reporting, Page reporting, Content recommendations, Share of voice, Site reporting and story builder. The most unique feature is their hyper local add-in. This aspect **allows users to map out keywords in a specific region; either a country or city**. Bright Edge's Content Recommendations gives the opportunity to read through precise suggestions on each page. It personalizes each page on your site according to what that specific page contains.

##### **Market Brew**



This AI SEO software is unique in **how quickly it distributes information to the consumer**. Market Brew provides each company with step by step on-site training, as well as a breezy plan to implement the program. The software prides itself on its search engine modeling, producing information in only 1 and half hours. Their process involves coding a base search model, and in turn adjusting it so that it fits your target search engine; to which they claim they can accommodate any search engine. Their machine learns the exact algorithms that include which search engine you are wanting to use. This tool provides the user with a precise description of what distinguishes the first result from the second one; such as the HTML content or even the META description. This **cuts off time that a user spends manually analyzes the inner workings of the results**.

Market Brew also conveniently provides the user with exact ways to resolve the issues with your ranking, which can then be tested again within hours. This software overall provides a great visual explanation as well as step-by-step ways to swiftly and resourcefully improves your site.

### Can I Rank?



Can I Rank gathers information from various Search Engine Optimization websites, then takes the extra step to elaborate with suggestions. Their artificial intelligence method works with **providing the user with data that leads them in the right direction to boost their content**, backing it up with more than 200,000 websites. Can I Rank offers a keyword difficulty score to allow the user to judge which exact keyword will work for their specific website. The analysis is all done by a machine-learning system that focuses heavily on data as opposed to strict opinions. This website is efficient for those who want that data to back up why they should change and doesn't leave you clueless on what to adjust. Overall, Can I Rank lives up to their name by showing users exactly what sets them apart, and what they can do to improve that.

### Word Lift



Word Lift offers Artificial Intelligence for three facets of websites on Word Press; editorial, business, and personal blogger. Receiving a 4.7 out of 5 stars from Word Press itself, this plug-in analyzes your content into categories of; who, what, when, and where. Word Lift processes your information by creating new entities, allowing you to accept them and select internal links for your content. This program also suggests open license images, which reduces the time used on Goggling for images.

Word Lift publishes a knowledge graph with your linked data (just like Google does!) and this data can be used in many unique features, such as:

- creating timelines for events,
- utilizing Geomaps for locations,
- Making chords to show which topic relates to the others

### Dialogflow



Dialogflow is the basis of **voice search** on any platform such as; Google Assistant, Alexa, Cortana or even Face book Messenger. This program is supported by Google and runs with natural language processing. **Dialogflow uses named entity recognition to analyze the spoken phrases from user to process the requests**. The process includes providing the machine with several examples of how particular question could be phrased. In each case, the user must define an "entity" to show what the most pertinent part of the statement spoken is. From here, the information is spoken and relayed back to the consumer. Dialogflow provides a helpful guide on their website to help users with the beginning process of getting Alexa or Siri to do just what you want them to do!

## Alli AI



Alli AI SEO software offers several AI-powered SEO features to improve and optimize your website content strategies. The tool provides the user with an easy and powerful way to increase traffic, build quality backlink and scale business outreach. Alli AI uses Machine Learning technology to simplify SEO process through all-in-one software tailored for each client and packaged into a pretty nice UI. The process includes planning your SEO strategy, finding back links, getting code and content optimizations in addition to tracking your traffic progress.

Furthermore, Alli AI boasts of having created a human tool, as it gives users the feeling of actually dealing with a person and not a machine.

## One spot



This AI SEO software is unique from the others in that it focuses mainly on the consumer journey, with its patented “content sequencing” section. OneSpot generates personalized content after viewing a website user’s history on the internet. The company structures itself into three segments; OneSpot OnSite, OneSpot InBox, and OneSpot ReAct. Each facet of the company focuses specifically on that medium. Through all of these, OneSpot creates a unique “content interest profile” for each user who visits your site. This profile allows the software user to create a deeper connection with consumers and be able to better target new visitors. OneSpot gives users a great way to expand a relationship with consumers through multiple mediums.

## Acrolinx



Acrolinx is a game changer for those in the content marketing and advertising sector. The thought process drastically changes when it comes to optimizing search results. Developed at the German Research Center for Artificial Intelligence, Acrolinx works with 30 tools across the web; such as Microsoft Word and Google Docs, giving you much flexibility with how you promote your content. However, Acrolinx only supports; English, German, French, Swedish, Chinese and Japanese. This AI SEO software defines their evaluation technique with a “scorecard.” They make sure to ask what type of voice you are trying to achieve, to **make accurate suggestions for you**. Acrolinx works alongside, Salesforce.com, WordPress, Drupal, Adobe Marketing Cloud, and many more. The company provides an efficient guide to make sure that you are creating good content

## 7 POWERFUL EXAMPLES OF ARTIFICIAL INTELLIGENCE:

### 1. Siri

Siri is one of the most popular personal assistants offered by Apple in iPhone and iPod. The friendly female voice-activated assistant interacts with the user on a daily routine. She assists us to find information, get directions, send messages, make voice calls, open applications and add events to the calendar. Siri uses machine-learning technology in order to get smarter and capable-to-understand natural language questions and requests. It is surely one of the most iconic examples of machine learning abilities of gadgets.

### 2. Tesla

Not only smart phones but automobiles are also shifting towards Artificial Intelligence. Tesla is something you are missing if you are a car geek. This is one of the best automobiles available until now. The car has not only been able to achieve many accolades but also features like self-driving, predictive capabilities, and absolute technological innovation.

**3. Cogito**

Cogito originally co-founded by Dr. Sandy and Joshua is one of the best examples of the behavioral version of AI. Cogito is applicable on millions of voice calls that take place on a daily basis. The AI solution analyzes the human voice and provides real-time guidance to enhance behavior.

**4. Netflix**

Netflix needs no introduction – it is a widely popular content-on-demand service that uses predictive technology to offer recommendations on the basis of consumers' reaction, interests, choices, and behavior. The technology examines from a number of records to recommend movies based on your previous liking and reactions.

**5. Pandora**

Pandora is one of the most popular and highly demanded tech solutions that exist. It is also called the DNA of music. Depending on 400 musical characteristics, the team of expert musicians individually analyzes the song. The system is also good at recommending the track record for recommending songs that would never get noticed, despite people's liking.

**6. Nest (Google)**

Nest was one of the most famous and successful artificial intelligence startups and it was acquired by Google in 2014 for \$3.2 billion. The Nest Learning Thermostat uses behavioral algorithms to save energy based on your behavior and schedule. It employs a very intelligent machine learning process that learns the temperature you like and programs itself in about a week. Moreover, it will automatically turn off to save energy, if nobody is at home.

**7. Echo**

Echo was launched by Amazon, which is getting smarter and adding new features. It is a revolutionary product that can help you to search the web for information, schedule appointments, shop, control lights, switches, thermostats, answers questions, reads audiobooks, reports traffic and weather, gives info on local businesses, provides sports scores and schedules, and more using the Alexa Voice Service.

**ADVANTAGES IN ADAPTING ARTIFICIAL INTELLIGENCE SYSTEMS:**

- AI helps in error reduction
- AI helps in Replicating Humans
- AI makes an Digital assistants
- AI systems can assist customers 24x7

**LIMITATIONS IN ARTIFICIAL INTELLIGENCE:**

- AI lead to large scale of unemployment
- AI require Huge cost
- Customer privacy is not considered.

**FUTURE OF AI:**

The future of marketing vis-à-vis Artificial Intelligence is set to become more innovative and automated. International software development organization peg highlighted some ways in which AI will bolster marketing in the future.

Artificial Intelligence will help companies, and moreover, CMOs build a corporate culture with utmost customer focus, and help optimize marketing goals such as personalization, understanding customer behavior to customize the engagement and pitching process, making more accurate predictive analyses, and saving time on finding and converting leads.

In a nutshell, it will help companies save costs, optimize budgets, make task more streamlined for employees, reduce time by automating sales processes, and personalize the customer experience across the entire buying cycle.

**SOME FUTURE APPLICATIONS OF AI:**

- Customized user recommendations will become possible in real time with a customer Decision hub and enrich user experiences.
- Paid digital marketing campaigns can be better managed and automate to save time and expenses.

- Natural Language Processing (NLP) will become more 'intuitive' in gauging a customer's mood and intent depending on their written conversation with the company.
- AI Can even go as far as offering suggestions to sale reps in brick-and-mortar establishment on how to cater to a customer for best results.

## **VI. CONCLUSION:**

Artificial Intelligence and the technology are one side of the life that always interest and surprise us with the new ideas, topics, innovations, products ...etc. AI is still not implemented as the films representing it (i.e. intelligent robots), however there are many important tries to reach the level and to compete in market, like sometimes the robots that they show in TV. Nevertheless, the hidden projects and the development in industrial companies.

According to an article that was published by Forbes, in the near future, AI would not just replace the physical activities that are conducted by human beings but it would also replace the human involvement in planning, strategic formation, and decision-making process. This could be a good sign for business concerns as the level of automation would increase and manual processes would decline. For example, due to the use of Artificial Intelligence technology, the need for human factors in the business setting could decline. This could increase the overall unemployment rate in various business settings. Thus all the consequences of AI technology in marketing could not be positive in nature.

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**BRAND LOYALTY OF WOMEN TOWARDS COSMETICS**

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**ABSTRACT**

*Apparently, a woman is style and fashion dominated and would like to be referred as style icon. In fact, their needs now no longer remain latent due to availability of various cosmetic products. Companies always try to find another way to make their customer stay loyal to them. Loyal consumer is more profitable than acquiring a new one. Customers who are loyal towards a brand may perceive a unique value in the brand. Cosmetic products have become a good market in entire the world, to be a good competitor in the market, cosmetic industries must build a strong brand loyalty because of the presence of well-known product in domestic and international quality brand. The Main purpose of this study is to understand and analyse brand loyalty of women towards cosmetics, with the help of well structured interview schedule, data was collected from 40 women of Sagar Taluk by following convenient sampling technique. Statistical tool like percentage, weighted score method, chi-square test were used to analyse the data.*

*Key Words: Brand Loyalty, Cosmetics, Industry, Profit,*

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**INTRODUCTION**

The global cosmetic industry has been captivated by India in a fascinating manner—the world's second most populous country has seen an enormous growth of the cosmetics industry. The use of cosmetics became prominent in the middle age, typically among members of the upper classes. The general term cosmetics is applied to all preparations used externally to condition and beautify the body, by cleaning, coloring, softening, or protecting the skin, hair, nails, lips, or eyes. The U.S. Food and Drug Administration (FDA), which regulates cosmetics in the United States, defines cosmetics as products "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions." Women have an inherent love for beauty. The rapid economic growth, coupled with the huge development of cosmetics industry contributes to the significant changes of cosmetics consumer behavior. Cosmetics have become a routine tool to make women more presentable.

**BRAND LOYALTY**

Brand is define as symbol, mark, logo, name, word, sentence or a combination of many items that companies used to differ their product to other similar one. In many industries, companies are trying to retain consumer because loyal customer is a source of profitability. The American Marketing Association defines brand loyalty as "the situation in which a consumer generally buys the same manufacturer-originated product or service repeatedly over time rather than buying from multiple suppliers within the category" or "the degree to which a consumer consistently purchases the same brand within a product class". Brand loyalty consists of consumer's commitment to repurchase or continue to using the same brand and also the extent of the faithfulness of consumers to a particular brand, expressed through their repeat purchases.

**REVIEW OF LITERATURE**

**Lydia. K. Mwai, Anne .W. Muchemi, Lonsolata .W. Ndungu** conducted a research on "Analysis of Brand analysis in cosmetic products", to examine the brand effectiveness in cosmetic industry. The study concluded that, brand trust, brand price and perceived quality have a strong influence in determining the brand loyalty of customers in cosmetics products and companies who would seek to create brand loyalty in cosmetic products may have to consider these determinants of brand loyalty in order to position their products completely in the market place.

**PriyangaP and R. Krishnaveni** conducted a research on "Perception of women consumers towards branded cosmetics in Nagapattinam district", The study found that price and brand image of the products are two majorly elected features affecting their preference for selecting a particular brand and consumers tend to use the latest type of cosmetics for many reasons against traditional ones. It also stated that quality, brand and price are the main considerations for which women may switch from one brand to another brand.

**Sundari**, conducted a research on "Brand consciousness of women consumers", to know the level or degree of brand consciousness among the women consumers. The study resulted in a conclusion that the women consumers consider price, quantity and advertisement to be the important reason for brand shift followed by free



gifts, to have a change in the usage of brand, influence of friends and quality to be the other reasons for brand shift when purchasing personal care products.

**Sushil Kumar M Parmar** conducted a research titled, “A study on Brand loyalty for cosmetic products among youths”, the objectives of the research was to study the brand loyalty among youth for cosmetic products; to study the customer perception towards factors responsible for building brand loyalty The study concluded that the majority of consumer’s buying behaviour is influenced by friends followed by parents. It also indicated that excellent quality plays a vital role in building brand loyalty, on contrary, quality, allergic reaction and recommendations cause to switch over to other brands.

### STATEMENT OF THE PROBLEM

The consumer’s mind can be thought of as a geometric space where brands are plotted as points to represent consumer’s judgments. The task of marketer is to mould consumer perceptions so as to occupy the desired position for his brand. Attitude, believes and experiences of women play a vital role in forming opinion about brands buying decisions and influencing his loyalty. The study focus upon to find out buying decision of women on varieties of cosmetics brand, what are the brands considered to be most popular, repeated demanded cosmetics brand considered as popular in the market and factor influencing brand loyalty.

### OBJECTIVES OF THE STUDY

The present study has the following objectives

- To analyse preference of women towards cosmetics.
- To identify practices and opinion of women towards cosmetics.
- To understand the brand loyalty of women towards cosmetics.

### HYPOTHESES

**H<sub>0</sub>:** There is no association between occupation and reasons to purchase specific brand by the women

**H<sub>1</sub>:** There is an association between occupation and reasons to purchase specific brand by the women

**H<sub>0</sub>:** There is no association between income and amount spent to purchase of cosmetics

**H<sub>1</sub>:** There is an association between income and amount spent to purchase of cosmetics

### RESEARCH METHODOLOGY

The methodology used in this study is as follows.

#### Sources of Data

The data needed for the study is gathered through primary and secondary data. The primary data has been collected by using well structured interview schedule and the secondary data has been collected from books magazines and internet.

**Scope of the Study:** The study is confined to Sagara Taluk. Women’s usage pattern preference, perception towards branded cosmetics are considered for the purpose of study.

**Sampling:** Total of 40 sample cosmetics’ users are being chosen under convenient sampling technique.

**Tool for Analysis:** statistical techniques like, percentage, Weight point method and Chi square Test is used to analyse the data.

**Data Analysis:** The Data collected from the survey have been analysed and presented under this heading.

### 1. SOCIO ECONOMIC PROFILE

Socio economic and demographic factors influences to the decision for use of cosmetics. Hence before moving to the brand preference and use here an attempt is to make to know socio economic profile of the respondents.

**Table 1: Profile**

Classification		Frequency	Percentage
Age	<18	6	15
	18-30	23	57.5
	30-40	5	12.5
	40-60	6	15
Education	Primary	1	2.5

	High school	7	17.5
	PUC	10	25
	Degree	9	22.5
	Post –Graduation	13	32.5
<b>Occupation</b>	Student	19	47.5
	Employee	6	15
	Self employed	6	15
	Home maker	8	20
	Agriculture	1	2.5
<b>Residential area</b>	Rural	29	72.5
	Urban	11	27.5
<b>Monthly income</b>	Less than 10000	15	37.5
	10000-20000	15	37.5
	20000-30000	9	22.5
	30000-40000	1	2.5

**Age:** out of total surveyed a large majority, to be precise 57.50 per cent of the respondents are belong to the age group 18 years to 30 years, less number of to be specific 12.50 per cent of the women are of the age group 30 years to 40 years

**Education:** Out of total surveyed, Elucidates high number 32.50 per cent of the respondents have completed post-graduation, less number of 2.50 per cent have completed the primary education

**Occupation:** Normally occupation influences more on use of cosmetics', out of the total surveyed, 47.50 per cent are students, So the majority of cosmetic users are students.

**Residential area:** Place where living considered as important demographic factor influence on use of cosmetic. Out total respondents surveyed, a major portion that is 72.50 per cent of the respondents are living in rural area where as rest of the surveyed, 27.50 per cent of the respondents are living in urban area.

**Monthly income:** out of total respondents surveyed majority of cosmetic user earning average monthly income of Rs 10,000 to Rs 20,000.

## 2. Usage pattern, Preference , Perception on Branded Cosmetics

**Table 2: Frequency of Usage of cosmetics**

Cosmetics	Daily use	Occasional use
Face care	35	5
Hand care	22	13
Foot care	7	15
Hair care	24	10
Bath and body care	32	6
Lip care	19	14
Eye care	24	10
Make up	5	32

**Note:** due to some of the respondents are not using some type of products therefore there is a variation in total number of respondents.

Table 2 presents the women's usage pattern, out of total respondents, face care, hand care, hair care, bath and body care cosmetic are used for routine consumption and large number of women are use cosmetics for makeup purpose occasionally

**Table 3: Preferred Brand**

Type of Brand	Face care	Hand care	Foot care	Hair care	Bath and body care	Lip care	Eye care	Make up
Himalaya	7	7	3	4	9	11	6	2
Ponds	11	3	2	-	-	-	-	-

<b>Patanjali</b>	2	3	7	10	9	-	1	-
<b>Lakme</b>	10	-	-	-	-	3	5	26
<b>Revlon</b>	-	-	-	-	-	-	-	3
<b>Maybelline</b>	2	-	-	-	-	2	4	
<b>Elle 18</b>	-	-	-	-	-	-	3	
<b>Garnier</b>	-	-	-	2	-	1	1	1
<b>Fair and lovely</b>	9	-	-	-	-	-	-	-
<b>Vaseline</b>	-	12	4	-	4	8	-	-
<b>Local brand</b>	4	8	5	20	11	7	15	3
<b>Not stick on to any brand</b>	1	2	2	1	7	2	-	2

Table 3 depicts the most preferred brand by the women. It clears that the cosmetic brand Himalaya, Pathanjali, local brand are play a vital role in market. Cosmetic brand lakme is preferred for makeup.

**Table 4: Amount Spent for Cosmetics per Month**

<b>Total amount (Rupees.)</b>	<b>Frequency</b>	<b>Percentage</b>
Less than 500	26	65.00
500-1000	13	32.50
1000-1500	00	00.00
1500-2000	01	02.50
2000-2500	00	00.00
>2500	00	00.00
<b>Total</b>	<b>40</b>	<b>100.00</b>

Table 4 shows that cost incurred for purchasing of cosmetics. More number of women are spent below 500 Rupees monthly.

**Table 5: Purchasing Place of Cosmetics**

<b>Place of Purchase</b>	<b>Frequency</b>	<b>Percentage</b>
Medical stores	28	70.00
Departmental stores	8	20.00
Grocery stores	2	5.00
Beauty parlour	4	10.00
Online	2	5.00
<b>Total</b>	<b>40</b>	<b>100.00</b>

Table 5 clears place where cosmetics are purchase, medical store play a significant role for distributing cosmetics it is evident from large number of 28 women opinion, followed by 8 are prefer departmental store.

**Table 6: Reason for Use of specific Cosmetics Brand**

<b>Reason</b>	<b>Frequency</b>	<b>Percentage</b>
Medical reasons	1	2.50
Personal care	14	35.00
Self-esteem	1	2.50
Good looking	9	22.50
Self-satisfaction	11	27.50
Fashion	4	10.00
<b>Total</b>	<b>40</b>	<b>100.00</b>

Table 6 shows reason for use of cosmetics, personal care got first reason for use of cosmetics opinion of 14 women, followed by 11 women are said that self-satisfaction, 9 women opined use cosmetic for looking good, and least number of women use the cosmetics for fashion, medical care, self esteem.

**Table 7: Influencing Factor in the Purchase of Cosmetics**

<b>Influencing Factor</b>	<b>Total score</b>	<b>Rank</b>
Price	204	<b>III</b>
Image	252	<b>I</b>
Organoleptic attributes	175	<b>IV</b>
Ingredients	209	<b>II</b>

Packaging	74	<b>VI</b>
Availability	130	<b>V</b>
Advertisement or offers	66	<b>VII</b>

Table 7 ranks the factors which are influencing women to buy the cosmetics. To rank the factors weighted score method is used. Weighted score is calculated by multiplying seven points to the factor ranked first, six points to the factor ranked second, five points to the ranked third and so on. Further, based on total multiplied score ranks were assigned. Such an analysis reveal that the factor brand has got first rank with 252 total weight points, ingredients has got second rank with 209 total weighted points, price has got third rank with a total weighted points of 204, organoleptic attributes has got fourth rank with 175 weighted points, availability has obtained fifth rank with a total weighted points of 130, packaging has got sixth rank with a total weighted points of 74 and the advertisement or offers has got seventh rank with a total weighted points of 66.

**Table 8: Brand Loyalty**

Response	Frequency	Percentage
Yes	12	30.00
No	28	70.00
<b>Total</b>	<b>40</b>	<b>100.00</b>

Table 8 explains that out of total respondents surveyed, 30 per cent of the consumers are not stick on to any brand and the majority of 70 per cent of the respondents are stick on to the particular brand, which means that they are loyal to the particular brand.

**Table 9: Frequency of Changing the Brand**

Particulars	Frequency	Percentage
Frequently	4	10.00
Rarely	8	20.00

Table 9 explains that out of total respondents surveyed, 10 per cent of them change their brands frequently, and another 20 per cent of the respondents change their brands rarely.

**Table 10: Reason for Changing Brand**

Reason	Frequency	Percentage
Hike in Price	2	16.67
Change in quality	1	8.33
Adverse effect	1	8.33
New brand	3	25
Others influence	5	41.67
<b>Total</b>	<b>12</b>	<b>100</b>

Table 10 attempts to present reason for changing brand. Out of total respondents 12 are changing their brands frequently and rarely because of others influence opined by 5 respondents, followed by 3 are said new brand , hike in price is the reason for changing brand is opined by 2 women and 1 each said that changes in quality and adverse effect are the reason for change in brand.

## HYPOTHESES TESTING

**1.  $H_0$ :** There is no association between occupation and reasons to purchase specific brand by the women

**$H_1$ :** There is an association between occupation and reasons to purchase specific brand by the women

**Table 11: Association between Occupation and Reasons to Purchase Specific Brand by the Women**

Occupation	Reasons											
	Medical reasons		Personal care		Self esteem		Good looking		Self-satisfaction		Fashion	
	O	X2	O	X2	O	X2	O	X2	O	X2	O	X2
Student		0.475	6	0.063		0.475	5	0.123	5	0.009	3	1.5
Employee		0.15	2	0.004		0.15	1	0.09	2	0.074	1	0.267
Self employed		0.15	2	0.004	1	4.87	1	0.09	2	0.074		0.6
Home maker		0.2	4	0.51		0.2	2	0.022	2	0.018		0.8

Agriculture	1	0.025		0.35		0.025		0.225		0.275		0.1
<b>Total</b>	<b>1</b>	<b>1</b>	<b>14</b>	<b>0.931</b>	<b>1</b>	<b>5.72</b>	<b>9</b>	<b>0.55</b>	<b>11</b>	<b>0.45</b>	<b>4</b>	<b>3.267</b>

**Source:** Primary Data

Degree of freedom (df) = (C-1)( R-1) , (6-1) (5-1) = 20

Calculated Chi Square value = 11.918

Chi square value at 5 % significance level = 31.410

**Inference:** As the calculated value is lesser than the table value at 5% level of significance, it can be inferred that there is no significant association between Occupation and Reasons to Purchase Specific Brand by the Women.

**Table 12: Association between monthly income and amount spent for purchase of cosmetics**

Monthly Income (in Rs)	Amount spent (in Rs.)					
	Less than 500		500 to 1000		1500 to 2000	
	O	X2	O	X2	O	X2
Less than 10000	11	0.160	4	0.157	0	0.375
10000 to 20000	10	0.006	5	0.0032	0	0.375
20000 to 30000	5	0.123	4	0.395	0	0.375
30000 to 40000	0	0.65		0.325	1	38.02
<b>Total</b>	<b>26</b>	<b>0.939</b>	<b>13</b>	<b>0.8802</b>	<b>1</b>	<b>39.145</b>

**Scourers:** Primary Data

Degree of freedom (df) = (C-1)( R-1) , (3-1) (4-1) = 6

Calculated Chi Square value = 40.96

Chi square value at 5 % significance level = 12.592

**Inference:** As the calculated value is greater than the table value at 5% level of significance, it can be inferred that there is a significant association between monthly income and amount spent for purchase of cosmetics.

## CONCLUSION

It is the dream of any marketer is to create a strong connection with consumers and to have a long term relationship. This dream can only come true if his efforts are completely diverted towards those factors which are responsible for building a brand loyalty. The study was intended to identify and analyse the brand loyalty of women towards cosmetics. It also tried to find association between occupation and reasons to purchase specific brand and monthly income and amount spent for purchase of cosmetics. The study concluded that most of the consumers are stick on to the particular brand, which means they have brand loyalty. The study has also shown that factors such as Price Image, Organoleptic attributes, packaging, advertisement or offers have a significant impact on buying behavior of consumers.

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**CHALLENGES AND OPPORTUNITIES OF GREEN BANKING IN INDIA**

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**ABSTRACT**

*The banking industry plays an important role in economic growth and environmental protection by promoting environmentally sustainable and socially responsible institution. The banking of this kind can be termed a "Green Banking", change is the need of the hour for survival in all spheres. Banks can provide important leadership for the required economic innovation that will provide new opportunities for financing and investment policies. Green banking means combining operational improvements, Technologies and changing client habits in banking business. Adoptions of green banking practice will not only be useful for environment, but also benefit in greater operational efficiency, a lower vulnerability to manual errors, fraud, and cost reductions in banking activities. This paper has made an attempt to highlight the major services, challenges, opportunities, strategies of green bank in India.*

*Key Words: - Green Banking financial products and sustainable development, global warming*

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**INTRODUCTION**

Environment sustainability is the design and provision of products and services that incorporate and promote waste minimization, effective use and reuse of resources. Its aim is to protect the environment for the benefit of current and future generations. It is all about meeting needs and seeking a balance between people, the environment and the economy. According to the United Nations, sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development and preservation of environment are now recognized globally as overriding imperatives to protect our planet from the ravages inflicted on it by mankind. Various global initiatives are underway to counter the ill-effects of development that we encounter today such as carbon foot print, global warming, climate change, fickle weather, floods, droughts, pollution, high greenhouse gas emissions, etc., while still there is no consensus among the countries on sharing the burden of ecological footprint, most of the countries have been taking aggressive measures to tackle global warming and climate change.

The banking industry influences both economic growth and development, both in terms of quality and quantity, leading to a change in the nature of economic growth. Therefore, banking sector plays a crucial role in promoting environmentally sustainable and socially responsible investment. Banks may not be the polluters themselves but they usually have a banking relationship with some companies/investment projects that are polluters or could be in future. Banks also contribute to ecological footprint directly and indirectly through investment/lending in their customer enterprises. As such they need to play a key role in optimizing /reducing the carbon footprint. It is said that what is not measured, is not managed.

**CONCEPTS OF GREEN BANKING**

Green banking means promoting environment friendly practices and reducing carbon footprint from banking activities. This comes in many forms viz., using online banking instead of branch banking, paying bills online instead of mailing them, opening of commercial deposits and money market accounts in online banks etc.,

Green banking refers to the efficient and effective use of computers, printers and servers to optimize the use of energy and waste-less paper. One of the important ways in which banks can implement green banking is by promoting the use of online banking among customers. Online banking helps reduce paperwork and the need to travel to bank branches. This positively impacts the environment. This facility is beneficial for banks, as it reduces operational costs and increases efficiency.

This concept of "Green Banking" would be mutually beneficial to the banks, industries and the economy. Green banking will also ensure the greening of the industries but it will also facilitate in improving the asset quality of the banks in future.

*Carbon footprint* is a measure of an organization's or entity's impact on the environment in terms of the amount of greenhouse gases produced, measured in units of carbon dioxide equivalent.

*Global warming* is a measure of rising average temperature of Earth's atmosphere and oceans and its projected continuation. In the last 100 years, the Earth's average surface temperature increased by about 0.8°C (1.4 F) with about two-thirds of the increase occurring over in the last three decades. Most global warming is caused by

increasing concentrations of greenhouse gases produced by human activities such as deforestation and burning fossil fuels.

*Climate change* is the change in temperature and weather patterns due to certain human activity like burning fossil fuels. The changes include global average air and ocean temperature, widespread melting of snow and ice and rising global sea levels. Therefore, a common thread running across all these initiatives is the focus on reducing the demand for fossil fuels by implementing the 3R's viz. Reduce, Reuse and Recycle.

### CHARACTERISTICS& FEATURES OF GREEN BANKING

Depending on the state, a green bank may conform to a variety of forms, utilize many different public funds, and create a diverse array of financial products. Banks may utilize financial tools such as long-term and low interest rate loans, revolving loan funds, insurance products and low-cost public investments or it may design new financial products. Ultimately, all green banks will exhibit several common characteristics:

- Stimulate demand by covering 100% of the upfront costs with a mixture of public and private financing.
- Leverage public funds by attracting much greater private investment for clean energy and markets.
- Recycle public capital so as to expand green investment and leave taxpayers unharmed.
- Scale-up clean energy solutions as fast as possible, maximizing clean electricity and efficiency gains.

### OBJECTIVE OF THE STUDY

1. To study concept of green Bank.
2. To identify the steps necessary to adopt Green Banking.
3. To check the awareness of green banking among bank employer, associates and general public.
4. To create awareness about green banking among the general public and customers and bank employees.

### EVOLUTION OF GREEN BANK

First Green Banking was founded in 2009 in the state of Florida. Based in Eustis and Clermont, Florida, USA, First Green Banking is a customer-driven community bank providing personalized service, localized decision-making and proven technology by promoting a positive environment that is acceptable to the community.

State Bank of India, India's largest commercial bank, took the lead in setting high sustainability standards and completed the first step in its 'Green Banking' initiative with Shri O.P.Bhatt, Chairman, SBI inaugurating the bank's first Wind farm project in Coimbatore. Recent Green Banking initiatives include a push for solar powered ATM'S , paper less banking for customers, clean energy projects and the building of Wind mills in rural India. SBI is a leader in Green Banking.

### GREEN BANKING FINANCIAL PRODUCTS

Green banking helps to create effective and far-reaching market-based solutions to address a range of environmental problems, including climate change, deforestation, air quality issues and biodiversity loss, while at the same time identifying and securing that benefit customers. Some of Green banking financial products includes: Green mortgages, online banking, remote deposit capture, green car loans and green credit cards.

1. **Green Mortgages:** In general Green mortgages also known as Energy Efficient Mortgages(EEM'S), provide retail customers with considerably low interest rates compare market rates for clients who purchase new energy efficient homes or invest in retrofits, energy efficient appliances or green power. Banks can also choose to provide green mortgages by covering the cost of switching a house from conventional to green power, as well as include this customer benefit when marketing the product.
2. **Online Banking:** Online banking, also known as internet banking, e-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website.
3. **Remote Deposit Capture:** Remote deposit capture (RDC) is a system that allows a customer to scan cheques remotely and transmit the cheques images to a bank for deposit, usually via an encrypted Internet connection. When the bank receives a cheque image from the customer, it posts the deposit to the customer's account and makes the funds available based upon the customer's particular availability schedule. Banks typically offer Remote Deposit Capture to business customers rather than to individuals.
4. **Green Car Loans:** Many green car loans encourage the purchase of cars for below market interest rates, which demonstrate higher fuel efficiency.

5. **Green Credit Cards:** A green credit card allows cardholders to earn rewards or points which can be redeemed for contributions to eco-friendly charitable organizations. These cards offer an excellent incentive for consumers to use their green card for their expensive purchases.

### GREEN BANKING OPPORTUNITIES

A Green Bank requires each of its functional units and activities to be Green- environmentally friendly and help to improve environmental sustainability. Several opportunities are available for banks to go green their functional units and activities. Key among them are:

#### 1. Supply Chain Management(SCM)

SCM is the management of the flow of goods and services. It includes the movement and storage of raw materials, work-in-process inventory, and finished goods from point-of-origin to point-of-consumption. Interconnected or interlinked networks, channels and node businesses are involved in the provision of products and services required by end customers in a supply chain.

- Adopt techniques and plans to minimize inventory and wasted freight.
  - Adopt networked design using a carbon foot print.
2. **Enterprise Resource Management(ERP)** ERP is a category of business-management software, typically a suite of integrated applications that an organization can use to collect, store, manage and interpret data from many business activities, including product planning, purchase, manufacturing or service delivery, marketing and sales, inventory management, shipping and payment.
    - It facilitates paper less transactions.
    - Adopt techniques for workforce and parts optimization as well as intelligent device management.
  3. **Customer Relationship Management(CRM)** Customer relationship management is an approach to managing a company's interaction with current and future customers. It tries to analyze data about customers history with a company, to improve business relationships with customers, specifically focusing on customer retention, and ultimately to drive sales growth. One important aspect of the CRM approach is the systems of CRM that compile information from a range of different communication channels including a company's website, telephone, email, live chat, marketing materials, social media, and more. Through the CRM approach and the systems used to facilitate CRM, businesses learn more about their target audiences and how to best cater to their needs.
  4. **Sourcing & Procurement** In business, the term sourcing refers to a number of procurement practices, aimed at finding, evaluating and engaging suppliers for acquiring goods and services. Outsourcing is the process of contracting a business function to someone else., select vendors for sustainability rating for their products, services and operations.
  5. **Product Life Cycle Management** In industry, PLC is the process of managing the entire lifecycle of a product from inception, through engineering design and manufacture, to service and disposal of manufactured products.
    - Design and offer banking products & services in such a way that consume less resources and energy and thereby reduce carbon foot print.
    - Implement effective systems for product end- of- life management that have minimal impact on environment.

**Green Banking Services** Banks are developing new products and services that respond to customers demand for sustainable choices. Following are some of the options that banks should offer to their customers:

- Electronic and mobile banking facilitates customers to perform most of their bank needs anytime, anywhere.
- Automatic payments reduce the need to write and send cheques by mail.
- Paperless statements, product information guides and annual reports to customers and stakeholders.
- Offering and promoting mutual funds that focus investment in 'Green' companies.
- Credit cards and debit cards can be used while making the payment of various expenses without carrying money.
- Mobile banking is used for performing balance cheques, account transactions, payments, credit appliances etc., via mobile phone or Personal Digital Assistant (PDA).



### CHALLENGES OF GREEN BANKING

While adopting green banking practices, the banks would face the following challenges:

- **Reputational Risk:** If banks are involved in those projects which are damaging the environment they are prone to lose their reputation. There are few cases where environmental management system has resulted in cost saving, increase in bond value.
- **Diversification Problem:** Green banks restrict their business transaction to those business entities who qualify screening process done by green banks. With limited number of customers they will have a smaller base to support them.
- **Start-up face:** Many banks in green business are very new and are in start-up face. Generally it takes 3 to 4 years for a bank to start making money. Thus it does not help banks during recession.
- **Credit Risk:** Credit risk arises due to lending to those customers whose businesses are affected by the cost of pollution, change in environmental regulation and new requirements of emission level.
- **High operating cost:** Green bank requires talented and experienced staff to provide proper services to customers. Experienced loan officers are needed, they give additional experience in dealing with green business and customers.

### GREEN BANKING STRATEGIES

According to MdShafiqul and Prahalad (2013), green banking activities involve two major approaches i.e., green transformation of internal operation and environmentally responsible financing.

- **Green Banking through internal operations:** It means all bank should adopt green banking activities in their day to day operations. These include adopting appropriate ways to use renewable energy, automation and minimizing their carbon footprint. In the past few years, all the banks have incorporated paperless technologies in their internal operations to help the environment as well as provide their customers efficient and better services. In their day-to-day business operations, banks ordinarily generate carbon emissions through the usage of paper, electricity, stationary, lighting, air conditioning and electronic equipment. Green banking internal operations include on line account opening, online banking, mobile banking, net banking, electronic fund transfer as well as the use of ATM, cash and cheque deposit machines, credit and debit cards, e-statement SMS alert, mini image statement etc.
- **Green Finance:** Green Finance refers to banks that provide financial assistance to environmentally responsible projects. The purpose is to provide financial assistance to green technology and pollution reduction projects to reduce external carbon emissions. The bank supports industries that are resource efficient and emit low carbon footprint. Priority is given to financing eco-friendly business activities and energy efficient industries such as waste water treatment plant, waste disposal plants, bio-gas plants, renewable energy projects, hybrid car projects and so on.

### SUGGESTIONS

1. Set up separate Green Banking departments in bank for effective implementation of initiative.
2. To give concessions for online banking and mobile banking users, card based payments.
3. To conduct training program for customers to use online banking, mobile banking users. This will build confidence among them.
4. To create awareness among businessman about environmental issues and encourage them for undertaking eco-friendly practice.
5. Reduce cyber crimes and ensure the customers regarding safe online banking and card based transaction.

### ENVIRONMENTAL MANAGEMENT BY BANKING INSTITUTIONS

- Now a days, most of the commercial lending process in different parts of the world scrutinizes projects with a set of tools by incorporating environmental concerns in their day-to-day business. The financial institutions should encourage projects which take care of the following aspects while financing them.
- There should be an Environmental Impact Assessment (EIA) of each project recommending the measures needed to prevent, minimize and mitigate the environmental negative impact before financing the projects.

- While investing or funding the projects, the financial institutions should assess the sensitive issues like vulnerable groups; involuntary displacement etc., and projects should be evaluated in terms of environmentally important areas including wetlands, forests, grasslands and other natural habitats.
- Banking institutions need to evaluate the value of real property and the potential environmental liability associated with the real property. Therefore, the banks should have right to inspect the property or to have an environmental audit performed through the life of the loan.
- Banks also need to monitor post transaction for the ideal environmental risk management program during the project implementation and operation. There should be physical inspections of production, resources, training and support, environmental liability, audit programs etc.
- The next round of evaluation includes loan structuring, credit approval, and credit review and loan management. Further banks have annual audits, quarterly environmental compliance certificate from the independent third party and also from the government.
- Further the banks can introduce green bank loans and products like:
- Investing in projects related to recycling, farming, waste disposal through reduced interest rates on loans to home owners for installing a solar energy system.
- Providing option for customers to invest in environmentally friendly banking products.
- Investing in resources that combine ecological concerns and social concerns.

#### **MEASURES TO ENCOURAGING GREEN BANKING**

Banks are responsible corporate citizens. Banks believe that every small “GREEN” step taken today would go a long way in building a greener future and that each one of them can work towards better global environment. The purpose is to provide cost efficient automated channels and to build awareness and consciousness of environment, nation and society. Green banking is really a good way for people to get more awareness about global warming; each businessman will contribute a lot to the environment and make this earth a better place to live. Until a few years ago, most traditional banks did not practice green banking or actively seek investment opportunities in environmentally-friendly sectors or businesses. Only recently have these strategies become more prevalent, not only among smaller alternative and cooperative banks, but also among diversified financial service providers, asset management firms and insurance companies.

- Educate through the bank’s intranet and public websites.
- Construct a website and spread the news.
- Participate in events and communicate through press.
- Setup outlets to promote Green business.
- Carbon foot print reduction by mass transportation and energy consciousness.
- Impart education through E- learning programs.

#### **CONCLUSION**

In a rapidly changing market economy where globalization of markets has intensified the competition, the industries and firms are vulnerable to stringent public policies, severe law suits or consumer boycotts. This would affect the banks and financial institutions to recover their return from investment. Thus, the banks should play a pro-active role to take environmental and ecological aspects as part of their lending principle which would force industries to go for mandated investment for environmental management, use of appropriate technologies and management systems.

Green Banking if implemented sincerely will act as an effective ex ante deterrent for the polluting industries that give a pass by to the other institutional regulatory mechanisms. There has not been much initiative in this regard by the banks and other financial institutions in India though they play an active role in India’s emerging economy. The banking and financial sector should be made to work for sustainable development. As far as green banking is concerned, India’s banks and financial institutions are running behind time. None of our banks or financial institutions have adopted equator principle even for the sake of records. None of them are signatory to the UNEP Financial Initiative statement. It is time now that India takes some major steps to gradually adhere to the equator principles guidelines that use environment sensitive parameters, apart from financial, to fund projects.

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**DIGITAL BANKING: CUSTOMER INCLINATION APPROACH TOWARDS QUALITY**

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**ABSTRACT**

**Purpose:** This research is descriptive to find out the customers approach towards digital banking and to evaluate the level of awareness in using digital banking among the customers.

**Design/Methodology:** A total of 100 respondents were interviewed personally during the survey, using random sampling technique. The sampling unit consisted of the different people who had their bank accounts in various Bangalore banks in the urban region. The research conducted the study by collecting the primary data as the source of the database through a structured questionnaire filled by customers using digital banking services of different age group.

**Findings:** The data reliability confirms to be 0.82 as per Cronbach's alpha for 100 items. There is a significant relationship between levels of digital banking awareness among the customers with their gender (0.012), annual income (0.045) & their investments (0.033). The approximate of Chi-square is 1380.848 with 231 degree of freedom, which is significant at 0.000, which is less than 0.001 per cent level and KMO statistic of 0.889.

**Originality/Value:** The objective of the study has been considered to assess the factors influencing the preference of digital banking by the customers.

**Key words:** Cybercrime, Business performance, Enhanced agility & Competitiveness.

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**1. INTRODUCTION**

Digital banking is the move to online banking, where the internet provides banking facilities. The change from traditional to digital banking was gradual and should be characterised in degrees of digitisation of service than by categorisation into yes and no. It includes high standards and elevated process automation rates and web-based services and may include APIs that enable cross-institutional service structure to deliver banking products and perform transactions. It gives users the capacity to access economic information via desktop, mobile and ATM services. The world has changed and is changing rapidly. Telecom, media, and computer convergence has changed our way of working, playing, and living. We had the physical networks-roads, rail, electricity, and water-going back in time. Such networks linked towns and cities and were our economies 'life and blood'. The myriad wireless networks are similar to these physical networks. Telecom networks link satellites and geographies close to each other. Networks of communication are now sharing more and more content and awareness. Everything is increasingly becoming linked. Banking is a significant part of India's highly advanced digital banking and financial activity today.

A digital bank is a virtual approach that involves internet banking and much more. Digital banking as an end-to-end platform must include the front end that customers see, the back end that bankers see through their servers and control panels and the middleware that links these nodes. A digital bank should ultimately promote all functional levels of banking on all service delivery. More than just a mobile or online platform, digital banking is because it contains middleware alternatives. Departments of the financial sector such as risk management, product development and marketing also need to be included in the centre and back ends to be truly considered a fully digital bank. To guarantee safety and compliance with public regulations, financial institutions must be at the forefront of recent technology. Modern technological change, globalisation, social media, and analytics have helped to transform consumer behavior (Giannakoudi, S, 1999).

The motive behind the study is to examine the various factors influencing the customer satisfaction and their awareness towards the application & usage of digital banking in Bangalore district, India. The study consists of certain limitations as the sample survey in this research had a limited duration; it is very difficult to have a detailed study.

**2. CONCEPTUAL BACKGROUND**

Digital cash removes several physical cash-related issues, such as misplacement or the risk of stolen or damaged money. As consumers find an increasing number of purchasing opportunities at their fingertips, there is less need to carry physical cash in their wallets. For over a decade, credit and debit cards have been India's most commonly used cashless payment systems. There are Internet banking options for corporate customers such as

NEFT (National Electronic Funds Transfer) and RTGS (Real Time Gross Settlement). There are offline forms of payment, removing risks to internet security and malware. For UPI, money can be moved without an intermediary from one bank account to another, and the money stays in the consumer's account until the transaction is complete. Payment by digital wallets involves a third party to connect the payer with the payee.

Certain signs of increasing demand for digital cash are the use of peer-to-peer payment systems such as PayPal and the emergence of untraceable cryptocurrencies such as bitcoin. The demerit is that these are not yet universal. The notion of an all-digital cash economy is no longer just a futuristic dream, but it is still doubtful that physical cash will become redundant shortly. All digital banks can be a customer option, but in certain situations, people may still need physical cash. ATMs help banks reduce overhead, particularly if they are accessible at different strategic locations outside of the branch offices.

Thus the traditional banking sector faces the danger of digital technology. Markets now constitute complex, adaptive systems driven by the Internet. The innovations have introduced efficiencies to create a better customer experience with the best pricing, speed and comfort. Bankers and banks are a one-stop-shop, with a brand that represents salience and trust. Investigators should review and evaluate the literature available to identify issues and challenges and suggest some rational approaches (Barnes & Richard, 2014).

### **3. THEORETICAL BACKGROUND**

This paper represents the outcomes of systematic research of India's now prominent digital banking channel, electronic banking infusion and its correlation with internet use. In contrast to the research reported on advanced and developing nations, our research shows that digital banking faces extra difficulties in a multi-cultural, multi-lingual, economically Indian country. The research also describes problems related to digital banking implementation such as the need for rural population financial inclusion, financial literacy, and the need for an effective, affordable and safe banking scheme. Furthermore, it also discussed the future opportunities and difficulties of digital banking in India (Kumar & Shenbagaraman, 2017).

This study uses the technology acceptance model and Unified theory of acceptance and use of technology model, and this study gets carried out to find out the reaction of clients in the digital banking age. Questionnaires filled out the owner of the bank account who used digital banking frequently. Most clients were willing to adjust to digital banking based on past study results. In digital banking, there are shortcomings, i.e. tiny banks still use digital banking as a window dressing, Small banks still use digital banking as a window dressing to attract clients, the front page screen is too confusing, often broken (Dermine, 2017). The overall objective of the study is to identify the factors influencing of digital banking on customer satisfaction. This study also defines the growth variables in terms of accessibility, adaptability, affordability and effectiveness in the use of digital banking services. The research proposes that banks need to invest more in robust, reliable schemes to decrease failure occurrences and transactional mistakes in ATMs, mobile banking and POS terminals (Maiya, 2017). This research paper is based on digital banking to satisfy customers. Scientific and technological innovations are the primary drivers of a region's financial transition and intellectual prosperity. Most banks have an electronic system to manage their daily duties in the current century. Banks are looking for alternative ways to provide their diverse services and distinguish them. After thorough research, the State Bank of India's digital banking facilities is quite nice and satisfactory, but clients are unconscious and unwilling to take on this service (Mbama, C. I., & Ezepeue, P. O, 2018). This research study is based solely on the client's point of perspective and satisfaction and has discovered that safety issues are the most discouraging factor for internet users because, despite all this, customers feel insecure. The client is very worried about internet banking costs. With the use of internet banking facilities as they charge more, customers have a powerful impact on internet banking, safety; the price factor for privacy should also be taken into account and corrected for greater satisfaction (Nguyen & Dang, 2018).

The study reviews that the work on the internet banking is still at the world's infancy stage. The causes have been identified and examined by fixing the causative factors so that more people are busy internet banking. It helps more cost-effective banking operations. The research focuses on what the perceptions of the customer about internet banking are and what drivers drive consumers. The study revealed that in internet banking, education, gender, income plays an important role. There was not much research done in these areas, as they focused more on technology acceptance rather than on people. Inhibitory factors such as trust, gender, education, culture, religion, security, and price may have minimal effects on internet banking on the mindset of consumers (Bansal, N. & Jain, M, 2018). This research evaluated the reliability of electronic banking channels using the various item scale (Likert scale) to obtain more precise and reliable outcomes. The scale consisted of five extremely unreliable, unreliable, neutral, reliable and extremely reliable parameters (Megargel, A et al., 2018). The study aims to make banking cheaper, more effective and easier to access for all people. Another

benefit is digital banking; the primary objective behind the integration of banking services with technology is certainly convenient and has affected their lifestyle (Kahveci & Wolfs, 2018).

It reviews the theoretical literature in the Indian banking industry on the development of digital and information technology. This paper reviews the theoretical literature in the Indian banking industry on the growth of digital and information technology. The stupendous developments of digital technology have transformed the way banks work. The start of the digital business age has interrupted the business climate and broken out creative and unique techniques for doing business (Hendriyani & Raharja, 2018). This article presents six fresh factors affecting the expectations of clients for internet banking of the next generation. Factors include an innovative interface, social media integration, money management instruments, immediate customer service, increased comfort, and safety for the next generation. The information got collected from 310 participants from leading nations who presently use internet banking facilities. The findings indicate that three variables, including social media inclusion, money management instruments and increased comfort, would have a significant impact on customer expectations for next-generation internet banking. The findings also indicate the role of the innovative interface, safety for the next generation, and immediate customer support and service to influence the expectations of clients. Results also propose the function of innovative interface, next-generation safety, and immediate customer support and service to influence the expectations of clients.

The purpose of this research is to examine the moderating brand image connection between internet banking and client loyalty. Design/methodology/approach: Questionnaire from studies was accepted. Here are two main findings: those banks that provide their customers with online banking services are faithful to their banks; to demonstrate this argument, easy regression analysis results reveal that online banking brings 94% shift in client loyalty. The second wonderful finding is to verify brand image's function as a moderator (Dubey, 2019). The research study has focused on inquiring into various types of electronic banking, such as ATMs, mobile banking, and electronic funds transfers, Internet banking has evolved from the desires of customers to have superior access to banking facilities, clear of the majority of banks working regular hours. Also, Internet banking has grown rapidly as a result of recent e-commerce increases and period increases. Internet banking (IB) continues to dominate the electronic banking environment as customers continue to use IB to complete banking transactions as well as online sales and purchases (Dutta & Das, 2019). This study analyses major factors (i.e. quality of service, brand awareness and perceived value) that influence the satisfaction of customers in e-banking service settings. This research also assesses the effect of service quality on brand perception, perceived value, and e-banking satisfaction. A result shows that perceived value, brand awareness, cost efficiency, usability, problem-solving, security/assurance, and responsiveness are important factors in e-banking customer satisfaction, explaining 48.30 per cent of the variance. Contact facilities, network quality, delivery, performance and compensation are comparatively less significant as these dimensions explain the difference in customer satisfaction by 21.70 per cent. Security / Safety, Responsiveness, Easy to Use, Cost Effectiveness and Compensation are predictors of e-banking brand perception. Fulfilment, Performance, Security / Assurance, Responsiveness, Convenience, Cost Effectiveness, Problem Management and Compensation are predictors of e-banking perceived value (Rathee & Yadav, 2019). The study is focused on perceived usefulness, perceived user-friendliness and perceived user-friendliness, and perceived risk primarily targeted learners for the raw information included in the longitudinal study as it represents present and future banking clients and the outcomes have a favorable impact on perceived usefulness, perceived user-friendliness and negative impact on perceived danger (Giatsidis et al., 2019).

#### **4. EMPIRICAL RESEARCH**

##### **4.1 Research model**

The researchers identified the elements of internet banking, its introduction, its growth, customer acceptance, consumer perception of this service, problems linked to its achievement and safety. But very few researchers surveyed the banking clients in Bangalore. The researcher has collected the data supplied by clients chosen for research in the banking sector. Research is limited for clients in Bangalore urban district. The objective of the study is to assess the factor influencing the level of awareness of digital banking among the customers. A structured questionnaire was intended in this research, which was filled out by customers of Bangalore urban banking clients who were the sampling units, to understand their views on digital banking services offered by different banks in Bangalore. A total of 100 respondents were interviewed personally during the survey. Random sampling technique is used for research purposes. It serves as primary data to answer the research questions and objectives about digital banking services provided in the banking sector. The survey questionnaire consists of the profile of the customers, the awareness level of customers towards digital banking, and impact of digital banking. The tools used for analysis are Per cent analysis, One Way Anova, Factor analysis and reliability analysis and the software used for analysis in Statistical Package for Social Science.

#### 4.2 Hypothesis

H<sub>0</sub>: There is no significant difference between the profile of the respondent and the opinion towards digital banking.

### 5. RESULTS

The awareness level among the customers was assessed & hypothesis was validated performing the tests of factor analysis, cluster analysis. Cronbach alpha resulted in 0.82 for the sample size of 100 respondents.

#### 5.1 Factor analysis

Table 1 shows the Kaiser- Meyer- Olkin measure of sampling adequacy test is a measure of how suited the data is for factor analysis. The test measures sampling adequacy for each variable in the model and the complete model; the statistic is a measure of the proportion of variance among variables that might be common variance. Lower the proportion, best suited is for factor analysis. KMO returns values between 0 and 1.

**Table - 1: KMO and Bartlett's test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.889
Bartlett's Test of Sphericity	Approx. Chi-Square	1380.848
	Df	231
	Sig.	0.000*

Source: Primary data. \* Significant @ 0.01 per cent level.

Bartlett's test of Sphericity tests the hypothesis that correlation matrix is an identity matrix, which indicate the variables are unrelated and therefore unsuitable for structure detection. The approximate of Chi-square is 1380.848 with 231 degree of freedom, which is significant at 0.000, which is less than 0.001 per cent level and KMO statistic of 0.889 which is greater than 0.05. Hence Factor analysis is considered as an appropriate technique for further analysis of the data.

Table - 2 shows the rotated component loadings of the various factors considered to assess the awareness levels among the respondents. The factor analysis technique identifies the digitalisation services provided by banks; the factors like S1, S2, S3, S4, S5 and S22 is given below the table 4.15. The factor loading given in table 4.15 shows the correlation between factors and the variables. Large values indicate that a variable and a factor are closely related. Based on the loadings, all the items are identified and segregated into the related factors, the results of the total variance in table 4.15 show that the four factors explain 65.534 per cent of the total variance.

**Table - 2: Rotated component factor loading**

PARTICULARS	COMPONENT			
	1	2	3	4
Account information –S1	.497			
Balance enquiry-S2	.721			
Account to account transfer-S3	.665			
Due installment enquiry-S4				.511
Accurate transactions status-S5			.682	
User friendly system-S6			.537	
Reduction in balance without cash payment-S7			.756	
Login/sign off are easy-S8	.606			
Clearing services(ECS-credit/debit)-S9			.662	
Minimizes the cost of transactions-S10	.665			
Fastag toll recharge-S11		.666		
Too many steps in processing transaction-S12		.646		
Saves time-S13	.775			
Direct-to-home-S14	.653			
Unblock VPA-S15		.780		
Mobile money identifier-S16		.631		
Dispute management-S17		.658		
Indian financial system code-S18				.492
Immediate payment service-S19	.691			
Apply for loan-S20				.805
Investment-S21				.817

Other bills & services electricity-S22	.764			
Eigen values	10.10	1.874	1.286	1.157
Per cent of variance	45.908	8.520	5.847	5.259
Cumulative per cent	45.908	54.428	60.275	65.534
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 9 iterations. Source: Primary Data				

The principal component analysis and rotated factor loadings method are used for stimulating factors. It is observed that out of twenty two factors only four factors are identified by the rotation method. The Eigenvalue for component 1 is 10.100, component 2 is 1.874, component 3 is 1.286 and for component 4 is 1.157. And also percent of variance accounts about 45.908, 8.520, 5.847 and 5.259 for all four component.

### 5.2 Cluster Analysis

Table - 3 shows the cluster analysis of the factor loadings based on the factor analysis. The factors that stimulate digitalization services provided by banks to the customers into four factors like General Information (10.100 per cent), Utilities (1.874 per cent), Transaction details (1.286 per cent) & Investment (1.157 per cent).

**Table - 3: Cluster analysis of factor loading**

FACTORS	PARTICULARS	COMPONENT
I General information (10.100 per cent)	Account information	.497
	Balance enquiry	.721
	Account to account transfer	.665
	Login/sign off are easy	.606
	Minimizes the cost of transactions	.665
	Saves time	<b>.775</b>
	Direct-to-home	.653
	Immediate payment service	.691
	Other bills& services electricity	.764
II Utilities (1.874 per cent)	Fastag toll recharge	.666
	Too many steps in processing transaction	.646
	Unblock VPA	<b>.780</b>
	Mobile money identifier	.631
	Dispute management	.658
III Transaction details (1.286 per cent)	Accurate transactions status	.682
	User friendly system	.537
	Reduction in balance without cash payment	<b>.756</b>
	Clearing services(ECS-credit/debit)	.662
IV Investment (1.157 per cent)	Due installment enquiry	.511
	Indian financial system code	.492
	Apply for loan	.805
	Investment	<b>.817</b>

Source: Primary Data

### 5.3 One Way Anova

Table - 4 represents the gender like male and female and the respondent's awareness towards digitalization provided by banks that consists of general information, utilities, transaction details and investment. Among all the digitalization provided by banks that is F value (6.553) of utilities is significant at 0.05 per cent level and rest general information transaction details and investment of F values are not significant.

**Table – 4: Gender and Awareness Level of Respondents**

Digitalization Services	Gender	Mean Square	F	Sig.
General information	Between Groups	.811	.810	.370
	Within Groups	1.002		
Utilities	Between Groups	6.205	6.553	<b>(.012)*</b>
	Within Groups	.947		
Transaction details	Between Groups	2.962	3.023	.085



	Within Groups	.980		
Investment	Between Groups	1.507	1.515	.221
	Within Groups	.995		
**sig @0.001 per cent level, *Sig @0.05 per cent level.				

Source: primary data

Therefore the null hypothesis is rejected and accepted the alternative hypothesis. Hence there is a significant difference between the gender and awareness on utilities.

Table 5 is based on the hypothesis that there is no Significant Difference between Age and Awareness Level of the Respondents. Table 5 represents the age between (0-18), (19-36), (37-55) and 56& above and the respondent's awareness towards digitalization provided by banks, that consists of general information, utilities, transaction details and investment.

**Table - 5: Age and Awareness Level of Respondents**

Digitalization services	Age	Mean Square	F	Sig.
General information	Between Groups	1.468	1.482	.232
	Within Groups	.990		
Utilities	Between Groups	.116	.114	.893
	Within Groups	1.018		
Transaction details	Between Groups	1.243	1.249	.291
	Within Groups	.995		
Investment	Between Groups	1.066	1.067	.348
	Within Groups	.999		
**sig @0.001 per cent level , *Sig @0.05 per cent level				

Source: Primary Data

Among all the digitalization provided by banks, in the above table there is no significant difference between the age and digitalization services provided by banks. Therefore null hypothesis is accepted.

Table - 6 shows the relationship between qualification & level of awareness of the respondents. Table 6 represents the qualification like undergraduate, diploma, graduate, postgraduate and professional and the respondent's awareness towards digitalization provided by banks that consists of general information, utilities, transaction details and investment. Among all the digitalization provided by banks, which is F value (2.544) of investment is significant at 0.05 per cent level and rest general information, utilities and transaction details of F values.

**Table - 6: Qualification & Awareness Level of Respondents**

Digitalization services	Qualification	Mean Square	F	Sig.
General information	Between Groups	.351	.342	.849
	Within Groups	1.027		
Utilities	Between Groups	1.088	1.092	.365
	Within Groups	.996		
Transaction details	Between Groups	1.114	1.120	.352
	Within Groups	.995		
Investment	Between Groups	2.395	2.544	(.045)*
	Within Groups	.941		
**sig @0.001 per cent level . *Sig @0.05 per cent level				

Source: Primary data

Therefore the null hypothesis is rejected and accepted the alternative hypothesis. Hence there is a significant difference between the qualification and awareness level on investment.

Table - 7 shows the relationship between Occupation and awareness level of the respondents. The table represents the occupation between (0-18), (19-36), (37-55) and 56& above and the respondents' awareness towards digitalization provided by banks, that consists of general information, utilities, transaction details and investment.

**Table 7: Occupation & Awareness Level of Respondents**

Digitalization services	Occupation	Mean Square	F	Sig.
General information	Between Groups	0.336	.329	.805
	Within Groups	1.021		
Utilities	Between Groups	1.359	1.374	.255
	Within Groups	0.989		
Transaction details	Between Groups	0.718	.711	.548
	Within Groups	1.009		
Investment	Between Groups	1.840	1.889	.137
	Within Groups	0.974		
**sig @0.001 per cent level , *Sig @0.05 per cent level				

Source: Primary data

Among all the digitalization provided by banks, in the above table there is no significant difference between the age and digitalization services provided by banks. Therefore the null hypothesis is accepted.

Table - 8 shows the relationship between annual income and awareness level of the respondents. It represents annual income with three groups are up to 100000, 100001-300000 and 300001-500000 and the respondent's awareness towards digitalisation provided by banks, that consists of general information, utilities, transaction details and investment. Among all the digitalisation provided by banks, that is F value (3.542) of investment is significant at 0.05 per cent level and rest utilities, transaction details and investment of F values are significant.

**Table 8: Annual Income & Awareness Level of Respondents**

Digitalization services	Annual income	Mean Square	F	Sig.
General information	Between Groups	3.369	3.542	(.033)*
	Within Groups	0.951		
Utilities	Between Groups	1.342	1.352	.264
	Within Groups	0.993		
Transaction details	Between Groups	1.290	1.297	.278
	Within Groups	0.994		
Investment	Between Groups	1.299	1.307	.275
	Within Groups	0.994		
**sig @0.001 per cent level , *Sig @0.05 per cent level				

Source: Primary data

Therefore the null hypothesis is rejected and accepted the alternative hypothesis. Hence there is a significant difference between the annual income and awareness level on general information.

## 6. FINDINGS & DISCUSSION

The approximate of Chi-square is 1380.848 with 231 degree of freedom, which is significant at 0.000, which is less than 0.001 per cent level and KMO statistic of 0.889 which is greater than 0.05. Digital banking saves time as the factor loading is highest when rotated with 0.775 concerning general information, unblocking VPA shows 0.780 for utilities, Reduction in balance without cash payment with 0.756 to transactions performed and Investment facilities with 0.817 under savings through online investment components when evaluated with the help of factor loadings of the considered factors determining the level of awareness. Male Customer often uses digital banking for payments towards the utility bills (0.012) as it is highly significant at 0.05 per cent level due to them being the breadwinners of the most families and to reduce the turn-around time. The results show that there is no significant relationship between the usage of digital banking and the age group of the consumers and their occupation. The usage of digital banking is often used by the customers for the investment opportunities through online of the digital portal as it significant when assessed their level of awareness at 0.05 level of per cent. The level of annual income and awareness among the digital banking application is significant with 0.033 at 0.05 per cent level. Automated systems that replace unnecessary manual labour are one of the keys for banks to cut costs. Digital platforms will minimize costs in the future through more and quicker synergies of qualitative data. It is easier to implement IT strategies for business software by simplifying the verification process, leading to more accurate accounting. For banks to comply with government regulations, financial consistency is essential. Improved competition-Online platforms help manage marketing lists, allowing banks to enter broader markets and develop stronger tech-savvy customer's relationships. Hence, there is a significant

relationship between levels of digital banking awareness among the customers with their gender, annual income & their investments.

## 7. CONCLUSION

Customer Relationship Management must, therefore, be incorporated into a digital banking system as it offers the means for banks to interact directly with their clients. There is a demand for end-to-end consistency and services, optimised for user experience and convenience. The market offers front-end cross-platform buy choices with a desktop or smart TV at home depending on accessible technology such as mobile devices. To satisfy customer requirements, banks must continue to focus on enhancing digital technology that delivers agility, scalability, and effectiveness. The lack of computer knowledge and internet use is an obstacle. There are many unfounded fears individuals have about the use of the internet. Cases of fraud get often blown out of proportion, and this adds to the fear factor, resulting in some ill-informed customers being nervous about using digital banking. Customer relationship management systems can monitor the history of customers and provide easy access to email and other online communication types. It is successful in implementing projects that can boost loyalty and satisfaction of customers. Automation can automate both external and internal processes, both of which can maximise customer satisfaction. Instead of recruiting banks and training experts in risk management, risk management software can identify and respond to changes in the market.

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## DIGITAL MARKETING: A PERCEPTIONAL STUDY WITH SPECIAL REFERENCE TO SHIVAMOGGA CITY

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### ABSTRACT

*The present study explores the perception and preferences of consumers towards digital marketing. With the superpower of globalization, the cities in India are not only become digital but people also are in receipt of transforming themselves to the digital era. In this trend digital marketing plays a vital role in modern business environment and in the life of an individual. At present statistical reports clearly depicts that, one third of buyers, who have access, using internet and make the purchase of products and services. The supreme purpose of digital marketing is to allow the buyers to intermingle with the products by virtue of digital media. Digital marketing includes public relation, information management, sales and customer services. In the above context this study establishes the power of digital marketing by taking consideration of consumers' preferences and perception. The examined sample consists of fifty respondents, which have been randomly selected to evaluate the level of perception on digital marketing. The collected data has been analysed with the help of selected statistical tools and techniques.*

*Key words: Digital marketing, Perception, Consumer, Products and Services.*

### INTRODUCTION

Today's era Internet has opened a gateway of vast variety of opportunities for businesses. via social networks, one cannot only share a picture of one's birthday but also earn customers for one's business and reach them conveniently. The speed and easiness with which the digital media transmits information and help boost a business. With the superpower of globalization, the cities in India are not only become digital but people also are in receipt of transforming themselves to the digital era. In this trend digital marketing plays a vital role in modern business environment and in the life of an individual. The supreme purpose of digital marketing is to allow the buyers to intermingle with the products by virtue of digital media. Digital marketing includes public relation, information management, sales and customer services. The term digital marketing used for interactive, measurable, and targeted marketing of products or services using digital technologies to reach the spectators, turn them into customers and retain them.

### Discover the areas of digital marketing

Digital marketing includes a variety of assets and techniques, like online branding through digital advertising, online brochures, email marketing and more. To increase the ability of digital marketing, marketers got to skills these assets and techniques to support and influence their overall goals. To know the way to do digital marketing, let's take a fast look into the foremost common ways and standards for digital marketing.

Blog posts	White Papers and eBooks
Info graphics	Brand values just like the company logo.
Automation tools	Online reputation of social networks and online reviews
Online brochures	
Social network channels.	

### Literature Review

**Shirisha (2018)** opined that digital marketing plays a very important role in the modern commerce system. This system makes business much faster and accurate. New system of marketing much better than the traditional offline marketing method. The most important factor to go with digital marketing is, it is very easy to track and monitor the result rather than conducting expensive customer research, the firm can quickly view customer response rates and measure the success of marketing campaign in real time and also which enables to plan more effectively for the next one. Digital marketing give more importance to the business growth because it's have less time and less expense to advertising through world. And also if any changes occurred in product, it can change instantly.

**Sivasankaran (2017)** described that, the buying behaviour of consumer is complex one, which engaging at a faster rate in the customer oriented market environment. Buying pattern of consumers is differs when it comes to the product, price, quality, package. Now digital marketing has posed many challenges to the marketers in the

retail segment. The study evidenced that, the buying behaviour of youth, their purchasing power, their awareness about product have a great influence on the individual and family buying behaviour. The digital marketing which has revolutionized the economy in general and in particular marketing poses many threat and challenges to the marketers in the competitive market. Challenging behaviour warrant the marketers to understand the youth in a better way to devise suitable marketing strategies to retain the present and to capture the potential market.

**Yusuf kamal (2016)** examined the aspect of digital marketing and tries to quantify the value and space of need identification habit of the company and also examined the future shape of the digital marketing in the business community by analysing the trend with which the digital marketing is occupying the space in market. This study focused on utilization of digital marketing in the digital era. Domains in business which need incorporation of digital marketing. The methods to add effectiveness in online marketing appealing mail, title, establishment of consumer exclusivity. Low methodological requirements and also discussed the useful marketing strategies like, customer side strategy, customer and system side strategy.

**Kannan and Hongshuang “alice” Li (2017)** develop and describe a framework for research in digital marketing. The study highlights the touch points in the marketing process and marketing strategy process and where digital technologies are a significant impact. This study evaluates the issues in and around the concept and associated questions for future research. Finally this study integrates the identified questions and set a research agenda for future research in digital marketing to examine the issues from the perspective of the firm.

**Sathya (2017)** examined the impact of digital marketing on purchasing behaviour of consumers. The study scrutinizes the result of digital marketing on the basis of firm's sale. The study evidenced that, consumers are most favourable opinion on digital marketing due to the reasons like, simple buying procedure, broad variety of products, product with lower price, a variety mode of payment and respondents feel that availability of online information about product and services are outstanding. The study proposes few suggestions that, the system has to improve technical advancement in promotion and complete description need to be provide about the products and services. The system extremely inexpensive and competent method to market their product.

### **Research Problem**

Digital marketing is a component of marketing that can be done through internet facility and online technologies to promote the products and services. Now a day the tool becomes a buzzword for all the companies to promote and educate consumers about their offerings and also to gain the competitive advantages to survive for an indefinite period in the market. Digital marketing is basically used to reach out more number of consumers and build a customer base, which helps the business to pitch more customers than traditional source. The perception of consumers is most important element to success and failure of these kinds of marketing strategies. The perception of individuals having direct link towards their purchasing behaviour and Satisfactional area. Due to some technological problems the customers are unhappy with the usage of digital marketing. Hence, the present study made an attempt to analyse the consumer perception towards digital marketing.

### **OBJECTIVES OF THE STUDY**

In the light of above the primary objective of the present study is to analyse the perception of consumers towards digital marketing from the view point of facilities and strategies of this marketing system. Besides the present study also aims to understand few concepts of digital marketing.

### **HYPOTHESES**

Keeping the above mentioned objectives of this study, the following hypotheses have been formulated

- (1) **H<sub>01</sub>**: There is no significant relationship between gender of the respondents and usage of internet
- (2) **H<sub>02</sub>**: There is no significant relationship between the occupational background of the respondents and the place of accessing the internet.

### **SCOPE OF THE STUDY**

The study covers only perceptual analyses of consumers towards digital marketing. The geographical area for the study is restricted to Shivamogga city. The samples are collected from different areas within the Shivamogga city.

### **METHODOLOGY**

To achieve the objectives of the present research descriptive study is carried out. The study collects both primary and secondary data. The primary data has been collected through well-structured questionnaire. The

questionnaire contains two parts. First part contains the demographical profile and second part contains the questions relating to measures the perception of consumers towards digital marketing. Secondary data collected through various sources like magazine, websites and journals. The sample size for the present study is 50 respondents of Shivamogga city by using convenience sampling method. For analyses purpose descriptive statistics have been used.

### Analysis and Interpretation of Respondents' Opinions

In the light of the above, an attempt is made here to analyse the responses obtained from the respondents.

**Table –1: Demographic Profile of the Consumers**

Sl. No.	Particulars	No. of Respondents	Percentage (%)
(1)	Gender:		
	Male	29	58
	Female	21	42
	Total	50	100
(2)	Age (years):		
	Below 20	5	10
	21 – 30	34	68
	31 – 40	6	12
	41 – 50	5	10
	Above 50	-	-
	Total	50	100
(3)	Educational Qualification:		
	Up to SSLC	6	12
	PUC	11	22
	Degree and above	33	66
	Total	50	100
(4)	Occupation:		
	Student	10	20
	Govt Employee	4	8
	Agriculture	5	10
	Business	9	18
	Others	22	44
	Total	50	100
(5)	Annual Income (₹ lakhs):		
	Below 1.5	25	50
	1.5 to 3	17	34
	5 to 10	4	8
	Above 10	4	8
	Total	50	100

Source: Survey data

Table 1 shows the demographic profile of respondents. Majority of the respondents are male and under the age group of 21-30 years and majority of the respondents (68%) have degree and above. More number of the respondents falls into the annual income group of Below 1.5.

### Hypothesis

**H<sub>01</sub>** There is no significant relationship between gender of the respondents and usage of internet

**Table – 2: Gender wise Classification of respondents for usage of Internet**

Purpose of Using Internet	Gender		Total	Test Results
	Male	Female		
Shopping	11 (9.28) (0.32)	05 (6.72) (0.44)	16	$\chi^2 = 2.8838$

Social Networking	12 (14.50) (0.43)	13 (10.50) (0.60)	25	p= .577451  p<.05
Education	04 (2.90) (0.42)	01 (2.10) (0.58)	05	
Banking	01 (1.16) (0.02)	01 (0.84) (0.03)	02	
Mailing	01 (1.16) (0.02)	01 (0.84) (0.03)	02	
Total	29	21	50	

Source: Survey data

Table 2 clearly reveals the Gender wise Classification of respondents for usage of Internet. Out of 50 respondents, 29 of them are male respondents and 21 are female respondents. Among 29 male respondents 12 are using internet for the purpose of social networking, 11 respondents are using it for the purpose of shopping, 4 of them are using it for education purpose and only 1 respondent each are using it for the purpose of banking and mailing purpose.

Out of 21 female respondents, 13 are using it for the purpose of social networking, 05 of them are using it for shopping purpose and for the purpose of education, and Banking and Mailing is only 1 each respectively.

When we consider the gender and internet usage of the sample respondents we can analyse that that the pattern of distribution of internet usage is the same. The  $X^2$  value is 2.8838 and p value is .577451 which indicates that there is no significant difference in the opinion expressed by female respondents towards usage of internet.

**Table -3: Classification of respondents based on their educational background for usage of devices**

Use of Device	Educational Background			Total	Test Results
	Up to SSLC	PUC	Graduation and above		
Desk Top	01 (2.00)	01 (2.00)	01 (2.00)	03 (6.00)	$X^2 = 4.515$ $p = 0.60733917$
Lap Top	01 (2.00)	02 (4.00)	02 (4.00)	05 (10.00)	
Tablet	01 (2.00)	01 (2.00)	03 (6.00)	05 (10.00)	
Smart Phones	03 (6.00)	07 (14.00)	27 (54.00)	37 (74.00)	
Total	06 (12.00)	11 (22.00)	33 (66.00)	50 (100)	

Source: Survey data

It is evidenced that, there is a 6 respondent's fall below SSLC, out of which 1 respondent using desk top, laptop and tablet for internet purpose. Remaining 3 respondents were using smart phones.

There is a 11 respondents falls the education level of PUC. Out of which a respondent using desktop, 2 and 1 were using laptop and tablet respectively. The remaining 7 respondents were using smart phones for using internet.

There is a 33 respondent's falls the education level of graduation and above. Out of which a respondent using desktop. 2 and 3 were using laptop and tablet respectively. The remaining 27 respondents were using smart phones for using internet.

When we consider the educational background and usage of device the sample respondents we can analyse that the pattern of distribution of device usage is the same. The  $X^2$  value is 4.515 and p value is .60734.

### Hypothesis

**H<sub>02</sub>** There is no significant relationship between the occupational background of the respondents and the place of accessing the internet.

**Table -4: Classification of respondents based on occupational background for access of Internet**

Place of Access	Occupational Background					Total	Test Results
	Student	Government Employee	Agriculture	Business	Others		
House	6 (12.00)	2 (4.00)	2 (4.00)	9 (18.00)	2 (4.00)	<b>21</b> <b>(42.00)</b>	$X^2=13.2523$ $p=.654228$  $p<.05$
Office	1 (2.00)	1 (2.00)	1 (2.00)	1 (2.00)	5 (10.00)	<b>09</b> <b>(18.00)</b>	
Internet café	1 (2.00)	1 (2.00)	1 (2.00)	1 (2.00)	3 (6.00)	<b>07</b> <b>(14.00)</b>	
College	1 (2.00)	1 (2.00)	1 (2.00)	1 (2.00)	1 (2.00)	<b>05</b> <b>(10.00)</b>	
Others	1 (2.00)	1 (2.00)	2 (4.00)	3 (6.00)	1 (2.00)	<b>08</b> <b>(16.00)</b>	
<b>Total</b>	<b>10</b> <b>(20.00)</b>	<b>06</b> <b>(12.00)</b>	<b>07</b> <b>(14.00)</b>	<b>15</b> <b>(30.00)</b>	<b>12</b> <b>(24.00)</b>	<b>50</b> <b>(100)</b>	

From the above table it is very clear that, 42% of the respondents were accessing the internet from house, among 18 % of them are from business background, 12% are belong to students community and remaining are from Government Employee, Agriculture and from other background which works out to 4% each respectively.

18% of the respondents were accessing the internet from office, among 10 % of them are from other background and remaining are from student, Government Employee and Agriculture background which works out to 2% each respectively.

14% of the respondents were accessing the internet from internet cafe, among 6 % of them are from other background and remaining are from student, Government Employee and Agriculture background which works out to 2% each respectively.

10% of the respondents were accessing the internet from office, among other background, student, Government Employee and Agriculture background which works out to 2% each respectively.

16% of the respondents were accessing the internet from house, among 6 % of them are from business background, 4% are belong to Agriculture community and remaining are from Government Employee, student and from other background which works out to 2% each respectively.

When we consider the occupational background of the respondents and the place of accessing the internet, we can analyse that the pattern of distribution of place of accessing the internet is different. The  $X^2$  value is 13.2523 and p value is .654228 which indicates that there is no significant difference in the opinion expressed by respondents towards the place of accessing the internet.

**Table – 5: Classification on the basis of online procedure followed for purchase of product**

Procedure followed while purchasing of product through online	No of respondents	Percentage
I buy the product through online after analyzing the product information provided by the online.	18	36
I get the product information from the website and discuss with others before placing the orders through the online.	22	44
I get the product details from the internet and visit nearest shops to verify the details and place the order either online or buy the local shop	5	10
I get the product details from the website but i buy at local dealers and shops.	5	10
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Survey data

The table exhibit that, the online marketing will grow due to the following reasons of the respondents were shows that, 36% of the respondents opinions I buy the products through online after analyzing the product



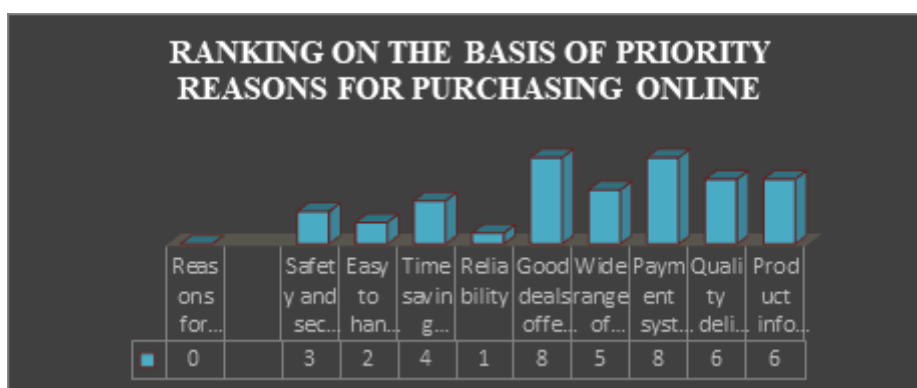
information provided by the online, 44% of the respondents opinions were I get the products information from the website and discuss with others before placing the orders through online, 10% of the respondents opinions were I get the products details from the internet and visit nearest shops to verify the details and place the order either online or buy the local shop and 10% of the respondents opinions were I get the products details from the website but I buy at local dealers and shops.

**Table – 6: Classification on the basis of order of priority the reasons for purchasing online**

Sl. No.	Reasons for purchasing online	Priority frequency	Rank
1	Safety and security	7 (14%)	3
2	Easy to handle	9 (18%)	2
3	Time saving and speed process	6 (12%)	4
4	Reliability	13 (26%)	1
5	Good deals offered by the company	1 (2%)	8
6	Wide range of choice	5 (10%)	5
7	Payment system is very easy	1 (2%)	8
8	Quality delivery of products and services	3 (6%)	6
9	Product information gathering	3 (6%)	6
10	Easy to access to global market	2 (4%)	7
<b>Total</b>		<b>50</b>	

Source: Survey data

**Graph – 1: Ranking on the basis of reasons for purchasing online**



It is evidenced that, 13% respondents are purchasing products through online because of its reliability. 18% are for easy handle, 14% are for reason of safety and security provided in online purchase. 12% are for time saving and speed process. 10% of the respondents are purchasing for the reason of wide range of choice and 3% of the respondent are using online purchase because of quality delivery and product information gathering respectively. Remaining 1% of respondent are for good deals and easy payment system respectively.

## FINDINGS

Majority of the male and female respondents are using internet for social networking. Many of the respondents fall between the graduate and above background and they use smartphones for use of internet. Majority of the respondents are accessing the internet at house. Many of them are used to get the product information from the website and discuss with others before placing the orders through the online. Due to reliability in the digital marketing the customers are purchasing the product.

## CONCLUDING REMARKS

Digital marketing is the fastest e-commerce solution available to customers. Digital marketing plays a vital role in modern business environment and in the life of an individual.

Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The ultimate purpose of the digital marketing is cop up with consumers and allows the customers to intermingle with the product by virtue of digital media. The perception of consumers is most important element to success and failure of these kinds of marketing strategies. The perception of individuals having direct link towards their purchasing behaviour and Satisfactional area. As a result of the study customer can have wide range of choices, compare the price of product with one merchant to

another and purchase products through online is much easier than physical mode and even which is safe and secure. Hence, this electronic media create more awareness regarding its facilities, offers and its working mechanism. Now a days online trading is not become nice to have its become need to have.

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**EMERGING OPPORTUNITIES AND CHALLENGES OF GREEN MARKETING IN INDIA**

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**ABSTRACT**

*Ethical measures in green marketing are an important part of modern business. This concept has enabled for the re-marketing and packing of existing products which already adhere to such guidelines. Additionally the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, loading the green friendliness of some while ignoring that of other. Green marketing is the phenomenon that has been developed in the world to facilitate sustainable development. There has been a change in consumer attitude towards green life style. This paper discussed how business have increased their rate of targeting green consumers, those who are concerned about the environment and allow it to affect their purchasing decisions. In this paper identifies the three important particular segments of green consumers and explores the challenges and opportunities businesses have with green marketing. This also examines the current scenario of Indian green marketing and describes the reason why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.*

*Key words: Green marketing, Green product recyclable, Eco-friendly.*

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**INTRODUCTION**

Green marketing is not going to be an easy concept. Green marketing refers to the process of delivering the higher standards of living through the marketing of the products that are presumed to be environmentally safe. Green marketing is also known as environmental marketing and ecological marketing. Adoption of green marketing is not may not be easy in short run but it will give long run impact on society. Green marketing includes a broad range of activities such as product modification, changes to the production processes, packaging changes as well as modifying advertising. McCarthy classified the 4 P's of marketing as Product, Price, Place and Promotion but in the era of Green marketing there is 3 more P's like People, Profits and Planet.

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing need among the consumers all over the world regarding the protection of the environment. As per J. Polonsky, (1994) green marketing can be defined as, "All the activities designed to generate and facilitate any exchange intended to satisfy human needs or wants with minimal detrimental input on our environment." Pride and Ferrell (1993) Green marketing also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, price and distributing products that will not harm the environment. Green Marketing can also lead to social responsibility arena of the organization.

**GREEN MARKETING**

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising.

**EVOLUTION OF GREEN MARKETING**

Green marketing is the term that was first discussed in a seminar on "Ecological Marketing" organized by American Marketing Association (AMA) in 1975 and took its place in marketing terminology. According to Peattie (2001), the evolution of green marketing has three phases. First Phase was termed as "Ecological" Green Marketing. During this period all the marketing activities were concerned to help environmental problems and to provide remedies to those problems.

Second Phase was "Environmental" Green Marketing. The focus was shifted to clean technology that involves the designing of innovative products that take care of pollution and waste issues.

Third phase was "Sustainable" Green Marketing. It came into existence in late 1990 and early 2000. It was concerned with developing the products that meet the criteria of quality, performance, pricing and convenience in an eco friendly way.

**GREEN PRODUCTS**

Green products can be defined as "Products which have minimal impact on the environment"

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**CHARACTERISTICS OF GREEN PRODUCTS**

Green products can be characterized by following measures:

1. Products with natural ingredients.
2. Eco-friendly products.
3. Organic products.
4. Recycled, reusable and biodegradable products.
5. Not tested on animals.
6. Only approved chemicals contents.
7. Product those are originally green.
8. Product that do not harm or pollute the environment.

**GREEN PRODUCTS EXAMPLES**

1. Power from wind and solar energy
2. Solar heater
3. Solar kitchen appliances
4. Gas fitted vehicles
5. Philips CFL bulbs
6. LED Lights
7. Green data centers
8. Electricity powered vehicles
9. Electric kitchen appliances
10. Nokia take back campaign
11. McDonalds's napkins and bags
12. Lewis jeans @ ECO
13. Nike Green shoes(Air Jordan)
14. Apple green technologies
15. Motorola Green phone Moto W233

**REQUIREMENTS FOR GREEN PRODUCTS**

- Production process compatible with the environment.
- Compatible with the company's goals.
- Satisfy the customer's need.

There is need to find the BALANCE between these requirements.

**OBJECTIVES OF THE STUDY**

This paper is aimed to cover the following objectives.

1. To understand the concept of green marketing.
2. To identify the importance and need of marketing.
3. To study the challenges and prospects of green marketing.

**RESEARCH METHODOLOGY**

The research is exploratory in nature. It focuses on review of various researchers' literature, books, journals, websites and other reliable sources.

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## REVIEW OF LITERATURE

Sachdev (2011) studied that customers were not clear about the benefits that eco friendly products are providing to the society. There is no legal authority that can certify environmental claims that are made by manufacturers. The author suggested that companies should focus on two objectives: improved environmental quality and customer satisfaction. Companies should strike a balance between visibility and transparency i.e. what they are promoting should convey trust. Mohanasundaram (2012) examined the reasons that organizations adopted for green marketing philosophy were social responsibility, govt. pressure, competitive pressure and cost reduction. The author supported the 7 P's green marketing such as product price, place, promotion, people, planet and profits.

Cherian & Jacob (2012) determined the relationship between the consumer attitudes and green marketing. The author studied the relationship between a dependent variable (consumer perception of green marketing) and its impact on independent variable (attitude and purchase behavior towards green marketing). The researcher suggested that there is need to explain the inconsistencies in attitudes of consumers through the individual factors by using reference group theory. Singh (2013) analysed the ethical measures taken by various companies in marketing area. The researcher studied the effectiveness as well as awareness among consumers about the green marketing. The researcher studied the demographic factors and green marketing practices. The author suggested that consumer awareness can only be increased with the association of NGO's and govt. The researcher suggested that companies should develop appropriate and affordable technologies to achieve wider acceptance of green products that will make a significant impact on the environment protection.

Nagaraju (2014) examines the market awareness of eco friendly FMCG products and consumer perception and willingness to pay more for green products. The author determined the relationship between product quality, price and consumer perceptions towards green products. The author suggested that govt and marketing organizations should join hands together increasing awareness of eco friendly products through eco labeling.

## CHALLENGES IN GREEN MARKETING

### Need for Standardization

It is found that only 5 per cent of the marketing message from "Green" campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing, the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

### New concept

Indian literate and urban consumer is getting more aware about the merits of Green products. However, it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and what will take a lot of time and effort. By India's Ayurvedic heritage, Indian consumer do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects, the consumer is already aware and will be inclined to accept the green products.

### Patience and Perseverance

The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

### Avoiding Green Myopia

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. In addition, if the green products are priced very high then again it will lose its market acceptability.

## GOLDEN RULES OF GREEN MARKETING

1. **Know you're Customer:** Make sure that the consumer is aware of and concerned about the issue that your product attempts to address, (Whirlpool learned the hard way that consumers would not pay a premium for a CFC-free refrigerator because consumer did not know what CFCs were).
2. **Educating your customer:** Isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a

significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.

3. **Being Genuine and Transparent:** Means that a) You are actually doing what you claim to be doing in your green marketing campaign and b) the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.
4. **Reassure the Buyer:** Consumer must be made to believe that the product performs the job it is supposed to do – they won't forego product quality in the name of the environment.
5. **Consider Your Pricing:** If you are charging a premium for your product and many environmentally preferable products cost more due to economies of scale and use of higher quality ingredients make sure those consumers can afford the premium and feel it is worth it.
6. **Giving your customers an opportunity to participate:** Means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.
7. **Thus leading brands should recognize that consumer expectations have changed:** It is not enough for a company to green its products, consumers expect the products that they purchase pocket friendly and to help reduce the environmental impact in their own lives too.

#### GREEN MARKETING-ADOPTS BY THE FARMS

Green marketing has been widely adopted by the firms worldwide and the following are the possible reasons cited for this wide adoption.

1. **Opportunities** – As demand changes, many firms see these changes as an opportunity to exploit and have a competitive advantage over firms marketing non-environmentally responsible alternatives. Some examples of firms who are strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs are:
  - a) McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and ozone depletion.
  - b) Tuna manufacturers modified their fishing techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins.
  - c) Xerox introduced a 'high quality' recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.
2. **Government Pressure:** as with all marketing related activities, government want to "protect" consumer and society, this protection has significant green marketing implications. Government regulations relating to environmental marketing are designed to protect consumers in several ways.
  - a) Reduced production of harmful goods or by-products Modify consumer and industry's use and / or consumption of harmful goods.
  - b) Ensure that all types of consumers have the ability to evaluate the environmental composition of goods. Government establishes regulations designed to control the amount of hazardous wastes produced by firms.
3. **Competitive Pressure:** Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases firms, observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior. For example when one thus manufacture stopped using driftnets the others followed suit.
4. **Social Responsibility:** Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm's corporate culture. There are examples of firms adopting both strategies.

**An example** of a firm that does not promote its environmental initiative is Coco-Cola. They have invested large sums of money in various recycling activities, as well as having modified their packaging to minimize its

environmental impact. While being concerned about the environment, Coke has not used this concern as a marketing tool. Thus many consumers may not realize that Coke is a very environmentally committed organization. Another firm who is very environmentally responsible but does not promote this fact, at least outside the organization, is Walt Disney world (WDW). WDW has an extensive waste management program and infrastructure in place, yet these facilities are not highlighted in their general tourist promotional activities.

- 5. Cost of Profit Issues:** Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful by products, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. Therefore firms that can reduce harmful wastes may incur substantial cost savings. When attempting to minimize waste, firms are often forced to re-examine their production processes. In these cases they often develop more effective production processes that not only reduce waste, but reduce the need for some raw materials. This serves as a double cost savings, since both waste and raw material are reduced. In other cases firms attempt to find end-of-pipe solutions, instead of minimizing waste. In these situations firms try to find markets or uses for their waste materials, where one firm's waste becomes another firm's input of production. One Australian example of this is a firm who produces acidic waste water as a by-product of production and sells it to a firm involved in neutralizing base materials.

### PRESENT TRENDS IN GREEN MARKETING IN INDIA

Organizations are Perceive Environmental marketing as an Opportunity to achieve its objectives. Firms have realized that consumers prefer products that do not harm the natural environment as also the human health. Firms marketing such green products are preferred over the others not doing so and thus develop a competitive advantage, simultaneously meeting their business objectives.

Organizations believe they have a moral obligation to be more socially responsible. This is in keeping with the philosophy of CSR which has been successfully adopted by many business houses to improve their corporate image. Firms in this situation can take two approaches:

1. Use the fact that they are environmentally responsible as a marketing tool.
2. Become responsible without prompting this fact.

Governmental Bodies are forcing Firms to Become More Responsible. In most cases the government forces the firm to adopt policy which protects the interests of the consumers. It does so in following ways.

1. Reduce production of harmful goods or by products.
2. Modify consumer and industry's use and / or consumption of harmful goods, or
3. Ensure that all types of consumers have the ability to evaluate the environmental composition of goods. Competitors Environmental Activities Pressure Firms to change their Environmental Marketing Activities. In order to get even with competitors claim to being environmentally friendly, firms change over to green marketing. Result is green marketing percolates entire industry. Cost Factors Associated With Waste Disposal or Reductions in Material Usage Firms to Modify Usage Forces Firms to Modify their Behavior. With cost cutting becoming part of the strategy of the firms it adopts green marketing in relation to these activities. It may pursue these as follows:
  1. A firm develops a technology for reducing waste and sells it to other firms.
  2. A waste recycling or removal industry develops.

Area	Traditional marketing	Green marketing
Goals	<ul style="list-style-type: none"> <li>• Customer satisfaction</li> <li>• Organizational goals</li> </ul>	<ul style="list-style-type: none"> <li>• Customer satisfaction</li> <li>• Organizational goals</li> <li>• Eco system compatibility</li> </ul>
Decision making	<ul style="list-style-type: none"> <li>• Fragmented thinking</li> <li>• Non boundary spanning</li> <li>• Short term orientation</li> </ul>	<ul style="list-style-type: none"> <li>• Integrated thinking</li> <li>• Boundary spanning</li> <li>• Long term orientation</li> </ul>
Philosophical basis	<ul style="list-style-type: none"> <li>• Eco system an open risk</li> </ul>	<ul style="list-style-type: none"> <li>• Eco system a physical limiting factor</li> </ul>
Ecological responsibilities	<ul style="list-style-type: none"> <li>• Limited product risk</li> <li>• Local/regional/ national</li> <li>• No/under ecological costs</li> </ul>	<ul style="list-style-type: none"> <li>• Product risk</li> <li>• Global/international</li> <li>• Full accounting of ecological costs</li> </ul>
Tools	<ul style="list-style-type: none"> <li>• Use planning to minimize</li> </ul>	<ul style="list-style-type: none"> <li>• Use life cycle assessment and</li> </ul>

	cost <ul style="list-style-type: none"> <li>• Focus on industry functions</li> <li>• Total Quality Management (TQM)</li> </ul>	environment audit to minimize and redirect waste management
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### 10 WAYS TO GO GREEN

1. Unplug when not in use.
2. Use less water, every drop counts.
3. Use CFLs.
4. Buy organic food.
5. Walk more.
6. Drive Less/ Car pooling.
7. Recycle more.
8. Switch to green power e.g. Solar power.
9. Aware the world about Go Green, Live Green.
10. Say no to plastics.

### BENEFITS OF GREEN MARKETING

- **Opportunity** In India, around 25% of consumers prefer eco friendly products. So marketers have diverse segments to cater to.
- **Social Responsibility** Many companies have started realizing that they must behave in an environmental friendly manner. They believe that they should fulfill social responsibility by achieving both environmental objectives and organization profits objectives.
- **Govt. Support** Various regulations are framed by governments to protect consumers and society. The Govt. of India has developed a framework of legislations to reduce the production of harmful products e.g. ban of plastic bags in Punjab.
- **Competitive Edge** Many companies take up green marketing to maintain their competitive edge. Initiatives by small companies have prompted the many others companies to follow suit.
- **Cost Reduction:** Reduction of harmful waste may lead to saving in cost. It is possible to use waste generated by one company in another company as cost effective raw material.

### SUGGESTIONS

Though majority respondents claim to be aware of green products, but the awareness seems superficial and over-claimed. The deeper analysis reveals clearly that majority respondents, who claimed to be aware of green products, actually did not know as to what green products constitutes, exactly. The respondents did not understand that buying green products also contributes towards environment protection. The study also shows that people in general have lot of concern and strong desire to do something towards environment but they did not know how they can contribute. Hence marketers and Government cannot be individually held responsible but environmental protection agencies, media, must create awareness about green products as a mean to save the environment. Marketer should take initiative keeping in the mind that consumers are concerned and willing to do their bit towards environment protection. Marketers should plan effective promotional strategies to educate them about green products, their usage and resultant impact on the environment protection that will help in long run and will enhance their goodwill and building strong brand image in the eyes of consumers. Similarly the study points towards the need for an active role on the part of government and various stakeholders in educating the consumers towards being a green consumer. Marketers should make use of environmental product and consumer benefit claims that are specific and meaningful. Marketers should acquire product endorsements or eco-certifications from reliable third parties and educate consumers about the meaning behind those endorsements and eco-certifications.

### CONCLUSION

The Environmental problems in India are growing rapidly. Going green has become the new success mantra and is being discussed by people from all the walks of life. Eco-label will be considered as a major tool for Environmental marketing. The government, the organization and the customers has to put hands together in



creating awareness of eco-friendly products. It will be a costly affair but it will help in long run to business as well as to our environment.

Green marketing is the tool for protecting the environment for the future generation. Firms have to carry out research to find out how it is going to be feasible. With the threat of Global warming, it is very important that green marketing should become the norm. Recycling of paper, plastics in a safe and eco friendly way should become more systematized and universal. Nowadays people started to realize their role and responsibilities. Even the company which focused on the profit now turned towards Green Marketing Companies and producing eco-friendly products.

Nowadays companies with the help of advertising started to educate the consumer about the benefits of Green Products. Green marketing should not neglect the economic aspect of marketing. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. Marketing was to think how to make more consumption and green marketing is when we think how to consume less.

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**GREEN MARKETING: A STUDY ON CONSUMER AWARENESS**

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**ABSTRACT**

*Now a day the environment has been changed and the attitude of the consumers also changed go for green marketing. People are dynamically trying to reduce their impact on the environment. According to the American Marketing Association (AMA), green marketing is the marketing of products that are presumed to be environmentally safe and this is also known as: Environmental Marketing (EM), Ecological Marketing, and Eco- Marketing. Thus green marketing includes a wide range of activities, including changes in the method of production, packaging changes, eco-friendly products, advertising strategies, product modification etc. When compare to other countries in India, the level of awareness is very less about the green marketing. The progress of green marketing has been expanding quickly in the world. With this backdrop this paper is to study that consumer awareness towards green marketing. For this purpose data have been collected from 50 respondents through structured questionnaire to know the level of awareness of the consumers in shivamogga town and data collected. The sample selected randomly and data analysed by using various statistical tools and techniques.*

*Key words: Green marketing, Green Products, Awareness, Eco-friendly.*

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**INTRODUCTION**

Marketing is the process of selling goods and services to ultimate consumers. Marketing also helps to communicate, educate and influence society .Business enterprises uses various marketing strategies to attract consumers effectively towards their products and services. These marketing strategies create different marketing trends in the market. These marketing trends are dynamic in nature. The environmental issues like pollution, global warming and climatic changes etc are the reasons for emergence of green marketing. Green marketing related to business practice, it comprises of marketing of products and services that are considered to be environmental friendly and promoting the preservations of the environment is sustainable way. Green marketing also provides competitive advantage and opportunities for marketers. This study attempts to know the awareness regarding green marketing practices among the consumers and their responses about green marketing.

**GREEN MARKETING**

As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of their needs and wants occur with minimal detrimental input on the national environment." Green marketing is also called environmental marketing/ecological marketing.

First phase was termed as "**Ecological**" green marketing, and during this period all marketing activities were concerned to help environmental problems and provide remedies for environmental problems.

Second phase was "**Environmental**" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.

Third phase was "**Sustainable**" green marketing. It came into prominence in the late 1990s and early 2000 concerned with developing good quality products which can meet consumers' needs and wants.

**Importance of Green Marketing**

Marketing people generally take strategic decision for business development responsibility and business growth responsibility but green marketing mainly exercise on environmental concerns and follows the concept of social marketing where the main motive to aware and promote social goals of an individual as well society. There are several factors which prompt us to use "eco- friendly products". Green consumers prefer products made from recycled material or products whose use entails reduced environmental impact but the concept of pricing make it more crucial because of premium pricing policy. In spite of several "if "And "but" acceptability and adaptability for such product is increasing day by day.

- ❖ Health friendly for human beings and animals.
- ❖ People using green products are more secure because they are reducing the chances to harm themselves.

- ❖ People are not spending money on green products rather they are investing on health and these expensive products will pay them in long-run.
- ❖ Using green products in household also educates the society, family members and other about the issues related to health.
- ❖ People can keep them away from the hazards of chemicals and toxins.
- ❖ Green products are basically based on the concept “reuse, reduce and recycle”.
- ❖ Helps in reducing pollution, decreasing the destruction of forest and helps in nurturing the eco –system in a desired way.
- ❖ It saves money in long run, though initially the cost is more.

## REVIEW OF LITERATURE

**Dr M. Mary Anbunathy (2016).** This research paper investigates the level of awareness’ of the consumers in Tanjore town. For the purpose of the study the author collected both primary data and secondary data and chi square test is used for testing the hypothesis. The study reveals that there is a relationship between the educational qualification and their income level of the consumers and also there is a relationship between the occupation and Awareness about the green products in Tanjore town. The consumers are spending lesser amount to purchase green products. But they ready to pay premium prices for the environmental friendly products. There is a need in this situation to save our earth is joint hands actions from Government, NGOs, Manufactures’, retailers, regulators and environmental education groups should create an awareness programmes among the consumers at regular intervals for maintaining and safeguarding the earth’s eco system.

**Mayank Bhatia and Amit Jain (2013)** this paper investigates Consumers’ level of awareness about green products found to be high but at the same time consumers are not aware about green initiatives undertaken by various government and non-government agencies indicating need for more efforts from organizations in this regard. Consumers have shown positive approach towards green products at the same time they are concerned with the availability and price of such products. This implied that Marketers should make the green products available to the consumers. As consumers consider the sick effects of manufacturing and consumption on natural environment, they may purchase the green product if marketers can make them aware about the benefits of the green products as compared to that of traditional products. It was found that the people who buy only green products is very low and marketers need to take this as an opportunity to build their product portfolios and promote themselves as green.

**Dr. Shruti P Maheshwari (Feb 2014)** This paper investigates consumer beliefs and attitude on environment protection and their purchasing behaviour of eco-friendly products and also focuses on the success of efforts put by marketers in bringing green products awareness in consumer’s mind. It further reviews consumer behaviour and impact of marketing communication to identify how consumers are convinced to select for green products. This paper has highlighted various aspects of consumer behaviour and shown that consumer preference for green products could be influenced by marketing.

**Jeevarathnam P. Govender and Tushya L. Govender (2016).** The research paper examined the influence of green marketing on the purchasing behaviour of South African consumers. The result indicates that the respondents have high knowledge level regarding the issues facing by the environment. The majority of the respondents preferred to patronize socially responsible retailers. The respondents were price sensitive which affected their purchasing decisions and they strongly felt that green marketing influenced their purchasing behaviour. The respondents felt that green products are healthy, good for the environment and green products superior to traditional products.

**Prof. Jaya Tiwari (April- 2014).** The paper examined the history, evolution, features, challenges and opportunities of green marketing. The made the comparison between traditional marketing and green marketing to know the importance of green marketing. Green marketing is a one of the way for protecting the environment for future generation. The consumers had a willingness pay premium price for green products. Consumers have the ability to demands organizations to integrate the environment into their corporate culture and thus ensure all organizations decrease the harmful environmental impact of their activities.

**Prof. Ankit Gandhi and Dr. Ashvin H. Solanki (June 2012).** This paper investigates that the growing concern of environmental protection. For business enterprises to survive in this market, they need to go green in all aspect of their business activites. Green marketing is just not a tool for environmental protection but also, a marketing strategy. Consumers are willing to pay more for green products consumer behaviour is also very

necessary because it is not only influenced by the macro variables like age, locality, demographic, sex, family background etc.

### Research Gap

Many researchers presented their opinion and findings study based on their data. We reviewed the various research papers on awareness, purchasing behaviour and perception of consumers towards green marketing. The authors studied perception and awareness of consumers in different geographical areas apart from the shivamogga city. Many of them concentrated only on the concepts, features, challenges and opportunities of green marketing.

With this background, the awareness of consumers is most important element to success and failure of marketing strategies. Hence, the present study made an attempt to analyse the consumer awareness towards green marketing in shivamogga city.

### Objectives of the Study

The main objective of the present study is to analyse the awareness level of consumers towards green marketing from the view point of knowledge of consumers, green products available and promotional activities of enterprises. Further the present study also aims to understand few concepts of green marketing.

### Scope of the Study

The scope of the study covers only analysis the awareness level of consumers towards green marketing. The geographical area for the study confined to Shivamogga city and samples are collected from different areas within the shivamogga city only.

### Methodology

To attain the major objectives of the study research descriptive study is carried out. The study purpose the quantitative approach was adopted primary data has been collected through well-structured questionnaire. The questionnaire contains the demographical profile and the questions relating to measures the awareness of consumers towards green marketing. Secondary data collected through various sources like magazine, websites and journals. The sample size for the present study is 50 respondents of shivamogga city by using convenience sampling method. For analysis purpose descriptive statistics have been used.

## RESULTS AND DISCUSSION

**Table 1:** Demographical Profile of the Respondents

Particulars		No. of Respondents	Percentage (%)
Age	Up to 25yrs	9	18
	25-35yrs	20	40
	35-45yrs	9	18
	45-55yrs	7	14
	Above 55 years	5	10
	<b>Total</b>	<b>50</b>	<b>100</b>
Gender	Male	29	58
	Female	21	42
	<b>Total</b>	<b>50</b>	<b>100</b>
Education	Up to 12th std	6	12
	Graduate	16	32
	PG	18	36
	Professional	7	14
	Others	3	6
	<b>Total</b>	<b>50</b>	<b>100</b>
Marital status	Married	36	72
	Unmarried	14	28
	<b>Total</b>	<b>50</b>	<b>100</b>
Occupation	Student	3	6
	Housewife	13	26

	Employed	18	36
	Entrepreneur	13	26
	Retired persons	3	6
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Monthly income</b>	Below Rs.15000	13	26
	15001-30000	19	38
	30001-50000	11	22
	Above 50,000	7	14
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Survey Data

From the above table it is depicted that 40% of the respondents are belongs to 25-35 years age group. 58% of the respondents are male and remaining females. 36% of the respondents were completed their post graduation. 72% of the respondents are married. 38% of them are working people are Majority of them are getting a monthly salary of more than Rs. 15, 000 and less than Rs.30, 000 per month.

**Table 2:** Sources of Information about the Green Products

Sl.No	Particulars	No. of Respondents	% of Respondent
1	Friends and Relatives	18	36
2	News paper and Magazines	11	22
3	Internet	13	26
4	Television and Radio	5	10
5	others sources	3	6
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Survey Data

From the above table, it is observed out the total respondents, majority (36%) of them are got the information from their friends and relatives regarding green products. Apart from that internet, news paper and magazines other major sources for respondents to get information about green products.

**Table 3:** Amount Spend For a Month for Purchasing the Green Products

Sl.No	Particulars	No. of Respondents	% of Respondent
1	Below Rs.500	9	18
2	Rs.500 -750	13	26
3	Rs.750 – 1000	16	32
4	Rs.1000-1250	7	14
5	above Rs.1250	4	8
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Survey Data

From the above table, it is clear that 32% of the respondents spend up to Rs. 1000 per month for purchasing green products. Respondents are very less spending above Rs.1250 for purchasing green products.

**Table 4:** Types of Eco-Friendly Products Purchased In a Month

Sl. No	Particulars	No. of Respondents	% of Respondent
1	Organic Food items like Vegetables, Rice, Fruits etc	17	34
2	Cosmetics (Soap, Shampoo, cream etc.)	24	48
3	Toiletries	4	8
4	Electricals	3	6
5	Others	2	4
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Survey Data

From the above table, it shows that the 48% of the respondents purchased cosmetic items. 34% of respondents purchase organic food items like rice, vegetables, and fruits only and minority of them are purchased toiletries, electrical and others.

**Table 5:** Respondents Awareness about Green Products

Sl. No	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Green products are healthy	15	23	10	2	0
		30%	46%	20%	4%	0%
2	Green products are of good quality	15	19	9	6	1
		30%	38%	18%	12%	2%
3	Green products are better than standard products	15	16	11	5	3
		30%	32%	22%	10%	6%
4	Green products are good for the environment	22	14	9	5	0
		44%	28%	18%	10%	0%
5	Green products are reasonably priced	4	8	5	24	9
		8%	16%	10%	48%	18%
6	Green products are easily available in stores	3	16	15	11	5
		6%	32%	30%	22%	10%
7	Green products are well promoted	2	15	16	12	3
		4%	30%	32%	24%	6%

**Source: Survey Data**

From the above table it can be concluding that 76% of respondents perceived that the green products are healthy and 20% respondents were neutral in this regard. 68% of respondents concur that green products are good in quality and 18% respondents were neutral about quality. 62% of respondents perceived that green products are better than standard products and 22% respondents were neutral in this regard. 72% of respondents agree that the green products are environmental friendly. 66% of respondents were disagreement that green products are reasonably priced and 24% agree that products are not reasonably priced. 38% perceived that green products are easily available, 32% of respondents were disagreement that green products are not easily available 30% of respondents were neutral in this regard. 34% of respondents were perceived that green products are well promoted, 32% of the respondents are neutral regarding green products promotion and 30% of respondents were disagreement that green products are not well promoted.

**Table 6:** Following Factors Affect the Purchase of Green Products

Sl. No	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Price of the product	22	16	8	4	0
		44%	32%	16%	8%	0%
2	Awareness about Green Products	8	25	11	5	1
		16%	50%	22%	10%	2%
3	Availability of Green Products	11	20	12	4	3
		22%	40%	24%	8%	6%
4	Promotional activities of Green products	7	23	3	15	2
		14%	46%	6%	30%	4%
5	Past Experience	6	18	16	4	6
		12%	36%	32%	8%	12%

**Source: Survey Data**

From the above table it is depicted out of the total respondents, 76% of respondents agreeing that price of the product influence on their purchase decision. 66% of the respondents are agreed that they well aware about green products and 32% are still in confusion about green products. 62% of the respondents agreed that their purchase decision based on availability of green products and 24% of respondents were neutral in this regard. 60% of the respondents agreed that the advertisements will influence on their buying of green products and 30% of respondents are disagreement that there is no influence of promotional activities on purchase decision. 48% of the respondents are perceived that they purchase the products on their past experience and 32% of respondents are neutral about the effect of past experience on purchase of green products.

**Table 7:** Respondents Opinion about Green Promotion

Sl. No	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Green products advertisements are	10	21	12	6	1

	useful in creating awareness of problems facing by the environment	20%	42%	24%	12%	2%
2	Advertisements for green products motivate me to support the environment through purchasing green products	11	17	15	5	2
		22%	34%	30%	10%	4%
3	Information on product packaging helps me make an informed decision about what I am consuming	10	19	16	3	2
		20%	38%	32%	6%	4%
4	I often read product labelling/packaging before making a purchase	21	12	4	10	2
		42%	24%	8%	20%	4%

Source: Survey Data

From the above table, the majority 62% of the respondents are believed that advertisements are helpful in creating awareness regarding green products and 24% of respondents were neutral. 56% of the respondents are in agreement that advertisements motivate them to purchase green products and 30% of respondents were neutral in this regard. 58% of the respondents were agreed that information on product packaging helps me make an informed decision and 32% of respondents were neutral in this regard. The majority (66%) of the respondents strongly agree that they are frequently read the product labelling or packaging before purchase and 24% of respondents were disagreement that they not read the product labelling or packaging before purchase.

## FINDINGS

The following are the major findings from the study.

- The majority of the Respondents are got the information from their friends & relatives and Internet regarding green products.
- The most of the respondents spend up to Rs. 1000 per month for purchasing green products.
- The respondents purchased more cosmetic items like soaps, shampoo, creams etc. And organic food items like rice, vegetables, and fruits.
- The respondents agreed that the green products are healthy and good in quality.
- The majority respondents strongly agree that green products are better than standard products and also the green products are environmental friendly.
- Majority of respondents are agreed that green products are not reasonably priced.
- The most of Respondents believed that price of the product influence on their purchase decision.
- Majority of the respondents are well aware about green products and some of the respondents are still in confusion about green products.
- The majority of the respondents purchase decision based on availability of green products and Respondents purchase the products on their past experience.
- Respondents are agreed that advertisements are helpful in creating awareness regarding green products as well as advertisements motivate them to purchase green products.
- The majority of Respondents are frequently read the product labelling or packaging before purchase.

## SUGGESTIONS

- The business enterprises, Should adopt green marketing practices to protect environment.
- The marketers, government, advertisements agencies and NGOs should promote eco friendly products and green marketing.
- There is need to provide knowledge regarding green marketing by including the concepts at collage (UG and PG) level.
- The consumers are still not aware about green products and green marketing the marketers, government, advertisements agencies and NGOs should create awareness of green products and its benefits through advertisements.

- The marketers should take necessary steps and make availability of green products to all consumers easily at reasonable price.
- Manufactures' should concentrate to produce recyclable products, reuse of packaging, reduce plastic packaging and they can use energy saving equipments for production and other purpose.
- Government should offer some subsidies manufacturers for purchasing the equipments and machinery helping in keeping environment green.

### CONCLUSION

Green marketing gained an importance now a day because of the environmental issues. In India the consumers also have awareness regarding green marketing but still lot of consumers are not aware due to lack of knowledge and rural areas. Green marketing and green products are comparatively high priced than normal products because of their production method and techniques. Consumers are price oriented so the marketers, government, agencies and NGOs should take necessary promotional activities to create awareness about green products and its importance, benefits like quality, eco-friendliness etc. There is a scope for further research on green marketing and green products about their benefits, effects, importance, initiatives and developments.

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**GREEN MARKETING: A SUCCESSIVE TOOL FOR MODERN BUSINESS.**

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**ABSTRACT**

*In today's world, more and more customers are becoming not only environmentally conscious but also environmentally responsible. For that, concerns have been expressed by manufacturers and customers about the environmental impact of products during recent decades. Consumers and manufacturers directed their attention toward environment friendly products that are presumed to be "green". Indian marketers are also realizing the importance of the Green Marketing Concept. Green marketing is used as one of the tool to attract the consumers in a modern business. Now a days the purchasing habit of the consumers are changing they are preferring chemical free products which leads to the adoption of green marketing strategy.*

*This paper discusses how it is important for a business organisation to adopt green marketing strategy and how they are fulfilling their corporate responsibility. This paper also give in detail information about the green products and green branding adopted by the Companies.*

*Key words: green marketing, corporate responsibility, marketing strategy ,green products.*

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**INTRODUCTION**

Green marketing is a phenomenon which has developed particular importance in the modern market. This concept has enabled for the re-marketing and packaging of existing products in eco-friendly material as per the guide lines. Additionally, the development of green marketing has opened the door of opportunity for companies to create a g-brand(co brand) of their products. Such marketing techniques will be explained as a direct result of movement in the minds of the consumer . As a result of this ,businesses have increased their rate of targeting consumers who are concerned about the environment. These consumers, through their concern are interested in integrating environmental issues into their purchasing decisions through their incorporation into the process and content of the marketing strategy for whatever product may be required.

**Meaning**

Green marketing is the marketing of products or goods that are environmentally safe. Green Marketing is also termed as environmental marketing. Thus Green Marketing means the holistic marketing approach and concept. It refers to an organizations effort's at designing and promoting products in a perfect manner that will not harm the environment. Green marketing includes a broad range of activities like product modification, packaging changes and modifying advertisements.

**Objectives**

1. To know the concept of green marketing.
2. To analyse the importance of green Marketing in modern business.
3. To examine how the companies are fulfilling their corporate responsibility by using Green marketing Strategy.

**LITERATURE REVIEW**

1. **DR. M A Parveen Banu and C Meena (2019):** This research papernamed A study on awareness of green in Tiruchirapalli District focused on analysing the awareness level of respondents towards green products. The research done was primary research by taking 100 responses in Tiruchirappalli town. From the research it is found that most of the people who are aware are female, age group of 26-45 and most of them are married.

2. **Dr.G.Nedumaran and M.Manida (2018):** Green Marketing on Customer Behaviour Towards Usage of Green Products. This research has been done To know the concept of green marketing .To assess the awareness of consumers regarding green products. by the research he had found that Green advertising is extremely fundamental for the manageability of an association nowadays. As is uncovered from the writing audit there is a great deal of hole in inquires about on this subject.

3. **Sujith T S (2015):** Awareness of Green Marketing and Its Influence on Buying Behaviour of consumers in Kerala. This research conducted To study the consumers' awareness and attitude towards eco-friendly products. Analytical research methodology is used for the study and found out people have awareness about the eco-friendly products and they show a positive attitude towards green marketing and green products.

4. **Dr.Shruti P Maheshwari (2014):**Awareness of Green Marketing and It's influence on buying behaviour of Consumers: Special reference to Madhya Pradesh, India. Mainly focused on analysing Consumer beliefs and attitudes on green products by collecting both secondary and primary data and using Means, Coefficient of Variation and Respondents reacted positively about buying brands which are less damaging to environment (80 per cent).

### Objectives of green marketing

#### 1.Reduce Pollution

The main objective of green marketing is to reduce pollution and provide green products to society.

#### 2.Create Awareness

Green products aware of the people to buy chemical-less products because green products do not affect the body.

#### 3.Avoiding Waste

The packing and process of green products avoid the wastes and make pollution-free environments.

#### 4.Eco-Friendly

Green products are Eco-friendly. because it does not need too many chemicals during production.

### Why Are Firms Using Green Marketing?

Firms may choose to green their systems, policies and products due to economic and non-economic pressures from their consumers, business partners, regulators, citizen groups and other stakeholders(non market environment).some other reasons may includes:

1. **Some scholar claim that green policies/products are profitable:** green policies can reduce costs; green firms can shape future regulations and reap first mover advantage.
2. **Now a days firms are becoming more concerned about their social responsibilities (S.R).** They have taken social responsibility as a good strategic move to build up an image in the heart of consumers. Even the socially responsible firms are getting leverage, whenever they intend to enter into foreign countries. So we can see that firms in this situation have taken two perspectives: (1) They are using green marketing as marketing tool; (2) they are working in this field without promoting the fact.
3. **Change in customers attitude:** with increasing concern about environment, consumers attitude towards firms having green policies or green products are becoming motivating factor.
4. **Governmental pressure:** In all most all civilized countries Govt. has the law to protect the consumers and the environment from the harmful goods or by products and ensure through law that all types of consumers have the ability to evaluate the environmental composition of goods. Govt. established several regulations to control the amount of hazardous waste produced by firms and many by-products of production are controlled through the issuing of various environmental licenses, thus shaping the behaviour of organization towards more socially responsible one. In some countries govt. has designed guidelines in such a way that consumer would have appropriate information which would enable them to evaluate organisation's environmental claims.
5. **Competitive pressure:** competition is the integral part of business; and you can not over-look any competitive action taken by your competitor. So to be in the market you have to have a vigil over your competitor's move for marketing it's products. Some firms has taken green-marketing as a strategy to build up it's image rather than inculcate it as a part of the policy and work silence. In some instances this competitive pressure has caused an entire industry to modify and thus reduce it's detrimental environmental behaviour

### GREEN PRODUCTS AND ITS CHARACTERISTICS:

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development.

We can define green products by following measures:

1. Products those are originally grown.
2. Products those are recyclable, reusable and biodegradable.

3. Products with natural ingredients.
4. Products containing recycled contents, non-toxic chemical.
5. Products contents under approved chemical.
6. Products that do not harm or pollute the environment.
7. Products that will not be tested on animals.
8. Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

### **GOLDEN RULES OF GREEN MARKETING**

1. **Know you're Customer:** Make sure that the consumer is aware of and concerned about the issues that your product attempts to address.
2. **Educating your customers:** isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.
3. **Being Genuine & Transparent:** means that a) you are actually doing what you claim to be doing in your green marketing campaign and b) the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed. Reassure the Buyer:
4. **Consumers must be made to believe that the product performs the job it is supposed to do-**they won't forego product quality in the name of the environment.
5. **Consider Your Pricing:** If you are charging a premium for your product-and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients-make sure those consumers can afford the premium and feel it is worth it.
6. **Giving your customers an opportunity to participate:** Means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.

Thus leading brands should recognize that consumer expectations have changed: It is not enough for a company to green its products; consumers expect the products that they purchase pocket friendly and to Help reduce the environmental impact in their own lives too..

### **Green Marketing With Social Responsibility**

Many companies have started realizing that they must behave in an environment friendly fashion. They believe both in achieving environmental objectives as well as profit related objectives respecting the principle of Extended Producer Responsibility (EPR) helping to make the world more Greener and safer for future and up to some extent they are delivering their CSR (Corporate Social Responsibility) by producing Green products for welfare of the environment and the for the customers as a whole.

### **Green Companies Of India**

1. **HCL:** HCL is another brand that is trying to introduce eco- friendly products in the market and it has recently launched the HCL ME 40 notebooks. These notebooks do not use any polyvinyl chloride (PVC) material or other harmful chemicals and the Bureau of Energy Efficiency already given it a five star rating.
2. **Tata Consultancy Services:** TCS has a globally recognized Sustainability practice and has already topped the Newsweek's top World's Greenest Company title. It also has a global green score of 80.4% and this has mainly happened due their initiative of creating technology for agricultural and community benefits.
3. **Oil and Natural Gas Company:** ONGC, India's largest oil producer is all set to change the way with the invention of green crematoriums, that would serve as a perfect replacement for the funeral pyres that emit so much smoke and uses up excess oxygen.
4. **IndusInd Bank:** One of the first banks in India to discourage the use of paper for the counterfoils in ATMs, and sending electronic messages, it has contributed a lot towards saving paper and reducing deforestation.

**5. ITC:** ITC has adopted a Low Carbon Growth Path and a Cleaner Environment Approach and has already introduced ozone treated elemental chlorine free bleaching technology that has improved the lives of millions worldwide.

**6. Wipro:** Wipro, has not only helped in the creation of technology that helps in saving energy and preventing wastes, but its corporate headquarters in Pune is the most eco friendly building in this sector all over India.

**7. MRF Tyres:** MRF has launched the ZSLK series and this is all about creating eco- friendly tubeless tyres made from unique silica- based rubber and also offers extra fuel efficiency to those who drive their vehicles.

### **CONCLUSIONS**

Now a days all the companies are concerned about the environmental issues because to render their social responsibility. As a result they are adopting green marketing strategy to provide eco friendly products to the consumers. And they are also using this strategy to face the competition in the market. So many Indian companies are involved in the production of green products for their survival in the market.

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**GREEN MARKETING: OPPORTUNITIES AND CHALLENGES IN INDIA**

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*Environmental issues are most complicated topic now a day, as almost all countries government and societies has started to be more concentrated on these issues. This issue leads to emergence of green marketing. Green marketing is the marketing of products that are in the nature of environmental – friendly such as production process, packaging, labelling, advertisement strategies. Green marketing is become an essential element for decreasing the global warming, therefore the businesses and consumers have to challenge eco-friendly products this become more concern on the environment, health and wealth in order to protect the earth's resources. With this backdrop the present study analyses the opportunities and challenges of green marketing in the present era.*

*Key words: Green marketing, Eco-Friendly, Opportunities and Challenges, Products.*

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**INTRODUCTION**

Green marketing is the marketing of products that are intended to be environmentally safe. Thus green marketing consist a wide range of activities, including product modification, changes in the production process, packaging changes, as well as changes in advertising. As environmental issues carry on to influence human activities, society is now regards them with much concern. Most firms have begun to use green marketing as a sustainable development framework and most of the international organizations have acknowledged green products which are environmentally friendly. Other similar terms used are Environmental Marketing and Ecological Marketing. So, in these circumstances of universal concern, corporate houses are using this green marketing as a visible part of their strategic planning to promote products by employing environmental claims either about their attributes or about their systems, policies and processes of the firm that manufacture or sell them. Some businesses have rapidly adopted the Environmental Management System (EMS) and started use eco-friendly approach to all corporate activities. Clearly Green marketing is a part and parcel of overall corporate strategy; along with manipulating the traditional marketing mix (4 Ps), it requires an understanding of public policy process.

"Green or Environmental Marketing contain of all activities planned to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurred with minimal detrimental impact on the natural environment." (Mr. J Polonkey)

Green marketing consists of developing and promoting products and services that satisfy customers wants and desires for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment.

Pride and Ferrell (1993) Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

Elkington (1994: 93) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries.

**EVOLUTION OF GREEN MARKETING**

Green Marketing concept has been developed over a period of time. According to Peattie (2001), they are three phases in evaluation of green marketing.

- **First phase:** "Ecological" green marketing in this phase overall activities of marketing were related to help environment problems and provide remedies for environmental problems.
- **Second phase:** "Environmental" green marketing in this phase main focus towards on clean technology that involved designing of modern new products, which take care of pollution and waste issues.

• **Third phase:** "*Sustainable*" green marketing, it came into prominence in the late 1990s and early 2000. This was the result of the term sustainable expansion which is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs."

### Why Green Marketing?

Green marketing refers to the process of selling products and/or services based on their ecological benefits. Such a product or service are eco-friendly in it or produced and/or packaged in an eco-friendly way.

The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and buying decision based on their eco- friendly. The not-so-obvious assumption of green marketing is that consumers will be ready to pay more for eco- friendly products than they would for a less for not ecological products.

### Benefits Of Green Marketing

Companies that develop new and modified products and services with eco-friendly inputs it helps to enhance their profit sustainability, access to new markets, and enjoy a competitive advantage over the companies which are not concerned for the environment.

Some of the advantages of green marketing are,

1. It ensures continuous long-term growth along with profitability.
2. It saves money in the long run, though primarily the cost is more.
3. It helps in accessing the new markets and enjoying competitive advantage.
4. Most of the employees also feel responsible and proud to be working in the company which is involved in the production of environmentally safe.

### Green Products And Its Characteristics

The products those are eco friendly and manufactured through green technology and that caused no environmental hazards are called green products. We can define green products by following measures:

1. Products those are originally grown,
2. Products those are recyclable, reusable and biodegradable,
3. Products with natural ingredients,
4. Products containing recycled contents, non-toxic chemical,
5. Products contents under approved chemical,
6. Products that do not pollute or harm the environment,
7. Products that will not be tested on animals,
8. Products that have eco-friendly packaging i.e. reusable, refillable containers etc.,

### Need Of Green Marketing: An Anthropological View

Issues like Global warming and depletion of ozone umbrella are the main for the healthy survival. Every person rich or poor would be interested in quality life with full of health and vigor and so would the corporate class. Financial gain and economic profit is the main aim of any corporate business. However, harm to environment cost by sustain business across the globe is realized now though off late. This sense is building corporate citizenship in the business class. So green marketing by the business class is still in the selfish anthological perspective of long-term sustainable business and to please the consumer and obtain the license by the Governing body Industries in Asian countries are catching the need of green marketing from the developed countries but still there is a wide gap between their understanding and implementation.

### LITERATURE REVIEW

**G. Mohanraj\*; P. Karthikeyan\*\* (2016).** The research paper examined the opportunities and challenges in green marketing. We also include green buildings which are capable in their use of energy, water and construction materials, and which reduce the contact on human health and the environment through better design, construction, operation, safeguarding and waste disposal.

**Amanpreet Kaur (2016).** The research paper examined that the Green marketing is a phenomenon which has developed particular important in the modern market. In the emerging world the concept of pollution free activity is given more importance in all the sectors and in all stages.

**Bharanitharan (2017).** The research paper investigates that the green marketing as .all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

**Ashu Kumar, (2012).** According to this study ultimately it is consumers who are responsible for environmental problems. Corporate should create the marketing awareness among the consumers, what are the benefits of green as compare to non-green ones.

### Objectives Of The Study

The following are the objectives of the study

1. To study the challenges with green Marketing
2. To know the opportunities in green marketing
3. To study the difficulties in green marketing

### Scope And Research Methodology

The present study covers opportunities and challenges of green marketing only. For analysing challenges and opportunities few factors are considered such as Golden rules of green marketing, Reasons for using Green Marketing in Firms, Difficulties in Green Marketing. The necessary data for the study obtained from secondary source. The major secondary sources are, research papers, reference books, newspaper, magazine, etc.

### CHALLENGES IN GREEN MARKETING

#### 1. Need For Standardization

There is no fixed standardization to certify a product as a green product. There is only 5% of messages are true from the eco- friendly company and there is lack of standardization to confirming these claims. Unless some regulator bodies are involved in providing certification there is a need of standard quality control to be place for such labelling and licensing.

#### 2. New Concept

In India more literate and urban consumers are having aware about the advantages of environmental products. Consumers need to be made aware and educated of the environmental threats. The green movement requires reaching the masses and it requires a lot of time and efforts. By India's Ayurvedic heritage, India consumers know the natural and herbal beauty products. Indian consumers are exposed to healthy living life style sand such as natural food consumption and yoga.

#### 3. Patience And Perseverance

There is a lot of efforts and time required to create awareness in the mind of consumers so the investors and corporate need to view the environment as a major long term investment opportunities the marketers need to look at the long term benefits from the green movement. So, it will require a lot of patience and there are no immediate results. Since it is a new concept and idea, it requires its own acceptance period

#### 4. Avoiding Green Myopia

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. In addition, if the green products are priced very high then again it will lose its market acceptability.

### Golden Rules Of Green Marketing

1. **Know you're Customer:** Make sure that the consumer is aware about the green product and concerned about the issues that your product attempts to address, (Whirlpool educated the hard way that customers wouldn't pay a premium for a CFC-free refrigerator because consumers dint know what CFCs were.).
2. **Educating your customers:** Creating awareness on the mind of your customer about the product isn't just a matter of letting citizens know whatever you're doing to protect the environment through the eco-friendly product, but also a matter of letting them know why it matters. Otherwise, for a noteworthy portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.
3. **Being Genuine & Transparent:** means that a) you are actually doing what you claim to be doing in your green marketing campaign and b) the rest of your business policies are constant with whatever you are doing that's eco-friendly. Both these circumstances have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.

4. **Reassure the Buyer:** Consumers must be made to believe that the product performs the job it is supposed to do-they won't sacrifice product quality in the name of the green environment.
5. **Consider Your Pricing:** If you are charging a premium for your product and various environmentally preferable products are high cost due to economies of scale and use of higher-quality ingredients-make sure those consumers can pay for the premium and feel it is worth it.
6. **Giving your customers an opportunity to participate:** Means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.
7. **Thus leading brands should recognize that consumer expectations have changed:** It is not adequate for a company to green its products; consumers expect the products that they buy pocket friendly and to help decrease the environmental impact in their own lives too.

### OPPORTUNITIES

It appears that all types of consumers, both individual and industrial are becoming more concerned and aware about environment. In 1992 study of 16 countries, more than 50% of consumers in each country other than Singapore indicated they were concerned about the environment (Ottman1993). A study in Australia found that 84.6% of the sample believed all individuals had a responsibility to care for the environment. A further 80% of this sample indicates that they had modified their behaviour, including their purchasing behaviour, due to environment reasons (EPA-NSW1994). As demand changes, many firms see these changes as an opportunity to be exploited. Given these figures, it can be assumed that firms marketing goods with environmental characteristics will have a competitive advantage over firms marketing non environmentally responsible alternatives.

There are numerous examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs.

- McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion [Gifford 1991, Hume 1991].
- Tuna manufacturers modified their fishing techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins [Advertising Age 1991].
- Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.
- Coca-Cola pumped syrup directly from tank instead of plastic which saved 68 million pound/year.
- Badarpur Thermal Power station of NTPC in Delhi is devising ways to utilize coal-ash that has been a major source of air and water pollution.
- Barauni refinery of IOC is taken steps for restricting air and water pollutants.

This is not to imply that all firms who have undertaken environmental marketing activities actually improve their behaviour. In some cases firms have misled consumers in an attempt to gain market share. In other cases firms have jumped on the green bandwagon without considering the accuracy of their behaviour, their claims, or the effectiveness of their products. This lack of consideration of the true "greenness" of activities may result in firms making false or misleading green marketing claims.

### Reasons for using Green Marketing in Firms

There are several suggested reasons for business firms about increased use of Green Marketing. Five possible reasons cite firms to examine environmental marketing to be an opportunity that can be used to attain its objectives

1. Business firm examine ecological marketing to be an opportunity that can be used to attain its objectives
2. Organizations think that they have a moral obligation to be more socially responsible
3. Governmental bodies are forcing firms to become more responsible
4. Competitors' environmental activities weight firms to modify their environmental marketing actions
5. Cost factors linked with waste disposal, or reductions in material usage forces firms to change their behaviour.



**Difficulties in Green Marketing**

While public opinion polls taken since the late 1980s have shown again and again that a significant percentage of consumers in the U.S and elsewhere confess a strong willingness to favour environmentally aware products and companies, consumers' efforts to do so in real life have remained sketchy at best.

1. Awareness that eco-friendly products are not as good as other products.
2. Over use, everyone is rapidly trying to position their company as green and that their products are eco-friendly.
3. Lack of standards / public agreement. What is green?
4. "Green wash"

**CONCLUSION**

Green salesperson can be a centre of attention for customers on the foundation of presentation, money savings, health and convenience, or just simple environmental friendliness, so as to target a broad range of green consumers. Consumer awareness can be created by distribution the message among consumers about the benefits of environmental-friendly goods. Positing of profiles connected to green marketing on social networks creates responsiveness within and across online peer groups. Marketing be able to also directly target the consumers from first to last advertisements for product such as energy saving packed together fluorescent lamps, the battery –powered Reva car, etc.

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**IMPACT OF DIGITAL TECHNOLOGY ON PERFORMANCE OF PUBLIC AND PRIVATE SECTOR BANKS IN INDIA**

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**ABSTRACT**

*Information Technology (IT) plays major role in every sector of business as it smoothen the operation and improves efficiency in each and every department. The main objective of this study is to compare the effect of IT on banks' profitability with the marketing expenses. Using data of Public & Private Indian banks. The study finds that IT expenses affects bank's profitability and performance in better way compared to marketing expenses. Findings suggest that investment in IT can result in higher profitability for the banks as compared to marketing expenses. Therefore, Banks in India need to pay more attention in building up its IT infrastructure to ensure greater efficiency and improved performance. The technological advancement of banking sector increased in the penetration, productivity and efficiency of banking activities. Banks in India invested in technologies like net banking, mobile banking, internet banking, ATM, smart card, credit card, debit card and electronic payment system etc.*

*Keywords—IT, Profitability, Banking sector, ATM, Net Banking*

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**INTRODUCTION:**

An efficient banking system is recognized as basic requirement for the economic development of any economy. Banks mobilize the savings of community into productive channels. The banking system of India is featured by a large network of bank branches and giving many kinds of financial services to society. In last 30 years India's banking sector has achieved several awards to its name. The most striking aspect has been its ability to reach remote parts of the country. Banking today has become easy and instant, with the account holder not having to wait for long time at the bank counter for getting various services offered by banks.

**RESERVE BANK OF INDIA (RBI):**

The Reserve Bank of India is the apex bank and the monetary authority, which regulates the banking system of the country. It is the banker's bank; it governs all the banks of the country, like cooperative banks, commercial banks and development banks. The commercial bank includes public sector banks, private sector bank, foreign bank, regional rural bank, local area banks, etc. Before 1969, except eight banks (SBI and seven associate banks), all the banks in India were private sector banks after which 14 commercial banks got nationalised in July 1969 and 6 in 1980.

**PUBLIC SECTOR BANKS:**

Public Sector Banks are the banks whose more than 50% shareholding lies with the central or state government. These banks are listed on stock exchange. In the Indian Banking System, PSB's are the largest category of banks and emanated before independence. Over 70% of the market share in the Indian Banking sector is dominated by the public sector banks. These banks are broadly classified into two groups, i.e. Nationalized Bank and State Bank and its associates. Almost all PSB's share same business model, organizational structure and human resource policies. Hence, competition can be seen among these banks, in the market segment they cater. Leading public sector banks in India like SBI, Canara bank, Corporation bank, PNB etc

**PRIVATE SECTOR BANKS:**

Banks whose greater part of the equity is held by private shareholders and entities rather than government is known as private sector banks. After most of the banks had got nationalized in the two tranches, but those non-nationalized banks carried on their operations, known as Old Generation Private Sector Banks. Further, when the liberalization policy was coined in India, the banks which got a license like HDFC bank, ICICI bank, Axis bank, etc. are considered as New Generation Private Sector Banks. Post liberalization, the banking sector in India has taken a drastic change due to the emergence of private sector banks, as their presence has constantly been increasing, offering a diverse range of products and services to their customers. They posed a stiff competition in the economy. The leading private sector banks in India Like Karnataka bank, ICICI, HDFC Bank, Axis bank etc.

**OBJECTIVE OF STUDY:**

1. To study the role of technology in Public and Private Sector banks in India
2. To determine the technology in banks used by the customers
3. To analyze the impact of various technology on public and private sector banks in India.

**LITERATURE REVIEWS:**

**Ibha Rani (2015)** stated in his article that banking industry is backbone of Indian financial system and it is afflicted by many challenging forces. This research paper focuses on the impact of technology in Indian banking sector. Without information technology and communication we cannot think about the success of banking industry, it has enlarged the role of banking sector in Indian economy. Information technology refers to the acquisition, processing, storage and communication of all types of information by using computer technology and telecommunication system. Information technology is an integrated framework for acquiring and evolving of IT to achieve certain strategic goal. Banks operating in India have invested heavily in the technology such as Tele banking, mobile banking, net banking, ATMs, credit cards, debit cards, smart cards, CRM software, electronic payment systems and data warehousing and data mining solutions, to bring improvements in quality of customer services and the fast processing of banking operation.

**R Shrikanth and Dr. Kankipathi Srinivas Rao (2016)** stated in their research paper that the information technology has revolutionized various aspects of our life. The growth and expansion of Internet and Information Technology in banking services has facilitated to use by customers are ATM, web based Internet banking (E-Banking, Online Banking), Mobile Banking and Electronic Fund Transfers at Point of Sale, Anywhere Branch Banking, cash direct deposit in ATM centers, and branch networking are the facilities that are highly used and offered by all the banks.

**Dhanalakshmi C (2017)**, opined in their article that Information communication and technology are the mile stone for today's globalization and in the success of the globalization rest on continuous support from banking sector. This conceptual study attempt to identify the challenges of Indian banking sector for adopting new technology, problems in maintaining data and providing security and suggestions for the effective adaptation of technology. In her study five major performers in banking sector has been considered namely Axis, SBI, HDFC, IndusInd Bank, IDBI.

**Reeshma K J and Dr. Dundstan Rajkumar (2017)** stated in their article that banking system plays a very important role in the Indian economy. It is like a central nerve to a nation's economy as it caters to the financial needs of credit in all the domains of the society. The growth and advancements in technology has led to a paradigm shift in the entire banking operations and systems. Further the development of e-banking created a massive change in terms of fulfilling customers' divergent needs. The two fold objectives of current budget, namely, demonetization and GST, purely depend on digital banking. The present study explores the influence of technology in banking sector among customers by reviewing the relevant literature from the earlier studies. An in-depth study on the impact of technology in banking, reveals the factors such as, effectiveness of data management, value added services, level of knowledge and awareness, security, safety, service quality, productivity, and profitability

**Dr. V Vimala (2015)** stated in her paper that banking is becoming increasingly complex and banks which fail to use technology to take their services to the common man and tap the potential of the rural sector will stand to lose. Ultimately, technology would be the key enabler and differentiator in accomplishing this objective. Recent years have witnessed phenomenal transformations in the operations of many businesses due to the immense advances in Information, Communication Technology (ICT). Banks have accordingly introduced web-based services, appropriately called Internet Banking. Many studies have looked at different aspects of this phenomenon, and their impact on the banking sector. In this context, an attempt is made to examine the impact of Information Technology (IT) adoption on the selected bank customers of Bank of India, Bangalore Urban.

**IMPACTS:****1. Blockchain Technology**

Blockchain technology is set to fundamentally transform banking and financial services. It decentralizes financial management from a central authority to a widespread network of computers. Financial transactions are broken down into encrypted packets, or "blocks," which are then added to the "chain" of computer code and encrypted for enhanced cybersecurity — it's been compared to "email for money" by blockchain startup CEO Blythe Masters. Because the technology has the potential to improve numerous facets of banking — and is the

basis for other banking technology trends like bitcoin — it's no longer a question of if blockchain will change the banking industry, but when, according to the Wharton School of the University of Pennsylvania.

## **2. Upgraded ATMs**

ATMs transformed the bank tech system when they were first introduced in 1967. The next revolution in ATMs is likely to involve contactless payments. Much like Apple Pay or Google Wallet, soon you'll be able to conduct contactless ATM transactions using a smartphone. Some ATM innovations are already available overseas. For example, biometric authentication is already used in India, and iris recognition is in place at Qatar National Bank ATMs. These technologies can help overall bank security by protecting against ATM hacks. It might take some time to see ATM upgrades in the U.S. financial system because of the strict regulations governing North American banks, according to Bayometric, which is a leading global provider of biometric security systems.

## **3. Proliferation of Non-Banks**

Banks are hoping that technology will allow them to deliver a faster, more transparent experience to consumers. A large portion of their resources, however, is necessarily dedicated to security, compliance and other industry-specific requirements, which has allowed non-banks — or financial service providers that are not regulated by the banking industry — to flourish, according to a 2016 report from market intelligence firm Greenwich Associates. Since these companies can devote a greater percentage of their assets to cutting-edge financial technology, they might be able to innovate more rapidly than traditional banks, attracting tech-savvy customers in the process.

## **4. Store-Style Experience**

The in-bank experience of the future might be more like shopping at an Apple store. Because so many people now can download user-friendly banking apps or easily find an ATM to handle basic banking transactions, the typical in-bank customer today is seeking help involving a personal interaction. Banks hoping to increase sales in the future are considering this transformation as a way for customers to engage more directly with the bank and its products, just like in an Apple store, directing customers to interact with tech kiosks for some transactions and reserving person-to-person interaction for answering questions or addressing needs unique to the individual consumer.

## **5. Automated Financial Services Employees**

Vikram Pandit, who ran Citigroup Inc. during the financial crisis, said up to 30 percent of banking jobs could disappear within the next five years due to developments in technology, in a 2017 interview with Bloomberg television. Many employees of Wall Street's largest firms are already having to adapt or look for other positions due to the use of technologies such as machine learning and cloud computing, which automate their operations, according to Bloomberg.

## **6. Mobile and Digital Banking**

The mobile and digital transformation in the banking system has only just begun and growth is already explosive. Banks are investing heavily in digital banking technology, in which customers use mobile, web or digital platforms to use banking services. Artificial intelligence solutions, such as chatbots, often assist customers in simple tasks such as making payments. In a Forbes survey on banking customer engagement from late 2016, 86 percent of banks indicated that these types of services represent their top technology investments.

## **7. Partnerships**

Although banks can pour lots of money into technology, the fastest way to deliver financial innovation in the future is likely going to involve strategic partnerships. Fast-growing companies that already have new-wave fintech or social media platforms in place could make excellent partners for traditional banks seeking to enhance customer experience. Card-linked marketing company Cardlytics, which engages in data analytics, is partnering with several financial institutions like Bank of America to leverage secure purchase data in order to tailor marketing based on consumers' card use.

## **8. Wearables**

Wearables — such as smartwatches — are poised to become the future of the retail banking experience, according to Samsung Insights. One example is that banks could use Bluetooth beacons to push personal greetings to customers' smart watches when they enter a banking location.

Another type of wearable might be smart glasses for bank tellers, according to a report from Deloitte, which could process customer banking information for the employee as the employee is simultaneously doing other customer service tasks.

Overall, consumer behavior and smart device trends are steering banking technology advances in the direction of convenience. An increasing number of remote technologies will allow you to interact with your bank right from the palm of your hand. And from your email inbox to visiting an actual branch, you can expect to encounter a whole new customer experience, perhaps even sooner than you think.

**CONCLUSION:**

Technology is one of the most important elements for the development of mankind. Information technology and communication is the biggest volumes in the field of technology, the phone is for the processing, storage and dissemination of information by electronic means. Banking is growing rapidly with the use of technology in the ATM, bank online banking, mobile banking, etc., plastic card is a banking product provide for the needs of the retail segment has seen its numbers grow in geometric progression in recent years. This growth has been strongly influenced by developments in technology, without which this would have been possible, of course it will change our way of life in the coming years.

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**MARKETING “A KEY TO ORGANISATIONAL SUCCESS” ROLE OF ADVERTISEMENT IN BRAND BUILDING: A CASE STUDY ON EMERGENCE OF RELIANCE JIO BRAND IN INDIAN TELECOM SECTOR**

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**ABSTRACT**

*The aim of the research, the results of which are presented in this paper, was to determine the role of Advertisement in brand building. Building brand awareness through display advertising with display ads can reach new customers, build positive brand perceptions and reach wherever they are on the web. Ad network like Google Display Networks act as an intermediary to form a meeting between advertiser, publisher and consumer. Advertising and branding goes parallel. Brand building is not just a day exercise. It is important to continuously track brand appeal and brand image with targeted customers. They both are needed in order to increase the brand awareness amongst the customers.*

*Amazon founder Jeff Bezos rightly said: "Your brand is what other people say about you when you are not in the room." Brand building is the process of knowing about a company through sponsorship. Brand building strategies bring consumers closer to the brand and provide value for them so that they can know, feel and experience the brand. There are two types of business that exists on this planet: a brand and a commodity. People pay for the brand and bargain for the commodity. There are millions of websites out there offering news, reviews, videos and more. There are also web properties like Gmail, YouTube, etc.*

*The research consists of two parts. The first one presents a review of literature on the subject, the role of advertisement in brand building. The second part of the research demonstrates emergence of Jio Brand in Indian Telecom Sector through advertisement.*

*Keywords: Brand building, Google Display network, Jeff Bezos, Gmail, YouTube.*

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**INTRODUCTION**

Brand building entails planting a brand's core values in the minds of a target demographic. Brand image is a mental picture brand on consumers' mind. Consumers make purchase decisions based on their mental images of various brands.

**Ways to build a brand:**

1. Company
2. Price
3. Creativity in advertising
4. Brand Ambassador
5. Media Selection
6. Symbols
7. Product performance
8. After sale service

Jio, which is the world's largest mobile data network, created a new digital Life for India. Jio was launched in 2016 and achieved a world record with more than 50 million customers after 83 days and crossed 100 million customers in 170 days. The way how people learn, listen, communicate, pay, watch TV and many more changed with Jio. Before Jio's launch, India was 155<sup>th</sup> in the world in mobile broadband penetration. With Jio India is No.1 in mobile data consumption in the world overtaking USA and China. All aspects of the brand, the strategy, the products, millions of stores and related communications have been developed. Starting with a future driven advanced creative identity based on a colour algorithm Jio became a truly personalized brand. The brand of Jio- which means in Hindi "to live"-is rooted deeply in India, celebrating its vibrancy, diversity and happiness. Jio is the first Indian brand to present Indian heritage with world-class design. Design, made in India.

The Reliance Industries Limited is an India Conglomerate company doing diversified business and having its headquarters in Mumbai. Reliance owns various sectors of Industries like energy, textiles, petrochemicals,

natural resources, telecommunications and retail. With its unparalleled loyalty the company has managed to win over the confidence of its customers all across the country.

Reliance Jio Infocom Ltd launched its services in September 2016, offering free data and voice calls. With Jio coming in, it is almost like a telecom services war. The leaders of yesterday are under threat. Everyone is trying to occupy a larger space. Airtel, Vodafone Idea will have to be on the top of the game to engage consumers and users.

It has been exactly two months since Reliance Industries Ltd (RIL) chairman Mukesh Ambani announced the launch of the company's 4G enabled telecom network Jio. Although two months is hardly any time to make any serious impact in a telecom market, especially one as competitive as India, Jio seems to have made a dent, with even rivals like Airtel acknowledging that the newest kid on the block is here to stay. Here is how Jio has impacted the Indian telecom market, till now, and what may be in store for the future.

1. Jio has grown at a scorching pace : Jio surpasses 100 million subscribers.

2. Jio has sent demand for Volte enabled handsets soaring.

3. Jio has set off a fierce mobile tariff war in the country.

4. Jio is hurting the balance sheets of other telecom companies.

5. Jio is forcing the other players to join forces.

In 2016, during Reliance's 42<sup>nd</sup> annual general meeting, Mukesh Ambani was heard saying, "Every Indian is used to Gandhigiri, now every Indian can do 'datagiri', which is an opportunity to do unlimited good things with unlimited data." For the first time, a telecom brand in the country launched unlimited data and national voice, video and messaging services along with a bouquet of applications and content, free of cost, for four months. To date, Jio's price points pack the strongest punch.

**According to information published by gadget.ndtv.com** it is very difficult to compete with Jio as they have invested 1,50,000 crores rupee during 2010 to 2016 for developing the infrastructure without having any profit. It is not easy to build such big sector in India in one go because it requires a huge amount and long period of time. Reliance is always ready to deal with any such startup which can threaten Jio. Existing competitors like Airtel, Vodafone Idea is already suffering from huge debt so it's not easy for them to invest that much huge amount in a short period of time. Reliance Jio is making headlines with its easy on pocket data packs and lifetime free calling. Never in the history of telecom has anybody witnessed a player seize the market in a week's time by distributing Sim cards with the unlimited free internet.

Jio has got reasonably good connectivity in both rural and urban India. The call drops is not easy to solve immediately in this overpopulated market, so they started with data brand positioning, which was their smartest move. Jio swept the nation with their free data offer. Before Jio, people carefully looked at their data consumption. That totally got busted with Jio coming into the market.

While last year Jio spent time advertising during the IPL season, and building its offers strategically, this year the company plans to focus on the marketing world's new favorite buzzword-content.

The company informs that the brand plans to move from the traditional 4Ps (Product, Price, Place, Promotion) model of marketing to the 4E (Engagement, Experience, Exclusivity, Emotion) model. That's mainly because they believe that the traditional 4Ps model no longer does justice to its customers because of the constantly evolving marketing landscape. They also think people do not buy products anymore; they buy experiences based on emotions.

Brands, will have to move at the speed of life and enable multiple micro experiences around the consumer. This will necessarily mean redefining themselves and transcending their conventional territories. Brands will have to become interfaces between technology and consumers to be able to continue driving growth for businesses. That's the larger role for brands in the future.

Reliance Jio promises to shape the future of India by providing end-to-end digital solutions for businesses, institutions and households and seamlessly bridging the rural-urban divide. Home to the world's second largest population of 1.2 billion, India is a young nation with 63% of its population under the age of 35 years. It has a fast growing digital audience with 800 million mobile connections and over 200 million internet users. Reliance thoroughly believes in India's potential to lead the world with its capabilities in innovation. Towards that end, Reliance envisages creation of a digital revolution in India.

**A Vision that touches all:** Reliance's vision for India is that broadband and digital services will no longer be a luxury item. Rather, Reliance envisions an India where these are basic necessities to be consumed in abundance by consumers and small businesses alike, as much in far-flung villages as in our largest cities. The initiatives are truly aligned with the Government of India's 'Digital India' vision for our nation.

Reliance Jio is poised to become India's leading telecommunications provider and it's likely to retain its low-price strategy. **Strength of brands** based on factors such as marketing investment, familiarity, customer loyalty, staff satisfaction, corporate reputation.

Brand strength index ( BSI ) score of top 7 strongest brands	2019 ( % )	2018 ( % )
Jio	87	N.A.
HDFC Bank	86.5	88
Indian Oil	84.6	77.2
Maruthi Suzuki	84.4	76.9
Indigo	83.4	79.1
Airtel	82.5	85.6
LIC	82.4	70

### OBJECTIVES OF THE STUDY

1. To know the role of advertising in brand building.
2. To know the strong effect of advertising of Jio.
3. To know the effectiveness towards the advertisements provided by jio.
4. To study the response towards advertisement provided by jio.

### RESEARCH METHODOLOGY

**a. Type of data:** I have used questionnaire, as the research instruments to conduct the market survey. The questionnaire consisted closed ended questions designed in such a way that it should gather maximum information possible.

#### Types of Questions:

1. Open ended
2. Dichotomous
3. Multiple Choice questions

**b) Sources of Data:** It was based on primary study which include questionnaire and interaction from respondents selected through random sampling technique.

**c) Area of Study:** Basrur Village of Kundapura Tq.

**d) Primary Sources:** College Students and retailers and distributors of Basrur.

**Limitation to the study:** Respondents were reluctant to share their experience accurately.

1. Lack of cooperation among the customers.
2. Short span of study.
3. Accuracy is totally dependent upon the response of the customer.

### Milestones of Jio

- Affordable Devices: Jio has worked with all the leading device manufacturers of the world.
- Digital Communication: 4G communication suite to all Smartphones.
- Digital Currency: Jio money, Jio's digital currency and digital payments business.
- Jio Drive: Bringing cloud capabilities to every smartphone. Using Jio Drive, anyone can store, sync and share any content between their own devices and also with their friends.
- Digital Education: Adaption of new age learning techniques.



- Digital Healthcare: Expert medical advice would be available anytime, anywhere.
- Digital Entertainment and Social connectivity: Through Jio Chat and Jio Play.
- It achieved the milestone of 100 million customers in just 170 days. This is a great achievement by any telecom company in India.
- It also generated the employment by recruiting 60,000 employees as soon as the reliance jio launched which is again a biggest milestone of its own.
- It created lakhs of jio tech partners.
- They also connected 10 lac jio retail partners which will do the business with jio.
- Jio users were recorded to consume over 100 crore GB of data per month which break downs the average of 3.3GB per user per day.
- In terms of services jio users were recorded to have made more than 200 crores of voice and data calls every day of which 5.5 crore hours was consumed as video data per day.
- With reliance jio popularity a biggest milestone which jio had recorded was making the India #1 in terms of data usage.
- Reliance Jio also has won the Global Telecoms Business Innovation Award.
- Reliance jio is also known as the Digital Company.
- On an average reliance Jio has added 7 customers each second per day.

**Product of Jio**

1.JIOFI

2.IYF SMARTPHONES

**Services of Jio**

1.JioTV- A live TV channel service.

2.MyJio-Manage Jio Account and Digital Services associated with it.

3.JioSwitch- Transfer content.

4.JioSecurity-Security App.

5.JioNews- A news and magazines aggregator.

6.JioSaavn-A music player.

7.JioMoney – An online payments/ wallet app.

8.JioMags- E-reader for magazines.

9.JioDrive-Colud-based backup tool.

10.JioCinema-An online HD video library.

11.JioChat-An instatnt messaging app.

12.Jio 4G VOICE-A VoLTE phone simulator.

13.JioHealthHub-Access tests,doctors & reports

14.JioNet-Connectto JioNet Wi-Fi.

15.JioCall-get VoLTE & RCS on any phone.

16.JioBrowser- Fast,Safe& light weight browser.

**Market Competitors**

- With the launch of Reliance Jio, market shares of other major telcos like Airtel, Vodafone Idea , have been falling abruptly.
- With unlimited free voice call, 4G data, messaging, and much more, Reliance Jio has turned out to be a real phenomenon for the world.

- While the craze of people for acquiring a Jio SIM all over the country is mounting over time, other telecom operators are dragging into the edge of competition more and more.
- The unlimited offers of Jio and its boosting trend have made other major telecom service providers to re-think about their tariffs. And to step with this intensifying volume of rivalry and drive users.

**Strategies Applied**

- JIO has collaborated with the Mobile (Apple, Samsung) and E-commerce companies to provide free SIM and an extended data packs.
- Undercut the market price by giving attractive discounts.
- Let everyone switch to Jio for internet use at cheap rates.
- Unleash the power of fibre optic network to give super fast internet.
- Grow your subscriber base.
- Recover your investment using the large number of user.

**Overcoming the Obstacles**

**Case 1: Agitation By Rivals:** Bharti Airtel, Vodaphone Idea cellular petitioned a plea to TRAI regarding the tariff rates set by Jio. Airtel issued a petition of 5 pages stating a demand that JIO should not exceed promotional offer beyond 90 days.

**Result:** TRAI dismissed the motion and the promotional offer was allowed to 31<sup>st</sup> December 2016, further increased to 31<sup>st</sup> march 2017.

**Case 11: Call Drop:** Over 12 crore calls were falling daily between JIO and other networks of Airtel, Vodafone Idea due to inadequate Points of Interconnection (PoI).

**Result:** TRAI asks the telcos to sit for a meeting together and provide required PoIs.

**Future Challenges- Road Ahead**

**1. Wide Coverage:** Jio is committed to provide the network coverage in major urban and rural areas. Jio will cover 90% of the market by providing high quality data network.

**2. High Quality:** It will offer HD quality voice calls as well as good data connectivity so that the users can enjoy the high speed data with greater downloadable speed and fastest data services.

**3. Affordability:** Jio is providing with the affordable rates plans which can suffice the needs of the customer easily with no problem. It is offering its product at a very cheaper price which till now no company has given, so jio is giving the best services.

**4. Better Connectivity:** Jio also has to take care of the connectivity issue which might create hurdles for them as they still lacking with the connectivity thing as they have to provide with the better connectivity of the networks so that the customers base be remain with the company. It's not only the services from which you can maintain the customer base in a telecom company but the connectivity also maintains the customer base with the company.

**5. Better Relationship :** Jio also needs to take care of the relationships among the retailers as solving their problem from time to time and taking feedback of the market as the retailers are the key business givers of any telecom company so jio also has to take care of the relationship among the retailers as well as customers.

I have also mentioned here with the S.W.O.T analysis of the jio company that what are their strengths, weakness, opportunities and threats and what are the major key areas where they have to keep focus on and how they can overcome and make the threats as their strengths and be a leader in the telecommunication line.

**Strengths**

- Strong parent company which is owned by Mukesh Ambani.
- Good marketing tactics was the tool to make the 100 mn customers in a shorter span.
- Familiar brand ambassadors like Sharukh khan and Amitabh bachan.
- New Technology factor.
- Optical fiber connectivity and no wireless signal connectivity.

- All in one application to gain access to.

#### Weaknesses

- Supporting political parties in the advertisement might be controversial

#### Opportunities

- The company offers the prices of the services and data just like the competitors.
- They can promote the apps to get better and more customers.

#### Threats

- Once the free services are over people might not be using jio.
- Strong competitors' presence in the market and have a great base of loyal customers.
- Attractive offer introduced by rival company might affect the jio customer base.

#### Data analysis and Interpretation:

The primary data was analyzed to know the impact of advertising of Jio in Basrur area of Kundapura Talluk. The analysis was as follows:

**Table 1.1** Current services Provider.

S.No	Particulars	% age
1	AIRTEL	10
2	VODAFONE IDEA	05
3	JIO	82
4	BSNL	03

#### DATA INTERPRETAION

Out of 140 respondents in Basrur 14 were using Airtel.7 were using Vodapfone Idea. 115 were using Jio and BSNL users were only 4.So according to the above data Jio users are more as compare to other telecom users. Jio was having large count amongst the other competitors.

**Table 1.2** how long you are using Jio ?

S.No	Particulars	% age
1	less than 5 months	11
2	5 to 12 months	15
3	More than 12 months	70
4	Never used	04

#### DATA INTERPRETAION

Out of 140 respondents in Basrur 15 users were using Jio less than 5 months.21 users were using Jio for the period of 5 to 12 months. 98 were using Jio for more than 12 months and 6 never used Jio..

**Table 1.3** Reasons for choosing Jio.

S.No	Particulars	% age
1	Social media	20
2	Brand Image	15
3	Recommended by friends	35
4	Advertisement	30

#### DATA INTERPRETAION

Out of 140 respondents in Basrur 28 were using due to social media, 21 were using due to brand image of Jio, 49 were recommended by friends and 42 were using due to advertisement.

**Table 1.4** Role of advertisement in purchasing Jio .

S.No	Particulars	% age
1	Yes	92
2	No	08

**DATA INTERPRETATION**

Out of 140 respondents in Basrur 129 people say that advertisement plays a great role in purchasing a jio connection and 11 people says that advertisement does not play a major role while purchasing a jio connections. So, advertisement plays a good role in making the customers aware about the product.

**Table 1.5** Sources of advertisement.

S.No	Particulars	% age
1	Television	82
2	Newspaper	04
3	Magazine	02
4	Social Media	12

**DATA INTERPRETATION**

Out of 140 respondents in Basrur 115 watch the advertisement from the television, 06 prefer newspaper, 03 prefer magazines and 16 prefer social media. So, the television as the source of advertisement is very much.

**Table 1.6** Which Telecommunication company has good advertising?

S.No	Particulars	% age
1	Airtel	20
2	Vodafone Idea	15
3	Jio	65
4	BSNL	00

**DATA INTERPRETATION**

Out of 140 respondents in Basrur 91 respondents says that JIO has good advertising. 28 says airtel has good advertising. 21 says Vodafone idea has good advertising and BSNL lags behind with the 0 figure. So according to the respondents jio has best advertising.

**Table 1.7** Do advertisement made by Jio informs you about their products.

S.No	Particulars	% age
1	Yes	86
2	No	06
3	May be	08

**DATA INTERPRETATION**

Out of 140 respondents in Basrur 120 respondents says that advertisement made by Jio informs about their products. 8 says no that advertisement does not inform about their product and 12 says that may be the advertisements inform about the product.

**Table 1.8** Based on advertisement made by the Jio do you want to like to go for more connections in the future?

S.No	Particulars	% age
1	Yes	90
2	No	04
3	May be	06

**DATA INTERPRETATION**

Out of 140 respondents in Basrur 126 respondents says that based on advertisement made by Jio they will go for more connection in the future. 06 says no that they will not go for more connection in the future. And 08 say that may be they can go for more connections in the future.

**Table 1.9** Kind of advertisement influence for more.

S.No	Particulars	% age
1	Action related	03
2	Romantic	08
3	Family related	17
4	Trendy	72

**DATA INTERPRETATION**

Out of 140 respondents in Basrur 101 people prefer and like to have trendy advertisements. 24 like family related, 11 like romantic and only 4 like action related advertisements. So, trendy advertisement are preferred more and liked by the public.

**Table 1.10** DO advertisements influence you to change the decision regarding the telecommunication connection?

S.No	Particulars	% age
1	Yes	72
2	No	10
3	May be	18

### DATA INTERPRETAION

Out of 140 respondents in Basrur 101 respondents says that yes advertisement change their decision regarding the changes in telecom company, 14 believe that advertisement can't change their decision and 25 says that may be they can change the decision.

### FINDINGS

- 92% of the respondents says that advertisements plays a major role in promoting and awaking the customers of the telecom company, So the company needs to focus more on advertisements .
- 83% people prefer television as the source of advertisement to be the best.
- In communication industry the purchasing decision factor plays a major role in making the customers. As in the above research the respondents are being influenced by friends and social media more so the company needs to focus more on existing customers so that existing customers can make new customers.
- Jio has good advertising as compare to other companies.
- 86% people says that advertisement informs about the products so the companies need to focus more on advertisements and all the plans and offers should be communicated through the way of advertisements.
- 90 % people says that yes based on advertisement they will go for more connections in the future so company needs to identify that 4 % people say no and why 6 % say may that they will go for more connection in the future.
- 72% people say that they like trendy advertisements so company should focus more on giving the trending advertisements so that customers likes and should buy the jio.
- Company should also maintain good advertising to survive in the long run as people say that better advertising may change the decision regarding change in decision.

### SUGGESTIONS

- Proper communication of information to customers and proper feedback with the good after sale service should be provided to the customers.
- More focus on television ads and other ads.
- Finding out the root cause that why people will not go for more connections in the future, what type of problem they are facing in the advertisements.
- Presentation of all the information related to plan in the advertisement only.
- Focus more on trendy and family related advertisement so that more and more customers get attracted.
- Take care of the existing customers so that they will influence the other customers.
- They can also focus on rural and should do some activities in rural areas so that they are also being attracted and awared.

### CONCLUSION

People prefer jio due to its brand value and they enjoy using jio services. In today's time maximum people are using jio they are happy with the services and type of advertisement they are providing for the customers. As advertising is the key to success in the market so the company is working on the good policies and they are working on the advertisement nicely. Basically many people are still saying that other company has good advertising and a very good communication. So, Jio would nearly should reduce this and improve the communication gap. As advertisement is the key role in making the success of the company and failure tool of the company. As in the telecom industry small mistake by the company can break the customer and customer

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might shift to another company. So to remain the telecom industry it is very much necessary to provide with the best service to the customers. Advertising increases brand image of the company.

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**Annexure****QUESTIONNAIRE**

Researcher made Questionnaire on Impact of Advertising in Reliance Jio Brand in Indian Telecom Sector.

**Respondent's Details:**

Name..... Age..... Gender: Male/Female

Mobile number.....Class .....

**Student-related Factors**

**Direction: Please rate yourself honestly on what you actually do given the statements using 1 to 5 scales:**

S.No	Particulars
1.	Who is your current service provider? Airtel    b)Vodafone Idea    c) Jio    d) BSNL
2.	For how long you are using Jio ? less than 5 months                      c) More than 12 months 5 to 12 months                              d) Never used
3.	What were the reasons for choosing Jio ? Social media                              c) Recommended by friends Brand Image                                d) Advertisement
4.	While purchasing JIO does advertisement pay any role? Yes    b) No
5.	From where do you watch the advertisement the most? Television                                  c) Magazine Newspaper                                  d) Social Media
6	Which Telecommunication company has good advertising? Airtel    c) Vodaphone Idea Jio    d) BSNL
7.	Do you think advertisement made by Jio informs you about their products? Yes    b) No    c) Maybe
8.	Based on advertisement made by the Jio do you want to like to go for more connections in the future? Yes    b) No    c) Maybe
9.	What kind of advertisement influence for more? Action related                              c) Family related Romantic                                      d) Trendy
10	DO sometimes advertisements influence to change your decision regarding the telecommunication connection? Yes    b) No    c)Maybe

**(Signature)**

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**MARKETING OF ORGANIC AGRICULTURAL INPUTS WITH SPECIAL REFERENCE TO FERTILIZERS AND SEEDS**

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**ABSTRACT**

*Agriculture has been the backbone of the Indian economic system. It is the main source of economic livelihood for the majority of population of our country. The focus of the current agricultural policy of the country is to increase agricultural productivity. This will help in alleviating poverty in the country and sustaining employment in the sector. Agricultural inputs and related services are the basic requirements for agricultural sector. Raising the productivity of the crops, vegetables, and livestock depends on the quality farm inputs and services. Agribusiness is expected to be booming sector in the next decades. Agribusiness sector consists of businesses that supply farm inputs such as fertilizers, pesticides, farm machineries, etc. as well as sales and distribution of farm products and related services. An efficient delivery system for agricultural inputs and services can play a pivotal role in the agricultural productivity. Farmers and Agri-input dealers are experiencing difficulties in accessing and supplying the agricultural inputs. The constraint faced by farmers in accessing the farm inputs are mainly due poor distribution system in country. The timely availability of farm inputs and service is very much required if we want higher agricultural growth and welfare of farming community. The study tries to explore the existing marketing distribution network of farm inputs in the study area.*

**Keywords:** Agriculture, Farmers, Agricultural productivity, Agriculture-inputs.

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**INTRODUCTION**

Agriculture is the science and art of cultivating plants and livestock. Agriculture was the key development in the rise of sedentary human civilization, whereby farming of domesticated species created food surpluses that enabled people to live in cities. The history of agriculture began thousands of years ago. After gathering wild grains beginning at least 105,000 years ago, nascent farmers began to plant them around 11,500 years ago. Pigs, sheep and cattle were domesticated over 10,000 years ago. Plants were independently cultivated in at least 11 regions of the world. Industrial agriculture based on large-scale monoculture in the twentieth century came to dominate agricultural output, though about 2 billion people still depended on subsistence agriculture into the twenty-first. Modern agronomy, plant breeding, agro chemicals such as pesticides and fertilizers and technological developments have sharply increased yields, while causing widespread ecological and environmental damage. Selective breeding and modern practices in animal husbandry have similarly increased the output of meat, but have raised concerns about animal welfare and environmental damage. Environmental issues include contributions to global warming, depletion of aquifers, deforestation, antibiotic resistance, and growth hormones in industrial meat production. Genetically modified organisms are widely used, although some are banned in certain countries. The major agricultural products can be broadly grouped into foods, fibres, fuels and raw materials (such as rubber). Food classes include cereals(grains), vegetables, fruits, oils, meat, milk, fungi and eggs. Over one-third of the World workers are employed in agriculture, second only to the service sector, although the number of agricultural workers in developed countries has decreased significantly over the centuries.

**DEFINITION OF MARKETING**

“Marketing is defined as a social and managerial process by which individuals and groups obtain what they need through creating and exchanging products and value with others”(Philip Kilter)

The American Marketing Association defines marketing as follows: “Marketing is the process of business activities that directs the flow of goods and services from producer to customer user”. These traditional performances have undergone some changes and new version is as below:

“Marketing is a process by which individuals and group obtain what they need and want through creating, offering, and freely exchanging products and services of value with others”. (Philip Kotler)

The American Marketing Association now defines marketing as follows: “Marketing is an organizational function and a set of process for creating, communicating, and delivering value to customer and its stakeholders”.



**Agricultural Marketing**

Agricultural marketing is inferred to cover the services involved in moving an Agricultural product from the farm to the consumer. It is also the planning, organizing directing and handling Agricultural produce in such way as to satisfy the farmer, producer and the consumer. Numerous interconnected activities are involved in doing this, such as planning production, growing and harvesting, grading, packing and packaging, transport, storage, agro –and food processing, distribution, advertising and sale, Effectively, the term encompasses the entire range of supply chain operations. However, its key function is to help direct these services, by providing competent and able market information, thereby linking the other operation into an integrated service with targeted outcomes.

**Agricultural Marketing Development:**

Effort to develop Agricultural marketing have , particularly in developing countries ,tended to concentrate on a number of areas , specifically infrastructure development ;training of farmers and post –harvest issues ; and support to the development of an appropriate policy environment . In the past, efforts were –run marketing bodies but these have tended to becomes less prominent over the years

**Agricultural Input**

Agricultural Inputs are defined as products permitted for use in organic farming. These include feedstuffs, fertilizers and plant protection products as well as cleaning agents and additives used in food production. The assessment of their suitability for organic agricultural in Switzerland and by Infoxgen in Australia respectively.

Evaluation of agricultural inputs by Infoxgen: Agricultural inputs are evaluated based on the EU Organic Regulation and the standards of the Australian organic certifier BIO AUSTRIA. All listed products can be retried using the product search. Product can be filtered by category, name of company name. It is also possible to generate a confirmation of conformity for each individual product that have been evaluated is sent to all Austrian organic enterprises. The condition governing of product on the list can be found at this homepage.

Bio Issues: The list is mandatory for bio Suisse producers. As a general rule, only products contained in the input list (available in German or French) may be used Bio issues holdings. Swiss ordinance on organic Farming: For holdings producing to the standards of the Swiss ordinance organic Farming, the ordinance of the Federal Department of Economic Affairs (DEA) on organic farming is mandatory.

**Cultivation**

Cultivation, also known as tiling or soil refinement, is the act of digging into or cutting up an existing soil bed prepare it for planting. You might use a tractor, a rototiller, or hand tools like a shovel or soil to boost its nourishment.

**□ Organic Cultivation**

Organic cultivation specifically aims at getting soil into healthy shape by using non-chemical –free methods and by encouraging the soil cultivation helps control weeds and produce healthy plants. Aerrating –or exposing the soil to air-is in an integral part of the cultivation process. Cultivation can be essential in a nontoxic pest management solution.

The agricultural inputs can be classified into two categories –Consumable Inputs and Durable Inputs. Consumable inputs include fertilizers, pesticides, seeds and the like, which are required for farming, season after season. Durable inputs include tractors, motors and pump sets, major farm machinery items like harvesters, threshers, winnowers, which are probably purchased once in the life time by a farmer. The various inputs which fall under these two categories are listed below:

**Consumable Inputs**

1. Plant Food (Manure and Fertilizer)
2. Soil Amendments (Calcium and Gypsum)
3. Plant Protection Chemicals (for pests and diseases)
4. Seeds (High yielding, hybrid and improved varieties)
5. For Power Generation (Diesel, oil, petrol and electricity)
6. Feed (for cattle, poultry)
7. Veterinary Medicines (Prophylactic and Curative)

8. Simple hand-held farm tools (Pavada, Sickle, hand hoe, crowbar)
9. Packing Material (Gunnies, rope, twine)
10. Others (Bamboo articles like baskets etc.)

### Durable Inputs

1. Farm Implements (Tractors, harvesters, threshers, power tillers)
2. Irrigation equipment's (Motors, pump sets, sprinklers)
3. Construction Materials (Cement, bricks, zinc/asbestos sheets for roofing)
4. Transportation equipment's (Bullock carts, tractor trailers, mini trucks)
5. Farm Animals (Bullocks, cow's poultry, goats, sheep)
6. Others (Tyres, tubes spare parts)

### Statement of the Problem

Agriculture is the main occupation of the majority of population in Shimoga. The farmers of the taluk rely heavily on agriculture for earning their livelihood. The development of agriculture depends on various aspects such as type of soil, relief, vegetation, climatic conditions, use of irrigation, seeds, fertilizer, pesticides and insecticides, use of mechanical tools and implements, as well as proper scientific rotation of crops by which production be enhanced. The impact of these aspects of agriculture varies in different areas of the taluk. To have real understanding of the nature of agricultural development, scientific investigation and evaluation of different aspects of development become highly necessary. Keeping these points in view, the research finds the marketing of agriculture inputs in Shimoga by interviewing both retailers and users of agriculture inputs.

### Objectives of the Study

The study has following objectives.

1. To describe the various types of Organic agricultural inputs available in the market and outline of Study area.
2. To study the attitude of the buyers towards Organic agricultural input product with special reference to fertilizers and Seeds.
3. To analyse the decision making process of buyer and to identify the factors that influence the farmer's behavior in the purchase of Organic agricultural inputs.
4. To know the retailers opinion regarding marketing of Organic agriculture inputs

### Hypothesis for the Study

*Ho: There is no significant association between Size of Land holding and Place of Borrowing*

*H 1 : There is a significant association between Size of Land holding and Place of Borrowing*

### Research Methodology

The data has been collected from both primary as well as secondary source for securing relevant information. The samples are selected on convenient sampling method. Primary data has been collected by interviewing thirty farmers and ten retailers of agriculture inputs with structured interview schedule. The secondary data has been collected from the books, journals and internet.

### Opinion of Farmers

#### Gender

Table 1 shows classification of respondents on basis of gender.

**Table 1: Gender**

Gender	Frequency	Percentage
Male	28	93.33
Female	02	6.67
<b>Total</b>	<b>30</b>	<b>100</b>

**Source:** Primary Data

Table 1 shows that out of 30 respondents, 93.33 per cent of the respondents are male remaining 6.67 percent of the respondents are female.

## Education

Table 2 shows the education wise classification respondents under study area.

**Table 2:**

Education	Frequency	Percentage
Primary	09	30.00
SSLC	07	23.33
PUC	02	6.67
Graduate	06	20.00
Post Graduate	05	16.67
Other	01	3.33
<b>Total</b>	<b>30</b>	<b>100</b>

Education

**Source:** Primary Data

Table 2 reveals that out of 30 respondents, 30.00 per cent of the respondents are primary educated, 23.33 per cent of the respondents are completed SSLC, 6.67 per cent of the respondents completed the PUC, 20 per cent of the respondent are graduates, 16.67 per cent of the respondent are Post graduates and 3.33 per cent of the respondents have other qualifications.

## Occupation

Respondents are not only involved in agricultural activity. Other occupation of respondents is presented in the Table 3.

**Table 3: Occupation**

Occupation	Frequency	Percentage
Agriculturist only	14	46.67
Agriculturist & Employee	08	26.66
Agriculture & Business	08	26.67
<b>Total</b>	<b>30</b>	<b>100</b>

**Source:** Primary Data

Table 3 shows the out of 30 respondents, 46.67 per cent of respondent are agriculturist, 26.66 per cent of the respondent are agriculturists and employee and 26.67 per cent of respondent are agriculturists as well as businessman.

## Annual Income

Income of the respondents determines his investment pattern. Table 4 shows the Income wise classification.

**Table 4: Income**

Annual income	Frequency	Percentage
Less than 50,000	04	13.33
50,000to1,00,000	11	36.67
1,00,000to3,00,000	08	26.67
3,00,000to5,00,000	01	8.33
Above 5,00,000	06	20.00
<b>Total</b>	<b>30</b>	<b>100</b>

**Source:** Primary Data

Table 4 depicts that among 30 respondents, 13.33 per cent of the respondent are fall under income group of below Rs 50000, 36.67 per cent of the respondents have annual income of Rs 50000 to100000, 26.67 per cent of the respondent have annual income of Rs 100000 to 300000, 8.33 per cent of the respondent have annual income of Rs 300000 to 500000, 20.00 per cent of the respondent have annual income of more than Rs 500000 above.

## Size of the Land

Size of the land determines the quantum of fertilizer and seeds needed. Table 5 shows the classification of respondents on the basis of size of the land holding.

**Table 5: Size**

Land (in acre)	Frequency	Percentage
Less than 2.5 acre	07	23.33
2.5 acre to 5 acre	14	46.67
More than 5 acre	09	30.00
<b>Total</b>	<b>30</b>	<b>100</b>

Source: Primary Data

Table 5 shows that out of 30 respondents, 23.33 per cent of the respondent have less than 2.5 acre land, 46.67 per cent of the respondent have 2.5 to 5 acre land, 30 per cent respondent are having more than 5 acres of Land.

### Experience

Table 6 shows the experience of respondents in farming.

**Table 6: Experience**

Experience (in years)	Frequency	Percentage
Less than 5 years	01	3.33
5 to 10 years	08	26.66
10 to 15 years	05	16.66
More than 15 years	16	53.33
<b>Total</b>	<b>30</b>	<b>100</b>

Source: Primary Data

Table 6 reveals that out of 30 respondents, 3.33 per cent of the respondent have less than 5 years of experience, 26.66 per cent respondents have 5 to 10 years of experience, 16.67 per cent respondents have 10 to 15 years of experience and 53.33 per cent respondent have more than 15 years of experience.

### 7 Crops

Table 7 shows the varieties of Crops grown by the respondents under study area. types of crop decides the required type of fertilizer.

**Table 7: Crops**

Crops	Frequency	Percentage
Paddy	10	33.33
Ginger	18	60.00
Pineapple	10	33.33
Maize	05	16.66
Sugar cane	03	10.00
Vegetable	05	16.67
Coconut	08	26.67
Areca nut	25	83.33
Other	05	16.67

Source: Primary Data

Table 7 shows that out of the sample of 30 respondents, 33.33 per cent of the respondents are growing paddy, 60 per cent of the respondents are growing ginger, 50 per cent of the respondents are growing maize, 10 per cent of the respondents are growing sugar cane, 16.67 per cent of the respondents are growing vegetable, 26.67 per cent of the respondents are growing coconut, 83.33 per cent of the respondents are growing areca nut, 16.67 per cent of the respondents are growing other than the above crops 33.33 per cent of the respondents are growing pineapple.

### Buying Center

Agriculturists have number of source to purchase agricultural inputs. Table 8 shows the classification of respondents on the basis of source from which they purchase agricultural inputs.

**Table 8: Buying Center**

Purchases	Frequency	Percentage
Co-operative society	06	20.00
Retailer shop	09	30.00
Both	15	50.00
<b>Total</b>	<b>30</b>	<b>100</b>

Source: Primary Data

Table 8 depicts that out of 30 respondents, 20 per cent of the respondents buy agricultural inputs from co-operative society, 30 per cent of the respondents buy from Retail shops, and 50 per cent of the respondents buy from both Co-operative society and Retailer shop.

### Preferred Fertilizer

Fertilizers are of two types chemical and organic fertilizers .Table 9 shows the fertilizers preferred by the respondents.

**Table 9:** Preferred Fertilizer

Types	Frequency	Percentage
Organic	15	50.00
Chemical	05	25.00
Both	05	25.00
<b>Total</b>	<b>30</b>	<b>100</b>

Source: Primary Data

Table 9 shows that out of 30 respondents, 50.00 per cent of the respondents prefer organic fertilizers, 25.00 per cent of the respondents prefer chemical fertilizer, 25.00 per cent of the respondents prefer both organic and chemical fertilizer

### Problems

Table 10 shows the problems faced by the respondents with regard to Organic fertilizers and seeds.

**Table 10:** Problems

Problems	Seeds		Fertilizers	
	Frequency	Percentage	Frequency	Percentage
Poor quality	10	33.33	12	40.00
High price	24	80.00	29	96.67
Low quality of packing	05	16.67	14	46.67
Non-availability of certified brand	10	33.33	14	46.67
Others	02	6.67	04	13.33

Source: Primary Data

Table 10 reveals that, 33.33 per cent of the respondents get poor quality of seeds, 80 per cent of respondents suffer from high price, 16.67 per cent of respondent facing problem on low quality of packing, 33.33 per cent respondent faced problem on Non-availability of certified brand, 6.67 per cent of respondents are facing other problems.

Table 10 reveals that, 40 per cent of respondents get poor quality of seeds, 96.67 per cent of respondents suffer from high price,46.67 per cent of respondents are facing problem of low quality of packing, 46.67 per cent respondent faced problem of non-availability of certified brand, 6.67 per cent of respondents face other problem.

### HYPOTHESIS TESTING

Here an attempt is made to test the hypotheses by using chi-square test. This test enables research analysis to determine whether an observed pattern of frequencies corresponds to or fits in an expected pattern.

Association between Size of land holding and Source of loan.

The formula used to calculate chi-square is,

$$X = \sum (O_i - E_i)^2 / E_i$$

O = Observed frequency

E = Expected frequency

Calculation of expected frequency = (row total)\*(column total)/ grand total

Degree of freedom = (R-1) (C-1)

R = Number of rows

C = Number of columns

If calculated value is less than the table value, that is the indication of no association between two attributes, that means the frequency mean is equally distributed throughout the population

#### Association between Size of land holding and Source of loan.

**H<sub>0</sub>:** *There is no significant association between Size of land holding and Source of loan*

**H<sub>1</sub>:** *There is a significant association between Size of land holding and Source of loan*

#### Table 11: Association between

Degree of freedom (d.f) = (C-1) (R-1)

= (5-1) (3-1) = 8

Calculated Chi Square value = 8.849

Chi square value at 5% significance level = 15.51

Since the calculated chi-square value (**8.849**) is lesser than table value (**15.51**) it can be inferred that “**there is no significant association between Size of land holding and Source of loan**”.

#### CONCLUSION

Agricultural inputs like seed, fertilizer, pesticides, improved farm tools, efficient extension service would lead to ensure enhanced production and productivity. Most of the farmers using the Organic inputs like fertilizers and pesticides for very good yield. The farmers are put much effort in agriculture to increase the yield. It includes purchasing of inputs from authorised dealers. Major reasons for purchasing from authorised dealers included fairness in billing and credit facilities given to the farmers. Organic farming especially use of Organic inputs leads to sustainable agricultural growth

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**MARKETING OF SERVICES- A STUDY ON HOTELS IN SAGARA**

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**ABSTRACT**

*Hotels play a pivotal role in the life of human beings. People visit hotels as a necessity as well as a practice in their livelihood. Growth and services of hotels depends upon the quality of services provided by them. The customer perception towards hotel varies from one to another depending upon their food consumption habits apart from level of income, education and age. The hotel industry is booming in rural as well as in urban areas due to the tendency of people to visit more and more to hotel frequently. The study is undertaken to identify the causes as well as perceptions which makes a consumer to visit hotel. For this data has been collected from both primary and secondary sources. Collected data has been analyzed and interpreted with the help of various statistical tools to draw the conclusion in the end.*

*Key words: Hotel industry, customer, quality of food, taste*

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**INTRODUCTION**

Hotel industry occupies an important role which fulfills the basic needs of human beings that is hunger and thirst. Hotels as a part of service industry which are gaining importance as people find less time and developed a habit of consuming variety of foods which could not prepared at home. After liberalization the families have become nuclear which both husband and wife work to earn and find less time for food preparation. These lead to an opportunity for the growth of hotels.

Sagara taluk which is situated in Shimoga district on a national highway which is the route fall different kinds of people like tourists, drivers of vehicle as well as increased its population in recent years, People of the region needs hotels and beverages which fulfills their needs and also offer quality food. These research troughs a light on what factors make the hotel industry to be considered for fulfilling the needs of its customers.

**STATEMENT OF THE PROBLEM**

People in India prefer different varieties of foods and beverages depending upon their culture, religion and habits. Developing areas like Sagara taluk which accommodates varieties of people like agriculturists, business communities, employees, tourists and other travelers face the challenge of fulfilling the needs of these people. Various factors like price, quality and other services are also to be accommodated while offering food. The hotels are to need equip themselves and take a right marketing mix decision amongst the factors like product, price, promotion and place.

**Objectives Of The Study**

The study is undertaken with the following objectives.

1. To assess the services of hotels to consumers
- 2 To understand the factors considered by a customer while selecting the food and the hotel
3. To analyze the views of consumers about their expectations in a hotel.

**Hypotheses**

**H<sub>0</sub>:** *There is no significant association between monthly income and opinion about the services of the hotel.*

**H<sub>1</sub>:** *There is a significant association between monthly income and opinion about the services of the hotel.*

**H<sub>0</sub>:** *There is no significant association between education qualification and opinion about the services of the hotel*

**H<sub>1</sub>:** *There is a significant association between education qualification and opinion about the services of the hotel*

**RESEARCH METHODOLOGY**

The study is done with the help of both primary and secondary data. For the purpose of study, primary data has been collected with the help of an interview schedule prepared for the purpose. Opinion was collected from 30 different respondents in Sagara town who visit hotels. Convenient sampling method was followed while selecting the sample. Collected data has been analyzed and interpreted with the help of statistical tools like

percentage, Ranking and chi-square. Secondary data has been collected from various books, journals and websites.

**Table No 1: Personal Profile**

Criteria	Particulars	Frequency	Percentage
<b>Gender</b>	Male	19	63.33
	Female	11	36.66
<b>Occupation</b>	Agriculture	4	13.33
	Employee	5	16.67
	Student	19	63.33
	Business	1	3.33
	Others	1	3.33
<b>Education</b>	S.S.L.C	2	06.67
	P.U.C	2	06.67
	Graduate	11	36.67
	Post graduate	15	50.00
<b>Monthly Income</b>	Below 10000	13	43.33
	10000-20000	9	30.00
	20000-30000	4	13.33
	Above 30000	4	13.33

**Gender:** Out of 30 respondents, 63.33 per cent are male, 36.66 per cent are female.

**Occupation:** Out of 30 respondents, 13.33 per cent are agriculturists, 16.67 per cent are employees, and 63.33 per cent are students, 3.33 per cent are from business, and 3.33 per cent are from other occupations

**Education:** Out of 30 respondents, 6.67 per cent are having education up to S.S.L.C, 06.67 per cent are having education up to P.U.C, 36.67 per cent are having education up to graduates, and 50 per cent are having education up to post graduates.

**Monthly Income:** Out of 30 respondents 43.33 per cent are having income below 10000, 30 per cent are having income 10000 to 20000, 13.33 per cent are having income 20000 to 30000, and 13.33 per cent are having income above 30000.

**Table No 2: Reasons for Visiting**

Reasons	Number of Respondents	Percentage
Necessity	20	66.67
Hobby	10	33.33
<b>Total</b>	<b>30</b>	<b>100</b>

Table No 2 shows that, out of 30 respondents 66.67 per cent opine that it is necessity and 33.33 per cent that it is the hobby to visit the hotels.

**Table No 3: Frequency of Visit**

Frequency	Number of Respondents	Percentage
Daily	02	06.67
Weekly	10	33.33
Fortnightly	09	30.00
Rarely	09	30.00
<b>Total</b>	<b>30</b>	<b>100</b>

Table 03 shows that, out of 30 respondents 6.67 per cent are frequently visiting the hotel daily, 33.33 per cent are visiting the hotel weekly, 30 per cent are visiting the hotel fortnightly, 30 per cent are visiting the hotel rarely.



Table No.4: Influencing Factors

Factors	Food Quality		Cleanliness		Comfort		Service		Price		Parking Facility	
	Number of responses	Percentage	Number of responses	Percentage	Number of responses	Percentage	Number of responses	Percentage	Number of responses	Percentage	Number of responses	Percentage
Highly satisfied	2	6.67	3	10	5	16.67	1	3.33	1	3.33	1	3.33
Satisfied	24	80	11	36.67	13	43.33	8	26.67	8	26.67	8	26.67
Average	4	13.33	15	50	10	33.33	17	56.67	17	56.67	17	56.67
Dissatisfied	0	0	1	3.33	2	6.67	4	13.33	4	13.33	4	13.33
Highly dissatisfied	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	<b>30</b>	<b>100</b>	<b>30</b>	<b>100</b>	<b>30</b>	<b>100</b>	<b>30</b>	<b>100</b>	<b>30</b>	<b>100</b>	<b>30</b>	<b>100</b>

The satisfaction level of consumers are being tested towards influencing factors in Table No. 4. Satisfaction level is high in case of food quality and comfort in the hotels of Sagara, whereas level of satisfaction towards services, price and parking facility is average and low in case of some customers. It is evident that hotels in Sagara needs to improve the hygiene and services for attracting customers in Sagara.

Table No 5: Service Rating

Rates	Number of Respondents	Percentage
Excellent	1	3.33
Good	20	66.67
Average	9	30.00
Poor	0	0.00
<b>Total</b>	<b>30</b>	<b>100</b>

Table 5 depicts, out of 30 respondents 3.33 per cent says that service is excellent, 66.67 per cent opines that service is good, 30 per cent service is average.

Table No 6: Factors Preferred by the Customers

Particulars	I	II	III	IV	V	VI	VII	VIII	IX	Total	Rank
Services	27	40	49	24	30	08	0	0	03	181	III
Taste	81	16	42	36	25	0	03	02	0	205	II
Quality	90	22	35	12	10	08	00	0	0	227	I
Quantity	0	48	14	48	35	12	03	06	0	166	V
Hygiene	27	16	28	24	15	20	18	04	01	153	VI
Infrastructure	09	0	14	06	10	40	21	06	04	110	VII
Parking Facility	0	24	0	0	05	08	06	22	11	76	VIII
Price	36	24	28	30	15	16	18	02	0	169	IV
Rest Room	0	0	0	06	10	04	21	16	11	68	IX
<b>Total</b>	<b>270</b>	<b>240</b>	<b>210</b>	<b>186</b>	<b>155</b>	<b>116</b>	<b>90</b>	<b>58</b>	<b>30</b>	<b>1355</b>	

Table 6 depicts that quality of food is the main factor considered by the customers of Sagara which got first rank followed by taste of the food, services, price and so on.

### Hypotheses Testing

**H<sub>0</sub>:** There is no significant association between monthly income and opinion about the services of the hotel

**H<sub>1</sub>:** There is a significant association between monthly income and opinion about the services of the hotel

**TABLE No. 7:** Association between Monthly Income and Opinion about the Services of the Hotel

Monthly Income	Services of the Hotel								
	Excellent			Good			Average		
	O	E	X <sup>2</sup>	O	E	X <sup>2</sup>	O	E	X <sup>2</sup>
≤ 10,000	-	0.43	0.43	8	9.1	0.13	5	3.47	0.674
10,000- 20,000	-	0.3	0.3	7	6.3	0.078	2	2.4	0.07
20,000-30,000	1	0.13	5.82	3	2.8	0.014	-	1.07	1.07
Above 30,000	-	0.13	0.13	3	2.8	0.014	1	1.07	1.07
<b>TOTAL</b>	<b>1</b>		<b>6.68</b>	<b>21</b>		<b>0.2356</b>	<b>8</b>		<b>2.884</b>

$$\chi^2 = \{(\sum O_i - E_i)/E_i\}$$

**O = Observed frequency**

**E = Expected frequency**

Calculated value of chi square= 9.8

Degree of freedom = [C-1] × [R-1]

= [3-1] [4-1]

= (2) (3)

= 6

Level of significance= 5 per cent

**Table value at 5% level of significance is 12.592**

Since the calculated chi-square value (9.80) is lesser than table value (12.592) it can be inferred that “**there is no significant association between annual income and opinion about the services of the hotel**” is accepted.

**H<sub>0</sub>:** *There is no significant association between education qualification and opinion about the services of the hotel.*

**H<sub>1</sub>:** *There is a significant association between education qualification and opinion about the services of the hotel.*

**TABLE No.8:** Association between Education Qualification and Opinion about the Services of the Hotel

Qualification	Services of the Hotel								
	Excellent			Good			Average		
	O	E	X <sup>2</sup>	O	E	X <sup>2</sup>	O	E	X <sup>2</sup>
S.S.L.C	-	0.07	0.07	1	1.4	0.114	1	0.53	0.42
P.U.C	-	0.07	0.07	1	1.4	0.114	1	0.53	0.42
GRADUATES	1	0.37	1.073	6	7.7	0.375	4	2.93	0.39
POST GRADUATE	-	0.5	0.5	13	10.5	0.59	2	4	1
<b>TOTAL</b>	<b>1</b>		<b>1.713</b>	<b>21</b>		<b>1.193</b>	<b>8</b>		<b>2.23</b>

$$\chi^2 = \{(\sum O_i - E_i)/E_i\}$$

**O = Observed frequency**

**E = Expected frequency**

Calculated value of chi square= 5.136

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Degree of freedom =  $[C-1] \times [R-1]$

=  $[3-1] [4-1]$

= (2) (3)

= 6

Level of significance= 5 per cent

**Table value at 5% level of significance is 12.592**

Since the calculated chi-square value (5.136) is lesser than table value (12.592) it can be inferred that **“there is no significant association between Education Qualification and Opinion about the Services of the Hotel.”** is accepted.

## CONCLUSION

The study has been started with the setting up of the hypotheses and objectives of assessing the preferences of customer while choosing a hotel for food and beverages. The customers of hotels preferred quality of food and taste as priority factors compared to infrastructure and price. The people normally ready to pay sufficiently for quality foods prepared by quality inputs with hygiene. Majority of the hotel owners didn't have any particular method for fixing price to their product. They consider the price of the food fixed by other hotels. The study revealed that the hotels in Sagara have partially filled the needs of its customers. Still, there is a scope for further growth and improvement in the services of hotels in the form of offering multi cuisine food in Sagara. The hotel owners should consider quality of food, which can be decided on the basis of quality of inputs, as the main factor for fulfilling the needs of people.

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## NEUROMARKETING -AN EMERGING TOOL FOR MARKET RESEARCH

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## ABSTRACT

*In recent years, a new tool of marketing research has evolved i.e. neuromarketing, which makes use of brain research in a managerial context, has gained increasing popularity in the academic literature as well as the practical world. Neuromarketing, that caught fancy of imagination of advertisers in early 2002, aptly cuts down the path and process probing minds and makes it considerably simpler for the advertisers. Paper studies the conceptual role of neuromarketing as an effective tool for marketer in new era of markets research for our today's intelligent buyer. The objectives of our study focus on the stance and emergence of neuromarketing as well as the practices involved in current scenario as neuroimaging, EEG, FMRI, Eye Tracking etc. Paper measure the consumer dialectic consumers contradict themselves, saying what they want, but doing what they feel" Nowadays marketing research has been oriented towards four components of consumers as: physical body, mind, heart and spirit with the help of practices of Neuromarketing.*

*Keywords: Neuromarketing, Brain research, Neuroimaging, Eye Tracking, EEG, FMRI*

## INTRODUCTION

Companies that do not listen to their consumers and are not capable of satisfying their needs, wishes and expectations are destined to disappear. Understanding the behaviour of consumer and taking decisions of customers is the key to existence for a business, however it is not a simple task, many of these needs, wishes and expectations are generated non-consciously, and do not even the consumer is able to verbalize them. Neuromarketing will tell the marketer what the consumer reacts to.

Consumer reacts to whether it was the color of the packaging, the sound the box makes when shaken, or the idea that they will have something their co-consumer do not.

Neuromarketing is the application of the neuroscience to marketing. It includes the direct use of brain imaging, scanning or other brain activity measurement technology to measure a subject's responses to specific product, packaging, advertising or other marketing elements. In some cases, the brain responses measured by these techniques may not be consciously perceived by the subject hence this data may be more revealing than self-reporting on surveys in focus groups.

Neuromarketing is a brain based approach to help marketers directly measure customers underlying thoughts, feelings and intention, measurement of physiological and neural signals to gain insight into customer's motivations, preferences, and decisions which can help inform creative advertising, product development, pricing and other marketing areas. Brain scanning which measures neural activity and physiological tracking which measures eye movement and other proxies for that activity are the most common methods of measurement and medical technologies such as functional Magnetic Resonance Imaging (fMRI) to study the brain's responses to marketing stimuli. Researcher use the fMRI to measure changes in activity in parts of the brain and to learn why consumer make the decisions they do and what part of the brain is telling them to do it.



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#### **4 LITERATURE REVIEW**

Traditional Marketing concentrated on the value and competitive advantages of a product or service.

More holistic approach to marketing, including the emotional component of the decision making process is gaining considerable ground in contemporary marketing. Christohe morin in his article Neuromarketing: the new science of consumer behaviour discuss the burgeoning field of neuromarketing and suggests it has effectiveness of both commercial and cause related advertising messages around the work, also discuss about history of neuomrketng and how it is different from conventional marketing and techniques of neuromarketing such as EEG, MEG and fMRI and how businesses have used this techniques in brand building.

Dr Harith kumar and priyanka singh in their article 'Neuromarketing: An emerging tool of market research' describe various techniques used in neuromarketing by Hyundai motors, Cheetos, yahoo, eBay's PayPal, Microsoft and ford motor. Hyundai motors used EEG test to measure consumer reaction when looking at the parts of a car's exterior. Cheetos by using neuromarketing found that the glittering, bright coloured packaging they were using for potato chips triggered the cortex of the brain. yahoo has a 60 sec television commercial features happy, dancing people around the world before spending money on ad. EBay's PayPal research convinced that speed turns people on more than safety and security and Microsoft is using data to demonstrate how engaged gamers when they use an Xbox. Eric Valencia professor from Oxford Brookes University explains Neuromarketing based on the rigorous scientific knowledge. He explains about part of brains which are reptilian brain, limbic and sensory brain and electroencephalography, CDR, emotive neurosky and their application in scientific way. Prof(Dr) Manis Madan and Ankita popli in their article 'A study on Neuromarketing as emerging innovative market research strategy' focuses on various advantages using neuromarketing like increased sales revenue accuracy in research, creation of high impact ad-campaigns, creation of Brand preference, opportunities for new product development and increased return on investment, minimized complexity in marketing and also explains research methodology used in neuromarketing. In one more article about "Consumer's perception towards neuromarketing in India with special reference to Kano model" investigates important information that commonly consumer purchase decision take place at a mental, emotional and instinctive level. Kano model examines the impact of application of neuroscience techniques on marketing practices as these communicate to the exercise of individual free will's

Ethics is of foremost important while conducting any research, in the article 'Conducting neuromarketing studies ethically practitioner perspective' by authors David henshi, Ana lorga, Lisa wolter & Judith znanewitz focuses on guidelines to be taken care while conducting neuromarketing research, codes of research of protection of vulnerable niche population from marketing exploitation.

#### **4 RESEARCH OBJECTIVES**

- a. To know the application of neuromarketing brand building
- b. To understand the pros and cons of neuromarketing
- c. To know how neuromarketing can overcome complexity in traditional marketing
- d. To know about various technologies used in neuomrketng research.

#### **IV. RESEARCH METHOD**

This study is purely based on secondary data taken from articles written by various authors and neurologist and neuromarkting gurus and marketing researchers.

#### **V. CONCEPTUAL FRAMEWORK**

##### **HISTORY OF NEUROMARKETING**

The concept of neuromarketing originated from advancement of neuroscience research. Developments in neuroscience research over the past two decades have transferred our understanding of the brain and how it works. Therefore marketers and researchers have started to think about how it could be used in order to improve their researchers have started to think about how it could be used in order to improve their researcher in brand marketing.

The term neuromarketing was introduced in 2002 by Dutch marketing professor Ale smidts but research in the field can be found earlier in 1990s

The first scholarly piece of neuromarketing research was performed by Read Montague, Professor of Neuroscience at Baylor College of Medicine in 2003 and published in *Neuron* in 2004. The study asked a group of people to drink either Pepsi or Coca Cola while their brains were scanned in an fMRI machine. Study did reveal that different parts of the brain light up if people are aware or not aware of the brand they consume.

Specifically, the study suggested that a strong brand such as Coca Cola has the power to “own” a piece of our frontal cortex. The frontal lobe is considered the seat of our executive function (EF) which manages our attention, controls our short-term memory, and does the best of our thinking—especially planning. So according to the study, when people know they are drinking Coca Cola, they actually say they prefer the Coke brand over Pepsi and their EF lights up. However, when they don’t know which brand they are consuming, they report that they prefer Pepsi instead. In this latter event, the part of the brain which is most active is not the EF but an older structure nestled in the limbic system. This brain area is responsible for our emotional and instinctual behavior. The Coke and Pepsi study may have not been enough to convince many marketing researchers that neuroscience could help crack the neural code of our decisions, but it was certainly enough to worry many about its potential power.

In one more opinion given by neuromarketing guru Dr A.K Pradeep, origin of this topic lays in 200BC in one of Indian art literature ‘Natya Sashtras’. Where in one of its verses goes on -

‘Where the hand goes the eyes have gone, where the eyes have gone, there the mind has flown,

Where the mind has gone, there go emotions, where there is emotion, there is life.’

This are basically being described as the process of a human stimulation behaviour what the neuromarketing researchers and develops are currently working on. Tracking the eye movement to measure the brain activity, analyse the emotions and see the life of commerce.

Traditional marketing research methods over the years have failed to understand the effectiveness of amount they have spent on neuromarketing. Traditional marketing research methods involve consumer surveys, focus groups and external observation to gather data about what people think, feel and believe, but where as In neuromarketing research marketers no longer have to rely as heavily on consumer self-reporting. Neuromarketing bypasses conscious thinking and identifies automatic reactions that tend to be universal across the population. Neuromarketing has been around for over a decade and brands are spending a sizeable budget on this scientific method. For its efficacy in marketing and branding, neuromarketing has become an integral part of the market research process. Today, businesses align neuromarketing as a primary source of information to develop a product and position it to a specific market.

### **NEUROMARKETING METHODOLOGY**

Neuromarketing is a commercial marketing communication field that applies neuropsychology to marketing research, studying consumer’s sensorimotor, cognitive and effective response to marketing stimuli.

Definition of the term neuromarketing is “The science that studies the behaviour of the consumer, by applying neuroscience knowledge and tools.” This defines neuromarketing but depending on how these knowledge and tools are applied, there are two different types of neuromarketing theoretical knowledge and applied neuromarketing.

Neuromarketing research involves the use of techniques from the neuroscience those are as follow.

#### **EEG or electroencephalogram**

In Traditional market research techniques participant are asked for explicit feedback about the test material but in neuromarketing study using EEG instead of asking consumer about their reaction to the test material techniques are used to capture the underlying brain responses during the test, these brain responses can be used to guide reaction during the test, to guide business decision without asking for explicit feedback from the research participants. EEG is a measure of electrical signals that the brain generates. Brain consists of billions of cells called neurons which interconnect in very complex ways, neurons communicate with each other by passing electrical signals along the connecting fibres. These signals are very small usually in the millionth of a volt they can be picked up on the surface of the head by using some very sensitive equipment and this process is called taking an electroencephalogram or EEG. Researcher record the brain electrical activity using a headset or a cap in which number of soft felt sensors spread around the inside of the cap called electrodes and these electrodes collect raw data which are further processed using different methods, this EEG data can be used to gain some very deep and useful insights about reactions to a test stimulus without asking a single question.

#### **MEG (Magneto encephalography)**

It is an electrical technique used in neuromarketing research in which magnetometers (detectors) are placed on the subject’s head to measure magnetic potentials in order to record brain activity at scalp level. It helps in measuring Attention, perception and memory and can be used while testing packaging design, testing new products, testing advertisement, sensory testing and identifying needs.

**Functional MAGNETIC RESONANCE IMAGING (fMRI)**

It relies on Magnetic Resonance Imaging (MRI) technology to measure brain activity associated with changes in blood flow. The brain's response to the need for the more oxygen in specific areas of the brain is measurable by blood flow to these areas. This technique help to measure Brand loyalty, brand recall, craving, brand preference, trust, emotions, blood flow, attention etc. which can be used in sensory testing celebrity endorsement, testing new campaigns, advertisement, new product, identifying needs, repositioning a brand, predicting choices, testing prices and packaging design.

**POSITRON EMISSION TOPOGRAPHY (PET)**

In this method battery detectors surrounds the subject's head and traces radiation pulse, without precisely identifying the location of the signal. It measure sensory perception and valence of emotion and it can be used for advertisements, new product and packaging design.

**TRANSCARANIAL MAGNETIC STIMULATION (TMS)**

This technique uses magnetic induction in order to modulate the activity of certain brain areas.

This help in measuring cognition, changes in behaviour and attention. This method can also be used to testing packaging design, new products, advertisements and other marketing stimuli.

**MARKETING AND NEUROMARKETING**

Businesses undertake marketing to promote the buying or selling of a product or service. Marketing includes advertising, selling and delivering products to consumer or other businesses. Marketer use different strategies to acquire and retain customers which include advertising, email marketing, online marketing, social media marketing, advertising through print media, advertising in billboards, networking etc. in order to draw public attention to goods, services, events or to whatever they want customers to pay attention, the main aim of which is to obtain new customers and to retain existing ones ie to develop or retain brand loyalty and in order to do that they essentially have to incur huge amount of money! According to Ad Age's annual leading national advertising report top 200 advertisers in the US spent a record \$163 billion on advertising in 2018 up 3.6% year on year. Over 45 marketers that spent more than \$1 billion on advertising in US in 2018. Advertising cost involve many things. It includes salaries of brand ambassadors, where on an average brand ambassador is paid Rs 25118 per month in India and it vary upon the brand value of the ambassador and for television advertising the cost per 10 sec TV commercial vary from INR 500 to INR 6600 depending on the popularity of the channel and various factors influence advertising cost such as demographic viewers, live viewership, time selection, popularity of the program, geographical location etc.

In print media the rate per sq.cm starts from Rest 20 in a newspaper like in a leading newspaper like Times of India and this vary according to Ad position and type of advertise, for example display advertisement in main edition is Rs 60 per sq.cm and for city edition is Rs 48 per sq.cm. It also vary according to type of advertisement for example property ad may cost Rs 35 per sq.cm whereas tender notice advertisement may cost Rs 51 per sq.cm. Marketers also spend on Google Ads and it vary between \$1 and \$2 on search of network. They also pay huge amount for banners and billboards and it varies according to cities.

But in spite of spending such huge amount on marketing, marketers fail to analyse how effectively those huge expenditure is capitalized and according to research every year nine out of ten product fail. Traditional marketing research methods involve consumer surveys, focus groups and external observation to gather data about what people think, feel and believe. These traditional methods are better at revealing conscious decision making processes but majority i.e. about 90% of information that comes into the human brain is processed unconsciously, neuroscience gives us valuable insight into automatic human responses that influence consumer behaviour.

Neuromarketing comes with the solution to this problem, because it focuses on unconscious component where its goal is to capitalize on the cognitive biases of a target audience in order to persuade potential customer to buy your product.

Although neuromarketing has to involve huge cost it can fill in the gaps left by traditional marketing methods, because it provides insight into situation where consumer say they want one thing, but then act in a different way.

**APPLICATION OF NEUROMARKETING**

Learning customer from a scientific perspective helps in adjusting marketing strategies to appeal to the right group and minimise budgetary waste. Neuromarketing focuses on finding out how the brain responds to a certain

stimuli in marketing. various companies from Google to Disney, to CBS have invested in neuroscience marketing.

**Packaging** - neuroscience has prompted companies to re imagine their packaging. Brand such as Campbell's and Frito-lay have reimagine their packaging. Customers were interviewed extensively in relation to color, text and imagery. This research revealed that customers had a negative response to shiny packaging, but didn't show a negative response to packaging when it was matte. Frito-Lay then adopted new matte look.

**Colour** - various studies reveal that colours can evoke a wide range of emotions and there is a link between colours and emotions. Marketers can aim at utilizing colour as a powerful marketing tool. One of the best example is Coca-Cola who use Red colour in their brands, and Google use particular shade of blue for links, and to apply that shade Google tested more than 50 shades and adopted, and it increased Google annual revenue by 200 million dollars.

**Ad Efficiency** - Neuroscience marketing allowed marketers to tap into the benefits of imaging and big data to provide insights into consumer habits. In one particular study, three different ads for the national cancer Institute's telephone hotline were viewed by participants. The ad campaign that elicited the highest amount of brain activity in a particular region, led to significantly higher calls to the hotline. fMRI has incredible potential for enhancing marketing strategies, increasing engagement and action.

**Right price** - we know that many advertising like pizza keep price starting from Rs 49 instead of round figure Rs 50 as an advertising tactic, but the question is that does it really work?. According to new study by neuromarketers, is that rounded figures are more likely to work alongside emotional decision making, complex figures work better when the logical brain is engaged. This is because complex number make the brain work harder might convince complexity priced product is the more logical decision, so marketers have to adopt neuromarketing approach to set the price.

**Reward and punishment** - This is one of the technique which often used by Game designers. In many games when player fail to clear the level they offer coins and encourage player to purchase those coin in order to pass the level. Video games design use psychological principles in product design process, specifically using reward and punishment in order to make engaging games and to keep people playing. When rewards are increased the levels of dopamine increases within the brain.

This is associated with pleasure and positive associations, which can increase the attachment to keep playing.

**Website Layout** - neuromarketing helps in designing the layout of the website. From colour schemes, layouts, font size and layouts, font size and beyond, neuromarketing helps in designing effective website. Finding shows that certifications, testimonials and social widgets are sure to draw customers in more than those that don't and newer, horizontal style website layouts are less effective than traditionally vertical. This is because reading web pages from the top down engages the brain, and makes viewers more likely to keep on scrolling.

**Revealing Hidden Responses** - Cheetos while testing a new ad used focus groups and EEG to evaluate consumer response. In this particular ad, a women played a prank on her friend by filling her friend by filling her white load of laundry with orange Cheetos. Focus Groups reported a dislike for the ad, EEG study on same group revealed that they liked it. participant in the focus group were afraid to voice the fact they found the ad humorous in case other members thought they were unkind.

In this manner, neuromarketing can reveal hidden thoughts and preferences.

**Speed - study** by PayPal revealed that customer prefer speed in the transaction then the safety of transaction. They used this information to convert more shoppers to their online payment service by emphasizing their speedy payment. Neuromarketing helps in detecting customers trends. While companies often seek and security customer seek speed and efficiency.

**Satisfaction** - neuromarketing techniques helps in knowing customer satisfaction. Emotion Response Analysis (ERA) uses EEG imaging to identify the emotional response an individual has to a product, advertisement etc. EEG can be used to evaluate consumer satisfaction. If consumer experience high level of frustration in response to a product, then marketer may consider in changing the product.

**Eye gaze** - In many advertisement advertiser use adorable baby faces. In one particular study researcher discovered that when infant looks face on viewers focus on baby face rather than ad content beside the baby and when infant face is towards ad content viewers look also change towards ad content. This technique also used while giving caution in cigar packs that it leads to cancer where picture they use is more effective than words.



### Advantages of Neuromarketing

#### ➤ **Helps in understanding unconscious and cognitive component.**

Neuromarketing helps to answer the question which customer themselves not aware of. For example it explain why customer when going for shopping plans to buy something but purchase something different. In addition to information given by customers it gather data from observation (of facial expressions, eye movement, etc) which originates from the unconscious reaction of respondents.

#### ➤ **Reliability**

It provides a better understanding of the process behind the automatic reactions which are taking place on the subconscious level of every customer's mind. Customers can lie (consciously) but their brain can't control their unconsciousness. When asked something to a customer about a product or service he/she may answer which may not be the exact, but through neuroscience real response can be taken about Customer's reaction towards particular product, design of website or packaging etc. This information can be further used to better satisfy customer's preference.

#### ➤ **Value for money**

With new digital tools and techniques, it is helpful in lowering the price of research by providing quality of the insight. Today through the software tools available online today providing depth and quality of insights which is available in lower price.

#### ➤ **Discover fresh viewpoints**

Neuromarketing provides marketers with fresh thinking and new viewpoints. It can measure the lower level effects of design (such as prints ads) and videos in terms of people's attention, emotion and memory responses. Neuromarketing research include insights into how to design imagery to better capture attention, how to better edit and to make key information more memorable, and the exact elements of design that will drive emotional engagement in a product, service, ad or package.

#### ➤ **Measuring reaction that even people can't remember.**

Neuroscience helps in measuring responses moment by moment in real time, not only does this give valuable diagnostic information on how to better edit an ad, but it would be very hard if not impossible to gain through traditional question-based methods.

### Disadvantages of Neuromarketing

#### 1. **Ethical concern**

Neuromarketing research deals with the getting inside in the brain of customer where safety of individual is foremost concern. Marketer should see that data obtained should not be misused in any way.

#### 2. **Lack of privacy**

In today's world data privacy is major concern, the individual is not insured from leakage of data.

Technologies should work towards ways of data protection. Marketer should aim at the data taken for the research.

#### 3. **Expensive equipment**

Neuromarketing equipment used to be expensive but today due to development of technology a complete set of professional neuromarketing equipment cost around \$1500. It's still a considerable amount of money for small companies, but it's far less than the tens of thousands of dollars which it used to cost.

#### 4. **Availability of specific skills**

It requires quality professionals for doing research, but sometime ago it was necessary to have a scientific background to able to interpret the waves and graphs neuro -tools. In today's it's not necessary because the reports become easier to understand. With some effort to sort out all the statistic collected.

### VI. CONCLUSION

Neuromarketing is an emerging field of marketing strategy that applies insights from human psychology research to marketing campaigns, it aims at linking purchase trends and engagement patterns with emotional stimuli. It is a commercial marketing communication field that applies neuropsychology to marketing research, studying consumers sensorimotor, cognitive and affective to response to marketing stimuli. According to Gerald Zactman professor from Harvard business school 95% of purchase decision are controlled by our subconscious mind and also according to many researches 70% of customer who feel emotionally connected to a brand spend

twice as much as much on purchases over 80% of this group will also recommend this preferred brands to friends and families understanding this things help marketers in optimizing the amount the spend on advertising.

Companies spend billions on sales and marketing each year but in spite of spending so much money, effort and time many companies are failing or stagnating this is might be because of their inability to understand psych of consumer. Consumer watch thousands of advertising messages in a day and none of these messages have been optimized for human brain as a result people get confused not convinced. Applications of modern neuromarketing techniques helps in what consumers actually desire and design advertisement accordingly and meeting the objective of advertisement.

Neuromarketing helps businesses grow revenue rapidly by guiding their customers to make informal decisions. There are several neuromarketing companies in the world today and they use variety of neuroscience technologies to analyse the effectiveness of advertising, packaging, in store element and more.

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**NON PROFIT ORGANIZATIONS AND THEIR HUMAN RESOURCE DEVELOPMENT PRACTICES.-AN EMPIRICAL STUDY OF HRD PRACTICES FOLLOWED NPOS.**

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**ABSTRACT**

*The Non-Profit Organizations are gaining huge importance in recent years. Human resource is an important asset of any organization. In the organizational development of NPOs human resource play an important role. The success of an NPO depends on the HRD structure of the organization. In order to design a structural framework appropriate HRD practices must be considered. The present study focuses on the HRD practices that are directed towards the development. This research aims to investigate the perception of employees regarding the Human Resource Development (HRD) practices of Non-profit organizations (NPOs). The study is conducted by considering perception of 500 employees working in NPOs. Questionnaires were used to collect primary data. To test the hypothesis formulated statistical tools like mean Standard deviation and t-test were used. Twenty HRD practices are grouped under four dimensions Appraisal system, Rewards and benefits, Training and Organizational environment and examined in detail. The results of the study show that perception of employees regarding the HRD practices is satisfactory.*

*Key words: Human Resource Development Practices; Non- Profit Organizations; Appraisal system; Rewards and benefits; Training; Organizational environment.*

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**INTRODUCTION**

There is growing evidence that non profits are gaining huge importance in present world. Non profits can perform better only if they employ sufficient and efficient human resources. Hence Human Resource Development (HRD) has gained significant importance in voluntary sector. There are several studies related to HRD in for profit organizations but very few studies have focused on HRD in Non profit organizations. The present article particularly studies the the perception of employees regarding the Human Resource Development (HRD) practices of Non-profit organizations (NPOs).

The assessment is based on perception of 500 employees about the overall importance given to various dimensions of the HRD practices. The study instrument measured 4 dimensions Appraisal system ,Rewards and benefits ,Training , Organizational environment. The instrument had 20 statements that were based on a 5-point Likert scale. Higher averages/score indicated a better perception of the HRD practices for that particular statement. HRD practices like Appraisal system ,Rewards and benefits, Training and Organizational environment support employees and act as the driving force in the organization. These have direct or indirect significant impacts on the development of NPOs. Organizations can accomplish their goals by maintaining good relation with their employees and by providing quality services to customers. Therefore the present study focuses on the perception of employees regarding the Human Resource Development (HRD) practices of Non-profit organizations (NPOs) .

**INSIGHT INTO THEORETICAL ASPECTS****Human Resource Development (HRD)**

Human Resource Development (HRD) is the structure for employees to develop their potential capability. HRD includes Appraisal system, Rewards and benefits ,Training and Organizational environment.HRD practices are intended to help individuals as well as organization to accomplish their work goals.

**Nonprofit organization**

A Non-Profit Organization (NPO) is an organization established for the purpose of providing services to the public. Its main motto is doing service to people rather than earning profit. Unlike profit organizations NPOs use their surplus to accomplish their service goals. They don't prefer to distribute as profits to shareholders.

**Human Resources (HR) in a Non –Profit Organization.**

Just like private or public institutions cannot run without quality workforce , even voluntary sector requires human resources. It is the fundamental strength for the success of an NPO. In order to achieve their goals HR must be given top priority. A NPO must strive to attract, develop and retain qualified and enthusiastic employees as they are the key to the success of one's business. HR in a NPO is no different to HR in any other sector, but the problems that HR professionals face within the voluntary are quite unique.

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**LITERATURE REVIEW**

T V Rao conducted a survey on HRD practices in India in 1975. The survey of 53 public and private sectors revealed that 30 % of the companies had HR Department, a proper HRD policy is framed only by 32 % of the company, a performance appraisal system is followed by 26% of the companies, a definite training policy is followed by more than half of the companies, team building is focused by almost 50% of the companies and most of the companies has encouraged employees' counseling. The study reveals that most organizations seem to have well developed performance management system or are in the process of having the same; feedback and counseling is the second system mostly followed; there is no potential appraisal in most of the companies, 360 degree feedback is being tried out in 75 % of the organization under study; employees satisfaction surveys, TQM interventions, total productivity management, team building workshops, visioning exercises, train the trainer programmes etc. are some of the programmes being used by those organizations.

Zheng, Morrison and O'Neil (2006) surveyed 74 Chinese Small and Medium Enterprises and found factors such as performance based pay, participative decision making, free market selection and performance evaluation, only high-level employee commitment were responsible for increasing performance. This article helps us to identify the different parameters which can be undertaken for the study.

Arthur, J.B. (1994) investigated 30 steel mills in US. He considered 10 variables – decentralization, participation, general training, skilled workers, level of supervision, social events, due process, wages, benefits, bonus, percentage unionized as HR measures clustered into two systems: control and commitment. Outcome measures were taken manufacturing performance (labour efficiency, scrap rate) and employee turnover. Study concluded that HR system with less scrap and more efficiency yield higher results.

MacDuffie, J. (1995) conducted cross sectional study taking 62 automotive assembly plants in 16 countries (volume plants). HR measures were identified as HR policies (index of four items - hiring criteria, incentive pay, presence of status barriers and level of training), Production organisation measures were use of buffers (3 items) (e.g. incoming and work in progress inventory), work systems (6 items – including employment involvement (production-related suggestions, job rotation and quality tasks), total automation, production scale, model mix complexity, parts complexity, production design age and Outcome measures were taken as labour productivity (hours of actual effort to build a vehicle), quality (consumer perceived, defined as defects per 100 vehicles). He used hierarchical regression and found that innovative HR practices affect performance not individually but as interrelated elements in an internally consistent HR system and these systems contribute most to plant productivity and quality when they are integrated with manufacturing policies of a flexible production system.

Huselid, M.A. Jackson, S.E. and Schuler, R.S. (1997) study of 293 publicly held US firms found significant relationship between strategic HRM and employee productivity, cash flow, and market value. They concluded that on a per employee present value basis, a one standard deviation increase in overall HRM effectiveness corresponds to an estimated increase in sales. This study is conducted overseas which suggests that same can be conducted in India.

Guest, D.E., Michie, J, Conway, N & Sheehan, M (2003) conducted a study taking 366 firms with over 50 employees. They selected 48 items on HRM covering nine main areas: recruitment and selection, training and development, appraisal, financial flexibility, job design, two-way communication, employment security and the internal labour market, single-status and harmonization, and quality as HR measures and found that using objective measures of performance, greater use of HR practices was associated with lower labour turnover and higher profit per employee, but showed no association with HR and productivity. There was a strong association between subjective estimates of HR and productivity and financial performance. The study supports the association between HRM and performance but does not show that HRM causes high performance.

There are several studies related to HRD but very few have focused on the HRD system in Voluntary sector. The researcher identified this as the research gap and the objective of present study is to analyze HRD practices in NPOs.

**OBJECTIVES**

1. To gain insight into the theoretical aspects of HRD in NPOs.
2. To analyze the perception of employees towards HRD practices followed in NPOs.
3. To study the perception of employees towards HRD practice Appraisal System followed in NPOs.
4. To examine the perception of employees towards Rewards and benefits followed in NPOs.
5. To find the perception of employees towards Training practices of NPOs.

6. To explore the perception of employees towards Organizational environment of NPOs.

### METHODOLOGY

An exploratory study was conducted to analyze the HRD practices in NPOs. Non probability convenient sampling method was adopted. 500 employees from NPOs in Karnataka state, India were the respondents. Employees belonging to different levels were included in the respondents list. Required information was collected through questionnaires. Survey instrument consisted questions on respondent's profile and the HRD practices followed in their organization.

### ANALYSIS AND DISCUSSION

The data collected was analyzed using SPSS 16.0. For study purposes, the mean scores and standard deviation were calculated for each statement. In order to test the hypotheses formulated t- tests have been conducted

### Reliability Analysis

**Table 01:** Reliability test results

Sl.no	Variables	Number of items	Cronbach's Alpha Score
1	Appraisal system	5	0.887
2	Rewards and benefits	5	0.885
3	Training	5	0.898
4	Organizational environment	5	0.891

Source: SPSS16.0 output

In general, a higher alpha value shows a more reliable generated scale. The Cronbach's Alpha Score values of the stated variables ranges from 0.885 to 0.898 . From Table 01 it is implied that all the values are greater than the prescribed threshold of ( 0.70) hence the scale is sound and reliable.

### Descriptive Statistics

Descriptive Statistics in the form of means and standard deviations for all variables and for the responses of all respondents were computed. Computed means signifies levels of agreeableness and disagreeableness of the respondents. The values of standard deviation serve as fundamental measures of variability. Computations of means and standard deviations are presented in table 02.

**Table 02 :** Mean and standard deviation results

Sl.no	Variables	Mean value	Standard deviation value
<b>HRD 1</b>	<b>Appraisal system</b>		
1	Promotion decisions are based on suitability	3.32	0.69
2	There is no favoritism	3.13	1.1
3	Fair decision making	3.02	0.53
4	Regular supervision	3.22	1.17
5	Standard Performance evaluation	3.18	0.71
	<b>Overall Appraisal system</b>	<b>3.174</b>	<b>0.728</b>
<b>HRD 2</b>	<b>Rewards and benefits received</b>		
1	Adequate Compensation	3.2	0.65
2	Organization plans and policies are clear	3.14	1.28
3	Adequate Non-monetary benefits are given	3.00	0.55
4	Job performed is valued correctly	3.04	1.19
5	Appreciation for good work	3.22	0.85
	<b>Overall Rewards And Benefits Received</b>	<b>3.120</b>	<b>0.784</b>
<b>HRD 3</b>	<b>Training</b>		
1	Encouragement for training	3.3	0.72
2	Sponsor for training programs	3.19	1.24
3	Conducting training programs	3.04	0.60
4	Maintain time to time training needs	3.16	1.20
5	Opportunity to try new methods	3.30	0.86
	<b>Overall Training</b>	<b>3.198</b>	<b>0.810</b>
<b>HRD 4</b>	<b>Organizational environment</b>		
1	Delegation of authority	3.23	0.78

2	Valued feed back	3.08	1.24
3	Seniors guide juniors	2.95	0.60
4	Good Team spirit	3.14	1.26
5	Career opportunities	3.15	0.85
	<b>Overall Organizational environment</b>	<b>3.116</b>	<b>0.802</b>

Source :SPSS16.0 output

From Table no .2 it is clear that variable training has highest mean value (3.198)and standard deviation(0.810), indicating majority of respondents strongly agree with HRD Practice training followed in their organization.

### Hypothesis testing

To study the perception of employees regarding HRD Practices followed in their organization mean, standard deviation and t-tests were done. Based on the literature review and objectives framed the following hypothesis was formulated.

H<sub>0</sub> : The perception of employees towards HRD Practices followed in NPOs is unsatisfactory.

H<sub>1</sub> : The perception of employees towards HRD Practices followed in NPOs is satisfactory.

**Table 03 :Results of t-test**

Variables (N=500)	Mean value	Standard deviation value	t- value	p- value
Appraisal system	3.174	0.728	43.57	.000*
Rewards and benefits	3.120	0.784	39.76	.000*
Training	3.198	0.810	39.49	.000*
Organizational environment	3.116	0.802	38.87	.000*

significance at 0.05

Source: Field survey (SPSS Output)

Table 03 highlights mean values and standard deviation values of HRD dimension. The t- values are high with corresponding p-value < 0.05. The results of all the variables are statistically significant. t-test results rejects null hypothesis and accepts research hypothesis as the p-value associated with variables is < 0.05 with a significance level of 0.05. The results show that perception of employees towards HRD Practices followed in NPOs is satisfactory.

### LIMITATIONS AND PRACTICAL IMPLICATIONS

The present study has certain limitations that offer opportunities for future research. The data is based on individual opinion, which may bring in some bias. In this study, the survey has been conducted among 500 employees of NPOs. As there are plenty of NPOs operating the sample size can be increased. Findings from the study have some practical implications. The findings can be used by managers and scholars in general and HR practitioners in particular to build a positive environment that promotes employee commitment and organizational efficiency.

### SUMMARY AND CONCLUSION

Findings of this study indicate the perception of employees towards HRD practices followed in NPOs is satisfactory. Based on t-test results significant and satisfactory results are obtained. Which implies that appraisal system followed is satisfactory. Rewards and benefits can be increased to make employees satisfied at work place. HRD practice like training should be conducted regularly. Organizational environment should be improved to increase work efficiency of employees. Since the non-profit sector works towards the development of society its performance influences the development of nation. Therefore the development of NPOs plays a vital role in community development. The present study proves that perception of employees towards the HRD practices is important for development of NPOs. Implying, managers of Non-profit organizations expecting organizational success should focus on HRD practices like Appraisal system ,Rewards and benefits ,Training , Organizational environment.

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**“POLICY HOLDERS PERCEPTION TOWARDS LIFE INSURANCE PRODUCTS AND SERVICES”  
– A CASE WITH SHIVAMOGGA CITY****Dr. Basavannyappa M and Dr. Rajashree. N. T.**Assistant Professor, Commerce, Govt. First Grade College & PGS Centre, Shivamogga

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**ABSTRACT**

*The rapid development of information technology enables insurance business to promptly assimilate customer information, understand their needs and create values for them. Though the improvement of the operation process, channel integration, enhancement of employees capability, prompt and flexible responses customer relationship management maintains the current customers attracts the potential customers and enhances customer's value. Marketing a service product requires much expertise and skill due to its special characteristics that distinguish service product from material products. The problems faced by the agents in marketing life insurance products may be from the part of organization, policy holders and other agents in the same firm or other firms. The service product as its own special features that necessitates distinct approach in its marketing. The experience, sociability, communication skills along with the knowledge on products and services. The CRM helps the insurance companies to ensure that the customer is understood better. The objectives of the paper are to examine the main problems faced by the policy holders, to assess the policy holder's perception towards Life Insurance Products and services and to examine the problems faced in marketing of life insurance products and services. The primary data is collected through well structured questionnaire. A sample size of 125 was selected by applying convenience sampling method. The study area is Shivamogga City. Data are analysed with the help of table, percentage and cumulative percentage method. Finally the paper concludes with suggestions.*

*Key words: Life Insurance Products & services, Perception, CRM.*

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**INTRODUCTION**

The rapid development of information technology enables insurance business to promptly assimilate customer information, understand their needs and create values for them. Though the improvement of the operation process, channel integration, enhancement of employees capability, prompt and flexible responses customer relationship management maintains the current customers attracts the potential customers and enhances customer's value. Marketing a service product requires much expertise and skill due to its special characteristics that distinguish service product from material products. The problems faced by the agents in marketing life insurance products may be from the part of organization, policy holders and other agents in the same firm or other firms. The service product as its own special features that necessitates distinct approach in its marketing. Apart from the service product, life insurance product has its own features. Life insurance agents account for lion share of business for LIC. The experience, sociability, communication skills along with the knowledge on products and services. The CRM helps the insurance companies to ensure that the customer is understood better.

**REVIEW OF LITERATURE**

Malliga (2000) suggested that LIC should adopt special marketing strategies and modern sales techniques for better performance of the agents.

Eastman et al. (2002) found that agents appeared to be more concerned about non-Internet direct marketing.

Noor and Muhamad (2005) suggested that organisational commitment and intrinsic motivation positively influence sales people to perform customer – orientation behaviour in their selling activities.

Rajatanavin (2005) found that whole brand image of the company information technology utilization, culture compatibility, emotional intelligence, collective competence and ethics.

**OBJECTIVES OF THE PAPER**

1. To examine the main problems faced by the policy holders.
2. To assess the policy holders perception towards Life Insurance Products and services.
3. To examine the problems faced in marketing of life insurance products and services.

**RESEARCH METHODOLOGY**

The primary data is collected through well structured questionnaire. A sample size of 125 was selected by applying convenience sampling method. The study area is Shivamogga City. Data are analysed with the help of table, percentage and cumulative percentage method.



**DATA ANALYSIS AND INTERPRETATION****Table -1:**Age-wise Classification of the respondents.

Sl. No.	Age (in years)	No of Respondents	Percentage	Cumulative Percentage
1	25-35	15	12	12
2	36-45	80	64	76
3	46-55	25	20	96
4	56 & above	05	04	100
Total		125	100	

Source: Primary data.

Inference: 64% of the respondents are having age between 36 - 45 years of age, 20% of the respondents are having age between 46- 55 years of age, 12% of the respondents are having age between 25-35 years of age and 4 % of the respondents are having age 56 years of age and above.

**Table -2:** Educational Qualification of the respondents.

Sl. No.	Educational Qualification	No of Respondents	Percentage	Cumulative Percentage
1	Up to 10 <sup>th</sup> Std	10	08	8
2	PUC	65	52	60
3	Degree	15	12	72
4	Professional	35	28	100
Total		125	100	

Source: Primary data.

Inference: 65% of the respondents are having PUC qualification, 35% of the respondents are professionals, 15% of the respondents are having degree qualification and 10% of the respondents are having 10<sup>th</sup> standard qualification

**Table -3:** Types of Policy form hold by the respondents.

Sl. No	Types of the policy	No of Respondents	Percentage	Cumulative Percentage
1	Family Health	15	12	12
2	Medi-Classic	55	44	56
3	Senior citizen Policy	10	08	64
4	Health Gain	30	24	88
5	Travel packages	15	12	100
Total		125	100	

Source: Primary data.

Inference: 44% of the respondents hold medi-classic type of the insurance policy, 24% of the respondents hold health gain type of the insurance policy, 12 % of the respondents hold family and travel packages type of the insurance policy and 8 % of the respondents hold senior citizen type of the insurance policy.

**Table -4:** Perception of the respondents towards the role of agents in selling products and providing services.

Sl. No	Statements	No of Respondents	Percentage	Cumulative Percentage
1	Agent is good communicator	40	32	32
2	Agent had sufficient knowledge about all products	30	24	56
3	The activity of the agent is transparent	15	12	68
4	Agent helps the respondents to get first premium receipt	15	12	80
5	Premium date has been remained by the agent	05	04	84
6	Agent help in settling claims	05	04	88
7	Assists during hospitalization	10	08	96
8	Quick responses in attending queries	5	04	100
Total		125	100	

Source: Primary data.

Inference: 32 % Of the respondents have perception of agent is a good communicator, Assists during hospitalization agent had sufficient knowledge about all products, 12% Of the respondents have perception of agent activity is transparent and agent helps the respondents to get first premium receipt, 8% Of the respondents have perception of Assists during hospitalization, 4% Of the respondents have perception of premium date has been remained by the agent and agent help in settling claims.

**Table -5:** Problems faced by the respondents

Sl. No.	Problems	No of Respondents	Percentage	Cumulative Percentage
1	Lack of Customer Services	40	32	32
2	Difficulty in settlement of maturity amount	50	40	72
3	No prompt claim settlement	10	08	80
4	Lack of agent service	20	16	96
5	Lack of E- service	05	04	100
Total		125	100	

Source: Primary data.

Inference: 40% Of the respondents faced problems related difficulty in settlement of maturity amount , 32% Of the respondents faced problems related to lack of customer services, No prompt claim settlement no prompt claim settlement, 16% Of the respondents faced problems related to lack of agent service and 04% Of the respondents faced problems related to lack of E- service.

### FINDINGS OF THE STUDY

- 64% of the respondents are having age between 36 - 45 years of age and 4 % of the respondents are having age 56 years of age and above.
- 65% of the respondents are having PUC qualification and 10% of the respondents are having 10<sup>th</sup> standard qualification.
- 44% of the respondents hold medi-classic type of the insurance policy, 24% of the respondents hold health gain insurance policy, 12 % of the respondents hold family and travel packages of the insurance policy and 8 % of the respondents hold senior citizen type of the insurance policy.
- 32 % Of the respondents have perception of agent is a good communicator, Assists during hospitalization agent had sufficient knowledge about all products, 12% Of the respondents have perception of agent activity is transparent and agent helps the respondents to get first premium receipt, 8% Of the respondents have perception of Assists during hospitalization, 4% Of the respondents have perception of premium date has been remained by the agent and agent help in settling claims.
- 40% Of the respondents faced problems related difficulty in settlement of maturity amount, 32% Of the respondents faced problems related to lack of customer services, No prompt claim settlement no prompt claim settlement, 16% Of the respondents faced problems related to lack of agent service and 04% Of the respondents faced problems related to lack of E- service.

### SUGGESTIONS

- Marketer should follow the strategy of good quality products and services in lower premium category for rural customer.
- Needs more personalized follow up by the companies instead of sending courier for information about their investment and all update.
- More branches should be opened to make work easy.
- Insurance companies should design products and services for long term commitment to reach all the types of the respondents.
- Insurers have to maintain continuous contract for better customer relationship management.

### CONCLUSION

There is low level of awareness and understanding of the insurance products and services. There is confusion in the minds of the customer between life insurance, general insurance, health insurance and some investment products. It is becoming desirable for insurance companies to develop a customer centric approach for future survival and growth. The awareness has already dawned that prompt, efficient and speedy service alone will tempt the existing customers to continue and induce new customers to try the services of the company and with

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increasing demands from different customer insurance sector has become competitive. Customer are becoming increasingly aware of their expectations and demand higher standards of services as technology is enabling term to make comparisons quickly and accurately.

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**READER'S PERCEPTION TOWARDS NEWSPAPERS- A STUDY IN SAGARA TALUK**

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**ABSTRACT**

*News paper is the part of everyone's life. It provides information as well as knowledge to the people about the development in the world. Contemporary issues in the field of politics, business sports etc., are being provided by news paper. Variety of news papers are available in the market. Readers normally stick on to one or few newspapers depending upon their interest. From the context of newspaper producers, it becomes inevitable to study the reader's perception towards newspapers.*

*Key Words: Newspaper, Readers, Perceptions.*

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**INTRODUCTION**

The news paper is the power full mass media in a democratic country like India. It place a very important role in shaping public opinion. A free press is very important in such a country like India. The news paper should play a constructive and responsible role as it has great impact on the minds of the reader. The news paper initially gave limited news. It was restricted to the happening locally. Gradually it encompassed the country and then the whole world. Today's news paper bulky and have a variety of features. They don't restrict themselves to the news but includes the section of science and technology, education career opportunity, the latest function economies and finance along with the potential happening with in the country as well as other countries. The prime objective of any media house is to meet up the expectation of their readers. It is important for any media house to know the perception of the readers about their product and to find out the alternatives to improve the quality and presentation of information in order to increase their readers. It is important for any media house to know that readers can only be motivated by the quality, credibility, and accuracy of information and it is the duty of such media house to understand the perception and need of their readers.

**STATEMENT OF PROBLEM**

Reader's perception towards news papers depend upon variety of factors namely accessibility, language, topics covered, in time delivery and so on. The marketers of newspapers are much interested about increasing the subscription of their print in terms to increase their profitability. Now a day's advertisers in the news papers seriously think about subscription number while choosing a news paper. The newspaper producers should try to keep the patronage of their readers for a long time.

The prime objective of any media house is to meet up the expectation of their readers. It is important for any media house to know the perception of the readers about their product and to find out the alternatives to improve the quality and presentation of information in order to increase their readers. It is important for any media house to know that readers can only be motivated by the quality, credibility, and accuracy of information and it is the duty of such media house to understand the perception and need of their readers. As reviewers of information from the media, we are faced with the constant problem of determining what sources are credible. Some researcher has highlighted in their study that perception of credibility and depends on users (Berlo, Lemert, & Mertz, 1969) and also depends on the knowledge, demographic profile of the readers to evaluate the credibility of a source (Westley & Severin, 1964).

Lippman, 1922 has rightly stated that "what we know of the world around us comes directly from the media as receivers of messages from the media" we realize how important the credibility of a news source is. American Society of Newspaper Editors (ASNE) study revealed that newspapers fail to show respect for readers, suspects that stories are influenced by biases of journalists, and believes that sensational news stories get more news coverage because they sell newspapers rather than for being important credibility (Stockwell, 2006).

In this paper, we use the questionnaire method that was collected from the respondents to judge the reader's perception of the Business newspaper as a source of financial information and their acceptance level to such financial information. This allows us to access whether the Indian financial newspaper published biased information or credible information for its esteem readers. Researchers in their recent study has tried to demean the information content of news by media in political scenario (Groseclose and Milyo 2005; Gentzkow and Shapiro 2006), but our work focuses only on Business Standard and Economic Times of India. This allows us to investigate how such intellectual investors think about the content of information that is being published in

financial newspapers and to link the user's trust with the Business Standard and Economic times. The prime objective of any media house is to meet up the expectation of their readers. It is important for any media house to know the perception of the readers about their product and to find out the alternatives to improve the quality and presentation of information in order to increase their readers. It is important for any media house to know that readers can only be motivated by the quality, credibility, and accuracy of information and it is the duty of such media house to understand the perception and need of their readers. As reviewers of information from the media, we are faced with the constant problem of determining what sources are credible. Some researcher has highlighted in their study that perception of credibility depends on users (Berlo, Lemert, & Mertz, 1969) and also depends on the knowledge, demographic profile of the readers to evaluate the credibility of a source (Westley & Severin, 1964).

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### OBJECTIVES OF THE STUDY

The research study has the following objectives

1. To understand the expectations of customers towards newspaper
2. To study the pros and cons of newspaper in the study area.

### HYPOTHESIS FOR THE STUDY

**H<sub>0</sub>** *There is no relationship between Education Level of the respondents and Range of news paper read by the respondents*

**H<sub>1</sub>** *There is a relationship between Education Level of the respondents and Range of news paper read by the respondents*

**RESEARCH METHODOLOGY**

Sagara taluk of Shivamogga district has been chosen as the study area. For the purpose of study both primary and secondary data are being collected. Primary data has been collected from 100 newspaper readers who are in the study area with the help of an interview schedule constructed the purpose. Convenient sampling method is used while drawing the sample. Secondary data has been collected from various websites, journals and books. The collected data has been analyzed and interpreted with the help of various statistical tools for drawing conclusion.

**DATA ANALYSIS AND RESULTS****Table No 1 :Personal Profile**

Criteria	Particulars	Number of Respondents	Percentage
Gender	Male	56	56
	Female	44	44
Age	Below 20 Years	20	20
	21 – 30 Years	30	30
	31-40 Years	30	30
	Above 40 Years	20	20
Education	Matriculation	18	18
	Pre University College	22	22
	Under Graduate	24	24
	Post Graduate	32	32
	Diploma and Others	04	04

**Gender:** From the total respondents, 56 respondents are male and 44 respondents are female.

**Age:** Out of 100 respondents, each 20 percent of the respondents are belongs to the age group of below 20 years and above 40 years old. And each 30 percent of the respondents are in the age group of 21 to 30 years and 31 to 40 years age group

**Education:** Regarding education qualification, out of 100 respondents, 18 respondents have completed matriculation level education, 22 respondents have completed pre university collegiate education, 22 respondents are graduates, 32 respondents are post graduates and remaining 02 respondents are completed diploma and other technical courses.

The prime objective of any media house is to meet up the expectation of their readers. It is important for any media house to know the perception of the readers about their product and to find out the alternatives to improve the quality and presentation of information in order to increase their readers. It is important for any media house to know that readers can only be motivated by the quality, credibility, and accuracy of information and it is the duty of such media house to understand the perception and need of their readers. As reviewers of information from the media, we are faced with the constant problem of determining what sources are credible. Some researcher has highlighted in their study that perception of credibility and depends on users (Berlo, Lemert, & Mertz, 1969) and also depends on the knowledge, demographic profile of the readers to evaluate the credibility of a source (Westley & Severin, 1964). Lippman, 1922 has rightly stated that “what we know of the world around us comes directly from the media as receivers of messages from the media” we realize how important the credibility of a news source is.

American Society of Newspaper Editors (ASNE) study revealed that newspapers fail to show respect for readers, suspects that stories are influenced by biases of journalists, and believes that sensational news stories get more news coverage because they sell newspapers rather than for being important credibility (Stockwell, 2006). In this paper, we use the questionnaire method that was collected from the respondents to judge the reader's perception of the Business newspaper as a source of financial information and their acceptance level to such financial information. This allows us to access whether the Indian financial newspaper published biased information or credible information for its esteem readers. Researchers in their recent study has tried to demean the information content of news by media in political scenario (Groseclose and Milyo 2005; Gentzkow and Shapiro 2006), but our work focuses only on Business Standard and Economic Times of India. This allows us to investigate how such intellectual investors think about the content of information that is being published in financial newspapers and to link the user's trust with the Business Standard and Economic tim The prime objective of any media house is to meet up the expectation of their readers. It is important for any media house to know the perception of the readers about their product and to find out the alternatives to

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**Table No 2: Mother Tongue of the Respondents**

Mother Tongue	Frequency	Percentage
Hindi	20	20
English	-	
Kannada	70	70
Others	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

Table no 2 depicted the mother tongue of the respondents in the study area. Majority of 70 per cent of the respondent's mother tongue is kannada as they are leaving in Karnataka since many years. 20 per cent of the respondent's mother tongue is our national language Hindi and remaining 10 per cent of the respondents are using other language such as Tamil, Telugu, Malyalam, Tulu etc., as mother tongue.

**Table No 3: Frequency of reading newspaper**

Duration	Frequency	Percentage
Daily	56	56
5-6 days a week	27	27
3-4 days a week	10	10
1-2 days a week	5	5
Once in a Week	02	02
<b>Total</b>	<b>100</b>	<b>100</b>

A Look in to Table no 3, Out of 100 respondents 56 respondents reading the news paper daily and 27 respondents are reading 5 to 6 days in a week and remaining respondents are reading news papers whenever they have free time in a week.

**Table No 4: Preferable Language**

Language	Frequency	Percentage
Kannada	65	65
Hindi	07	07
English	28	28
Others	-	-
<b>Total</b>	<b>100</b>	<b>100</b>

Table no 4 shows the preferable language of the respondents for news papers. Out of 100 respondents 65 per cent of the respondents prefer Kannada language news paper as their mother tongue is Kannada , 28 per cent of the respondents prefer English language news paper to know international news and 7 per cent of the

respondents are prefer Hindi language news paper which covers national and interstates news, But Hindi language news papers are not frequently available in the study area.

**Table No 5: Range of newspaper**

Particulars	Frequencies	Percentage
Local newspaper	12	12
State wise newspaper	22	22
National wise newspaper	50	50
International wise newspaper	10	10
Business newspapers	06	06
All of the above	-	-
<b>Total</b>	<b>100</b>	<b>100</b>

Table no 5 revealed that, out of 100 respondents , majority of 50 respondents reading National level news paper, 22 respondents are reading state level news papers, 12 respondents are reading Local news paper, 10 respondents are using international news papers and only 6 respondents are reading Business related news paper. But none of the respondents are reading all range of news papers which are available in the study area.

**Table No 6: Mode of News Paper**

Mode of News Paper	Frequencies	Percentage
Hard copy(paper)	68	68
Online newspaper	32	32
<b>Total</b>	<b>100</b>	<b>100</b>

Table 6 shows the mode of news paper used by the respondents. Majority of 68 per cent of the respondents are using hard copy (paper material) mode news paper and remaining 32 per cent of the respondents reading news paper through online.

**Table No 07: Reasons for Preferring News Paper**

Advantages	Weight Points	Rank
Better language	284	III
More information and less sensation	326	I
Credibility and Reliability	280	IV
Local news available	290	II
Different area news available in one frame	280	IV

Table 07 shows the reasons given by the respondents for reading news paper over other media. Weighted average point method used to find out most effective reason. Above table shows that, respondents are reading the news papers because of more information and less sensation (326 weight points) when compare with other type of media. Second most effective reason is Local news available in news paper with weighted points of 290.

**Table No 08: Reasons behind the Declining of Newspaper**

Reasons	Frequencies	Percentage
Delay in news publishing	18	18
More time spent on T.V &Radio	27	27
Internet popularity, specially social media	46	46
Lack of interest in the world around	05	05
Declining the standards of newspaper	04	04
<b>Total</b>	<b>100</b>	<b>100</b>

Table 08 revealed that, out of total respondents, majority of 46 per cent of the respondents opined due to internet popularity, especially social media is the major reason for declining the news paper trend. And also Television media, declining the standard of news paper are also causes of declining the newspaper demand.

**Table 09: The Results of Research Hypothesis**

Range of Newspapers	Education									
	Matriculation		Pre university college		Under Graduate		Post Graduate		Diploma and others	
	O	x <sup>2</sup>	O	x <sup>2</sup>	O	x <sup>2</sup>	O	x <sup>2</sup>	O	x <sup>2</sup>
Local Newspaper	3	0.33	2	1.16	3	0.005	3	0.18	1	0.56



<b>State Newspaper wise</b>	12	16.32	8	2.06	1	3.47	1	5.18	0	0.88
<b>National Newspaper wise</b>	3	4	10	0.09	15	0.075	20	1	2	0
<b>International Newspaper wise</b>	0	1.5	1	0.065	3	0.15	5	1.01	1	0.9
<b>Business Newspaper</b>	0	1.08	1	0.08	2	0.22	3	2.24	0	0.24
<b>TOTAL</b>	<b>18</b>	<b>23.23</b>	<b>22</b>	<b>4.04</b>	<b>24</b>	<b>4.595</b>	<b>32</b>	<b>9.61</b>	<b>4</b>	<b>2.58</b>

Degree of Freedom (Df) = (C-1)(R-1), (5-1)(5-1)=16

Calculated  $X^2$  value= 44.055 and  $x^2$  value @ 5 % significance level = 26.296

**Inference:** - As the calculated value is greater than the table value @ 5% significance level, it can be inferred that there is a significant association between education and range of newspaper

### CONCLUSION

The Study was started with the hypothesis stating the relationship between education level of the respondents and the quality of newspaper read by them. It was observed that the quality of newspaper read by the people is directly proportion to their education level. The study also revealed that reasons behind preferring of the news paper is providing information followed by the coverage of local news. Apart from that, the level of presentation in the newspapers should cover variety of readers who belong to different educational levels. Few people also believe that newspaper selection and reading is also a status symbol. Hence the newspaper producers need to give due importance for, various factors discussed in the paper as well as information coverage especially belongs to local areas.

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**RELATIONSHIP BETWEEN QUALITY OF SERVICE PROVIDED AND CUSTOMER SATISFACTION IN CUSTOMERS AVAILING TELECOMMUNICATION SERVICES IN INDIA**

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**ABSTRACT**

*In India, telecommunication industry is one of the largest services providing sector with a large customer base. As various cellular networks prevail in India, there have been instances when customers changed their preferences from one network to the other. This process of customer defection has several reasons, one of them being the quality of service being provided. The quality of service determines the range of customer satisfaction leading to determination of reasons of customer defection. Hence, the study attempts to determine the relationship between quality of service provided and customer satisfaction in customers availing telecommunication services in the country. Primary data has been collected to test the hypothesis from SPSS and desired results are obtained*

*Keywords: Customer satisfaction, Quality of service and Telecommunication industry*

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**INTRODUCTION**

India is the world's second-largest telecommunication market, with around 1,177.02 million telephone subscriber bases at the end of January 2020. The telecom market can be split into three segments – wireless, wire line and internet services. The wireless market segment comprises of 1,156.44 (98.25%) million of the total subscriber base, Urban segment comprises of 644.54 (55.73%) million and Rural segment comprises of 511.90 (44.27%) million as of January 2020.

India is the second largest country in terms of internet subscribers after China. As of 2019, India holds the world's highest data usage per Smartphone at an average of 9.8 GB per month. It is expected to double to 18 GB by 2024. India became the world's fastest-growing market for mobile applications and remained as the world's fastest growing market for Google Play downloads in the year 2019. In 2018 India had 483 million internet users, but it crossed 661.27 million at the end of November 2019.

**Future Strategies To Enhance Telecommunication Services**

Revenues from the telecom equipment sector are expected to grow to US\$ 26.38 billion by 2020. The number of internet subscribers in the country is expected to double by 2021 to 829 million and overall IP traffic is expected to grow 4-fold at a CAGR of 30 per cent by 2021. The Indian Government is planning to develop 100 smart city projects, where IoT would play a vital role in development of those cities. The National Digital Communications Policy 2018 has envisaged attracting investments worth US\$ 100 billion in the telecommunications sector by 2022. The Indian Mobile Value-Added Services (MVAS) industry is expected to grow at a CAGR of 18.3 per cent during the forecast period 2015–2020 and reach US\$ 23.8 billion by 2020. App downloads in India are expected to increase to 18.11 billion in 2018 and 37.21 billion in 2022.

Strong policy support from the government has been crucial to the sector's development. Foreign Direct Investment (FDI) cap in the telecom sector has been increased to 100 per cent from 74 per cent. FDI inflows into the telecom sector during April 2000 – March 2019 amounted to Rs 2.29 lakh crore (US\$ 32.82 billion). As of January 2019, expenditure on telecom infrastructure and services by Government of India grew six-fold to Rs 60,000 crore (US\$ 8.31 billion) between 2014 and 2019.

To propel the sector on a growth path, the Government of India has launched the National Digital Communications Policy, 2018, which envisages attracting investments worth US\$ 100 billion in the telecommunications sector by 2022.

**Mobile Number Portability (Mnp)**

TRAI announced the rules and regulations to be followed for the Mobile Number Portability in their draft release on 23 September 2009. Mobile Number Portability (MNP) allows users to retain their numbers, while shifting to a different service provider provided they follow the guidelines set by TRAI. Once a customer changes his/her service provider & retaining the same mobile number they are expected to hold the mobile number with a given provider for at least 90 days, before they decide to move to another service provider. This restriction is set in place to keep a check on exploitation of MNP services provided by the service providers.

Government of India decided to implement MNP from December 31, 2009 in Metros & category 'A' service areas and by March 20, 2010 in rest of the country. It has been postponed to March 31, 2010 in Metros & category 'A' service areas. However, time and time again, lobbying by the state-run firms, BSNL and MTNL has resulted in innumerable delays in the implementation of mobile number portability. Finally, BSNL and MTNL are ready to implement the Mobile Number Portability by October 31, 2010

Inter service area MNP has been implemented in the country w.e.f. 03.07.2015. Now, the wireless telephone subscribers can retain their mobile numbers when they relocate from one service area to another. During the month of January 2020, a total of 5.33 million requests were received for MNP. Out of total 5.33 million new requests, 3.14 million requests received from Zone-I and 2.19 million requests received from Zone-II. The cumulative MNP requests are increased from 470.08 million at the end of December 2019 to 475.41 million at the end of January 2020, since the implementation of MNP. In MNP Zone-I (Northern and Western India), the highest number of requests till date have been received by Rajasthan (about 36.76 Million) followed by Maharashtra (about 36.54 million) service area. In MNP Zone-II (southern and eastern India), the highest number of requests till date have been received in Karnataka (about 43.06 million) followed by Andhra Pradesh (about 39.95 million).

**Table 1:** Mobile Number Portability Status (in Millions) (2013-2019)

At the end of March	India (in Millions)	Karnataka ( in Millions)
2013	478.21	61.96
2014	27.32	2.65
2015	153.84	17.66
2016	209.12	23.42
2017	272.76	29.90
2018	370.82	36.16
2019	428.40	39.83

Source: DOT

### Customer Defection

Customer defection is also known as Customer attrition or customer churn or customer turnover which means the loss of clients or customers. Several common reasons are present for customers leave:

1. Brand Value: A decline in brand value
2. Customer Relationships: Customers who do not feel that the value of business.
3. Customer Service: Poor Customer Service experiences frequently result in a Customer Defection.
4. Ease of Use: A competitor who makes things easier to customers. If customers are required to jump through a lot of hoops to get things done, they may defect.
5. Fairness: People tend to have a strong sense of justice. They may defect due to perceptions that practices such as legal terms, conditions, rules or practices are not fair.
6. Innovation: A technology or approach makes the product less competitive in market.
7. Needs: A competitor better meets the customer's needs with features or services that is not being offered.
8. Price: Firms that charge loyal customers a higher set of prices are that face intense price competition.
9. Quality: The perception that your products and services are low quality.

### Customer Satisfaction

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or excel customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.(Farries, et. al., 2010)

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

A company's ability to attract and retain new customers is related not only to its product or services, but also to the way it services its existing customers, the value the customers actually perceive as a result of utilizing the solutions, and the reputation it creates within and across the marketplace which brings customer retention into play. Successful customer retention involves more than giving the customer what they expect. Generating loyal advocates of the brand might mean exceeding customer expectations. Creating customer loyalty puts 'customer value rather than maximizing profits and shareholder value at the centre of business strategy'. Customer retention has a direct impact on profitability (John Fleming and Jim Asplund 2007) engaged customers generate 1.7 times more revenue than normal customers, while having engaged employees and engaged customers return a revenue gain of 3.4 times the norm.

## REVIEW OF LITERATURE

**Vinod Sharma and Jayant Sonwalkar (2016)** are focused on developing a theoretical framework for consumer retention strategies for telecom service industry in India. The study conducted to develop a theoretical framework for consumer retention strategies which can be measured via three constructs; consumer satisfaction, consumer loyalty and switching barriers (customer relationship management, alternative attractiveness & switching cost).

**Pankaj Sharma (2017)** investigated on telecommunications services provided in India, particularly the private companies and has provide an operational framework to the policy makers about the customer expectations and perceptions of service quality and their behavioral intentions in Indian Telecom Sector.

**Nicholas Grigoriou, et. al., (2018)** the studies examined the potential differences in consumers' behavior towards mobile telecommunications services in both emerging and developed markets, and help us understands the potential reasons for these differences. Further study reveals that e modeled brand switching behavior among mobile telecommunications consumers across four nations and provided evidence of the factors that are most likely to lead to brand switching behavior.

## Objectives Of The Study

1. To determine if the cellular service providers are providing quality service to the customers
2. To ascertain if the customers are satisfied with the service provided.

## Hypothesis Of The Study

H0: There is no significant relationship between service quality and customer satisfaction

H1: There is a significant relationship between service quality and customer satisfaction

## DATA ANALYSIS AND INTERPRETATION

**Table 1:** Gender and Domicile Area of Respondents

Gender	Domicile Area		
	Rural	Semi urban	Urban
Male	120 (46.3%)	25 (9.7%)	114 (44%)
Female	162(47.5%)	42 (12.3%)	137 (40.2%)
Total	282 (47%)	67 (11.2%)	251 (41.8%)

The Table 1 shows the gender and domicile area of the respondents. Among the 600 respondents, there were 259 males and 341 females. Among the 259 male respondents, 46.3% stayed in the rural area, 9.7% stayed in the semi-urban area and 44% of the male respondents resided in the urban area. Among the 341 female respondents, 47.5% stayed in the rural area, 12.3% stayed in the semi-urban area and 40.2% of the female respondents resided in the urban area. This shows that majority of the respondents resided in rural areas.

**Table 2:** Response to "How long you have been with current service provider?"

How long you have been with current service provider?		Domicile Area			Total
		Rural	Semi urban	Urban	
<1 year	Frequency	56	19	47	122
	%	45.9%	15.6%	38.5%	100.0%
1-3 years	Frequency	134	30	88	252
	%	53.2%	11.9%	34.9%	100.0%

3-5 years	Frequency	29	12	37	78
	%	37.2%	15.4%	47.4%	100.0%
>5 years	Frequency	62	5	81	148
	%	41.9%	3.4%	54.7%	100.0%
Total	Frequency	281	66	253	600
	%	46.8%	11.0%	42.2%	100.0%

The table 2 shows the response to how long the respondents have been associated with the current service provider. It was found that respondents were associated with the service provider for less than 1 year, 1-3 years, 3-5 years and more than 5 years. 45.9% of the rural respondents were associated with the service provider for less than 1 year. 34.9% of the urban respondents were associated with the service providers for 1-3 years. 47.4% of the urban respondents were associated with the service providers for 3-5 years and 54.7% of the urban respondents were associated with the service providers for more than years. However, 46.8% of association with service provider was of the rural respondents.

**Table 3(a): Services Used by the Customers from Their Mobile Phones**

Descriptive Statistics			
	N	Mean	Std. Deviation
Mobile phone internet	600	4.423	0.897
International Calls	600	1.820	1.175
National Roaming	600	2.460	1.193
International Roaming	600	1.538	1.033
GPS	600	3.275	1.367
Social media	600	4.338	.930
Voice Message/Voicemail	600	3.130	1.312
Call diverting, call wait, call hold	600	2.985	1.197
Call conference	600	3.160	1.179
Premium SMS	600	2.287	1.380
MMS, International SMS	600	1.783	1.193
Caller Tunes	600	2.538	1.452
Mobile Banking bill payments	600	3.183	1.447
Cricbuzz live score	600	2.637	2.276
Video Calling	600	3.308	1.131
Movie Ticket Booking	600	2.472	1.416
Railway Ticket booking	600	2.307	1.403

Table 3(a) shows the mean and standard deviation of services used by the customers from their mobile phones. It was observed that the total mean of usage of mobile phone internet was 4.423 and standard deviation of 0.897. The total mean of usage of social media was found to be 4.338 with a standard deviation of 0.930. A high standard deviation means that the numbers are spread out. Usage of cricbuzz live score had the highest standard deviation of 2.276. Video calling was found to have a mean of 3.308 and standard deviation of 1.131. GPS was found to have a mean of 3.275 and standard deviation of 1.367.

**Table 3(b): Response to services used by the customers from their mobile phones**

Description	Always	Very often	Sometimes	Rarely	Never	Total
Mobile Phone Internet	387	108	84	14	7	600
	64.50%	18%	14%	2.33%	1.17%	100%
International calls	26	48	69	106	351	600
	4.33%	8%	11.50%	17.67%	58.50%	100%
National Roaming	42	65	181	151	161	600
	7%	10.83%	30.17%	25.17%	26.83%	100%
International roaming	21	23	50	70	436	600
	3.50%	3.83%	8.33%	11.67%	72.67%	100%
GPS	148	131	149	82	90	600
	24.67%	21.83%	24.83%	13.67%	15%	100%
Social Media	353	131	90	18	8	600

	58.83%	21.83%	15%	3%	1.33%	100%
Voicemail	130	99	161	139	71	600
	21.67%	16.50%	26.83%	23.17%	11.83%	100%
Call Diverting, call wait, call hold	92	79	227	132	70	600
	15.33%	13.17%	37.83%	22%	11.67%	100%
call conference	106	91	259	81	63	600
	17.67%	15.17%	43.17%	13.50%	10.50%	100%
Premium SMS	66	61	102	121	250	600
	11%	10.17%	17%	20.17%	41.67%	100%
MMS, International SMS	31	41	66	91	371	600
	5.17%	6.83%	11%	15.17%	61.83%	100%
Caller Tunes	93	64	130	99	214	600
	15.50%	10.67%	21.67%	16.50%	35.67%	100%
Mobile banking/Bill Payments	159	94	166	60	121	600
	26.50%	15.67%	27.67%	10%	20.17%	100%
Cribuzz Live Score	110	62	96	64	368	600
	18.33%	10.33%	16%	10.67%	44.70%	100%
Video Calling	107	142	221	89	41	600
	17.83%	23.67%	36.83%	14.83%	6.83%	100%
Movie Ticket Booking	79	73	116	116	216	600
	13.17%	12.17%	19.33%	19.33%	36%	100%
Railway Ticket Booking	76	51	101	125	247	600
	12.67%	8.50%	16.83%	20.83%	41.17%	100%

The table 3(b) shows the response to services used by the customers from their mobile phones. 64.50% and 58.83% of the respondents stated that they always used mobile phone internet and social media respectively. 58.50% and 72.67% of the respondents expressed that they never made any international calls or used international roaming respectively. 30.17% of the respondents stated that they used the services of national roaming sometimes. 26.50% of the respondents expressed that they used mobile banking or online bill payments always.

**Table 4(a): Services Received From Current Service Providers**

Description	N	Mean	Std. Deviation
<b>Customer care service by staff:</b> The staff at my service centre are customer friendly	600	3.835	.838
All my queries were answered by staff at customer service centers to my satisfaction	600	3.663	.871
My problems were understood by staff at customer service centre	600	3.697	.860
I am able to contact my customer service centre staff easily	600	3.395	1.082
Service staff keep up their promises regarding services	600	3.232	1.058
<b>Quality of Service:</b> The service provider's delivery of SMS, MMS etc. are prompt	600	3.773	.988
Service providers' staff possess the required skill and knowledge to answer my queries	600	3.640	.880
Service providers look forward to my feedback and response	600	3.565	.965
I receive all the services on time	600	3.378	1.052
There is voice clarity in my present	600	3.508	1.064
I am not unnecessarily made to talk to machines	600	3.355	1.164
I have not faced any problems relating to the SIM I use	600	3.318	1.170
The time taken for recharging is convenient to me	600	3.787	.964
My service provider has adequate infrastructure at the service centre	600	3.513	.951
I have been recommending my service provider	600	3.350	.955
I Have subscribed to 'do not disturb' facility still I am receiving unwanted calls/sms	600	3.222	1.254
<b>Billing services:</b> I find the billing methods to be transparent	600	3.675	.982

I understand the contents of the bill with ease	600	3.782	.907
The promotional offers provided along with my bill were useful to me	600	3.370	1.029
My bill adequately explains my expenses/plan	600	3.600	1.011
The number of retail outlets and bill collection centre are sufficient and are easily accessible	600	3.415	.961
The period allowed for payment of bill by my service provider is convenient to me	600	3.608	.924
My network operator has plans which suit me fine	600	3.423	1.058
There are cheaper plans available with other operators but there quality is poor	600	3.388	1.083
<b>Ethics of service provider:</b> my current service provider behaves ethically while rendering his service	600	3.655	.926
My service provider tenders apology for any inconvenience caused to me	600	3.332	1.079
My service provider has convenient periods and terms for my SIM activation	600	3.650	.877
My service provider has not disconnected my connection even when I paid my bills late	600	3.088	1.358
The working hours of my service provider is convenient to me	600	3.627	.982
<b>Connectivity Issues:</b> I am satisfied with network coverage around my home	600	3.242	1.230
I am Satisfied with network coverage around my work area	600	3.290	1.262
I am satisfied with network coverage while I am travelling	600	2.913	1.185
I am satisfied with network coverage in crowded area	600	3.165	1.085
I am satisfied with network coverage in rural areas also	600	3.008	1.220
I frequently have to switch places or walk to get clearer reception	600	3.265	1.028
I sometimes have to dial twice or thrice to complete a call	600	3.498	1.122
My message gets delivered late especially on festivals	600	3.377	1.114
I can call to all sorts numbers(toll free, public service etc.) from my phone	600	3.560	1.079
If I come to know of a cheaper service I would definitely shift	600	3.588	1.214

Table 4(a) shows the mean and standard deviation of services received by the customers from their current service providers. With respect to customer care services, it was observed that the total mean of staff at the customer care being friendly was 3.835 and standard deviation of 0.838. The total mean of time taken for recharging being convenient was found to be 3.787 with a standard deviation of 0.964. With respect to billing services, understanding the bills with ease has a total mean of 3.782 and a standard deviation of 0.907. With respect to following of ethics of service provider, the mean was found to be 3.655 and standard deviation of 0.926. Relating to connectivity issues, respondents opined that if they found cheaper service, they would definitely shift with a mean of 3.588 and standard deviation of 1.214.

**Table 4(b)(1): Response to services received from current service providers**

Customer Care Services by Staff	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
The staff at my service centers are customer friendly	98 16.33%	359 59.83%	106 17.67%	20 3.33%	17 2.83%	600 100%
All my queries were answered by staff at customer service centers to my satisfaction	74 12.33%	320 53.33%	152 25.33%	38 6.33%	16 2.67%	600 100%
My problems were understood by staff at customer service centers	84 14%	312 52%	154 25.67%	38 6.33%	12 2%	600 100%
I am able to contact my customer service centre staff easily	97 16.17%	202 33.67%	165 27.50%	113 18.83%	23 3.83%	600 100%
Service staff keep up their promises regarding services	63 10.50%	190 31.67%	212 35.33%	93 15.50%	42 7%	600 100%

The table 4(b)(1) shows the customer care services received from current service providers and it was found that 59.83% and 53.33% of the respondents agreed that staff at service centers are customer friendly and they effectively addressed queries. 33.67% of the respondents opined that they were able to contact service center easily. But 31.67% of the staff stated that the service staff kept up their promises regarding services. It implied that most of the customers were satisfied with the services received from current service providers.

**Table 4(b)(2): Response to services received from current service providers**

QUALITY OF SERVICES	Strongly Agree	Agree	neither Agree nor Disagree	Disagree	Strongly Disagree	Total
The service provider's delivery of SMS, MMS etc. are prompt	141 23.50%	264 44%	130 21.67%	48 8%	17 2.83%	600 100%
Service providers' staff possess the required skill and knowledge to answer my queries	78 13%	302 50.33%	157 26.17%	52 8.67%	11 1.83%	600 100%
Service providers look forward to my feedback and response	79 13.17%	284 47.33%	157 26.17%	57 9.50%	23 3.83%	600 100%
I receive all the services on time	78 13%	226 37.67%	169 28.17%	99 16.50%	28 4.67%	600 100%
There is voice clarity in my present	100 16.67%	245 40.83%	139 23.17%	92 15.33%	24 4%	600 100%
I am not unnecessarily made to talk to machines	104 17.33%	191 31.83%	166 27.67%	92 15.33%	47 7.83%	600 100%
I have not faced any problems relating to the SIM I use	99 16.50%	197 32.83%	142 23.67%	120 20%	42 7%	600 100%
The time taken for recharging is convenient to me	120 20%	317 52.83%	101 16.83%	39 6.50%	23 3.83%	600 100%
My service provider has adequate infrastructure at the service centre	73 12.17%	264 44%	182 30.33%	60 10%	21 3.50%	600 100%
I have been recommending my service provider	59 9.83%	219 36.50%	214 35.67%	89 14.83%	19 3.17%	600 100%
I Have subscribed to 'do not disturb' facility still I am receiving unwanted calls/sms	97 16.17%	188 31.33%	139 23.17%	103 17.17%	73 12.17%	600 100%

The table 4(b)(2) shows the quality of services received from current service providers. 50.33% of the respondents expressed that the staff of service providers possessed the required skill and knowledge to answer the queries of the customer. 32.83% of the respondents opined that they have not faced any problems relating to the usage of SIM. 52.83% of the respondents stated that the time taken for recharging is convenient for them. 31.33% of the respondents expressed that they subscribed to 'do not disturb' facility and were still receiving unwanted calls/SMS. It indicated that most of the respondents opined that they were satisfied with the quality of services provided.

**Table 4(b)(3): Response to services received from current service providers**

Billing services	Strongly Agree	Agree	neither Agree nor Disagree	Disagree	Strongly Disagree	Total
I find the billing methods to be transparent	106 17.67%	293 48.83%	118 19.67%	66 11%	17 2.83%	600 100%
I understand the contents of the bill with ease	118 19.67%	298 49.67%	131 21.83%	41 6.83%	12 2%	600 100%
The promotional offers provided along with my bill were useful to me	78 13%	208 34.67%	199 33.17%	88 14.67%	27 4.50%	600 100%
My bill adequately explains my expenses/plan	97 16.17%	280 46.67%	132 22%	68 11.33%	23 3.83%	600 100%
The number of retail outlets and bill collection centre are sufficient and are	57 9.50%	255 42.50%	195 32.50%	66 11%	27 4.50%	600 100%



easily accessible						
The period allowed for payment of bill by my service provider is convenient to me	75 12.50%	306 51%	146 24.33%	55 9.17%	18 3%	600 100%
My network operator has plans which suit me fine	90 15%	214 35.67%	188 31.33%	76 12.67%	32 5.33%	600 100%
There are cheaper plans available with other operators but their quality is poor	102 17%	179 29.83%	197 32.83%	94 15.67%	28 4.67%	600 100%

The table 4(b)(3) shows the billing services received from current service providers. 48.83% and 49.67% of the respondents stated that the billing methods adopted by cellular network companies were transparent and they understood the contents of bills with ease. The provision of promotional offers along with the bill was found to be useful by 34.67% of the respondents. 46.67% and 51% of the respondents expressed that their bill explained about the expenses incurred and period allowed for payment of bill by my service provider was convenient. 29.83% of the respondents opined that cheaper plans were available with other operators but their quality was poor.

**Table 4(b)(4): Response to services received from current service providers**

Ethics of service provider	Strongly Agree	Agree	neither Agree nor Disagree	Disagree	Strongly Disagree	Total
My current service provider behaves ethically while rendering his service	92 15.33%	290 48.33%	153 25.50%	49 8.17%	16 2.67%	600 100%
My service provider tenders apology for any inconvenience caused to me	64 10.67%	242 40.33%	170 28.33%	77 12.83%	47 7.83%	600 100%
My service provider has convenient periods and terms for my SIM activation	75 12.50%	314 52.33%	150 25%	48 8%	13 2.17%	600 100%
My service provider has not disconnected my connection even when I paid my bills late	115 19.17%	142 23.67%	118 19.67%	131 21.83%	94 15.67%	600 100%
The working hours of my service provider is convenient to me	76 12.67%	308 51.33%	148 24.67%	52 8.67%	16 2.70%	600 100%

The table 4(b)(4) shows the details regarding ethics of service providers. 48.33% of the respondents expressed that the current service provider was ethical in providing service. 40.33% of the respondents mentioned that for any inconvenience caused, the service provider would offer an apology. 23.67% of the respondents stated that their connections were not disconnected even if late payment of bills was made but 15.67% of them strongly disagreed with the same. 51.33% of the respondents were satisfied with working hours of the service providers. This indicated that ethics were being followed by service providers but they required some improvement.

### Testing of Hypothesis:

**H0: There is no significant relationship between service quality and customer satisfaction**

**Table 5(a): Results of one-sample t-test for quality of service provided to customers**

	Test Value = 68					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Service Quality	-41.027	599	.000	-20.52333	-21.5058	-19.5409

When one sample t test was performed to test the quality of service among respondents, taking 68 as standard and it was found that quality of service was lesser than expected. The observed mean for quality of service was 47.48 as against expected score of 68. 't' value of 41.027 was found to be significant at .000 level.

**Table 5(b): Results of one-sample t-test for customer satisfaction level**

	Test Value = 156					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	

					Lower	Upper
Customer Satisfaction	-29.014	599	.000	-21.24667	-22.6849	-19.8085

When one sample t test was performed to test the customer satisfaction level among respondents, taking 156 as standard and it was found that customer satisfaction level was lesser than expected. The observed mean for customer satisfaction level was 134.75 as against expected score of 156. 't' value of 29.014 was found to be significant at .000 level.

Both, quality of service and customer satisfaction levels show a statistically significant difference. Hence, there is a significant relationship between service quality and customer satisfaction amongst cellular network companies in India. The null hypothesis was rejected and alternate hypothesis was accepted.

## CONCLUSION

In today's world of globalization there is a cut throat competition. The service providers are facing stiff competition with respect to each other. In the competitive world of business, people would expect quality products and quality services. The study identifies that consumers prefer a particular service provider on the basis of call tariff, network coverage and value added services. The consumers are highly influenced by their friends and relatives and media while selecting or buying a particular service provider. The significant development in this field in the past ten years shows that there is a very bright scope for expansion and modernization in cellular area with a very short span of time. Thus, service providers have to understand the ever changing preferences and the behavior of consumers constantly in order to satisfy and serve them better. In the era of ever increasing competition, it is very important for service providers to keep a constant eye on preferences and behavior of their consumers in order to capture the large untapped market in India.

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**ROLE OF ADVERTISING IN CORPORATE IMAGE BUILDING- A DESCRIPTIVE ANALYSIS**

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**ABSTRACT**

*Any corporate advertising campaign should be both strategic, looking toward the future of the company and aligned with its mission, and consistent, aligning with the products and services that the company sells. An effective corporate advertising campaign also needs to be part of an overall communication strategy designed to establish and build corporate image, presenting the company's identity in a way that reinforces other company-initiated messages. Corporate image building is indeed a challenging task, according to empirical evidences. This paper highlights concept of advertising, image building, significance of advertising towards corporate image in one hand and role of advertising in corporate image building particular on the other hand.*

*Key words: strategy, transformation, Corporate image and reputation, CRM. etc.,*

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**INTRODUCTION**

Corporate advertising has become a prominent instrument of organizational management in general and customer relationship management in particular in India and other developing nations. Advertising has become a necessary evil in the modern society. Advertising has promotional, educative, economic and social dimensions. Advertising is usually delivered through a communication medium designed to reach more than one person but to the masses. Corporate advertising plays a major role in creating awareness among the customers about the brand image. Corporate brands need to be managed in relation to the inter play between vision, culture and mission. Modern corporate houses have realized the importance of advertising in corporate image building. Advertising is indeed a necessary evil in modern society. No organization can sell the goods and services without launching suitable advertising campaigns in modern society. Due to this reasons, there is urgent need for effective advertising to attain increase corporate image.

**Concept of Advertising**

Advertising is commonly defined as any form of non personal presentation and promotion of ideas, goods and services usually paid for by an identified sponsor or advertiser. Advertising is also directed at a specific group of consumers of goods and services.

**Concept of Corporate Image**

Corporate image is found to be indisputably the most complex of all the marketing concepts. The image of the individual corporation created in the mind of consumers consist of total corporate advertising, public relations as well as by the company's individual brand, advertising, packaging, value and the consumer's actual knowledge and/or experience with the company's brands or services (Harris, 1958).

**Significance of the Study**

Over the past two decades, numerous case studies and strategy articles have been written describing the ways in which corporate advertising has facilitated positive public perceptions of global business. As we move into the first decade of the 21st century, certain factors in the physical, social, political and economic environment suggest an expanded role for corporate advertising. As business attempts to respond, corporate advertising is expected to promote images of environmentally responsible corporate citizens. Corporate Advertising provides a powerful tool for stating and sharing the company's vision and purpose. Welles (1996) explains: "At the heart of every good business story there lies a truth that is simple enough for the management to communicate, and so recognizable that others can quickly connect with it. Corporate Advertising is widely used as a means to build corporate image and enhance the economic status of organizations. But like successful products, good corporate advertisements don't end after the first interaction. They need to be told and retold, shaped and reshaped through various tools and strategies of corporate advertising. In view of this study undertaken to study customer relationship management in general and role of advertising in corporate image building particular.

**Role of Advertising in Corporate Image Building**

Advertising has become a new way of life especially in the age of economic liberalization. Modern corporations have to reach out to the people through various advertising campaigns in order to enhance the saleability of the goods and services manufactured by them. Advertising has also become a prominent instrument of corporate image building over a period of time. Commercial advertisers primarily seek to generate increased consumption of their goods and services through systematic branding which involves the repetition of an image or product

name in an effort to associate related qualities with the brand in the minds of consumers. Traditional and modern communications media are used to deliver the messages in order to invite the attention of the consumers and persuade them to accept the goods and services manufactured by various public and private corporations. The money spent on corporate advertising has increased considerably over a period of time. From the below literature it is clear that how advertising in corporate image building consider both positive and negative issues relating to advertising, image building toward corporate sector. **Reeves (1961)** have noted that reputed corporate organizations protect their corporate images by maintaining high standards of practice regardless of other factors. The most admired organizations use a combination of transparency, strong ethics and commitment to quality products and services to build and maintain their image and reputations. **Allen (1977)** emphasizes that codes of ethics do not merely help employees to do what is right; research has shown that organizations with an ethical decision-maker are more effective and more productive under normal circumstances. **Jackson (1987)** has commented that the corporate brand must be viewed as both an organizing proposition that helps to shape an organization's values and culture. As a strategic tool of management it can guide the organizational processes that generate and support value creation which abundantly contributes to corporate reputation. **David (1987)** has observed that the intervention of employees in the process of corporate image and reputation management makes all the difference since they are the true representatives of the community which sustains the progress of modern corporate houses. Advanced Corporate Concepts was founded in 1993 by Nigel Brownbill. The professional has a proven track record in sustainable corporate development through strategy, transformation, management development and executive coaching. Corporate advertising is the paid use of media that attempts to enhance the image of the corporate houses and promote business management through delivery of need based services. Good corporate advertising acts as an umbrella covering all the products and services associated with a company. **Mishra (1992)** suggests that intelligent organizations make perception management part of their senior executive training regime, enabling a greater understanding of corporate image building, corporate brand management and resultant corporate image and reputation. **Domzal et.al. (1992)** advocate that a corporate house should also build a reservoir of credibility and integrity in order to sustain corporate image and reputation in the midst of challenges and opportunities. **David and Aakas (1995)** assert that to gain a good corporate image and reputation, one must not only have integrity at the top, but also be ruthlessly intolerant of those who undermine the integrity and values of the organization. In a cynical age CEOs should do more than merely 'walk-the-talk' and insist on ethical behavior. Communicating the organization's message to the public and most importantly, repeating the message to employees, is seen as critical. In reality, the price of a good corporate image and reputation is eternal vigilance. **Graham (1995)** has noted that reputable organizations protect their corporate images by maintaining high standards of practice no matter what the circumstances. The most admired organizations use commitment to quality products and services to build and maintain their reputations. **Cobb-Walgren et.al. (1995)** note that successful organizations with strong image and reputations use employees as a means of humanizing the organization and fostering public trust. **Conger (1998)** also endorses the same view since it is especially important that employees' beliefs and attitudes are quantified. An organization's image and reputation start within the organization. Corporate image and reputation are created by a combination of elements within the organization such as general business management, financial management, corporate marketing and corporate communication, as defined by **Ghosh and Ho (1996)**. The general business management has a major impact on corporate reputation, namely leadership and management quality as well as organizational ethics. It is, however, critical to understand that these elements can only be successful in building corporate reputation if they are supported and related to the other general business management issues concerning the reputation and image of corporate houses.

**Balmer (1996)** concurs that the relationship between corporate image and reputation and share returns suggests that image and reputation plays an important long-term role in shaping investment results. This is in line with **Ajayi (1997)** who considers that these variables are similar to those used in the yearly Fortune magazine rankings of 'America's Most Admired Corporations'. **Gregory (1997)** has also pointed out that corporate image and reputation matter most in the present competitive business environment not only from income generating point of view but also from the sustainable development of corporate houses point of view. In today's interlinked world as described by **Gray and Balmer (1998)** corporate reputation, which is the cumulative perceptions of an organization by its key stakeholders, is increasingly recognized for its bottom-line impact. There are certain marketing elements which influence corporate image and reputation according to **Gregory (1997)**. Scholars have pointed out that reputation is an overall cognitive impression of an organization based on its corporate branding and various marketing communication tools. A favorable image and reputation creates expectations of the organization in terms of promises that are made to stakeholders and confers a competitive advantage in that it can help the organization to survive occasional

adverse publicity. **Gray and Balmer (1998)** note that many existing approaches to the measurement of corporate image and reputation have been criticized as being overly focused on the financial performance of organizations and on the views of external stakeholders. **Gerard (1998)** suggests that corporate image and reputation building require a holistic approach to brand management, in which all members of an organization behave in accordance with the desired brand image collectively. **Melewar and Saunders (1998)** emphasize that corporate communicators should handle the advertising operations which would contribute decisively towards enhancing corporate image and reputation and driving market value for the goods and services. **Albes et.al. (1999)** have identified that employees and other stakeholders are equally important from the point of view of corporate image and reputation management. The corporate leaders and communicators are also required to monitor and evaluate the impact of corporate advertising and find out how communication of corporate and product messages are linked to a change in perceptions and behavior among their key stakeholders, as well as to financial and shareholder returns. The clients of various corporate houses also play a crucial role in the process of corporate image and reputation building according to **Johnson (1998) and Kalleher (2000)**. **Ajala (2001)** asserts that the motivation to rush to image and reputation management and measurement is evidence that a good reputation can dramatically affect an organization's results. The employees of the corporate houses are also required to play the role of cultural ambassadors, image builders, event managers and crisis managers in the present times. They are also responsible for the cultivation of mutually beneficial relationship between the corporate house and various stakeholders including the customers. **Christensen (2002)** observes that employees and their behavior represent the reality of the organization to the clients. The scholars have also suggested that employees of every corporate house should live up to the expectations of the people who matter most in this age of competitiveness. **Swift (2002)** has systematically evaluated the relationship between corporate image building, reputation management and advertising campaigns. All of them have pointed out that an organization's image and reputation plays a crucial role when it comes to winning talent. What work aspirants are looking for most is a great organization that has at its core an appealing culture and inspiring values. Corporate image and reputation assist in attracting good people and good partners who enable an organization to remain competitive, whereas a poor reputation can undermine motivation within the organization. **Argentini and Forman (2002)** have rightly pointed out that an organization's share price could be ascribed to corporate image and reputation maintained by the corporate houses. **Schultz and Hatch (2003)** argue that executives often misunderstand how image and reputations are achieved and maintained. As a result, they rely too heavily on corporate advertising, while at the same time not doing enough about image and reputation-building activities with stakeholders. **Aswathappa (2003)** has rightly argued that product quality, innovation and good value are crucial factors which are associated with the corporate reputation of public and private undertakings. **Miller (2003)** suggests that one way to help image and reputation is to deal effectively with the media in regard to corporate advertising management. The organization needs to respond while the news is breaking and not after there has been time to decide what is to be said. **Hart et.al. (2004)** have noted that the reputation of the leader of the organization is integral to the organization's image, reputation and overall success. Studies have also revealed that the leader's reputation needs to be invested in, managed and leveraged over the long-term to reap enduring benefits, which include attracting more investors, partners, clients, work applicants and trust in corporate decisions. The corporate image and reputation building has tremendous economic value according to **Schultz and Boege (2004)**. Key elements of the leader's reputation are credibility, integrity and high-quality communications to internal stakeholders about the direction of the organization. **Heiskanen (2004)** argues that the reputation of corporate leaders primarily influences the investors to buy shares in the organization. **Van et.al. (2005)** have interpreted the marketing communications as an attempt made by the corporate houses to project their 'ideal self-image' to both internal and external stakeholders, which will have an impact on corporate reputation. **Van et. al. (2005)** have noted that the price is the only element which produces income to the corporate house since it has the most immediate and direct impact on an organization's profitability, which has an influence on corporate reputation. **Chattananon et.al. (2007)** note that corporate image and reputation emanates from all the business activities and communications it undertakes intentionally and unintentionally in the marketplace, such as advertising, promotion, direct marketing, personal selling, trade relations, public relations and community relations. Different stakeholders view a corporation differently because they focus on and look at different parts of the organization. **Merrilees et.al. (2008)** maintain that successful global leaders earn a reputation for credibility among investors by showing profitability to individual and institutional shareholders, maintaining a stable return on investment and nurturing financial growth prospects. **Desai and Syed (2010)** add that commitment to ethical practices would enable the corporations attract and retain star employees, reduce hostility toward the organization and help employees make critical business decisions. Empirical studies have revealed that corporate image and reputations are built, maintained and enhanced by

several elements, such as being part of the corporate strategy, not merely a public relations or advertising slogan.

Experts concur that a key reason to set metrics for image and reputation management is to meet today's demand for transparency and governance structures. In this context, image and reputation, of which the public relations practitioner is custodian, is now an organization's most valuable and fragile asset. The corporate houses are also required to identify and incorporate certain healthy elements of financial managements since it is vital for the progress of organizations. Psychologically, an organization with a solid image and reputation earns the benefit of the doubt in times of crisis. Good public relations professionals know that a lot is at stake in their work of protecting and enhancing corporate image and reputation, especially in terms of building and maintaining relationships with stakeholders. Mathew and Dambal (2010) note that an organization's message strategy should reflect its corporate position as well as the position it is taking on the issues. Organizations that have strong image and reputations generally have three or four key messages they recite over and over in all media and to all key stakeholders.

### **CONCLUSION**

Corporate advertising assumes great significance in the era of globalization, liberalization, privatization and corporatization. Empirical studies have reported that advertising plays a major role in building sound corporate image in modern society. Several corporate houses have also developed the corporate communication and advertising branches to ensure systematic management of advertising services for corporate image building, corporate reputation management, customer relationship management and other purposes.

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**SERVICE ENTREPRENEUR – AN EVALUATION OF MOTIVATION, PERFORMANCE, AND PROBLEMS**

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**ABSTRACT**

*In today's world, entrepreneurs are playing vital role and they have become important part of the global business environment. It is really important for the sustained economic development and social progress. In India, though entrepreneur are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower performance. The main purpose of this paper is to find out the motivation, performance, and problems of service entrepreneurs in study area. This paper also focuses on the rationale behind a taking up entrepreneurship. For the purpose, data has been collected from both primary and secondary sources. The collected data has been analyzed, interpreted and conclusion is drawn at the end.*

*Key words: Entrepreneur, Service Entrepreneur, Entrepreneurship, Economic Development,*

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**INTRODUCTION**

The historical remarks of Mahatma Gandhi is that the “poor of the world can't be helped by mass production but only by production by masses” has always guided our policy makers. An entrepreneur is a person who combines various factors of production, raw material, process, and convert raw material into finished product, creates utility in the product and sells the product in the market in order to earn profit. Entrepreneurship has opened a way for employment generation, resources utilization; so entrepreneurship is the backbone of every nation. The crucial role played by the entrepreneur in the process of economic development through industrialization has been acknowledged by many economists. Meier and Baldwin described the entrepreneur as a catalyst or agent whose activity results in development.

**REVIEW OF LITERATURE**

**Shepherd and Dougl<sup>1</sup>**, **ibid (2002)**.conduct a study on “self employment as career choice: Attitude , entrepreneur intentions, and utility Maximization” found that it has been acknowledge that entrepreneur enhancement programmes help ignite the artistic, creative and perceptual aspects of entrepreneurship.

**Radhamma S<sup>2</sup> (2006)** in her study, found that industrial estate schemes help to solve unemployment problem of youths. Andra Pradesh Industrial Infrastructure, corporation, Andra Pradesh State Financial corporation, have provide ample opportunities for solving the unemployment problems. She states that there are multiple benefits to the industrialists if their industries are located in industrial estates, they include saving in investing easy transportation of goods, availability of skilled and unskilled labour, cost of sites are comparatively cheaper, good marketing facilities, other facilities like bank, post offices , courier etc.

**Bhagmar M and Verma B.L,<sup>3</sup> (2002)** in their study found that globalization puts problems in front of the entrepreneurs. In order to overcome this entrepreneurs have to change their mindsets strategies and game paints. Entrepreneurs should be ready to bera more risks, should be innovate and require expanding their market. Another finding was that entrepreneurship is required to take a strong root at the village level and where generating activities.

**STATEMENT OF THE PROBLEM**

History is full of instances of individual entrepreneurs whose creativity has led to the industrialization of many nations. Since industrialization has better potentiality to bring technological revolution through innovation to attain higher rate of return on social investment and to generate dynamism in social and political life, the developing countries have gone for quick industrial development. In the entrepreneurial activities, one of the latest and new lines since 1980 is service sector. In India business environment , services are catching very fast and becoming globally very important now service sector is a commercial activity and a challenging to entrepreneur. Present study aims at evaluating the motivation, performance , and problems of the entrepreneurs. Hence Sagar Taluk has been chosen for the study.

**OBJECTIVES OF THE STUDY**

The present study focuses on following objectives.

1. To highlight the factors that motivates the service entrepreneur.
2. To evaluate the performance of service entrepreneur.



3. To study the general problems which are faced by the service entrepreneur.

### HYPOTHESES

**H<sub>0</sub>:** There is no association between education and percentage of profit of the service entrepreneur.

**H<sub>1</sub>:** There is an association between education and percentage of profit of the service entrepreneur.

**H<sub>0</sub>:** There is no association between category and factors influencing to become an entrepreneur.

**H<sub>1</sub>:** There is an association between category and factors influencing to become an entrepreneur.

### RESEARCH METHODOLOGY

Sagara Taluk of Shivamogga district has been chosen as the study area. For the purpose of study both primary and secondary data are being collected. Primary data has been collected from 40 service entrepreneur in the study area with the help of an interview schedule constructed the purpose. Secondary data has been collected from various websites, journals and books. Convenient sampling method is used while drawing the sample. The collected data has been analyzed and interpreted with the help of various statistical tools like percentage, weighted point, chi-square, for drawing conclusion.

### DATA ANALYSIS

The Data collected from sample of 40 service entrepreneur have been analysed and presented under this heading.

**Table 1:Demographic Profile**

Classification Base		Number of respondents	Percentage
<b>Gender</b>	Male	24	60.00
	Female	16	40.00
<b>Age</b>	20-30	12	30.00
	21-30	17	42.50
	31-40	07	17.50
	above 40	04	10.00
<b>Education</b>	Up to SSLC	12	30.00
	PUC	06	15.00
	Degree	08	20.00
	Post Graduation	15	37.50
<b>Category</b>	SC/ST	12	30.00
	GM	15	37.5
	OBC	5	12.5
	Minority	8	20.00
<b>Marital Status</b>	Single	10	25.00
	Married	28	70.00
	Widow	1	02.50
	divorce	1	02.50

**Sources:** Field Survey

**Gender:** Out of total surveyed, majority of the entrepreneur are male rest of them are female.

**Age:** Out of the respondents, 30 percent of the respondents belongs to the age group of 20-30 years and 42.50 per cent of the respondents comes under the age group of 21-40 years 17.50 per cent of the respondents belongs to the age group of 31-40 and reaming 10 per cent are above 40 years.

**Education:** Study revealed that, majority 37.5 per cent of the respondents are post graduates and followed 30 per cent of the respondents are studied up to SLC.

**Category :**Out of total surveyed majority of service entrepreneur are come under General category.

**Marital Status** Study depicts that majority of service entrepreneur are married.

**Table 2:Nature of the Unit**

Classification Base		Number of Respondents	Percentage
<b>Form of Organization</b>	Sole Enterprise	29	72.50
	Partnership Firm	6	15.00
	Joint Stock	0	00.00

	Any Other	5	12.50
<b>Establishment of</b>	Own	30	75.00
	Government	0	00.00
	Inherited	4	10.00
	Taken over of existing unit	6	15.00
<b>Location</b>	Part of home	5	12.50
	Own premises	2	05.00
	Lease/rental	22	55.00
	Industrial shed	5	12.50

**Sources:** Field Survey

**Form of Organization:** out of total served most of the entrepreneur are sole entrepreneur.

**Establishment of:** The survey reveal that majority of the sample entrepreneur are running their own business.

**Location:** Majority of the entrepreneur said that, running their enterprise under lease / rental premises.

**Table 3:** Motivating Factors to become an Entrepreneur

Factors	Total Weighted Point	Rank
Need for independence	129	II
Desire to achieve some thing	117	III
Availability of loan/subsidy	52	V
To earn income or money	138	I
To get social prestige	87	IV
To continue family business	42	VI

**Sources:** Field Survey

Table 3 exhibits motivating factors to become an entrepreneur. Out of total surveyed, majority of the entrepreneur influenced by “to earn income or money” followed by “need for independence and desire to achieve something” are next most influenced factor to become an entrepreneur.

**Table 4:** Operational Performance

Classification Base		Number of Respondents	Percentage
<b>Management of Unit</b>	Independently	27	67.50
	With the help of family members	8	20.00
	With the help of hired person	5	02.00
<b>Labour Beginning</b>	1-5	27	67.50
	5-10	5	12.00
	10-15	2	05.00
	15-20	4	10.00
	above 20	2	05.00
<b>Labour at Present</b>	1-5	19	47.5
	5-10	10	25.00
	10-15	4	10.00
	15-20	2	05.00
	above 20	5	12.50

**Sources:** Field Survey

**Management of Unit:** It is ken from the table 4, majority of the entrepreneurs are manage their unit themselves reasons behind that is most of sample respondents are sole entrepreneurs.

**Labour:** It clears from the table 4, most of the service entrepreneurs hired less than 5 labour at the begging stage and right now.

**Table 5:** Financial Performance

Classification Base		Number of Respondents	Percentage
<b>Monthly Income</b>	Below 25,000	15	37.50
	25,000- 50,000	16	40.00
	50,000-1,00,000	5	12.50
	Above 1,00,000	4	10.00

<b>Begging investment</b>	Below 10,000	6	15.00
	10,000-50,000	10	25.00
	50,000-1,00,000	3	07.50
	Above 1,00,000	11	27.50
<b>Present Investment</b>	Below 25,000	2	05.00
	10,000-50,000	5	12.50
	50,000-1,00,000	2	05.00
	Above 1,00,000	6	15.00
<b>Percentage of Profit Earned</b>	Below 25	25	62.50
	25 -50	9	22.50
	50-75	6	15.00
	Above 75	0	0.00

**Sources:** Field Survey

**Monthly Income:** It elucidate from the study majority of entrepreneurs earn 25,000 to 50,000.

**Investment:** It clears from the study; financial information is not reveled correct and some of them are not gave the information so that numbers of respondents are less than 40. From the given information it clears that more or less Rs50,000 to Rs1,00,000 invest at present and at the begging.

**Percentage of Profit Earned:** It ken from the table 5 out of total service entrepreneur served majority of them told that their profit percentage is 25 per cent.

**Table 6:**General Problems

<b>Problem of</b>	<b>Wait Point</b>	<b>Rank</b>
Getting raw material	225	II
Procurement of machinery, tools spareparts	218	III
Major break down	153	VIII
Repairs and maintenance	202	IV
Labour	292	I
Power supply	172	VI
Transportation	193	V
Tax problem	85	X
Marketing of products	157	VII
Improper grading of raw material	124	IX
delay in release of subsidy	62	XI
Corruption/delay in getting service from government office	43	XII

**Sources:** Field Survey

Even though now days entrepreneur are available with plenty benefits, facilities. It is true from study most common problems faced by the service entrepreneurs are labors, getting raw material, procurement of machinery, tools, spare part to render service.

## HYPOTHESIS TESTING

1. **H<sub>0</sub>:** There is no association between education and percentage of profit of the service entrepreneur.

**H<sub>1</sub>:** There is an association between education and percentage of profit of the service entrepreneur.

**Table 7:**Association between Education and Percentage of Profit Earned

<b>Education</b>	<b>Percentage of Profit Earned(%)</b>					
	below 25		25 -50		50-75	
	O	x2	O	x2	O	x2
Up to SSLC	7	0.03	2	0.18	3	0.80
PUC	5	0.00	3	0.80	0	1.20
Degree	11	0.28	2	0.56	2	0.03
Post Graduation	2	0.41	2	0.68	1	0.08
<b>Total</b>		<b>0.72</b>		<b>2.22</b>		<b>2.11</b>

**Sources:** Field Survey

Degree of freedom (df) = 6

Calculated Chi Square value = 5.08

Chi square value at 5 % significance level = 12.59

**Inference:** As the calculated value is lesser than the table value at 5% level of significance, it can be inferred "there is no association between education and percentage of profit of the service entrepreneur." is accepted

2. **H<sub>0</sub>:** There is no association between category and factors influencing to become an entrepreneur.

**H<sub>1</sub>:** There is an association between category and factors influencing to become an entrepreneur.

**Table 8:** Association between Category and Factors Influencing to become an Entrepreneur

Factors	Education							
	SC/ST		GM		OBC		Minority	
	O	X <sup>2</sup>	o	X <sup>2</sup>	o	X <sup>2</sup>	o	X <sup>2</sup>
Need for independence	1	1.07	0	3.38	4	7.35	3	0.80
Desire to achieve some thing	2	0.02	0	2.25	0	0.75	3	0.68
Availability of loan/subsidy	3	1.50	2	0.008	0	0.63	0	1.00
To earn income or money	6	0.77	8	1.44	0	1.75	0	2.80
To get social prestige	0	1.20	2	0.17	1	0.50	1	0.50
To continue family business	0	0.60	1	0.08	0	0.25	1	0.90
<b>Total</b>	<b>12</b>	<b>5.16</b>	<b>15</b>	<b>7.323</b>	<b>5</b>	<b>11.225</b>	<b>8</b>	<b>6.68</b>

**Sources:** Field Survey

Degree of freedom (df) = 15

Calculated Chi Square value = 30.383

Chi square value at 5 % significance level = 25.00

**Inference:** As the calculated value is greater than the table value at 5% level of significance, it can be inferred "there is an association between category and factors influencing to become an entrepreneur" is accepted

## CONCLUSION

The urge to achieve something, the desire of leading independent life and the necessity of multiplying the family income made people to enter into entrepreneurial activities. Entrepreneurs in India are performing significantly and gaining a lot of success. The study was intended to evaluate motivation factors, performance, problems faced by the service entrepreneurs in Sagara Taluk. It also tried to find association between education and percentage of profit earned and category and influencing factors to become an entrepreneur. The study concludes that most of entrepreneurs are influenced by to earn money, and desired to achieve something, they have contributed positively in the industrial growth of Sagara Taluk. But still they facing various problems like labour, raw material, and equipments.

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**SOCIAL NETWORKING AS A NEW TREND IN DIGITAL MARKETING**

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**ABSTRACT**

*In the recent era of digital age usage of Social Networking Sites is a popular method among youngsters. The use of collaborative technologies and Social Networking Sites leads to instant online community in which people communicate rapidly, spend time, play games, look for career opportunities, find their soul mate, enjoy building their profile, look for information, build professional and business contacts and shop through online. Hence, the basic aim of this research is to find out the kinds of social network commonly used by people and to analyze the emergence of social networking sites as a digital marketing tool in this era.*

*Keywords: Social Network, Digital Marketing, Online Shopping, Facebook, Instagram*

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**INTRODUCTION**

Social Networks are online communities of people who typically share a common interest or activity. They provide a variety of ways for users to interact with each other blogs, e-mail, instant messaging, and newsfeeds which contain information about, or valuable to those in your network. They are powerful in their ability to facilitate communication. Examples of Social Networking Sites include Facebook, and the professional networks. Establishing and maintaining an active presence on Social Networking Sites has emerged as an effective way to promote products. There are many terms for this form of web promotion, including social media optimization and social media marketing, and there are also different types of websites and methods that can be used.

Social Network Sites are essentially online communities where people can meet, communicate, and share ideas. How the company approaches marketing campaign on these websites will depend on the size and nature of business. Many large companies and corporations have already established a presence on these websites. However, for smaller companies and home-based web businesses a more subtle approach is probably the better option. The company should try to become a member of the community by making friends and joining relevant groups on websites like Facebook and MySpace. Another good tactic is to provide help, advice and valuable opinions on blogs, forums and websites. Social Networking Sites offer some excellent tools to help to influence users to keep coming back and to recommend your website to other people.

**Social Network Sites**

The term "Social Network Site" to describe this phenomenon, the term "social networking sites" also appears in public discourse, and the two terms are often used interchangeably. "Networking" emphasizes relationship initiation, often between strangers. While networking is possible on these sites, it is not the primary practice on many of them, nor is it what differentiates them from other forms of Computer-Mediated Communication (CMC). In other words, Social Network Service as a service which "focuses on the building and verifying of online social networks for communities of people who share interests and activities, or who are interested in exploring the interests and activities of others, and which necessitates the use of software."

**Characteristics of Social Networking Sites**

Social networking sites provide information about every single person's and his network, which can be utilized for a number of business purposes. Some of the key characteristics of social networking sites are:

- (1) Act as a resource for advertisers to promote their brands through word-of-mouth to targeted customers.
- (2) They provide a base for a new teacher-student relationship with more interactive sessions online.
- (3) They promote the use of embedded advertisements in online videos.
- (4) They provide a platform for new artists to show their profile.

**History of Social Networking Sites**

The first ever Social Networking Sites launched was Sixdegrees.com in the year 1997. Sixdegrees.com allowed the entire user to build their profile, provide a list of friends and then contact them. However, it did not do well in the beginning the reason for this was that many internet users at that time did not connect themselves into

social network. Hence, there existed a little scope for man oeuvre eventually after three years it closed. It should be noted that there were also other elements that implicit at Social Networking Sites. For example, dating sites required users to provide details regarding their profile but they were unable to share other people's sites. In addition, there were a number of websites that would link former school mates but were unable to share the list with others.

In the year 1999 there was a Live Periodical Journal created after Sixdegrees.com in order to facilitate one way exchanges of journals between friends. In the year 2001, Korean company called CY world added some new features to Social Networking Sites. These features were followed by Lunar Storm during the same year in Sweden. They included few more things like diary pages and friends list. Additionally, Ryze.com was also established in the market with the purpose of linking businessmen's of San Francisco. This was under the management of Friendster, Tribe.net, Ryze and LinkedIn. The last company was the least popular among all the others. Friendster in the beginning did very well but it did not last for long whereas, Tribe.net specialized itself in the world of business.

### LITERATURE REVIEW

Romero et al (2011) published a study on **-Trends and preferences of Internet participants: Differences between SNS users and non-users**. The staggering growth of online social networking and the potential of Social Networking Sites as marketing channels has become an issue of attention and interest by commercial organizations. This explorative study provides the basis for understanding the nature and behaviour of users of these sites. Based on a national sample, this paper investigates the demographics, profiles and behaviour of participants of Social Networking Sites in The Netherlands. The paper compares the online behaviour of users and non-users of SNS and reveals that the first category of networked citizens is much more active on most types of online activities. Furthermore, the study identifies the profile of the average participant in online social networks, identifies preferences and reveals ways that online citizens are engaged with this particular form of social media. The findings provide a better understanding of the importance of the Social Networks for the digital citizen and present useful facts to marketers eager to integrate these media into their marketing approaches and strategies; they also present researchers of human behaviour with interesting insights on the role of the online social networks as platforms of social interaction and communication.

Danah M. Boyd et al (2007), their study entitled **“Social Network Sites: Definition, history and scholarship”** the author says that as the social media and user generated content phenomena grew, websites focused on media sharing began implementing Social Networking Sites features and becoming Social Networking Sites themselves. Examples include Flickr (photo sharing), Last. FM (music listening habits) and YouTube (video sharing). Photo bucket was the first and foremost photo sharing site, launched in the year 2003. Flickr has turn out to be a social network in its own right in recent years. YouTube was the first and foremost video hosting and sharing site, launched in the year 2005. The advent of social news and bookmarking sites like Delicious, Digg and Reddit, in the mid 2000's brought about a whole new way of see what's going on in the world and discovering interesting content.

T. Andrew Yang et al (2015), their study entitled **“Social Networking as a New Trend in E -Marketing”** the author argues that Innovation sells! That is especially true in the Internet world. Due to the growing importance of Social Networking Websites in recent time it is creating a window for marketers to enter into the internet world to promote their product. The larger the number of people using an online social network service, the more revenue may be generated for the marketers.

Reza Alibakhshi et al (2012), their study entitled **“Social Networks, Entrepreneurial Alertness and Entrepreneurial Opportunities”** investigated the impact of social networks on opportunity recognition by entrepreneurs. The findings of the study shows that different dimensions of the social networks, including networking ties' strength, networking activities and network ties' type, influence on entrepreneurial alertness influences opportunity recognition. Based on the results, network ties' strength has the most influence, and networking activities has the least influence on entrepreneurial alertness.

GauripureChandru(2014), study entitled **“Money Mint not a Comment”** here the author expresses that about 85% of total income of Facebook and Twitter comes from advertisements, remaining will be coming from sale of add, promoted likes and messages. Micro blogger Twitter is selling public information to companies through which they are going to be benefited, the process is called Firehouse and it is guiding advertisement companies.

Jessica Guynn (2013), study entitled **“Social Networks Showing Users More Targeted Ads”**, the author expressed that Social Networks have found a promising new source of advertising revenue: targeting users with

ads for products they browsed online. The latest form of advertising, called "retargeting," is expected to not only get more pervasive but intensify worries over privacy.

Mark Malian (2010), article entitled "**Social Networking Site Targets those With, Without Jobs**" the author narrates that Brian Norgard, who founded blog aggregation website Newroo and later sold it to News Corp., is working with Web developers in Los Angeles on a new project called Namesake. It is a Social Networking Site for helping people to find jobs, to stay in contact with colleagues and for those with jobs, organizing projects with co-workers. Name sake is not taking sign-ups yet, but author hopes to begin inviting users in the next couple of weeks. The times has shown an early version of the site and features such as the update stream and profiles look more like Facebook than LinkedIn.

### Objectives of the Study

The basic objective of this research is to find out the kinds of social network commonly used by people and to analyses the emergence of social networking sites as a digital marketing tool in this era.

### Popular Social Networking Sites

Some of the commonly used and most significant Social Networking Sites are namely; Myspace, Downlink, Facebook, Ryze, Friendster, Hi5, SixDegrees, Orkut, Flickr, LinkedIn, Reddit, YouTube, Twitter, BharatStudent, FriendFeed and Fropper.

- (1) **MySpace:** In the year 2003, there were plenty of companies formed with the sole purpose of providing Social Networking services. However, most of them failed to attract the attention specifically in the US market. For instance, MyChurch, Dogster and Couchsurfing were formed for social services whereas; LinkedIn and Xing were formed for only business persons. YouTube and Last FM were primarily formed to facilitate video and music sharing respectively. Conversely, they started themselves to adapting to Social Networking services.
- (2) **Downlink:** This site was formed for the lesbian, gay, bisexual and transgender community in the year 2004. Some of the new services included to those sites were social networking, internal emails, a bulletin board, weblogs, DowneLife and in the near future a chat.
- (3) **Facebook:** Facebook site was introduced in the year 2004 with the purpose of linking friends of Harvard University. Thereafter, the company slowly expanded to other universities and colleges; eventually they invited corporate communities too. But there were a lot of restrictions between the friends who have joined the social network of university because they have to have the eduaddress. Moreover, the corporate network must have the .com attachment. This social network prides itself in their capacity to maintain privacy and niche communities and also have been instrumental in learning institutions.
- (4) **Ryze:** In the year 2001, Adrian Scotts founded Ryze first ever Social Networking Site as a business oriented online community. This was founded with the intention to expand the networks of business people by meeting new people and join business groups through industries, interests and geographical areas.
- (5) **Friendster:** Friendster was a brother company to Ryze, it began its operation in the year 2002 to deal with the social aspects of the market. The site was like a dating service. However, as the meet was between strangers, match making was not done in the typical way. Instead, friends would suggest as which individuals are most compatible with one another. In the beginning, there was an exponential growth of the company. This was especially after the introduction of network for gay men and increase in number of bloggers. Thereafter, friends started to discuss about the advantages of Social Networking through Friendster and led to expansion. On the other hand, when Friendster had an overwhelming response from the subscribers, the company was unable to cope up with the demand. And there was a breakdown of communication due to lack of maintenance of servers and hence, numerous complaints were raised by subscribers. But the fact was none of the Social Networking Sites were doing well.
- (6) **Hi5:** Hi5 was established in the year 2003, at present Hi5 has more than 60 million active members. It allowed the users to set profiles which could be seen only by their network members. It has a larger base in parts of Latin America, Asia and Central part of Africa.
- (7) **SixDegrees:** SixDegrees was the first modern Social Networking Sites, and was launched in the year 1997. At times it was quite popular and had a millions of users, while now the site is no longer functional.
- (8) **Orkut:** Orkut is one of the Google's social networks; it was launched in the year 2004. It had more than 65 million users in the network and was popular in Brazil and India. It allowed the users to share updates, share media and communicate among them.

- (9) **Flickr:** Flickr has developed as a social network in its own right in recent years. As on June 2009, Flickr claimed to host more than 3.6 billion images. Flickr allows having photo pools, form groups, add friends, to create profiles and organize video and images.
- (10) **LinkedIn:** LinkedIn was launched in 2003 and was one of the first conventional social networks dedicated to business community. Formerly, LinkedIn allowed users to post a profile to find jobs or to find business opportunities and to interact through private messaging.
- (11) **Reddit:**Reddit was introduced to the market in the year 2005. It is one of the similar kinds of Social Networking Sites which allow the users to operate in similar fashion to others.
- (12) **YouTube:** YouTube launched in the year 2005, it is one of the first major video hosting and sharing site. It allows user to upload HD videos, recently launched a service to make available TV shows and movies under license from their copyright holders.
- (13) **Twitter:** Twitter started in the year 2006 and gained a lot of popularity in the year 2007. Updating status has become the new norm in social network.
- (14) **BharatStudent:** It is a social utility that brings together all the Indian youths living across the globe; it can be a student, graduate, professional or an entrepreneur. It is focused on providing complete solutions for professional or personal issues.
- (15) **FriendFeed:** It was launched in the year 2007, and it was recently purchased by Facebook. It allows users to assimilate most of their online activities at one place. It is also a social network in its own right, with the capability to post, update and create friends lists.
- (16) **Fropper:** It is having 4 Million strong Fropper communities. It is all about making new friends, meeting people & having fun with games, photos, videos, & blogs.

#### Social Networking Sites and Business Application

The use of Social Network Services in an enterprise context presents the potential of having a major impact on the world of business and work. Social Networks connect people at low cost; this can be beneficial for entrepreneurs and small businesses looking to expand their contact bases. These networks often act as a customer relationship management tool for companies selling products and services. Companies can also use social networks for advertising in the form of banners and text ads. Since businesses operate globally, Social Networks can make it easier to keep in touch with contacts around the world.

One example of Social Networking being used for business purposes is LinkedIn.com, which aims to interconnect professionals. LinkedIn has over 40 million users in over 200 countries. Companies now using social networking sites as marketing channel to promote its product also called as viral marketing.

#### Business Initiative Prospective of Social Networking Sites

The Social Networking Sites can be optimally used from the following prospective marketers:

- (1) Increasing Word-of-Mouth Marketing
- (2) Market Research
- (3) World-wide Marketing
- (4) Idea Generation and New Product Development
- (5) Co-innovation
- (6) Customers Service
- (7) Maintaining Public Image
- (8) Employee Communication

#### Advertising on Social Networking Sites

Social network advertising is a term that is used to refer to a kind of online advertising that focuses on the Social Networking Sites. The benefit of advertising on Social Networking Sites is that marketers can take advantage of users' demographic information and target their advertisements appropriately. Direct advertising through the network of friends is the most effective arrangement but also leads to the controversy. Indirect advertising is an innovative marketing technique in which a company will create a 'page' or 'group' in the social networks and those users can choose to join. The best use out of social networks is not to make money directly



through them, but to harness their marketing potential and to make use of them to build brand identity of business. Social networks allow the marketers to set profiles in one way or the other. Additionally they have the facility to report and block the users. A good social network drives beyond allowing users to post profiles and share pictures. Additional feature allows user to share music, upload videos and many more. The purpose of social network is to find friends and increase relationships. The most popular Social Networking Site allows users to search for other members in a safe and easy environment. Common search functions includes search by name, email address, school and city. Social Networking Sites are easy to understand and follow. No doubt, Social Networking Sites are substantially new ways of reaching people, but market is far from being mature.

Social Networking Sites are continuously adding new features and developing the sites on a consistent basis. Since, it is free of cost to create an account, these sites has to generate its revenue elsewhere, through a place such as advertising. Marketers can utilize Social Networking Sites' feature to reach their target market in different ways. Social Networking Sites are changing the way of advertisers reaching consumers and these changes are transforming the methods of online advertising all together. There are numerous ways to use Social Networking Sites and the new features allow creativity and experimentation in advertising. For instance in Facebook, when a user log in, he/she will be taken to a home page called as 'News Feed', where they are exposed to those advertisements.

Consumers use internet to see what they want, when they want it. The internet will not support entrapment and consumers who are avoiding advertisements through Television are unlikely to become attracted to any form of online advertising. The modern consumer views internet as transparent and naturally going on community postings and the references of known friends will outweigh paid placements and paid reviews.<sup>21</sup>

#### Strategies for building Brand through Social Networking Sites

The following are the strategies used for building brand through Social Networking Sites;

- (1) **Give away information** to customers and include back links to website. Interesting contents from user's prospective like books or special reports on e-Book directories, give away sites. It encourages people to pass the information along to their friends who have an interest in the topic.
- (2) **Tell-A-Friend script** Customer and visitors easily share website contents depending upon markets intention in promoting the brand. Incentives can be provided free information that is delivered directly after the tell-a-friend script has been executed.
- (3) **Funny video clips** from friends and family clip may not be selling anything the concept of passing from person to person results in developing closely association with brands.
- (4) **Undercover marketing**, done well, can be fun and intriguing. Mystery surrounding can be created for niche customers. Yanik Silver has been doing this for some time with his Underground Marketing Seminar. The whole event is cloaked in mystery.
- (5) **Pass along Communication** are here to stay. They often evolve around a particular topic. The information on Social Networking Sites is searchable and can be easily develop a list of people interested in topic of niche customers.

#### Marketing Mix for Promoting goods through Social Networking Sites

Following are the marketing mix used for promoting goods through Social Networking Sites;

- (1) **Product:** Marketers needs to assess the market and the customers' mood to understand if the products' value can be enhanced through social networking space. Appropriate research should be done in advance of time from firm's prospective. They should look for right market, demographics and best time of year for promoting of goods and then campaign should be deployed.
- (2) **Price:** By considering spending of people in online space for different pricing levels information can be gathered regarding the brand value the customers are agreeable to pay for it. And goal of every campaign in cyberspace should be focused towards increasing profitability, reducing costs and increasing market share of marketers.
- (3) **Promotion:** Marketers promoting the product on the social space need to understand the question whether marketers are addressing the right target audience. The marketers can use advanced behavioural analytics and predictive analysis to get more profitable customers of their business.
- (4) **People:** Marketers can look people who join the brand campaign and understanding their brand expectation incompetent to exploit future business opportunities.

- (5) **Place:** Marketers should see to that Social Networking Sites should consider user friendliness, ease of accessing a particular group, test colour schemes, images, photos, buttons sizes and layouts of interest to the prospects.
- (6) **Process:** Process is very significant for internet marketing. The marketer should look for capability to handle large number of customers, support at all times and a system to answer enquiries generated by the users.
- (7) **Physical Evidence:** In online, it is difficult for the customers to know how the product is going to be profitable to them. Therefore, it is necessary for marketers to communicate with brand and products so that customer should feel confident while associating with brand.

## CONCLUSION

Social Network Marketing has become quite the trend amongst network marketers looking to promote their businesses online. Social networking sites like Facebook, Google+, and Instagram have made it easy for eager entrepreneurs to hop on the internet and network with people from around the world. Terms like tweeting, sharing, and voting have created quite the buzz amongst those who want to hop aboard the viral marketing trend. There is a tremendous amount of opportunity for those that truly capitalize on the Social NetworkMarketing boom. Social Network Marketing is perspective and interesting way to make successful business and a platform to create an intention to purchase among consumers generally network with people from all over the world. The power of social marketing is so huge and the opportunities are endless for marketers and even consumers are also exposed to a wide assortment of goods which is available in any small place of the World. This easy availability of goods has enriched in creating the consumers purchase intention more.

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**THE ROLE OF E-COMMERCE IN THE DIGITAL MARKET**

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**ABSTRACT**

*In today's age, digital marketers have endless options when it comes to advertising their products and E-Commerce supports to buyer and seller. What's important is to understand how each digital channel works and how it can help you achieve your marketing goals. Electronic-Commerce is doing business online and electronically and supports to marketing system. The E-commerce has completely revolutionized the conventional concept of business and making as a Digital Marketing. This paper attempts to highlight the different challenges faced by the E-commerce in India, understand the essential growth factors required for E-commerce, describes the prosperity of E-Commerce in India and retail E-Commerce sales in India. E-commerce marketing is the practice of driving top-of-funnel traffic to convert into sales and customers. And there are hundreds of ways to go about it.*

*The growing e-commerce in India has its greater impact on the traditional retailers. To stay in the game, they have been working on their internet strategies. The main objective of the study is to understand the emerging trends of e-commerce and its development in Indian perspective. The impact of the e-commerce on physical or traditional retail formats. The Digital Market having the positive and negative influence on traditional retail business.*

*Keywords: Digital Market Trends, E-Commerce Drivers and Challenges in Digital Market, How E-Commerce Important for Digital Marketing?, Problems facing the digital market and measures to overcome it.*

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**INTRODUCTION**

In this era the Digital market has best features and it encourages the rural and urban customers to buy a product online or offline. For a student, the government support online based coaching for student best bright features, and also the government provide a Laptop for students to a best life. We must know what Digital Market is and how it's work and I explore that Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. While traditional marketing might exist in print ads, phone communication, or physical marketing, digital marketing can occur electronically and online. This means that there are a number of endless possibilities for brands including email, video, social media, or website-based marketing opportunities.

In Digital Market has a lot of plant to execute the goals, there are a number of strategies, that can be incorporated; Social media, Webinars and so on. It is not necessary to make use of all the tools available. Then adopt the digital marketing tools that are right for your customers and will result in growth and success for your business. They increased customer engagement with mobile technology that is smart phones or Tablet devices have made the adoption of a website a must in today's world. The uses of engaging content marketing such as videos and info graphics can be viewed and shared by your customers. These tools assist in increasing the likelihood of customers developing an intimate relationship with your product or service offering. In turn, they generate profit and growth for your business. Incorporating digital marketing as part of your business strategy allows you to gain a competitive and dynamic presence online. As digital technology is dynamic and changing, so should be your marketing strategies.

**DIGITAL MARKET TRENDS**

As digital market trends evolve every year, always marketers should be aware of the changes in order to easily adapt with emerging technologies and stay ahead in the market. This will help to marketers gain a competitive edge and become able to develop new ways to grow their businesses, generate leads and improve the relationship with their existing customers. Some digital market trends are as follows.

**1) Micro Moments:** In a Digital market as more users are processing their online activities using their smart phones, marketers continue to leverage micro-moments to attract their audience's attention and fulfill their instant decisions. Whenever a customer searches for something, looks for a nearby store, wants to finalize a purchase, marketers can take advantage of these types of micro-moments to create project and advertising.

**2) Smarter Chat:** Chat bots have been rising in the few recent years and still persist in 2020. Some of Research says 55% of end users prefer to use Chat bots as a major means of communication in customer service. Chat bots play a critical role in improving the customer experience and allow marketers to better engage with their audience really doing much.

**3) Search with Voice:** Top brands are thinking how to deliver their promises using voice-enabled devices because they are affordable and offer greater capabilities than ever before while more visitors are using voice search to interact with these brands.

**4) Engaging with Based Email Marketing:** As email marketing is getting smarter and faster, marketers have started to care more about sending emails to subscribers who are active on their lists. For instance, if a contact highly engages with your emails, he should be regularly nurtured with content and updates about our company until he converts into a loyal customer. But to send the right email to the right segment, marketers need to identify all their leads behaviors. If the platforms they are using have limitations to classify their audience into different segments based on their behaviors, they can integrate their tools with other applications that allow them to do that. After all data is determined and different segments are created according to defined criteria, marketers will be able to target their leads more effectively with behavioral-based emails.

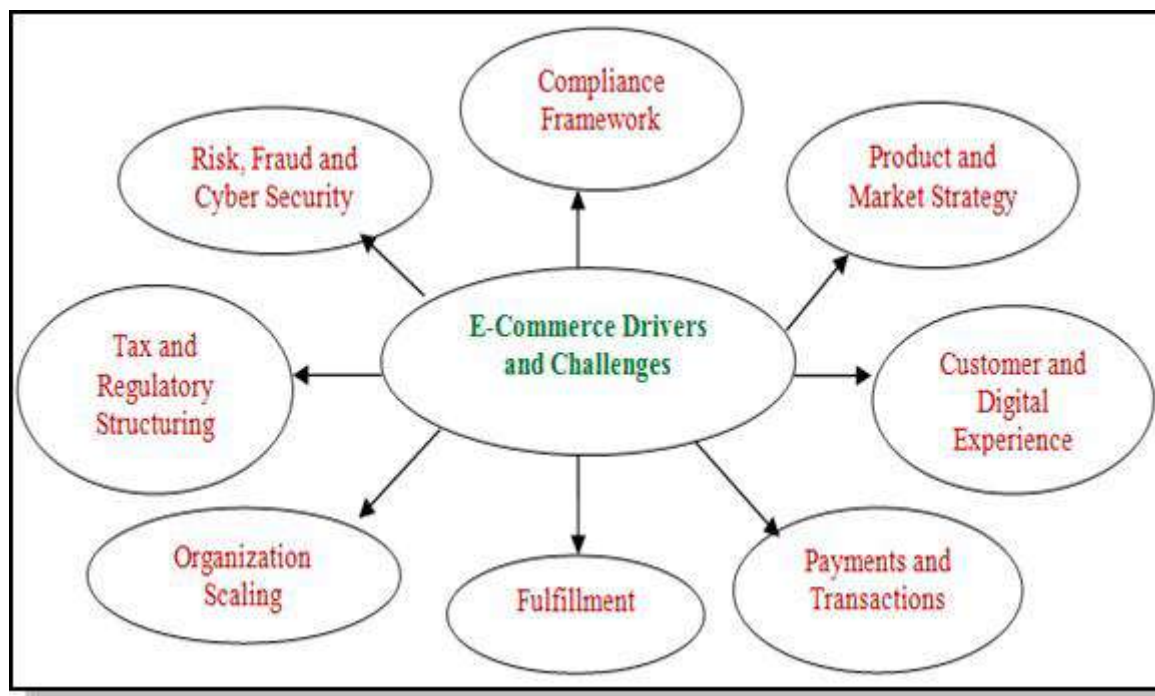
**5. More marketing skills with Live Videos:** Live streaming content is effective because it's free, takes a short time to produce while it offers a real-time user engagement, and viewers use your content based on your time not theirs. Live streaming content allows marketers to engage with their leads in a quickest way possible, improve their relationship with followers, reach a broader audience and boost their social channels traffic. so that possibility to they share a market skills within a relationship.

**6. Online shopping:** Online shopping is the process whereby consumers directly buy goods or services from a seller in real time, without an intermediary service, over the Internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real-time such as in Amazon.com for new books. However in some cases, an intermediary may be present in a sale or purchase transaction such as the transactions on eBay.com. An online shop, e-shop, e-store, internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks –and mortar retailer or in a shopping centre. The process is called Business – to - Consumer (B2C) online shopping. This is the type of electronic commerce conducted by companies such as Amazon.com. When a business buys from another business it is called Business-to-Business (B2B) online shopping.

**7. Online Re-tailing:** International trends in internet penetration are presented to illustrate the varying levels of internet technology use by country. Online retailing is discussed using the concept of the online customer journey. A model of the online customer journey is set out, which includes recursive movement between different stages and captures the new forms of communication between customers and online retailers. This provides a framework for showing that consumers have relatively small online consideration sets, and the marketing implications of this search behavior are outlined. The internet channel is composed of multiple sub channels, which is important for the allocation of advertising budgets. An online sales model is used to demonstrate the relationship between unique visitors and online sales conversion. Online retailing is then placed in the context of a multi channel strategy. The last stage of the online customer journey, e-service, is shown to play two important roles, that of reducing the cost to serve customers and to improve customer retention. Future developments and the importance of mobile technology and social media are outlined.

## **E-COMMERCE DRIVERS AND CHALLENGES IN DIGITAL MARKET**

The below diagram shows, E-commerce Drivers and challenges.



- **Risk, Fraud and Cyber Security:** From a risk perspective E-commerce companies could face issues around brand risk, insider threats and website uptime. Issues around employee vendor nexus, bribery and corruption make companies vulnerable to fines. Cyber security also raises some concerns around website exploitation by external entities.
- **Compliance Framework:** E-commerce companies have to comply with several laws, many of which are still evolving. Potential issues around cyber law compliance, inefficient anti corruption framework, legal exposure in agreements or arrangements, indirect and direct tax compliance framework and rules and regulations could pose problems. Uncertainty around VAT implications in different states due to peculiar business modes could cause issues.
- **Product and Strategy:** E-commerce companies have to address issues pertaining to rapidly evolving customer segments and product portfolios access information on market intelligence on growth, size and share manage multiple customer engagement platforms focus on expansion into new geographies, brands and products and simultaneously tackle a hypercompetitive pricing environment.
- **Customer and Digital Experience:** Companies have to provide a rich, fresh and simple customer experience not geared towards discovery, manage inconsistent brand experience across platforms; manage proliferation of technologies; and handle time to market pressure for new applications. In the recent past, social media has become more influential than paid marketing.
- **Payments and Transaction:** E-commerce companies may face issues around security and privacy breach and controlling fictitious transactions. Further, RBI restrictions for prepaid instruments or E-Wallets act as impediments. From a transactions perspective cross border tax and regulatory issues and backend service tax and withholding tax can have serious implications.
- **Fulfillment:** Companies will need to check if the physical infrastructure gets affected by the internet speed. Also the lack of an integrated end to end logistics platform and innovation focused fulfillment option could cause delivery issues. Challenges around reverse logistics management and third party logistics interactions could also act as barriers to growth.
- **Organization Scaling:** E-commerce companies will have to make sure organization design keeps pace with the rapidly evolving business strategy, along with fluid governance, strong leadership and management development. From a growth perspective, indentifying acquisition opportunities, fund raising and IPO readiness becomes necessary. From a technology perspective, it is important to transform IT as an innovation hub and address the lack of synergy between business, technology and operations functions of the enterprise.

- **Tax and Regulatory Structuring:** Companies will need to address issues around sub optimal warehouse tax planning imbalance between FDI norms vis-à-vis adequate entity controls, inefficient holding IPR or entity structure and international tax inefficiencies. Future challenges include the new companies act, policy on related party transaction pricing and the uncertainty around GST roadmap.

### **How E-Commerce Important for Digital Marketing?**

Must watch a movie, cricket or reality show but can't stand in line to pick up tickets. Need to write the necessary clothes but don't mind going to market. Guests will know that they arrive home late at night, feeling hungry at midnight but no mood to cook. These are few day to day examples of our living style. What comes to your mind when you want to come over with these situations, Online Order-E-commerce. E-commerce is a like any type of business where buying and selling involve the Internet. As this industry solely based on the internet, Digital Marketing plays a major role in its growth because it is the only tool that can help in any business growth hacking through digital mediums.

The rapid growth of smart phones and internet give greater access in selling and purchasing merchandise with convenience.

- Social E-commerce: Using Social Media, E-commerce generates huge revenue as it helps to build your audience and brand value. There has been an analysis that 37 million social media visits led to 550,000 orders approx.
- Facebook has been a great source for traffic and sales which constitute average 85% of all orders. It has the highest conversion rate for all social media e-commerce traffic at 1.85%. Digital Marketing tools makes very easy to engage the relevant audience for sales.

### **PROBLEMS FACING THE DIGITAL MARKET AND MEASURES TO OVERCOME IT**

Digital marketing has become a powerful growth driver; it interacts with every aspect of the business, drives gains at both ends of the sales funnel and provides undeniable business value. But new technologies and tactics vary in use and impact, creating new challenges for modern marketing and sales leaders. There are some problems that it seems everyone experiences at least once in the course of their digital marketing. There's no point in wasting more time on mediocre digital marketing. From struggling with a small budget to floundering on social media, these are the three most common digital marketing problems — and the best solutions for each.

#### **Problems 1: Making the Most of a Smaller Budget**

One of the biggest digital marketing concerns for businesses is how to stand out against bigger competitors without a commensurate digital marketing budget. This concern is commonly paired with the feeling that Google's search algorithm is slightly biased towards brands — though Google says this isn't the case. While we can't speak to the veracity of that common perception, we do know that larger competitors can feel like they have an unfair advantage. The solutions that follow are some of the best ways to level the playing field.

#### **Measures to overcome it**

With any small budget, a major part of success is stretching every currency. When it comes to digital marketing, you can get the maximum marketing value by segmenting your audience. Breaking up your audience into segments can help you market more effectively to everyone you reach.

Again, whether a local marketing strategy will work for you depends on your business. Enhance your advanced attributes and useful features like Q&A, chat, or posts. Make sure that you are listed or have claimed your business on other business directories as well — including local city-specific websites. Play up your local social presence — use location tagging in your social media posts and post about your local community. These efforts can help you rank in mobile search and improve your local digital marketing metrics. Develop relationships with local and industry influencers. Advocacy/evangelism and referrals are one of the best ways to spread positive word of mouth.

#### **Problems 2: Market is Clicks but No Conversions**

Healthy numbers of market clicks combined with a loss of money conversion rate is one of the most common digital marketing problems that businesses face. It can be extremely frustrating to see (and spend the money for) many market clicks, but no commensurate lift in sales. Here are some of the best solutions for this classic and unfortunately timeless digital marketing problem.

**Measures to overcome it**

Get a good solution to solve these problems and get a good result in this point of views. If you are observing significant numbers of clicks but poor conversion rate, one of the likely causes is the audience itself. You may be spending the majority of your digital marketing in the poorly performing channels targeting the wrong audience. It is possible that users want to visit your website, but have no intention of making a purchase. Your website design and copy may not be right for the audience that is being driven to your site, or they might be an audience not in the position to make a purchase. Another culprit for your low conversion headache could be your landing pages. An ineffective landing page can turn away even highly-interested potential customers. Imagine clicking an ad for half price ski lift tickets, only to be taken to a page that lists deals for all types of adventure sports, meaning you have to do your own searching again for inexpensive lift tickets inside the website. Landing page design is a huge topic on its own, but very briefly, landing pages should be simple and helpful, with a sophisticated design that keeps the user on the page. Landing pages should also be extremely fast. Customers have very little patience when it comes to website loading, and a landing page that doesn't load a few short seconds after the ad was clicked will be abandoned.

**Problems 3: Tough Ranking Competition**

The Search Engine Optimization (SEO) competition can be daunting. Depending on your location and industry, you could have thousands of competitors all vying for the same few spots on Google's front page. To make it worse, there are dozens, if not hundreds, of moving parts to SEO and trying to figure out how to stand out against tough competition can be overwhelming. Thankfully, there are few proven ways to compete when it comes to page ranking.

**Measures to overcome it**

- (1) Don't SEO the Same Way: Sometimes the best way to compete is to try something a little different. Like company can advertise with our "Inexpensive Adventure Sports" company might want to try competing for a keyword like "adventure sports," or "adventure activities". Longtail keywords are better for accessing shoppers lower down the sales funnels who are seriously considering a purchase.
- (2) Don't Rank in the Same Place: If resource or budget limitations are making ranking well impossible, it isn't necessarily the end of the SEO line. If video marketing could showcase your business services or product particularly well, consider an emphasis on YouTube. You'll also rank in the "videos" part of Google search results as well.
- (3) Focus on Customer Experience: Required a focus on customer satisfactions and needy things in market.

All the problems are given above, as well as some brief way to fix it. Creating word of mouth with digital marketing is challenging, but social media can help businesses do this. Maximize your refreshed social media by hiring satisfied customers to follow or subscribe to your business on social media. You may even consider asking or encouraging them to write a positive review or tag your product in a post.

**CONCLUSIONS**

In summary, Digital Marketing is still an evolving process for many e-commerce companies in India and shows a huge growth potential in the coming years. A marketer has multiple avenues of marketing in the digital space but since every channel comes with its pros and cons, one needs to be prudent in choosing the right mix of channels and use it effectively. I finally concluded as

Today e-commerce is an integral part of everyday life. Access to the e-commerce platform is not a privilege, but a necessity for people, especially urbanites. With the rapid adoption of Internet enabled devices such as smart phones and tablets, we have seen an unparalleled growth in e-commerce. At this time, digital marketing is vital to our business and brand awareness. It seems every brand has a website. And if they're not, they at least have a social media presence or digital advertising strategy. Digital content and marketing is so common, I have tried to say that consumers now expect and rely on it as a way to learn about brands. To keep the short story short, to be competitive as a business owner, I wanted to deliver some aspects of digital marketing that I was happy to deliver and to the extent possible. With so many options and strategies in digital marketing, we can experiment with creative and diverse marketing strategies in a budget. With digital marketing we can also use tools like analytical dashboards to monitor the success of our campaigns, and with traditional promotional content - billboard or print advertising.

In E-commerce Business, digital marketing is an apt channel to make instant money and that doesn't need any pre-setup. It only asks for an effective marketing strategy, audience analysis, and planning. Digital marketing in

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E-Commerce Business means getting the higher return on investment on spending less. Thus, digital marketing participates in e-commerce business and aids to excel in terms of revenue, customer followings, and branding.

Lastly we should remember that Google is the one who is raising us up in this digital age. My conclusion is that the digital marketplace has the advantage of giving Google a solution that will answer any doubts immediately.

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- Google and supporting digital market value table.



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**CONSUMER'S ATTITUDE TOWARDS ONLINE MARKETING: A CASE STUDY OF MOBILE BANKING USAGE OF GOVERNMENT FIRST GRADE COLLEGE AND POST GRADUATE STUDY CENTRE SHIMOGA**

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**ABSTRACT**

*This study presents the findings of research objectives dealing, with consumers' attitude towards online marketing special reference to mobile banking. Furthermore, it advances the understanding of affect of different demographic variables on attitude, behavioral intention and actual usage. Second part is devoted to identify opportunities offered by online marketing and challenges posed by it. Third part pertains to measure the consumers' attitude towards the various online tourism and information gathering services. Fourth section identifies the factors affecting consumers' perception of online marketing service quality of mobile banking. Mobile banking gives ability to customer to control their cash outflows anytime, anywhere, without having to connect to internet. Mobile banking should reach to the common man at the remotest location in the country. Mobile Banking is a service that allows you to do banking transactions through your mobile phone without making a call, using the SMS / WAP facility. You can check your balance, stop a cheque payment, or even pay your utility bills. Government first grade college, Shivamogga came into existence in 2006 as a College catering to the educational needs of economically and socially backward sections of Shivamogga District & the neighboring Districts. The main objective of the study was to study the to know the level of "Awareness and Usage of Mobile Banking System: A case Study of Govt. First Grade College and Post Graduate Study Centre Shimoga". Data for were collected from primary and secondary sources. The questionnaire method was used to collect the data from target respondents. Collected data were analyzed using percentages, bardigram, piechart, lickert scale (5Level) method and etc. For this the study restricted to selected variables such as demographic profile of the respondents such as gender, age, monthly income and expenditure, specific profile of the respondents such as status of usage, time spent on using mobile banking and reason for using mobile banking etc.*

*Keywords: Online Marketing, Mobile Banking. Government First Grade College, Shimoga. Mobile Banking Awareness and Usage.*

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**1. INTRODUCTION**

ONLINE MARKETING is a new way of performing the task of marketing; made feasible by the advent of new technology namely the Internet. On-line marketing is a form of direct marketing and entails the use of Internet technologies to reach out to customers. At a higher level, on-line marketing can be defined as a system for marketing products and services to target audiences who use the internet and/or commercial online services by utilizing on-line tools and services in a strategic manner, consistent with the organisation's overall marketing programme. Online marketing also referred to as web marketing, Internet marketing, or eMarketing, is the marketing of products or services over the Internet.

Mobile banking is enjoying a rapid growth in India. It has successfully crossed the introduction stage. Mobile banking is different from internet banking and ATMs anyways. The internet is not as commonly used as the mobile phones. Further, the internet requires particular devices such as a desktop or a laptop. With mobile banking technology, banks can offer a wide range of services to their customer such as funds transfer while travelling, receiving online updates of stock price or even performing trading while being stuck in traffic. Mobile banking gives ability to customer to control their cash outflows anytime, anywhere, without having to connect to internet. The use of a mobile phone to make payment and carryout other banking transaction called mobile banking has started taking roots in a number of developing countries, including India. Mobile banking should reach to the common man at the remotest location in the country. Mobile banking reaches from high-end to low-end users and from metros to middle towns and rural areas. Mobile Banking is a service that allows you to do banking transactions through your mobile phone without making a call, using the SMS / WAP facility. You can check your balance, stop a cheque payment, or even pay your utility bills. Mobile Banking service gives you account information and real-time transaction capabilities from the mobile phones anywhere, anytime. M -banking may prove to be an important innovation in developing world.

**2. CONCEPT OF MOBILE BANKING**

Banking sector's profitability depends on better customer relationship. And nowadays today's consumer banking needs are getting more complex and demands are for more innovative products. So give them better

services banks have introduced a new profitable technology called **Mobile Banking**. And many more like internet banking, ATM, debit card, credit card etc. Mobile banking can be said to consist of three interrelated concept viz; Mobile accounting, Mobile brokerage, Mobile financial information. The term m-banking m-finance refer collectively to a set of application that enables consumer to use their mobile telephones to request their bank account balance and last transaction, store value in an account linked to their handsets, transfer funds between accounts and to make buy and sell orders, for the stock exchange and to receive portfolio and stock exchange, price information. , or even access credit or insurance products. Banks have changed from paper-based banking solution provider to the latest of the technology like online banking, Mobile banking.

### **3. GOVERNMENT FIRST GRADE COLLEGE AND POST GRADUATE STUDY CENTRE, SHIMOGA**

Government first grade college, Shivamogga came into existence in 2006 as a College catering to the educational needs of economically and socially backward sections of Shivamogga District & the neighboring Districts. This institution with its affordable fee structure serves as a boon to poor students. At present, the college is a Centre for Degree Level Education, affiliated to the Kuvempu University, giving education in the Faculties of Science, Arts , Commerce & Management for a total Student strength of about 2251, in as many subjects as 9 in Arts Faculty, 4 in the Science Faculty & 2 in subjects Commerce & Management Faculty. PG courses M.Com, MA (English) and M.Sc. (chemistry) will be started from the academic year 2015-2016. The College got for itself a new building with large number of wide lecture halls and huge well equipped Laboratories. The college has recognized under 2(f) and 12(b) from UGC. It is to be noted that the college today has a spacious campus. Adequate funding by the Government, the qualitative support by the university, and the participation of the College Development Council and other local bodies have sustained the growth of Govt. First Grade College, Shivamogga.

### **4. LITERATURE REVIEW**

- Ahmed Sohail S.M, Rayhan Shah Johir, Islam Ariful md, 2012, "Problem and Prospect of Mobile Banking in Bangladesh", This paper identifies problem and prospect of mobile banking in Bangladesh. And also describe its benefits for customers and bank as well. Objectives of this study are to identify prospects of mobile banking in Bangladesh, detect problem related to mobile banking in Bangladesh and to make suggestion on the basis of findings.
- "Emerging Trends in Mobile Banking" 2011, Future foundation, this paper includes better customer relationship with the help of Mobile banking. In recession has been vital role in boosting the adoption of mobile phone banking. It help customer to save money and time. Technology is changing the very definition of service and in mobile banking there is significantly enhanced level of service that promises to improve the relationship between a bank and its customers.
- Titus Ray, Mathew Sajan, 2011, "M-Banking Future", This study expected that mobile banking can replace the debit cards and credit cards system in future , m banking means 'anywhere anytime ,anyhow banking. Its focuses on m banking scenario, challenges, issues in future and its possible solution. Banking transaction like loan approval, cash payment, and check balance statements can be done with just clicking on mobile phones at the highest comfort level of customer. This paper examines a comprehensive view of the global m-banking industry.
- Uppal R.K, 2011, "Mobile Banking in India: An empirical Analysis", This paper focus on adoption and usage of m-banking services among Indian banking industries as well as customers. And include the challenges and difficulties of m –banking services like high charges, slow data transmission and in security. Due to this difficulties customer do not prefer m-banking. Customer is not much aware from mobile banking in compare with ATM, credit card, debit card etc.

### **5. OBJECTIVES OF THE STUDY**

The primary objective of the study to know the level of awareness and usage of Mobile Banking System among selected UG & PG Students, Teaching & Non-teaching Staff in Govt. First Grade College and Post Graduate Study Centre, Shivamogga. For fulfilling primary objectives the researcher the following additional objectives were framed.

1. To identifies the reasons for usage of online marketing special reference to mobile banking system in Govt. First Grade College and Post Graduate Study Centre Shivamogga.
2. To know the different levels of opinion about usage of mobile banking system in Govt. First Grade College and Post Graduate Study Centre Shivamogga.

3. To identify the various problems relating to online marketing special reference to mobile banking system among respondents of the Govt. First Grade College and Post Graduate Study Centre Shivamogga.
4. To study the trends of online marketing as special reference to mobile banking.
5. To give suitable suggestions based on major findings of the study.

## 6. Methodology

The present study is Govt. First Grade College and Postgraduate Study Centre, Shimoga only. Data for were collected from primary and secondary sources. The questionnaire method was used to collect the data from target respondents. A well-structured questionnaire containing fifteen (15) questions was designed for conducting the study. Based on observation method the researcher using convenience sampling method. Total 40 questionnaires were distributed among the PG and UG Students, Teaching and Non-Teaching Staff of Govt. First Grade College and Postgraduate Study Centre Shimoga. 30 filled-in were received back. The rate of response is 75 percent. Collected data were analyzed using percentages, bar diagram, pie chart, Likert scale (5 Level) method and etc.

## 7. Scope and Limitations of the Study

The present study is restricted to awareness & usage of Mobile Banking-A Case Study of Govt. First Grade College & P.G. Center, Shivamogga. For this the study restricted to selected variables such as demographic profile of the respondents such as gender, age, monthly income and expenditure, specific profile of the respondents such as status of usage, time spent on using mobile banking and reason for using mobile banking etc.

## 8. Data Analysis and Interpretation

### Part-I

**Table 1 Demographic Profile of the Respondents**

Particulars	No. of Respondents	Percentage (%)
<b>Gender</b>		
Male	18	60
Female	12	40
<b>Total</b>	<b>30</b>	<b>100</b>
<b>Age</b>		
Below 20 Years	02	6.67
20-30 Years	20	66.67
Above 30 Years	08	26.67
<b>Total</b>	<b>30</b>	<b>100</b>
<b>Marital status</b>		
Married	10	33.33
Unmarried	20	66.67
<b>Total</b>	<b>30</b>	<b>100</b>
<b>Monthly Income</b>		
Less than 1000	04	13.33
1000 to 10000	14	46.67
10000 to 50000	04	13.33
Above 50000	08	26.67
<b>Total</b>	<b>30</b>	<b>100</b>
<b>Monthly Expenditure</b>		
Less than 500	04	13.33
500 to 5000	16	53.33
5000 to 25000	05	16.67
Above 25000	05	16.67
<b>Total</b>	<b>30</b>	<b>100</b>

**Source:** Primary Data

The above Table shows that demographic profile of the respondents. Among 30 respondents, majority 18 (60%) respondents belong to male users and remaining 12 (40%) respondents belongs to female users.

Among 30 respondents, majority 20 (66.67%) of the respondents belongs to 20-30 Years age group.

Among 30 respondents, majority 14 (66.67%) respondents belong to Unmarried respondents and remaining 10 (33.33%) respondents belongs to Married respondents.

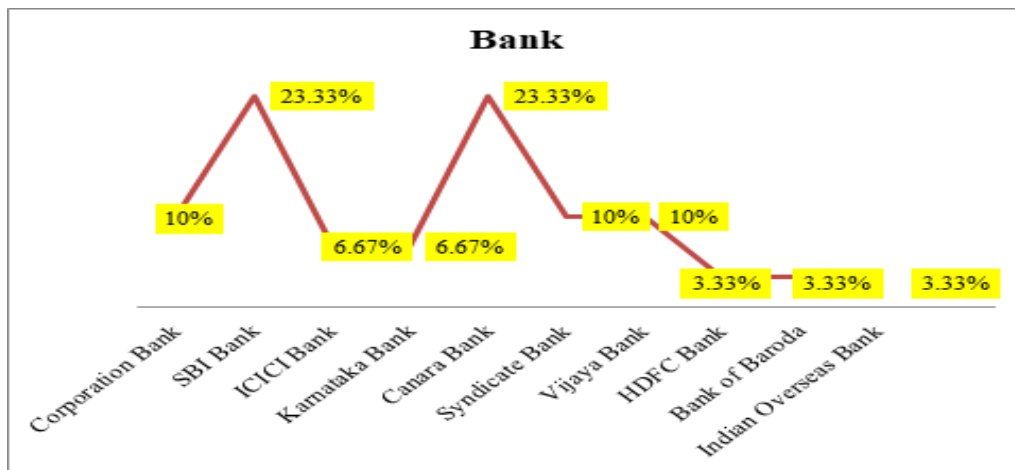
Among 30 respondents, majority 14 (46.67%) of the respondents belongs to 1000 to 10000 earning of monthly income.

Among 30 respondents, majority 16 (53.33%) of the respondents belongs to 500 to 5000 expenses of monthly Expenditure.

## Part-II

### Specific Profile of the Respondents

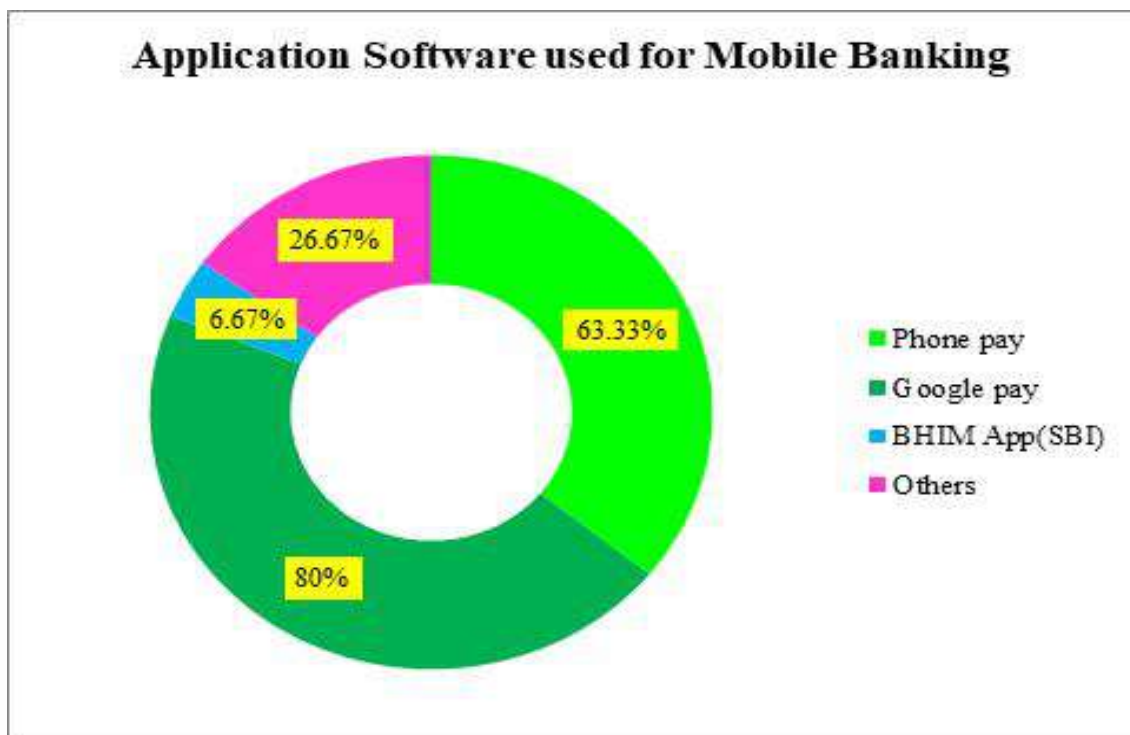
Figure 1: Banks of Respondents



Source: Primary Data

The above Figure shows that bank of the respondents. Among 30 respondents, majority 07 (23.33%) of the respondents belongs to SBI Bank and Canara Bank.

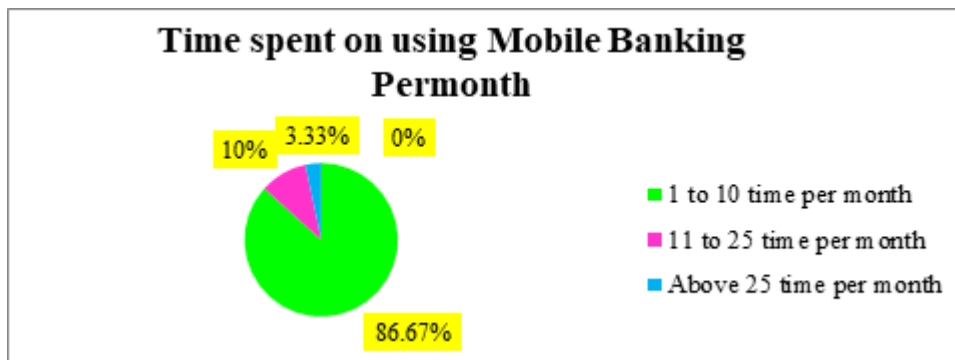
Figure 2: Application Software used for Mobile Banking



Source: Primary Data

The above Figure shows that Application Software used for Mobile Banking of the respondents. Among 30 respondents, majority 24 (80%) of the respondents belongs to Google pay.

**Figure 3: Time spent on using Mobile banking per month**

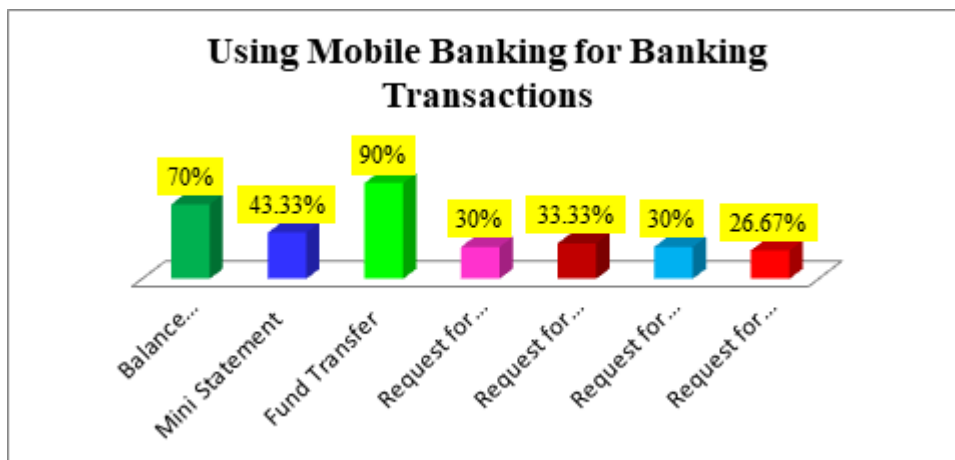


**Source:** Primary Data

The above Figure shows that Time spent on using Mobile Banking per month of the respondents. Among 30 respondents, majority 26 (86.67%) of the respondents belongs to 1 to 10 time per month.

#### Reasons for using mobile banking transactions

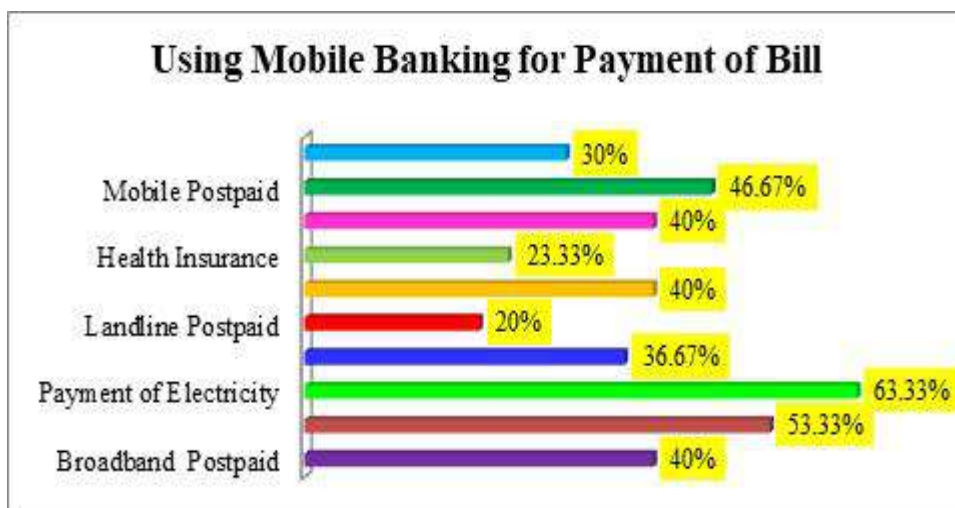
**Figure 4: Using Mobile Banking for Banking Transactions**



**Source:** Primary Data

The above Figure shows that Reasons for Using Mobile Banking for Banking Transactions of the respondents. Among 30 respondents, majority 27 (90%) of the respondents belongs to Fund Transfer.

**Figure 5: Using Mobile Banking for Payment of Bill**



**Source:** Primary Data

The above Figure shows that Reasons for Using Mobile Banking for Payment of Bill of the respondents. Among 30 respondents, majority 19 (63.33%) of the respondents belongs to Payment of Electricity.

**Table 2: Opinions of Respondents for Using Mobile Banking Services**

Prospects	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Total
Charges for mobile banking is less compared with other bank/ services	12 (40%)	18 (60%)	0 (0%)	0 (0%)	0 (0%)	<b>30 (100%)</b>
Mobile banking is very use-full for as an individual	16 (53.33%)	13 (43.33%)	1 (3.33%)	0 (0%)	0 (0%)	<b>30 (100%)</b>
Bill Payments by Mobile banking is instant	10 (33.33%)	18 (60%)	0 (0%)	02 (6.67%)	0 (0%)	<b>30 (100%)</b>
Transfer of money by mobile banking is reliable	10 (33.33%)	20 (66.67%)	0 (0%)	0 (0%)	0 (0%)	<b>30 (100%)</b>
Being Updated on my a/c	13 (43.33%)	17 (56.67%)	0 (0%)	0 (0%)	0 (0%)	<b>30 (100%)</b>
Mobile banking is safe, easy , convenient to use	12 (40%)	16 (53.33%)	0 (0%)	02 (6.67%)	0 (0%)	<b>30 (100%)</b>
Service and Individual information is ready available	09 (30%)	18 (60%)	03 (10%)	0 (0%)	0 (0%)	<b>30 (100%)</b>
Maximum security for each transaction	06 (20%)	22 (73.33%)	02 (6.67%)	0 (0%)	0 (0%)	<b>30 (100%)</b>
Provides a system that completes all transaction	04 (13.33%)	22 (73.33%)	04 (13.33%)	0 (0%)	0 (0%)	<b>30 (100%)</b>

**Source:** Primary Data

Above Table shows the data related to the respondents' Opinion about mobile banking services. Majority of the respondents 16(53.33%) strongly agree that Mobile banking is very use-full for as an individual, 22(73.33%) of the respondents agreed that Maximum security for each transaction and Provides a system that completes all transaction, 03(10%) of the participants are no opinion to the statements Service and Individual information is ready available.

**Table 3: Problems for Using Mobile Banking**

Problems	Yes (%)	No (%)	Total
Your handset does not have the capability to use Mobile Banking	04 (13.33%)	26 (86.67%)	<b>30 (100%)</b>
Mobile Banking is hard to use	0 (0%)	30 (100%)	<b>30 (100%)</b>
You're not comfortable with mobile banking	07 (23.33%)	23 (76.67%)	<b>30 (100%)</b>
Required facility not available	06 (20%)	24 (80%)	<b>30 (100%)</b>
Lack of security and privacy	10 (33.33%)	20 (66.67%)	<b>30 (100%)</b>
You're not aware about the mobile banking services	03 (10%)	27 (90%)	<b>30 (100%)</b>
There is always connection problem in mobile banking services	09 (30%)	21 (70%)	<b>30 (100%)</b>
Lack of knowledge on how to use it	07 (23.33%)	23 (76.67%)	<b>30 (100%)</b>
Slow speed of internet	12 (40%)	18 (60%)	<b>30 (100%)</b>
Not user friendly	05 (16.67%)	25 (83.33%)	<b>30 (100%)</b>

**Source:** Primary Data

It is observed from the study that there are some problems faced by the respondents while using

Mobile Banking and the same have been indicated in above Table. For majority 12(40%) respondents, slow speed of internet is the main problem in using Mobile Banking. Further 10(33.33%) respondents have reported that Lack of security and privacy are the problem they are facing in using Mobile Banking. It has been observed that, for the minority of the respondents 0(0%), 'Mobile Banking is hard to use' were not the problems in using Mobile Banking.

## **9. FINDINGS OF THE STUDY**

- ✚ It indicates majority 07 (23.33%) of the respondents are maintaining SBI Bank and Canara Bank.
- ✚ It indicates majority 24 (80%) of the respondents are used for application software of Google pay in Mobile Banking.
- ✚ It indicates majority 26 (86.67%) of the respondents are time spending per month this mobile banking use in 1 to 10 time per month.
- ✚ It indicates majority 27 (90%) of respondents are Reason for Using Mobile Banking for Banking Transactions in Fund Transfer.
- ✚ It indicates majority 19 (63.33%) of respondents are Reason for Using Mobile Banking for Payment of Bill in Payment of Electricity.
- ✚ It indicates majority 22(73.33%) of respondents are Opinion about mobile banking services in Agreed that Maximum security for each transaction and Provides a system that completes all transaction.
- ✚ It indicates majority 12(40%) of respondents are Slow speed of internet is the main problem in using Mobile Banking

## **10. SUGGESTIONS**

- The banks must give a break – up of the charges levied on various services, but the banks have to reduce its annual charges
- The customer's safety in-terms of availing the services should be strengthened as there is a possibility of hacking and cracking of personal details.
- Customers must be given individual training regarding the usage of the Mobile Banking services who want to avail such services as they may not be technically sound and also it takes some time for understanding the technology
- Time is precious therefore the banks must come up with a system that tries to solve the issues on such factors affecting the Mobile banking services.
- The bankers should establish a strong network system to provide interrupted mobile banking services.
- The public sector banks should educate their account holders to use and avail the benefits of mobile banking services.
- The bankers should maintain a special section for mobile banking services to meet their customer needs and to serve them better.
- The banker should improve belief level of account holders on the security system of mobile banking services.
- The bankers should explain all the schemes to their customers.

## **11. CONCLUSION**

Mobile banking plays vital role an increasing profitability of banks. And also maintain better customer relationship, increasing customer satisfaction level, improve loyalty. Mobile banking is popular among in all customers. Through this service customer save their valuable time, cost and other expenses. Mobile phones provide a way to reach out to people in remotest area. Customer enjoy anytime anywhere banking with the help of their mobile phones. It is cost effective for bankers and customers. The mobile is a small device, which has the risk of theft. This will be the major challenge on security issues to the respondents who are using or willing to use mobile banking. The awareness how to use mobile banking and what are the security mechanisms to be followed by the respondents has to be addressed for effective usage of mobile banking. India is a country where different languages are used in different parts. The mobile banking facilitates to access banking service to the rural community. This requires customer friendly banking software that can be used in their local language. The awareness creation among the existing customers and providing special benefits for using the mobile banking

will increase the mobile banking users. Once the customer becomes confident on technology it will automatically increase the adoption of mobile banking in mass.

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**RECENT TRENDS IN HEALTH INSURANCE SECTOR IN KARNATAKA**

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**Mr. Naveena. L<sup>1</sup> and Prof. S Venkatesh<sup>2</sup>**Research Scholar<sup>1</sup> and Professor<sup>2</sup>, Department of Commerce, Kuvempu University, Janasahyadri,  
Shankaraghatta

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**ABSTRACT**

*The health insurance sector in karnataka one of the most important process to improve health care of state people and it is very necessary to everyone organized and unorganized employees and health reforms in Indian country are with regards improve their life styles and which is including for very essential for each and every one for improving their health and some of strategies to improve the own insurance companies potential even insurance companies are majorly help to the employees their health and family members. Insurance Corporation is a sector of Health Insurance that has emerged as a major growth driver and as the most prominent segment in the expansion of insurances space. The study highlighted that health insurance and health insurance schemes is one of the largest Social Security Schemes of the world where no upper limit on medical expenditure has been fixed for beneficiaries. The study was made on the overview of health insurance Corporation of India and tries to bring out the provisions available to customer and persons and their dependents insurance sector in Karnataka state.*

*Keywords- Insurance,; sustainable insurance, insurance sector, health care*

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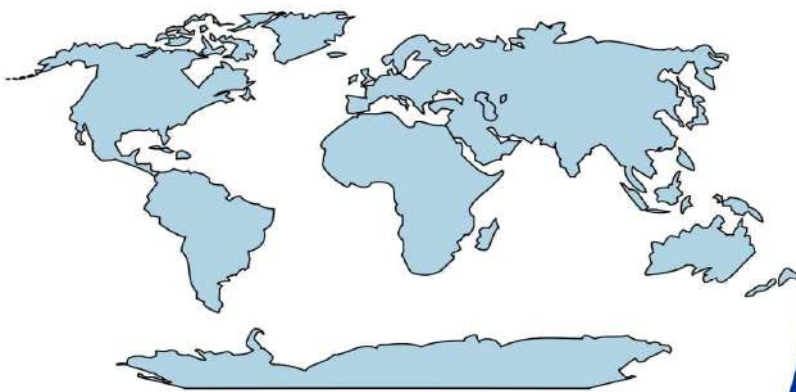
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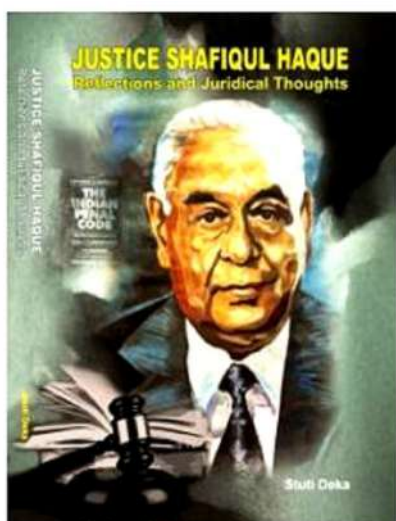


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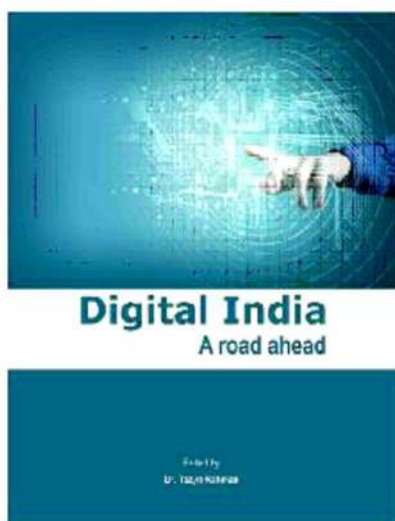
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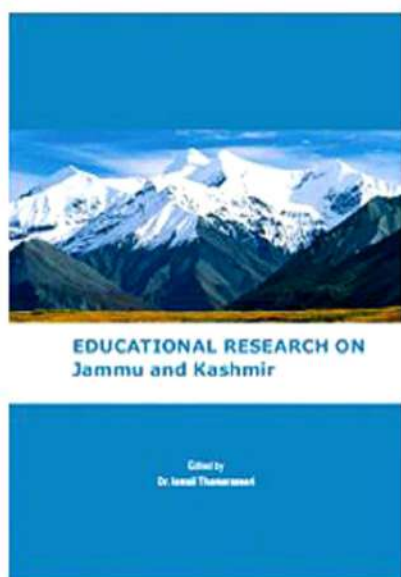
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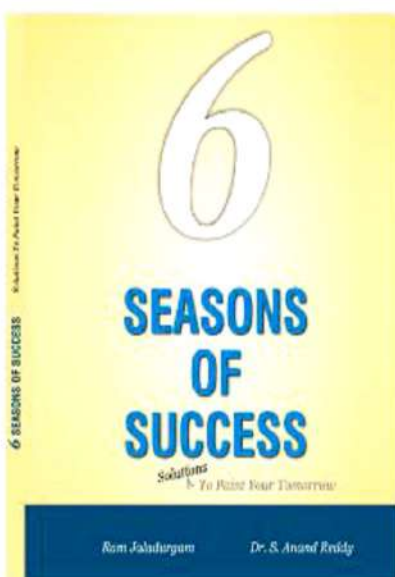
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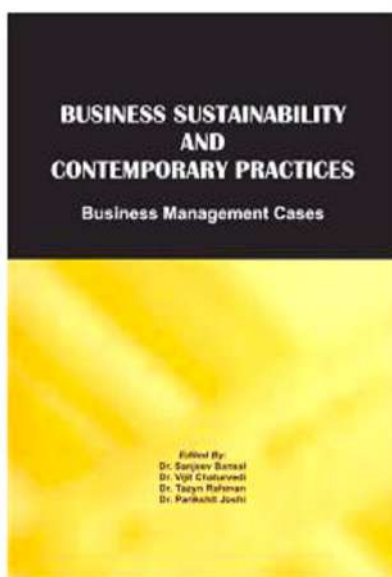
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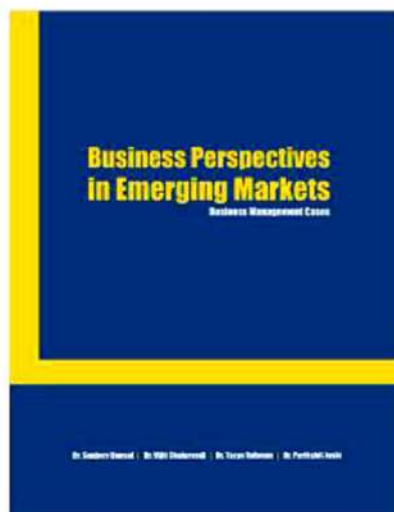
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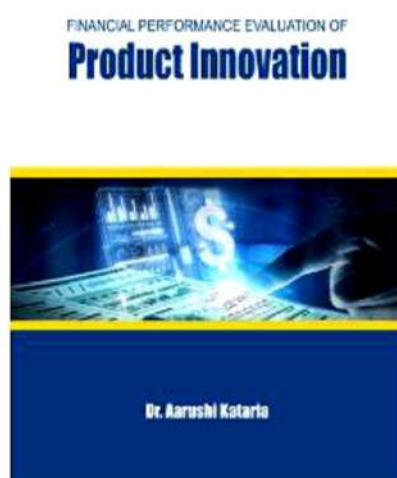
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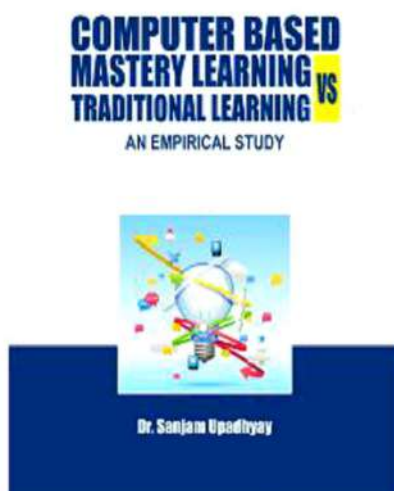
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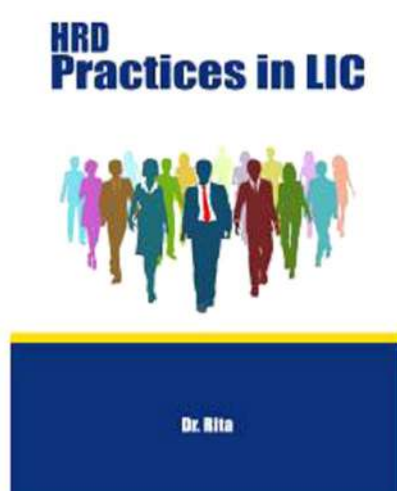
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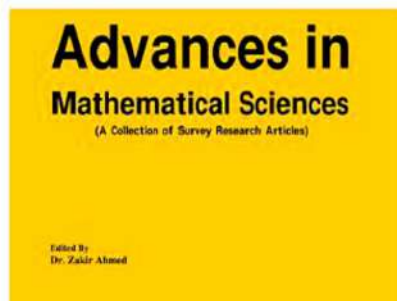
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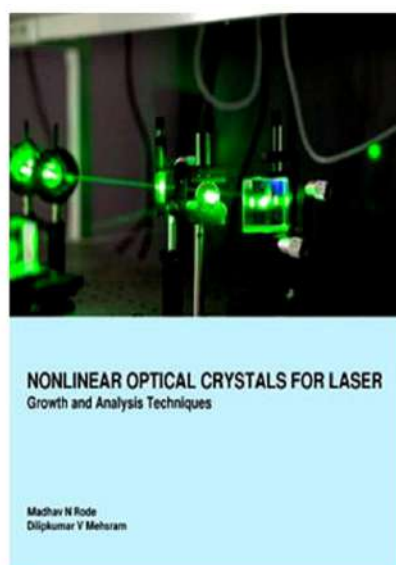


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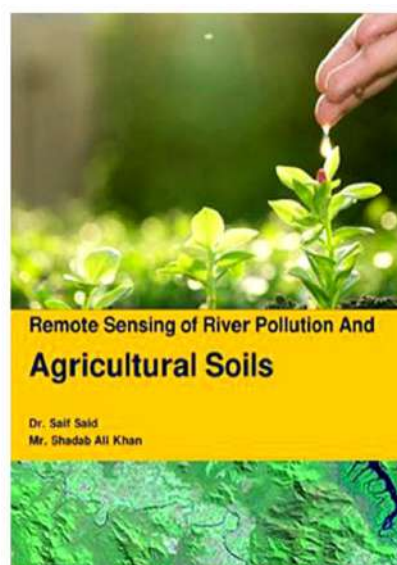
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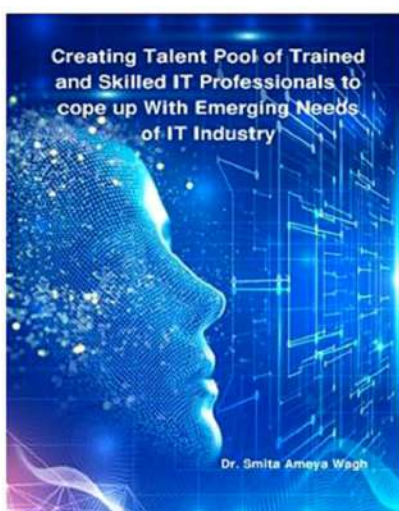
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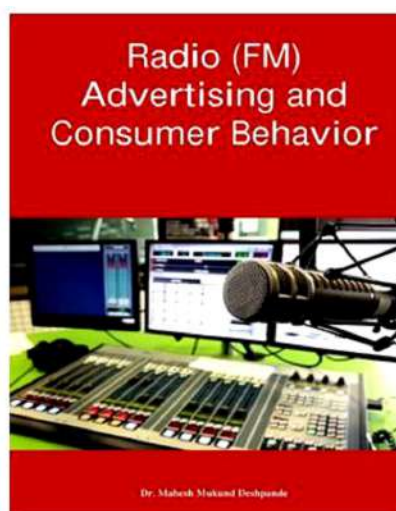
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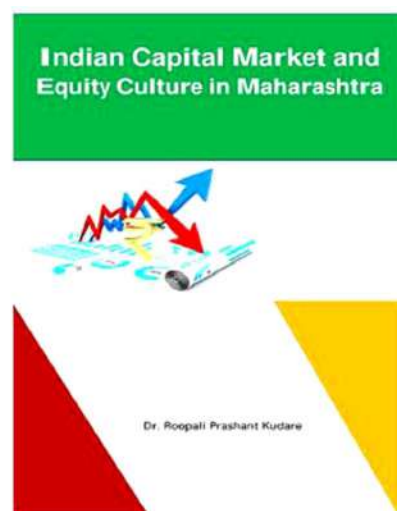
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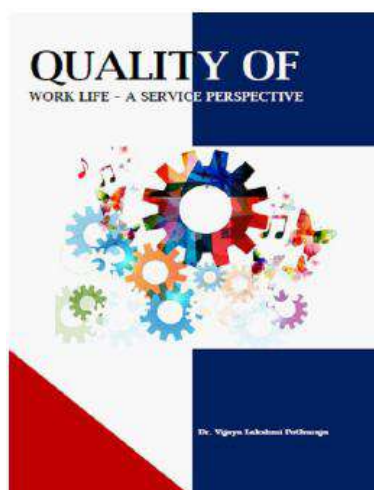


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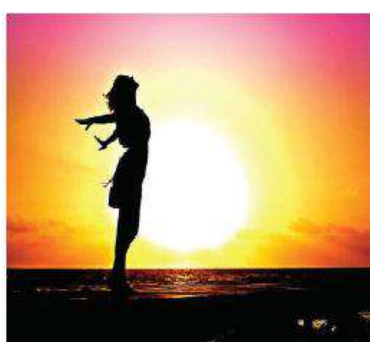
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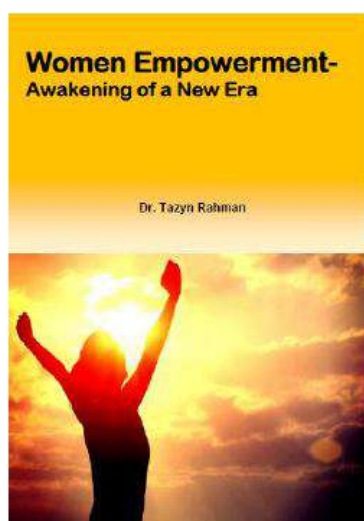


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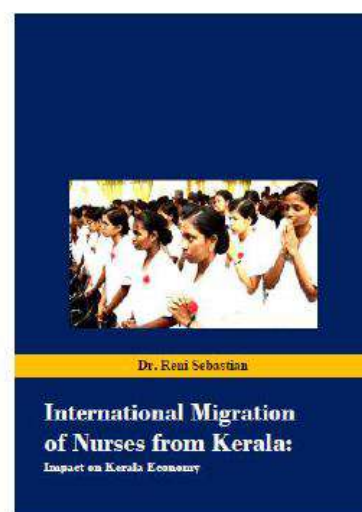


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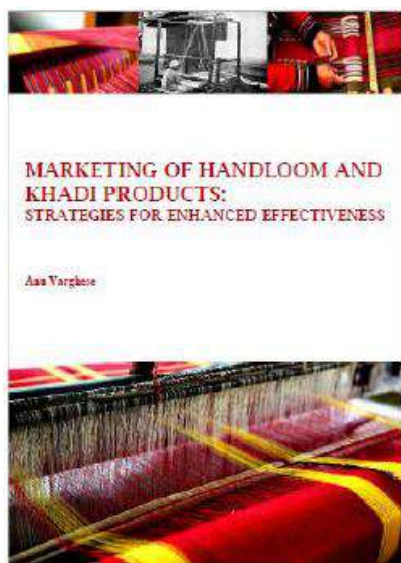
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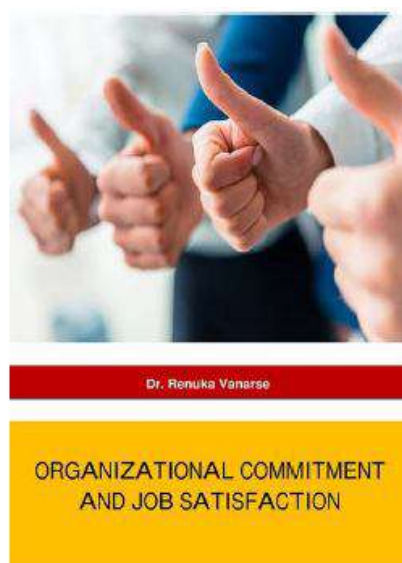
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## A STUDY ON HUMAN RESOURCE DEVELOPMENT SYSTEMS IN AN ORGANIZATION-A CASE OF BHEL, BENGALURU, INDIA

Dr. P. Paramashivaiah\*  
Dr. Aravind Soudikar\*\*

### ABSTRACT

*Human Resources Development contributes to improving employees conceptual, technical and human skills. Practicing employee oriented policies such as participative management, grievance handling machinery and open communication have resulted in harmonious relations and steady increase in productivity. Keeping in view the various aspects of Human resources development such as work place relations; organizational climate based on job satisfaction, motivation and communication; working conditions; performance appraisal, training and development, an attempt has been made in the study to assess the opinion of Bharat Heavy Electricals Limited employees about HRD programmes practiced by their management in Bangalore office.*

*Hence in this study an attempt is made to measure the HRD climate, and in particular to analyze and highlight features of HRD in BHEL, Bangalore . BHEL is often cited as an example of a successful company in the public sectors. To measure the Human Resource Development climate in BHEL, Rensis Likert's summated scaling technique was adopted. Forty-one statements were prepared from a search of literature and discussions with HRD Managers and Academic experts.*

*To measure the level of HRD climate in BHEL, 325 Officers (executives and supervisors), were selected on non- random basis. Regarding the analysis of the data statistical tools like chi-square test, analysis of variance, "Z" test and factor analysis have been applied.*

**Keywords:** HRD Systems, Organization, HRD Climate, Employees Efficiency, Job Satisfaction.

### INTRODUCTION

Human resource development has become a fashionable term for even the routine personnel management functions like dealing with people in the organization right from recruitment to retirement, training, development, salary/wages administration; performance appraisal, career development, succession plans and cover all aspects relating to knowledge, skill and attitude.

Human resources development (HRD)

HRD is a part of the function of human resources management. Unless human resources are adequately trained and developed up to the required

levels of proficiency requirement, they cannot be deemed to effectively managed. Thus HRD makes possible the effective management of human resources.

"Human Resource Development in the organizational context is a process by which the employees of an organization are helped in a continuous and planned way, to:

1. Acquire or sharpen capabilities required to perform various functions associated with their present or expected future roles;
2. Develop their general capabilities as individuals and discover and exploit their own inner potentials

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for their own and/or organizational development purposes; and

Develop an organizational culture in which supervisor-subordinate relationships, teamwork, collaboration among sub-units are strong and contribute to the professional well being, motivation and pride of employees”.

Success of an organization mainly depends on the quality of its manpower and its performance. It is claimed that one of the common attributes of success of an organization is Human Resource Development. Human Resources Development contributes to improving employees conceptual, technical and human skills. Practicing employee oriented policies such as participative management, grievance handling machinery and open communication have resulted in harmonious relations and steady increase in productivity.

Keeping in view the various aspects of Human resources development such as work place relations; organizational climate based on job satisfaction, motivation and communication; working conditions; performance appraisal, training and development, an attempt has been made in the study to assess the opinion of State Bank of India, Bangalore branches employees about HRD programmes practiced by their management.

HRD Climate is a concept which refers to the perception of employees of an organization about the HRD programmes of management towards workforce.

Hence in this research paper is made an attempt to measure the HRD climate, and in particular to analyze and highlight features of HRD in BHEL Bangalore office. BHEL is often cited as an example of a successful enterprises in the public sectors.

## RESEARCH METHODOLOGY

To measure the Human Resource Development climate in BHEL, Rensis Likert's summated scaling technique was adopted. Forty-one statements were prepared from a search of literature and discussions with HRD Managers and Academic experts.

These statements were framed relating to training and development, superior-subordinate relationship, Job-satisfaction, motivation, communication and performance appraisal, to facilitate the purpose of preparing questionnaire which was administered.

A pre-test was conducted for which sixty respondents (BHEL employees) were asked to indicate their response with each statement, checking one of the following direction-intensifying descriptions using 5 point scale. The various responses are assigned scale values. In this study 5, 4, 3, 2, 1, scale values were used to measure HRD climate in BHEL. A rating of 5 indicates that the statement is **ALMOST ALWAYS TRUE**, a rating of 4 indicates that the statement is **MOSTLY TRUE**, a rating of 3 indicates that the statement is **SOMETIMES TRUE**, a rating of 2 indicates that the statement is **RARELY TRUE**, and a rating of 1 indicates that the statement is **NOT AT ALL TRUE**, about the HRD climate in SBI. The study was conducted during August & September 2010.

A total score for each respondent from all the forty-one statements was calculated using the above scoring procedure. The scores of sixty respondents were arranged in descending order. Item analysis technique was adopted to reduce from the total set of forty-one statements to twenty-five statements, a smaller one which is more consistent sub-set to be included in the final instrument (i.e) to include only those statements that discriminate among respondents with respect to their attitude towards HRD climate in BHEL. To perform an item analysis the above sixty respondents were divided into two groups. The first group consisted of those respondents with the top 25% of the total scores (the first 15 respondents with the highest total score) and the second group consisted of respondents those with the lowest 25% of the total scores (i.e.) the last 15 respondents with the lowest total scores. The above mentioned extreme groups were interpreted to represent the most favorable and the least favorable attitude group towards HRD climate and were used as criterion groups by which individual statements were evaluated.

The mean score for each statement for favorable attitude group and unfavorable attitude group were computed. Those statements with mean differences are zero or nearest to zero are to be considered as poor statement and are to be eliminated. For the purpose of study, statements having a difference of less than 0.4 were deleted arbitrarily. Those statements that have difference of greater than 0.4 are the best and only those statements (25) are included for final study. The maximum score a respondent would get from all the 25 statements would be 125 and the minimum score 25, and average score is 75. To measure the level of HRD

climate in BHEL, 325 Officers (executives and supervisors), were selected on non- random basis. To collect the required information, questionnaires were administered.

### **DISTRIBUTION OF OFFICERS BY THEIR LEVEL OF HRD CLIMATE**

The following table gives the distribution of the sample respondents (officers) by their level of HRD climate.

**Table: 1.1 : Distribution of officers by their level of hrd climate**

<b>HRD climate</b>	<b>Number of Sample respondents</b>	<b>Percentage</b>
Fair	78	24
Good	114	35
Excellent	133	41
Total	325	100

Table 1.1 clearly indicates that out of 325 (officers) sample respondents 76% of the respondents' attitude about HRD climate in BHEL was good/excellent and 24% of the respondents' attitude was fair. The score of three-fourth of the total respondents exceeds the score of 75. The average score of 325 sample officers was 95.05.

### **RELATIONSHIP BETWEEN INDEPENDENT VARIABLES AND HRD CLIMATE IN SBI**

The identified variables, which might influence the level of HRD climate are as follows: Age,

Educational Qualification, Gross Salary per month (Rs.), Family Income per year (Rs.), Length of Service, Number of dependents, Cadre of employees, Department.

Significance of the relationship of all the above eight variables with the opinion of officers about HRD climate has been analyzed by applying the statistical techniques such as 'Chi-square' test, 'Analysis of Variance' (F- test), "Z" test and Factor Analysis. To examine the relationship with the opinion of Officers about HRD climate, only the first six independent variables are considered.

### **1.1 RELATIONSHIP BETWEEN INDEPENDENT VARIABLES AND HRD CLIMATE OF OFFICERS**

The sample respondents 325 are officers. The relationship between independent variables (8) and HRD climate of officers are examined.

#### **AGE AND LEVEL OF HRD CLIMATE**

Age of an employee of BHEL as a correlate of period of his service is likely to influence the HRD climate. For analyzing the extent of the relationship between age and HRD climate, the age of the Officers in SBI has been classified as follows: A: upto 40 years; B: 41-50 years; C: Above 50 years.

**The following table gives clear information regarding the independent variables and the level of HRD climate of BHEL officers.**

It is proposed to test the hypothesis that the officers' opinion/attitude about HRD climate in BHEL under different age groups does not differ significantly. Chi-square test was applied.

**Table: 1.2 - Distribution of officers on the level of hrd climate: chi-square test**

<b>Age group</b>	<b>HRD climate</b>			<b>Total</b>
	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>	
A (Young)	30 (44%)	18 (26%)	20 (30%)	68(100%)
B (Middle)	36 (23%)	62 (40%)	56 (36%)	154(100%)
C (Old)	12 (12%)	34 (33%)	57 (55%)	103(100%)
Total	78 (24%)	114 (35%)	133(41%)	325(100%)

Chi-square Value: 28.99.



Educational Qualification	HRD climate			Total
	Fair	Good	Excellent	
A	24 (49%)	14 (29%)	11 (22%)	49 (100%)
B	42 (26%)	65 (39%)	58 (35%)	165 (100%)
C	12 (11%)	35 (31%)	64 (58%)	111 (100%)
Total	78 (24%)	114 (35%)	133 (41%)	325 (100%)

Chi-square value: 35.83.

Gross Salary	HRD climate			Total
	Fair	Good	Excellent	
A	36 (21%)	62 (36%)	75 (43%)	173 (100%)
B	19 (21%)	34 (37%)	38 (42%)	91 (100%)
C	23 (38%)	18 (29%)	20 (33%)	61 (100%)
Total	78 (24%)	114 (35%)	133 (41%)	325 (100%)

Chi-square value: 7.84

Family Income	HRD climate			Total
	Fair	Good	Excellent	
A	26 (29%)	30 (33%)	34 (38%)	90 (100%)
B	42 (26%)	61 (38%)	58 (36%)	161 (100%)
C	10 (13%)	23 (31%)	41 (55%)	74 (100%)
Total	78 (24%)	114 (35%)	133 (41%)	325 (100%)

Chi-square: 10.32.

Length of Service	HRD climate			Total
	Fair	Good	Excellent	
A	28 (52%)	16 (30%)	10 (18%)	54 (100%)
B	40 (24%)	60 (37%)	64 (39%)	164 (100%)
C	10 (9%)	38 (36%)	59 (55%)	107 (100%)
Total	78 (24%)	114 (35%)	133 (41%)	325 (100%)

Chi-square: 39.65.

Number of dependents	HRD climate			Total
	Fair	Good	Excellent	
A	35 (25%)	50 (36%)	54 (39%)	139 (100%)
B	43 (23%)	64 (34%)	79 (43%)	186 (100%)
Total	78 (24%)	114 (35%)	133 (41%)	325 (100%)

Chi-square value: 0.45.

Table 1.2 clearly indicates that in a sample of 325 officers 55% of those belonging to old age group and 36% of those belonging to middle age group felt that the HRD climate in BHEL is excellent. The calculated value of chi-square (28.99) exceeds the table value of chi-square (5.991) for 4 degrees of freedom at 5% level of significance. Hence the hypothesis is not accepted.

#### AVERAGE HRD SCORE OF OFFICERS:

The average HRD score of the groups of sample officers on the basis of their independent variables with “F” and “Z” is given in the following table

**Table: 1.3 - Average hrd score of officers and tests: “F”/ “Z”**

<i>Age group</i>	<b>Average score</b>	<b>Sample size</b>	<b>F test</b>
A	90.03	68	12.79
B	92.40	154	
C	102.33	103	
Total	95.05	325	
<b>Edu. Qualifn</b>	<b>Average score</b>	<b>Sample size</b>	13.79
A	86.39	49	
B	93.27	165	
C	101.52	111	
Total	95.05	325	
<b>Gross Salary</b>	<b>Average Score</b>	<i>Sample size</i>	2.64
A	97.02	173	
B	94.10	91	
C	90.89	61	
Total	95.05	325	

<b>Family Income</b>	<b>Average Score</b>	<b>Sample size</b>	3.98
A	94.70	90	
B	92.89	161	
C	100.18	74	
Total	95.05	325	
<b>Length of service</b>	<b>Average score</b>	<b>Sample size</b>	12.82
A	84.89	54	
B	95.12	164	
C	100.07	107	
Total	95.05	325	
<b>Number of Dependents</b>	<b>Average score</b>	<b>Sample size</b>	<b>“Z” test</b>
A	95.69	139	0.538
B	94.57	186	
Total	95.05	325	

Table 1.3 clearly indicates that the average score of the sample officers belonging to group C (102.33) is higher than the average score of group B (92.40) and group A (90.03). It is proposed to test the hypothesis that the average score of the three groups of sample officers on the basis of their age is the same. “F” test was applied. The calculated value of “F” (12.79) exceeds the table value of “F” (4.60) for 2 & 322 degrees of freedom at 1% level of significance. Therefore the hypothesis is not accepted. There is a significant difference in the average score of the three age groups of officers.

#### **EDUCATIONAL QUALIFICATION AND LEVEL OF HRD CLIMATE**

Through education, a person develops his abilities and attitudes for his social life and they make him fit for employment opportunities. Hence, it is decided to analyse the relationship between the qualification of the sample officers and their level of

HRD in BHEL. Educational qualification of the sample officers is classified into three groups.

**Group A:** Engineering and professional courses like B.E., M.E., I.C.W.A., C.A., A.I.M.E., M.B.A., B.Tech., & M.Tech.

**Group B:** Diploma in Engineering.

**Group C:** Degree holders in Arts and Science, I.T.I. holders & Higher Secondary course, & S. S. L. C.

The above table gives clear information regarding the educational qualification of the sample officers and their level of HRD climate. Above clearly indicates that the percentage of the sample officers in category C (58%) whose opinion about HRD climate in BHEL was excellent is higher than those of the other two groups of sample officers.

The calculated value of Chi-square (35.83) exceeds the table value (9.488) for 4 degrees of freedom at 5% level of significance. Hence the hypothesis is not accepted. Thus it is concluded that there is an

association between the educational qualification and the level of HRD climate. Above table clearly indicates that the average score of the category C (101.52) is higher than the average HRD score of category B (93.27) and category A (86.39) in BHEL. It is proposed to test the hypothesis, that the average score of the three groups of officers on the basis of their educational qualification is the same. "F" test was applied. The calculated value of "F" (13.79) exceeds the table value of "F" (4.60) for 2 & 322 degrees of freedom at 1 % level of significance. Therefore the hypothesis is not accepted.

#### **GROSS SALARY AND LEVEL OF HRD CLIMATE**

Salary is the compensation given by an organization to a person in return to a work done or a contribution made towards the accomplishment of organizational goals. Hence it is decided to analyse the extent of gross salary of the sample officers in relation to their level of HRD in BHEL.

The sample officers were classified under three categories:

A: upto Rs.10,000 (per month);

B:Rs.10,001-Rs.15,000 (per month);

C: Above Rs.15,000 (per month).

The above table gives clear information regarding the gross salary per month (Rs.) of the sample officers and their attitude about HRD climate. It is proposed to test the hypothesis that the officers' opinion/attitude about HRD climate under different gross salary groups does not differ significantly. Chi-square test was applied. It clearly reveals that the percentage of sample officers in category A (43%) whose opinion about HRD climate was excellent in BHEL is higher than category B (42%) and category C (33%).

The calculated value of Chi-square (7.84) does not exceed the table value (9.488) for 4 degrees of freedom at 5% level of significance. Hence, the hypothesis is accepted. Thus it is concluded that there is no association between the gross salary of officers and their level of HRD climate. Above table clearly indicates that the average score of category A (97.02) is higher than the average score of category B (94.1) and category C (90.89) in BHEL. It is proposed to test the hypothesis, that the average score of the three groups of officers on the basis of their gross salary is the same. "F" test was

adopted. The calculated value of "F" (2.64) does not exceed the table value of "F" (4.60) for 2 & 322 degrees of freedom at 1% level of significance. Therefore the hypothesis is accepted. Thus there is no significant difference among the three categories of the sample officers with regard to average HRD score.

#### **FAMILY INCOME AND LEVEL OF HRD CLIMATE**

Family income plays a very important role in the growth of the family. Hence, it is decided to analyse the extent of the family income of the sample officers in relation to their level of HRD in BHEL.

The sample officers were classified under three categories:

A: upto Rs.1,50,000 (per year);

B:Rs.1,50,001-Rs. 2,50,000 (per year);

C: Above Rs.2,50,000 (per year).

It is proposed to test the hypothesis that the officers' attitude about the HRD climate under different family income groups does not differ significantly. Chi-square test was applied. The following table gives clear information regarding the family income of the sample officers and their level of HRD climate.

Above table clearly reveals that the percentage of sample officers in category C (55%) whose opinion about HRD climate was excellent is higher than category A (38%), and category B (36%). The calculated value of Chi-square (10.32) exceeds the table value (9.488) for 4 degrees of freedom at 5% level of significance. Thus the hypothesis is not accepted. Therefore, it is proved that there is an association between the family income and the HRD level. The average HRD score of the sample officers on the basis of their family income is given in the above table. It clearly indicates that the average score of category C (100.18) is higher than the average score of category A (94.70) and category B (92.89) in BHEL. It is proposed to test the hypothesis, that the average score of the three groups of officers on the basis of their family income is the same. "F" test has been adopted. The calculated value of "F" (3.98) does not exceed the table value of "F" (4.60) for 2 & 322 degrees of freedom at 1% level of significance. Therefore the hypothesis is accepted.

## **LENGTH OF SERVICE AND LEVEL OF HRD CLIMATE**

*Experience makes a man learn more, develop and grow in his life. Hence, it is decided to analyse the extent of the length of service of the sample officers in relation to their level of HRD. The sample officers were classified under three categories: A: upto 15 years; B: 15-25 years; C: Above 25 years. The above table gives clear information regarding the Length of Service of the sample officers and their level of HRD climate. It is proposed to test the hypothesis that the opinion/attitude about HRD climate of the three groups of the sample officers on the basis of their length of service is the same. Chi-square test was applied. It clearly reveals that the percentage of sample officers in category C (55%) whose opinion about HRD climate in BHEL was excellent is higher than category B (39%), and category A (18%). The calculated value of Chi-square (39.65) exceeds the table value of Chi-square (9.488) for 4 degrees of freedom at 5% level of significance. Thus the hypothesis is not accepted. Therefore it is concluded that there is an association between the length of service of officers and their level of HRD climate in BHEL. The average HRD score of the sample officers on the basis of length of service is given in the above table. It clearly indicates that the average score of group C (100.07) is higher than that of the other two groups. It is proposed to test the hypothesis that the average score of the three groups of the sample officers on the basis of their length of service is the same. Analysis of variance has been adopted. The calculated value of "F" (12.82) exceeds the table value (4.60) for 2 & 322 degrees of freedom at 1% level of significance. Therefore the hypothesis is not accepted. Hence it is concluded that there is a significant difference among the three categories of sample officers with regard to HRD score.*

## **NUMBER OF DEPENDENTS AND LEVEL OF HRD CLIMATE**

According to Oxford English Dictionary, a dependent is a person who depends on another for support. He is financially and legally bound to another person through relationship or employment. Hence, it is decided to analyse the extent of number of dependents of the sample officers in relation to their level of HRD climate. The sample officers were classified under two categories: A: Number of dependents below 3; B: Number of dependents 3 and above. It is proposed to test

the hypothesis that the officers opinion about HRD climate under different dependents groups does not differ significantly. Chi-square test was applied. The above table gives clear information regarding the number of dependents of the sample officers and their level of HRD climate. It indicates that among the two groups of officers, the percentage of the sample officers belonging to group B (43%) whose opinion about HRD climate was excellent is higher than that of group A (39%). The Chi-square test reveals that there is no association between the number of dependents and the level of HRD climate in BHEL.

The average HRD score of the sample officers on the basis of their number of dependents is given in the above table. It clearly indicates that the average score of category A (95.69) is higher than the average score of category B (94.57) in BHEL. It is proposed to test the hypothesis, that the average score of the two groups of the sample officers on the basis of their number of dependents is the same. "Z" test was adopted. It clearly indicates that the calculated value of "Z" (0.538) does not exceed the critical value of "Z" (1.96) at 5 % level of significance. The hypothesis is accepted. Hence the average HRD score of two groups of officers is same.

## **FACTOR ANALYSIS**

Factor analysis is used to resolve a large set of measured variables/statements in terms of relatively new categories, known as factors. This technique allows to group variables/statements into factors and the factors so derived may be treated as new variables (latent variables) and their value is derived by summing the values of the original variables which have been grouped into the factor. Factor Analysis helps to reduce the complexity of large number of observed variables into new (latent) variables which summarise the commonality of all the variables.

## **HRD CLIMATE OF OFFICERS**

Data collected from 325 sample officers were subjected to principal component factor analysis with Varimax Rotation by using the criterion that factors with eigen value greater than 1.00 were retained. Loadings exceeding 0.6 were considered for determining factors.

In factor analysis literature for a loading of 0.33 to be the minimum absolute value to be interpreted. This criterion is being used more or less by way of convention. In this part an attempt is made to examine

the ways through which the management can improve the HRD climate in BHEL. Data obtained from 325 officers were considered for analysis.

**Table: 1.4 - Variable loadings of influencing HRD climate for the Varimax Rotated principal-components (N=325 Officers)**

Factors	Loading	Eigen Value	% of variance
<b>Factor 1</b>			
1. Performance appraisal are applied to employees to find out their strength and weaknesses but not to find fault with them	0.877	9.225	36.901
2. Performance Appraisal reports are assessed on adequate information and objectives	0.877		
3. Training programmes cover various fields and are useful	0.862		
4. Performance appraisals are conducted at regular intervals	0.821		
5. Employees are appraised by the capable experts but not by their immediate superiors	0.819		
<b>Factor 2</b>			
1. Management rewards employees for contribution for good work	0.889	4.376	17.505
2. Employees welfare are designed to save a lot of mental work	0.864		
3. Employees are respected and considered as the backbone for the growth of the company	0.831		
4. Managerial staff are focussed to develop, prepare juniors for organizations' future	0.815		
5. Supervisor appreciates employees with special care	0.793		
<b>Factor 3</b>			
1. Employees are sponsored for training on genuine training needs	0.872	2.049	8.196
2. The training programmes are useful for personal growth and development of employees	0.801		

3. After training employees are given opportunities to try out what they have learnt to update knowledge	0.790		
4. Training helps to develop employees to equip themselves to adopt and face challenges	0.764		
5. Training programmes enable the employees to gain continuous improvement and update knowledge	0.717		
<b>Factor 4</b>			
1. Supervisor understands the employees when mistakes are committed and do not punish or discourage them	0.884	1.875	7.501
2. Seniors guide juniors to learn future responsibilities	0.829		
3. People discuss and solve problems smoothly without accusing each other	0.806		
4. Job rotation facilitates employee development	0.793		
5. People who lack competence are helped to complete their job without avoiding	0.729		
<b>Factor 5</b>			
1. Performance appraisal provides an opportunity to improve their performance, behaviour, attitude and action	0.800	1.379	5.518
2. Employee accepts behaviour feedback and uses it for development	0.752		
3. Any adverse weaknesses of employees is communicated to them based on the performance appraisal system confidentially	0.731		
4. Employees are recognized for their experience and qualification	0.704		
5. Management helps in all the ways for employees to enjoy their work	0.694		

Table 1.4 shows various factors, item loadings, eigen value, and percentage of variance explained by each factor. Factor Analysis yielded five factors accounting for 75.621% of total variance.

Factor 1 consists of 5 items and explained 36.901 of the total variance. Among the five factors, factor 1 explains the maximum variance and is the most important which influences the HRD climate in BHEL. In factor 1, Performance appraisal are applied to find out their strength and weaknesses but not to find fault with them is the important item. Factor 2 consists of five statements, of these Management reward employees for contribution for good work is the most important item. Factor 3 consists of five statements, of these Employees are sponsored for training on genuine training needs is the most important item. Factor 4 consists of five statements, of these Supervisor understands the employees when mistakes are committed and do not punish or discourage them is the most important item. Factor 5 consists of five statements of these Performance appraisal provides an opportunity an opportunity to improve their performance, behaviour, attitude and action is the most important item.

### SUGGESTIONS

It is found that the perception of (24%) of officers felt that the HRD system presently practiced in BHEL is fair, 35% of the sample respondents felt it as Good and 41% of the respondents felt it as excellent. Hence it is suggested that the management is expected to develop HRD programmes and be given rigorously to officers to those who are in the age group of below 40 years.

### CONCLUSIONS

BHEL Bangalore is the proud winner of successive productivity awards and the “Sword of Honour” from the British Safety Council. BHEL Bangalore has won goodwill and sustained support for its employee welfare schemes. BHEL- HRD department has also been awarded the presidents’ trophy as the best training established in the country on four occasions.

The HRD centre is well equipped and the facilities are being continuously updated to the latest technology techniques. The HRD policies of BHEL Bangalore are formulated centrally by the corporate office at New Delhi, and incorporated in the Company’s personnel manual, which is updated from time to time. The group activity and participative style of management have earned BHEL, Bangalore State National Awards for good industrial relations. It is concluded from the various objectives of the study that the Human Resources Development in BHEL is excellent.

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## A STUDY ON ISSUES AND CHALLENGES OF GREEN BANKING IN INDIA

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### ABSTRACT

*The world has seen more focus on economic growth, the effects of focuses only on economic growth has resulted in climate change, environmental damage. The banks can play an important role between economic progress and environmental protection. The banking of this kind is termed as "Green Banking". It means combining technology and changing client habits in banking business. Green banking is also known as ethical banking. Green banking will help to improve the asset quality of the banks. To reduce the external carbon emissions, bank should finance green technology and pollution reducing projects. Green banking practices will be useful not only for environment but also lead to cost reductions in banking activities. Green banking is a part of green initiative taken by stakeholders to save environment. This paper has made an attempt to highlight method, Issues, challenges and benefits of green banking. This paper is based on secondary data like journals, articles, publications and websites. Therefore, there is a need to create awareness and follow green banking in today's business world of innovative technologies so as to make our environment human friendly.*

**Keywords:** concept of Green Banking, carbon emissions, consumers, eco-friendly, environment.

### 1.0 INTRODUCTION:

Banks are now interested in implementing strategies that help to address environmental issues. The growing interest of consumer in environmentally friendly goods and services, higher expectations by public, regulatory compliance requirements are some of the reasons to go for green banking. Green banking is like a normal bank, which considers all the social and environmental or ecological factors with an aim to protect the environment and conserve natural resources. Green banking will help to improve the asset quality of the banks. Green banking means promoting environmental friendly practices and reducing your carbon footprint from banking activities. It comes in many forms like:

- Using online banking instead of branch banking.
- Paying bills online instead of mailing them.
- Opening up accounts at online banks, instead of multi branch banks.

- Finding local bank in your area that is taking biggest steps in supporting local green initiatives.

To aid the reduction of external carbon emission, banks should finance green technology and pollution reducing projects. Although, banking is never considered a polluting industry, the present scale of banking operations have considerably increased the carbon footprint of banks due to their massive use of energy, high paper wastage, lack of green buildings, etc.

India's first green bank was state bank of India(SBI), largest commercial bank in India, who took initiative in setting high sustainability standards and completed the first step in "green banking" with Sri O.P.Bhatt, chairman, SBI, Inaugurating the bank's first wind farm project in Coimbatore. After that green bank initiative include ATMs, paperless banking for customers and building of wind mills in rural India.

According to Indian Banks Association (IBA, 2014) "Green Bank is like a normal bank, which

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considers all the social and environmental/ecological factors with an aim to protect the environment and conserve natural resources". It is also known as an ethical bank or sustainable bank. The purpose of these banks is to perform banking activities alongside with taking care of earth's environment, ecology and natural resources including biodiversity.

### 1.1 OBJECTIVES OF THE STUDY:

1. To understand the concept of green banking.
2. To know the various green banking financial products
3. To study the issues and challenges faced during the adoption of green banking.
4. To understand the sustainable growth of green banking in India.

### 1.2 RESEARCH METHODOLOGY:

Research methodology is descriptive. For this study information has been collected with the help of Magazines, Research Articles, Research journals, E-Journals and Websites.

### 1.3 REVIEW OF LITERATURE:

*The review of literature helps to understand the importance, background and present situation related to the subject selected for the study. Therefore it is necessary to review relevant and latest literature related to the subject matter. A number of studies related to Issues and Challenges of Green Banking have been conducted. Here, an attempt is being made to provide an overview of various aspects and issues of this study through the review of existing literature. Some of the main studies selected for review have been discussed below.*

Kalloch and Bachman (2011) highlighted the online and small community banks are seen as greener than large banks. One big criticism of large banks is that they finance environmentally detrimental endeavors.

The study by Bhardwaj and Malhotra (2014) linked the performance of bank with the green banking adoption. They found a positive relationship between adoption of green banking and bank profitability. Similar study by Rajput, Arora, and Khanna (2014) found no relationship between green banking initiatives and bank's profitability.

Sudhalakshmi and Chinnadorai (2014) studied the green banking adoption status of Indian banks. Their study showed that not many initiatives have been taken by banks in India as far as green banking is concerned.

At policy level, Choudhury et al. (2014) advocated for the necessity of stakeholder's influences in green banking practice and recommends some indication for Government, the whole banking sector and for the business community.

Nath, Nayak, and Goel(2014) conducted a study on green banking practices and recommended for change in routine operations of banks by adoption of paperless banking, online banking, and mobile banking, and mass transportation system, green cards made up of recycled plastic.

A report presented by Alexander, Kern (2014) has triggered a deeper reflection amongst financial policymakers and regulators concerning the relevance of systemic environmental risks to Banking sector stability.

Rajput, Khanna and Kaur (2014) in their study endeavors made by SBI, the market leader in Educational Loans, Auto Loans, and the no.1 home loan, on the road of green banking and sustainable development. The Bank has also been an active participant in wildlife conservation projects like 'Save the Tiger'. State Bank of India has become a signatory investor to the Carbon Disclosure Project (CDP) to disclose its carbon footprints.

The research in the area of green banking primarily focused on adoption of green banking product and its performance with profitability. Very few studies have been conducted that have linked the adoption of green banking product with individual factors like age, occupation, gender or financial literacy etc. Taking in to consideration the limitation of the above studies on Green Banking so far, the need for a systematic study on issues and challenges of Green Banking in India is felt by us.

### 1.4 GREEN BANKING PRODUCTS

- a. **Green Loans:** means giving loans to a project or business that is considered environmentally sustainable.
- b. **Green Mortgages:** refers to type of mortgage that provides you a money-saving discount or a bigger loan than normally permitted as a reward for

making energy-efficient improvements or for buying a home that meets particular energy-efficiency standards.

- c. **Green Credit Cards:** Be it in form of environmentally friendly rewards or using biodegradable credit card materials or promoting paperless banking, credit cards are going green.
- d. **Green Saving Accounts:** In case of Green Saving Accounts, banks make donations on the basis of savings done by customer's. The more they save, the more the environment benefits in form of contributions or donations done by banks.
- e. **Mobile banking and online banking:** These new age banking forms include less paperwork, less mail, and less travel to branch offices by bank customers, all of which has a positive impact on the environment. Thus green banking helps to create effective solutions of a range of environmental problems and at the same time identify opportunities that benefit the customers.

## 1.5 METHODS IN GREEN BANKING

- a) **Go Online:** Online banking is a developing concept; it helps in conservation of natural resources. It saves paper, energy and expenditure of natural resources. It also helps customers to save money by avoiding late payments and also save their time.
- b) **Use of Green Checking Accounts:** Customers can check their accounts on ATM. They can avail services including online payment, debit cards and online statements.
- c) **Use of Green Credit Card:** Some of banks use green credit cards; by using it the banks will donate funds to an environment friendly non-profit organization.
- d) **Saving of Paper:** Banks should purchase recycled paper products with highest post- customer waste content. This includes monthly statements, ATM receipts, annual reports, envelopes etc.
- e) **Mobile Banking:** By using it customer can check balances, transfer funds or pay bills from the phone. It also helps to save time and energy of the customers.
- f) **Direct Deposits:** Most employers will give employees the option to receive their paycheck

electronically. It saves time, saves paper and lots of paper work.

- g) **Online (Net) Banking:** It means customers can perform most of their banking related functions without visiting the banks personally. For this customer must possess an internet banking ID, a password provided by the bank in which customer has an account. Online banking includes use of credit cards, debit cards, online bill payment and electronic fund transfer.

## 1.6 BENEFITS OF GREEN BANKING

1. Green banking avoids paper work and makes use of online transactions such as Internet banking, SMS banking and ATM banking. Less paper work means less cutting of trees.
2. Free Electronic Bill Payment Services.
3. E-Statement will be generated and sent to the customers' email.
4. Green banks gives more importance to environmental friendly factors like ecological gains thus interest on loan is comparatively less.
5. Online account opening form for opening green account.
6. Cash back will be credited to all new customers, opening "green accounts".

## 1.7 ISSUES OF GREEN BANKING IN INDIA

India is on a higher growth arch for almost two decades and the industrial sector plays the most important role in India's success story. However, Indian industry faces the many challenges in controlling pollution and emission of their clients. The following are the major issues relating to green banking in India.

- a. Though Government is trying to address the issue by framing environmental legislations since years and encouraging banking industry to follow environmental, technologies and practices, they would not be enough.
- b. Having the poor track records of implementation of environmental technologies, and also public awareness about it is very poor.
- c. Industries inability to derive competitive advantage by producing eco-friendly products.

- d. Green banking requires a fundamental change in the planning process of the banks with the adequate consideration about the economy, business, finance, society and also the banks' profit. This will also help in the ecological balance.
- e. None of the Indian banks have adopted Equator Principle despite the RBI instructions. Also, none of the Indian banks are signatory to the UNEP-FI. But in recently, various Indian banks have adopted various important contributions.
- f. State Bank of India has started Green Channel Counter to initiate various paperless transaction activity of the banks in the branches like cash deposit, cash withdrawal and fund transfer up-to Rs. 40,000/-.
- g. Export Import Bank of India (EXIM) and SBI entered into an agreement to jointly provide long term loans up to 14 years to Spain based company Aston field Renewable Resources and Group T-Solar Global SA for building solar plant in India.
- h. Indus Ind Bank has set up solar power ATM to save 1981 KW of energy per hour every year to reduce carbon emissions.
- i. The HDFC Bank Ltd is exploring renewable energy by setting up of 20 solar ATMs with a pilot ATM set up in Bihar, and by replacing batteries in ATMs with Lithium-ion batteries.
- j. Punjab National Bank is conducting Electricity Audit of offices as an energy conversation initiative and Maintained a separate audit sheet for assessing the impact of green initiatives taken by them. The bank had organized more than 290 Tree Plantation Drives.
- k. Yes Bank under community development initiatives called "Planet Earth" is promoting clean and green drives energy efficient practices and local adversity management plans at its retail branches.
- l. ICICI Group have saved over 30,000 trees and 16 crore liters of water through their various Environmental friendly activities. Bank investing and/or lending to those businesses and projects which have environment-friendly approach can set a trend for the companies in order to endure in the environmentally friendly market.

There is no law and rule in India that can hold banks responsible for examining investment projects before financing and for the environmental damage created by its client.

**Table 1.7.1: publication dates of green banking adopted in Indian banks.**

Green banking implementation year	Name of the banks operating in India
1996	Union Bank of India
2003	City group INC, HSBC, ING Vysya, RBS, Royal bank of Canada, Syndicate Bank.
2005	Yes Bank, Corporation Bank
2006	Bank of America, JP Morgan
2007	ICICI, OBC, SBI
2008	Bank of Baroda, Karnataka Bank, Industrial Bank, Dena Bank.
2009	HDFC, Indian Overseas Bank, IndusInd Bank, PNB, ABN Amro, Karur vysya, Andhra Bank
2010	Axis bank, Kotak Mahindra, South Indian bank,
2011	Canara Bank, IDBI, EXIM
2013	IDFC

## 1.8 MAJOR CHALLENGES OF GREEN BANKING

For certain while adopting green banking practices, banks will face the following challenges listed below:

1. High Operating cost: Talented as well as experienced staffs are required to provide proper service to customers for green banking. Loan officers with experience should be trained with additional experience in dealing with green business and customers.
2. Startup pace: Many banks in green business are quite very new and are in startup pace. Generally it takes 3 to 4 years for a bank to start making money thus it does not help banks during recession.
3. Diversification problem: Normally in majority of cases green banks restrict their business transaction to those business entities who qualify the screening process conducted by green banks themselves. With limited number of customers they indeed have a smaller base to support them as well.
4. Credit risk: Credit mainly arises due to lending to those customers whose businesses as such are affected by cost of pollution, change in environmental laws and regulations and also new requirements of emission level. Also probability of customers default is high due to the result of uncalculated expenses for the capital investment in production facilities, third party claims and also loss of market share.
5. Reputational risk: If banks are involving themselves in those projects which are damaging the environment then they prove to lose out on their reputations. There are also instances of some cases where environmental management system has resulted in cost saving, increase in bond value etc.

## 1.9 CONCLUSION AND SUGGESTIONS

Implementation of Green method in Banks is more than just fetching environment-friendly. It is connected with lots of reimbursements to the bank like reduction of risk as well as cost. There is an urgent need to create awareness and follow green banking in today's business world of innovative technologies so as to make our environment human friendly.

Enrichment of banks standings and support to the common good of environmental besides enhancing the reputation of the bank. In a broad sense, Green banking serves the commercial objective of the bank as well as the Corporate Social Responsibility. Thus, it is important that Indian Banks should apprehend their responsibilities towards the environment as well as the society in order to compete and survive in the global market.

For effective adoption of Green banking, the RBI and the union Government should play major role in formulation of Green policy guidelines and financial incentive. Some suggestions for the banks to encourage green banking are given as below:

- a. Communicate Green banking policy execution through press.
- b. Construct websites and spread the news of Green banking initiatives.
- c. Impart education through E-learning programs.
- d. Make green banking activities as part of Annual Environment Reports.
- e. Training and Development of relevant skills among bank employees.
- f. Banks may formulate innovative financial solutions to incorporate environmental perspective.
- g. Banks can introduce Green-funds for customers who would like to invest in environment friendly projects.

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## A STUDY ON MARKETING PROBLEMS OF WOMEN ENTREPRENEURS IN SHIVAMOGGA DISTRICT

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### ABSTRACT

*What man can do women can do better. For developing countries like India, women entrepreneurship is of very essential to achieve rapid, all round and regionally and socially balanced economic growth. A women entrepreneur depicts the balance between home and office done very effortlessly. Technically, a "women entrepreneur" is any women who organizes and manages any enterprise, usually with considerable initiative and risk. Despite having those characteristics, women face a lot of problems and challenges while operating their business and work-life balance. Among all the problems faced by women entrepreneurs, Marketing is a serious problem encountered by women entrepreneurs. Therefore, this study helps to find out the marketing problems faced by women Entrepreneurs in Shivamogga District. A structured questionnaire was prepared to collect the details from women entrepreneurs to observe their problems. From the study, it is ascertained that women entrepreneurs face more difficult in marketing their Products.*

**Keywords:** Women Entrepreneurship, Marketing, Middlemen, Competition.

### INTRODUCTION

Women constitute around half of the total world population. In traditional society, women were restricted to the four walls of houses performing household activities. But in modern societies, they have come out of the four walls to participate in all sorts of activities. The world evidences evidence that women have been performing exceedingly well in different spheres of activities like politics, academics, administration, social work so on. For developing countries like India, Women entrepreneurship is very much necessity to achieve rapid, all-round and regionally and socially balanced economic growth. Women in India constitute 48% of the total population. But their participation in economic activities is only 38%. The development of women as entrepreneurs will generate multifaceted

socio-economic benefit to the country. Participation of women in economic activities is now emerging as universal phenomenon.

### CONCEPT OF WOMEN ENTREPRENEUR

Women entrepreneur is any women who can organises and manages any enterprise, especially a business. Women entrepreneur may be defined as a woman or group of women who initiate, organize, and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are called "women entrepreneurs". Kamal Singh who is a woman entrepreneur from Rajasthan, has defined woman entrepreneur as "a confident, innovative and creative woman capable of achieving self-economic

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independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.”

## PROBLEMS OF WOMEN ENTREPRENEURS

The problems of women entrepreneurs in India are immense and complex. They face more serious problems than men entrepreneurs. The main problem of women entrepreneurs is that she is a woman. She has more responsibility towards family and society. Even though our constitution provides equal status to women, women entrepreneurs do face certain problems due to male dominated mindset. Although some women entrepreneurs have excelled in their enterprise, the fear of success haunts women in general. Some psycho social factors inhibiting the growth of women entrepreneurs include poor self image of women, inadequate motivation, discriminating treatment, faulty socialization, role conflict, lack of courage and self confidence, inadequate encouragement, lack of social acceptance, unjust social economic and cultural system, lack of freedom of expression, afraid of failure and criticism, susceptible to negative attitudes, non persistent attitude, low dignity of labour etc.

## REVIEW OF LITERATURE

1. Dr. M. Muthuchitra (2013)<sup>1</sup> in his article “**A Study on Marketing Problems of Entrepreneurs**” , study reveals that small scale entrepreneurs are mainly facing problems with supply of raw materials, transportation, distribution and promotion. Making use of the assistance provided by the government among the entrepreneurs are very low. The need for awareness about various incentives, subsidies and marketing assistance provided by central and state government organizations have a bigger role to play. For this sake both government and the entrepreneurs has to take initiative to solve the problems.

2. S. John Kaviarasu, et al.,(2018)<sup>2</sup> in their article “**Women Entrepreneurship In Indian Context: A**

**Critical Study of Its Challenges And Solution**” concluded that women entrepreneurial qualities and skills not only to meet the changing trends and challenging global markets, but also to become competent persons to sustain in the local economic arena as women entrepreneurs.

## OBJECTIVE

1. To study the demographic profile of women entrepreneurs
2. To assess the Marketing problem of women Entrepreneurs

## SAMPLING METHOD

The researcher has selected convenience sampling method to collect the relevant data from the entrepreneurs in Shivamogga District.

## SAMPLE SIZE

Sample size is 50 Women Entrepreneurs.

## ANALYSIS

**Table 1: Demographic factors of Women Entrepreneurs**

Age	No. of Respondents	Percentage
Below 30	03	6
30-40	21	42
40-50	18	36
50 & Above	08	16
Total	50	100

Source: Field survey

Majority of the respondents (21) are comes under the age group of 30-40. Followed by 18 respondents are from 40-50 age groups. Likewise 8 respondents are age of above 50. Finally, only 6% of respondents are below 30.

**Table 2: Marketing problems faced by Women Entrepreneurs**

Rank	Marketing Problems	Frequency	Percentage
1	Scarcity of Fund	20	40
2	Lack of Storage Facility	14	28



3	Loss of creative methods of Marketing	06	12
4	Lack of finding right marketing channel	05	10
5	Transportation Problem	03	06
6	Middlemen Problem	02	04
	Total	50	100

Source: Field survey

Out of the 50 Women Entrepreneurs majority of respondents (40%) are facing the problem of scarcity of fund, and ranked one. Lack of Storage facility ranked 2, as 14 respondents facing storage facility. Followed by 6 respondents are failed to create a methods of marketing. Likewise 5 respondents are facing the problem of finding right marketing channel. Only 3 and 2 respondents are facing transportation and middlemen Problems.

### SUGGESTIONS

1. One of the main problems faced by women entrepreneurs are lack of finance support. As married women are full depends upon their husband's property its quite to get finance from banks. Therefore the corporation should lend money to such entrepreneurs without any securities.
2. Central and state Government should assist financially to women entrepreneurs to participate in International trade affairs, exhibitions and conferences.
3. In order to avoid middlemen problems, the products manufactured by women entrepreneurs must be purchased by Government and provide fair prices to their products.
4. The procedure for grant of financial assistance shall have to be simple and less time consuming.
5. Market the products under a common brand name standardized the products and install agency for quality control.

6. Motivation and assistance may be given to women entrepreneurs to sale the products by participating in trade fairs and exhibition at district level, state level, national and international level.

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## A STUDY ON PROBLEMS AND PROSPECTS OF WOMEN ENTERPRENURER IN SHIMOGA

Shobha C. K.\*  
Tanuraja V.\*\*

### ABSTRACT

*Entrepreneur plays an important role in development of an economy. Entrepreneurs are in control for shaping the economy and they help in making of new wealth and new jobs, by inventing new products, process and services. In Today's world women are treated equally to men in almost all the countries. Although women are equally competent in running business but still lack behind. Even though they have potential, talent and opportunities, they face social, cultural and economic hurdles in the way of women Entrepreneurship. In the process of empowerment women needs to realize their strength, weakness, opportunities and threats and move forward to come out with their own potential in order to achieve their goal to self-development. The present study aims to highlight problems and prospects of Women Entrepreneur in shimoga.*

**Keywords:** Women Entrepreneur, Marketing strategies, problems and prospects.

### Introduction

An entrepreneur is a person who is involved in economic activity and takes an initiative to start a business with innovative ideas. Entrepreneurship provides huge opportunities for self - expansion as well as serves the society. All over the world, entrepreneurs provide vast employment opportunities by setting up Micro, Small and Medium enterprises in urban, semi - urban and rural areas for uplifting the living standard of people. The phenomenon of women entering the entrepreneurial arena is in the early stage as businesses have been male dominated and women have always engaged in homely affairs i.e. cooking and nurture the family and children. Over the last few years, the scenario has changed and the women have come to the forefront as not only memorable but also as inspirational entrepreneurs. Entrepreneurship as such is not bound by the class, religion, community, gender or age and hence any person can start a business today.

In past few years, women entrepreneurs have been involved significantly in the development and

social progress of the country due to industrialization, urbanization along with education and awareness. This opens up plenty opportunities for the nation, society and the family. Setting up their own ventures not only makes themselves sufficient and self-dependent but also enables them to create their own social identity. This way they have been able to achieve work-life balance and contributed to the satisfaction of their customers by involving themselves in the innovation of the products and also they have been able to empower people economically.

Various sources of data confirm the contribution of this new generation of entrepreneurs i.e. the women entrepreneurs play a crucial role in the economies across the world. In U.S., 1.5 trillion dollars' worth of sales is generated by more than 9 million firms owned by the women entrepreneurs<sup>4</sup>, whereas women own more than 26.6 lakh MSME units in India. Women have entered into the manufacturing, service and trading sector and thus their role has gone beyond some selected professions. Clearly, in the economic development of

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the nation, the role of a women entrepreneur has become significant. This has resulted into more focus in creating a healthy environment for establishing and smooth running of women led MSMEs by the government of India. There have been several steps taken in this direction by the government in the recent past and as a result, the number of enterprises, owned by women, has been steadily increasing. Nearly 10% of the MSMEs in India are owned by women entrepreneurs.

Hence, the purpose of this paper is to discuss the women entrepreneurs, identify the Problems and challenges faced by women entrepreneurs and also provide some suggestion for the development of women entrepreneur.

### **Status of the women Entrepreneurs in India**

Women Entrepreneurs may be defined as a group of women who initiate, organize and operate a business or enterprise. The Government of India has defined women owned enterprises as - "an enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women".<sup>6,7</sup> In the early 90s, the entrepreneurial activity was dominated by men and the involvement of women was limited to household jobs and agricultural activity.<sup>8</sup> In a situation where the earning male member is no more or left, the family would be a big loser.<sup>9</sup> As per 2001 census; women constitute nearly half of India's population of which, 72% were engaged in agriculture, 21.7% in non-agricultural jobs and remaining in household industries.<sup>10</sup> However, the introduction of the policy of globalization and with the promotion of privatization during the mid - 90s, the women started venturing into this male dominated area of entrepreneurial activity.<sup>8</sup> Today, they not only guide but also head several industries. Various pull and push factors have led to the involvement of women in business activity as this not only makes them financially independent but also results into higher self - belief and confidence.

In India, 26.61 lakh enterprises are female - owned out of 361.76 lakh enterprises in the MSME sector whereas 120 lakh employees are female out of 805 lakh employees as per the MSME annual report 2018-19. As per business report 2018 and survey done by IFC, women - owned enterprises contribute 3.09% of industrial output and employ over 8 million people.<sup>12</sup>

However, the growth of female - owned enterprises in India is relatively lower when compared with the other developed and developing countries. As per the report of Female Entrepreneurship Index by the Global Entrepreneurship and Development Institute, in a survey of 77 countries, India ranks 70, just above Ethiopia, Iran and Uganda which shows that in India, there is no adequate environment for women entrepreneurship development and their growth. While the number of women operating their own business is increasing globally, Indian women entrepreneurs continuously face huge obstacles in the growth path of their businesses, such as insufficient initial and working capital, strict social constraints and limited time and low skill.

### **Review of Literature**

**Unnikrishnan P., S. Bhuvaneshwari (2016)** in their article " *A Study On The Issues And Problems Of Women Entrepreneurs In Kerala With Special Reference To Malappuram District* " stated that Women entrepreneurs are also giving a partial role in this field. Now a day, society gives a better socio economic status to women. The State and Central Government has been introduced various schemes and empowerment programs to promote them to sustain in good working conditions of women enterprise. Women entrepreneurs in a society depends, to a great extent, on the economic, religious, cultural, social, psychological and a host of other factors. To developing countries like India, the presence of entrepreneurs, that too women entrepreneurs is a vital necessity to achieve a rapid, all around and regionally and socially balanced economic growth through industrialization. It also helps in selecting the inherent talent prevailing among them and acts as a solution for many problems faced by them such as dowry death, low recognition in society, poverty, and unemployment and excessive dependence on male members. There is greater dynamism in the rate of growth of female employment. Women entrepreneur may be defined as a woman or a group of women, who initiate, organize and operate a business enterprise.

**Vasan M. (2016)** in his article " *Problems And Prospects Of Women Entrepreneurs In India* " identified that Women entrepreneurs are fast becoming a force to reckon with in the business world and are not only involved in business for survival but to satisfy their inner urge of creativity and to prove their capabilities. Educated women are contributing to a great extent to the social transformation and in the future, will

be seen that more women venturing into areas traditionally dominated by men. According to the central statistical authority women account for close to 70 percent of the micro enterprises in India are run by women. However, their participation in small, medium and large enterprises diminishes. Beyond the participating in productive activities such as agriculture, trade and industry, women have multiple roles in society. Women entrepreneurs faced lots of problems like lack of education, social barriers, legal formalities, high cost of production, male dominated society, limited managerial ability, lack of self-confidence, etc. Government takes various steps for the upliftment of women entrepreneurs during all five year plans.

**Sonu Garg, Dr. Parul Agarwal (2017)** in their article "*Problems and Prospects of Woman Entrepreneurship – A Review of Literature*" specified that women entrepreneurs not only face difficulties while starting up an enterprise but also during the running phase. Globally, they have become a key player in sustaining both social development and economic growth. Women Entrepreneurs and their importance. Over the last few years, the scenario has changed and the women have come to the forefront as not only memorable but also as inspirational entrepreneurs. Setting up their own ventures not only makes them self-sufficient and self-dependent but also enables them to create their own social identity. This way they have been able to achieve work-life balance and contributed to the satisfaction of their customers by involving themselves in the innovation of the products also they have been able to empower people economically.

**Priyadarshini (2018)** in her article "*Women Entrepreneurs-Problems And Prospects In India*" indicated that women have established their own economy, i.e. entrepreneurial empire and are now ruling their world as they wished. In modern societies, they have come out of the four walls of their houses to play key roles in service sectors and national administrations. They have established their own successful business empires and also women workforce ratio in the country is increasing due to increase in the women literacy rate in India. Status of women in India has been subject to huge alterations over the past few millennia. From equal status with men in ancient times through the low points

of the medieval period, to the promotion of equal rights by many reformers, the history of women in India has been hectic.

### Objectives

- To identify the problems and challenges which are actually faced by women entrepreneur in Shimoga.
- To offer specific suggestions to the problems faced by women entrepreneurs in Shimoga city.

### Statement of problem and need for the Study

The state of Karnataka is the industrially developing area in which some of the entrepreneurs excel in small scale industry. Even though the government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities. Thus, this study aims at undertaking the entrepreneurial development among women highlights their relationship between socio-economic background of women entrepreneurs, and also mainly explained in details about the problems and opportunity for women entrepreneur in Shimoga city

### Scope of the study

The present study focus only on women entrepreneur in Shimoga city.

### Research methodology

The present study has been used descriptive research.

### Sources of data collection

#### Primary Data

Primary data has been collected through a Structured Questionnaire & personal contact with women entrepreneur.

#### Secondary data

Secondary data has been collected from various books, journals and internet.

### Reference Period

The survey has been conducted during the month of February 2020.

## Data Analysis and Interpretation

**Table – 1.1 Demographic Profile of respondent**

Group	No of Respondents	Percentage
<b>Age</b>		
Below 30 years	2	10
30-40 years	5	25
40-50 years	10	50
Above 50 years	3	15
Total	20	100
<b>Qualification</b>		
SSLC	4	20
PUC	3	15
Graduates	12	60
Post-Graduates	1	5
Total	20	100

<b>Marital status</b>		
Single	5	25
Married	10	50
Widow	3	15
Divorced	2	10
Total	20	100

*Source: Field Survey*

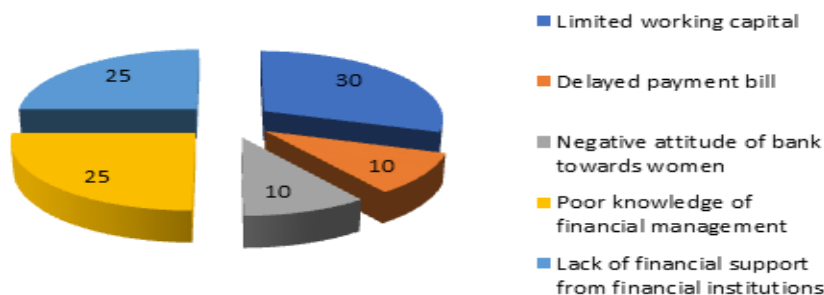
Above table shows that 10% of respondents belong to below 30 years age group, 25% of respondents belong to age group of 30-40 years, 50% of respondents belongs to age group of 40-50 years and 15% of respondents belongs to age group of above 50 years. In case of educational qualification, 20% of respondents are SSLC, 15% of respondents are PUC, 60% of respondents are graduates and only 1% is post graduates. In case of marital status, 25% of respondents are single, 50% of respondents are married, 15% of respondents are widow and 10% are divorced.

**Table 1.2 Financial problem faced by respondents**

Financial problem	No of respondents	Percentage
Limited working capital	6	30
Delayed payment bill	2	10
Negative attitude of bank towards women	2	10
Poor knowledge of financial management	5	25
Lack of financial support from financial institutions	5	25
Total	20	100

*Source: Field Survey*

**Graph - 1.1 Financial Problem faced by Respondents**



The above table and graph indicates that 30% of respondents are having limited working capital, 10% of respondents facing Delayed payment bills, 10% of respondents facing Negative attitude of Bank towards

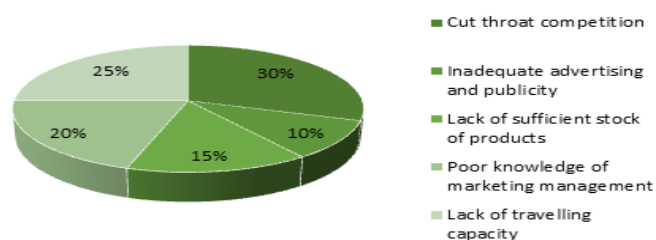
women, 25% are facing Poor Knowledge of financial management and 25% are facing lack of Financial support from Financial institution.

**Table 1.3 Marketing Problems faced by Respondent**

Problems	No of respondents	Percentage
Cut throat competition	6	30
Inadequate advertising and publicity	2	10
Lack of sufficient stock of products	3	15
Poor knowledge of marketing management	4	20
Lack of travelling capacity	5	25
Total	20	100

*Source: Field Survey*

**Graph - 1.2 Marketing Problems faced by Respondent**



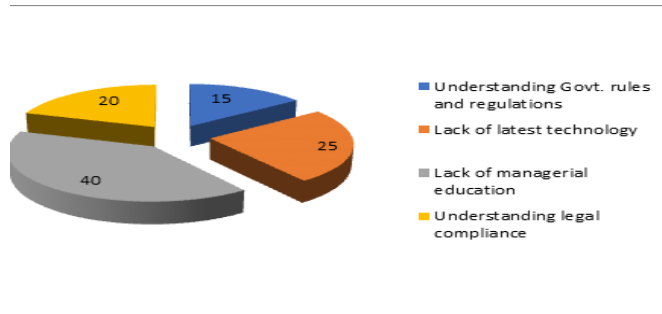
The above table and Graph indicates that 30% of respondents felt that facing cut throat competition, 10% of respondents are having inadequate advertising and publicity, 15% of respondents are facing lack of sufficient stock of product, 20% respondents are having poor knowledge of marketing management and 25% of respondents are having lack of travelling capacity.

**Table 1.4 Entrepreneurial and business problems faced by entrepreneur**

Problems	No. of respondents	Percentage
Understanding Govt. rules and regulations	3	15
Lack of latest technology	5	25
Lack of managerial education	8	40
Understanding legal compliance	4	20
Total	20	100

*Source: Field Survey*

**Graph - 1.3 entrepreneurial and business problems faced by entrepreneur**



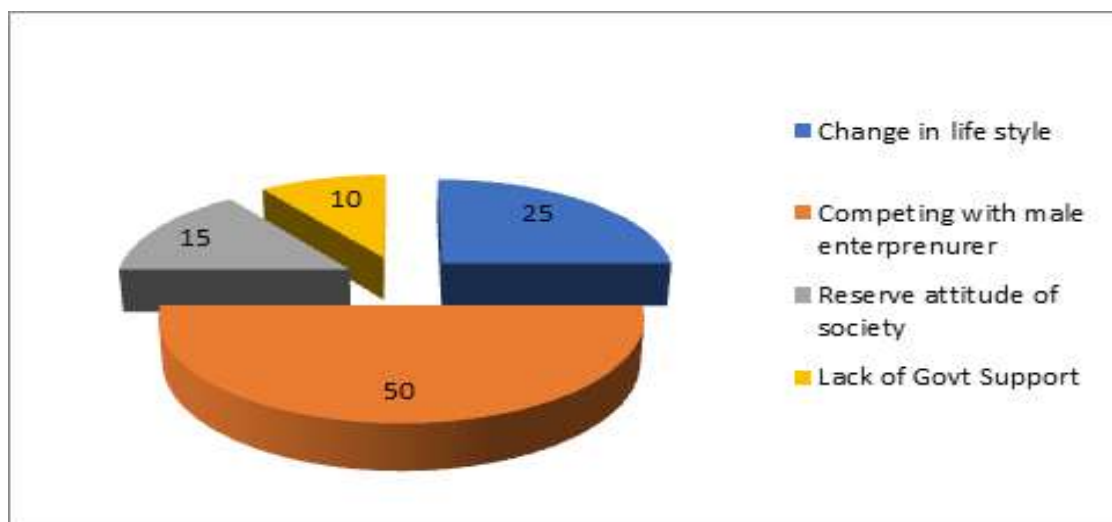
From the above table and Graph indicates that 15% of problem faced by understanding Govt Rules and Regulation. 25% face lack of latest technology, 40% face lack of managerial education and 20% faced understanding legal compliances.

**Table - 1.5 On the basis general problem faced by Respondent**

Problems	No.of respondents	Percentage
Change in life style	6	25
Competing with male entrepreneur	10	50
Reserve attitude of society	3	15
Lack of Govt. Support	2	10
Total	20	100

Sources: Field Survey

**Graph - 1.4 On the basis general problem faced by Respondent**



From the above table and Graph indicates that 25% of respondents are facing the problem of changes in life style, 50% are facing competing with male

entrepreneur, 15% respondents are facing reserve attitude of society and 10% of respondents are facing Lack of Govt. support.

**Table - 1.6 On the basis of level of prospects towards being an entrepreneurship**

(HS- Highly Satisfied, S- Satisfied, N – Neutral, D- Dissatisfied. HDS – Highly dissatisfied)

Factors	No. of Respondent					TOTAL	Percentage of Respondent					%age
	HS	S	N	DS	HD		HS	S	N	DS	HDS	
Economic independence	1	3	10	5	1	20	5	15	20	25	5	100
Employees support	4	5	7	4	0	20	20	25	35	25	0	100
Sourcing of Finance	4	3	11	1	1	20	25	15	55	5	5	100
Government Assistance	1	6	3	2	7	20	5	30	15	10	35	100
Availability of infrastructural facility	0	8	2	8	2	20	0	40	10	40	10	100
Social status	0	5	10	5	0	20	0	25	50	25	0	100
Getting respect from other for my skills and talents	2	4	8	2	2	20	10	20	40	20	10	100
Family member support	12	0	2	6	0	20	60	0	10	30	0	100
Getting control of my life	2	12	4	2	0	20	10	60	20	10	0	100
Getting better life after enterprenurship	3	4	5	4	4	20	15	20	25	20	20	100
Support from banking finance	0	3	8	5	4	20	0	15	40	25	20	100

*Source: Field Survey*

From above table indicates that the level of prospects of economic independence, 5 % are highly satisfied, 15% are satisfied, 50% are neutral, 25% are dissatisfied, and 5% are highly dissatisfied. With respect to level of prospects of employee support states that 20% are highly satisfied, 25% are satisfied, 35% are neutral and 25% are dissatisfied and The level of prospects of sourcing of finance of respondents states that 25% are highly satisfied, 15% are satisfied, 55% are neutral 5% are dissatisfied and highly dissatisfied.

With regard to level of prospects of Govt Assistance of respondents states that 5% are highly

satisfied, 30% are satisfied, 15% are neutral, 10% are dissatisfied and 35% are highly dissatisfied.

With concern to the level of prospects of availability of infrastructure facilities of respondents' states that 40% are satisfied, 10% are neutral, 40% are dissatisfied, and 10% are highly dissatisfied and the level of prospects of social status of women states that 25% are satisfied, 50 are neutral, 25% are dissatisfied.

With respect to the level of prospects of family member support states that 60% are highly satisfied, 10% are neutral and 30% are dissatisfied. And the level of prospects of getting respect from other for my skills



and talent states that 10% are highly satisfied, 20% are satisfied. 40% are neutral, 20% are dissatisfied, 10% are highly dissatisfied.

Further, the level of prospects of gaining control of my life states that 10% are highly satisfied, 60% are satisfied, 20% are neutral, and 10% are dissatisfied. And the level of prospects of getting better life after entrepreneurship states that 15% are highly satisfied, 20% are satisfied, 25% are neutral, 20% are dissatisfied and 20% are highly dissatisfied.

Finally, the level of prospects of getting support from banking finance states that 10% are satisfied, 40% are neutral, 20% are dissatisfied and 20% are highly dissatisfied.

### Findings

According to the survey conducted the major findings are as follows:

- As per the survey conducted of the women entrepreneur (50%) are between the age group 42-50 years ,most of them are graduates(60%) and half(50%) of them are married.
- Most of the women entrepreneur are facing financial problem that is working capital
- Majority (30%) of women entrepreneur are facing marketing problem that is cut throat competition.
- Majority (40%) of the women entrepreneurs lack managerial education to run the business
- Half of (50%) women entrepreneur found that as difficult to compute with male entrepreneur

### Suggestions

- Government should continuously attempt to inspire, encourage, no motivate, women entrepreneur
- Organise training programs to develop professional competence in managerial leadership, marketing, production process, financial, profit planning and other skills. This well encourage women to undertake business
- Government should conduct continuously women development programs

- Family members should support and encourage the women to establish their own business

### Conclusion

The women today have started venturing to the MSME space in big ways setting up their own ventures on one side, factors like low income, strict working hours, need, lack of job opportunities or job satisfaction, work life balance etc. lead the women to take up entrepreneurial activity, whereas on other hand better financial opportunity, desire to help to others and attaining self-accomplishment motivates women to take up entrepreneurial activity and also most of the women entrepreneur are married women so balancing business and family is very difficult. Hence individual women should motivates themselves to an entrepreneur have a better life.

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## A STUDY ON THE INFLUENCES OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR

Dr. G. R. Joshi\*

### ABSTRACT

Advertising may be a way of communication to encourage an audience for creating purchase decision a few product or service and conveying information to viewers. It's considered as an important and essential element for the economic process of the marketers and businesses (Ryans, 1996). Advertising is typically a paid sort of exposure or promotion by some sponsor that reaches through various traditional media like television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media like blogs, websites and text messages. Advertisement is generally use for creating awareness and promoting products. It is controversial to measure how much advertisement attracts the customers. Consumer buying behaviour is defined as the mental, emotional and physical activities that people engage when selecting, purchasing using and disposing of products and services in order to satisfy need and desires. The objective of this paper is to find out how much advertisement brings effect on the consumer's buying behavior. Results of our study are robust because the evidence shows that advertisements have significant impact on consumers' buying behavior and their choices. We believe that the study will offer useful insights for both advertising scholars and executives to understand the ins and outs of advertising and to assist marketers in introducing better approaches to advertising. The influence of advertisement and the way advertisements work may be a question that the majority marketers and managers attempt to find a solution.

**Keywords:** Entertainment, Familiarity, Social imaging and Advertisement.

### INTRODUCTION:-

Advertising may be a way of communication to encourage an audience for creating purchase decision a few product or service and conveying information to viewers. It's considered as an important and essential element for the economic process of the marketers and businesses (Ryans, 1996). Advertising is typically a paid sort of exposure or promotion by some sponsor that reaches through various traditional media like television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media like blogs, websites and text messages.

The major aim of advertising is to impact on buying behaviour; however, this impact about brand is modified or strengthened frequently through people's memories. Memories about the brand are formed by

associations that are associated with name in consumer mind. These brands continuously influence consideration, evaluation and eventually purchases. Consumers buying behavior has always been given such a lot importance and space within the literature study of impact of advertising regarding its effectiveness. Most of the time consumers buying behavior depends on liking or disliking of consumer towards the advertisement of the merchandise advertised. an honest quality advertisement is probably going to influence consumers into buying that product while a poor quality advertisement will do the other. Previous studies are conducted on effectiveness of advertisement and on advertisement's impact on consumer buying behavior which depicted positive relationships. However, during this paper we've introduced a mixture of various variables and attempted to look at their influence on

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consumer behaviour. This paper aims to work out which of those variables carries the foremost importance in terms of effecting consumer behaviour and which of those variables carries smaller impact. This may help marketers to specialise in the proper factors and achieve maximum enjoyment of their advertisement.

### **CONSUMER BUYING BEHAVIOUR:-**

Consumer buying behaviour is defined as the mental, emotional and physical activities that people engage when selecting, purchasing using and disposing of products and services in order to satisfy need and desires (Schiffman & Kanuk, 2009). It includes purchasing and other consumption related activities of people engaging in exchange process. Solomon, Bamossy, Askegaard and Hogg defined consumer behavior as the study of the process involved when individuals or groups select, purchase, use, dispose of product, service, ideas or experiences to satisfy needs and desire. Consumer buying behaviour is affected by economic factors such as income expenditure pattern, price of products price of complementary products, substitute goods and elasticity of demand (Abraham, 1997; Kotler; Weng, Sanders & Armstrong 2001). It is also affected by psychological perception, attitudes and learning (Kotler et al, 2001). Consumer behaviour is affected by social and cultural factors that affects individuals buying decision but determines the kind of product to buy. (Arnould & Thompson, 2005); Perault, Jerome & McCarthy, 2005)

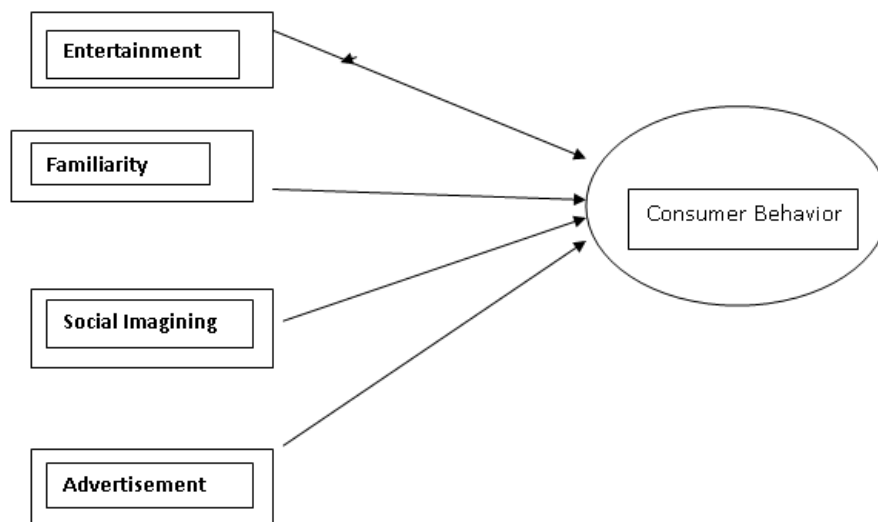
Consumer buying behavior refers to the methods involved when individuals or groups choose, buy, utilize or eliminate products, services, concepts or experiences to suit their needs and desires (Solomon, 1995). A behaviour that buyers display in checking out, paying for, using, evaluating and removing products and services that they think will satisfy their needs (Schiffman & Kanuk, 2007). It's a convergence of three fields of science, they are, individual psychology, societal psychology and social anthropology (Ramachander, 1988). A theory that answers what, why, how, when and where a private makes purchase (Green, 1992); it's particularly important to review the topic of consumer buying behaviour because it facilitates firms to plan and execute superior business strategies. Nowadays, people have access to the endless supply of advertisements. However, they fancy something new, entertaining and something which will grab their attention. Boring advertising won't sustain in

consumers' minds long enough. Therefore, entertainment has been termed as a big advertising strategy for increasing advertising effectiveness and imploring them to form a sale (Madden & Weinberger, 1982). Familiarity created by advertisement for a particular brand is additionally a crucial factor that affects consumer buying behaviour. Macinnis and Park (1991) administered a study with consumers to research the consequences of familiar songs in advertising and consumer behaviour. In their research, consumers depicted satisfaction for products with familiar songs and a big relationship was confirmed between the extent of familiarity of the songs within the advertising and its amiability. Social role and image reflects that ads influence individual life style and therefore the extent to which a private seeks to present him or herself during a socially acceptable manner. Additionally to selling products and services, ads sell image and life style. Consumers study new life style, image and trend through ads (Pollay & Mittal, 1993; Burns, 2003). Advertising promotes social messages and life style through illustrating the position of ideal consumer and stimulate social policy toward purchase of that product. Advertising spending also creates positive impression a few brand within the minds of the consumers. Aaker and Jacobson (1994) also find a positive relationship between advertising and perceived quality. Hence, advertising spending is positively associated with perceived quality, which results in greater amount of purchase from that brand as consumers generally like better to purchase from a well known brand so as to avoid disappointments over quality.

### **Conceptual Framework**

The influence of advertisement and the way advertisements work may be a question that the majority marketers and managers attempt to find a solution. The first objective of advertisement is typically to impact the consumer's buying behavior. Most of the time consumers buying behavior is influenced by liking or disliking of consumer towards the advertisement of the merchandise, advertised (Smith & Neijens, 2006). Within the words of Gorn, 1982, the buyer behavior towards a product is wholly counting on advertising, with none consideration of the features of the merchandise. To analyze more about the consequences of advertisement and therefore the factors of advertisement that influences the buyer buying behavior, a conceptual framework is made.

**FIGURE 1 CONSUMER BUYING BEHAVIOR**



**OBJECTIVES OF THE STUDY:-**

Advertisement is typically to impact the consumer's buying behavior.

- To develop and understanding the concept of an advertisement's importance in consumer's mind
- How much advertisement can influence on consumer's mind to stimulate their behavior towards the buying decisions

**METHODOLOGY-**

Our research design is predicated on the cross sectional data that was collected through field survey with the assistance of questionnaire. We used both primary & secondary data during this study. Primary data from the survey and secondary data was collected from research papers, books, journals, internet and magazines etc.

**SAMPLE AND MEASUREMENT SCALE:-**

For the aim of the study we are selecting 190 respondents in Shikaripura town. They're come from different areas. A structured questionnaire was prepared and it contains 18 questions and 5 independent variables. A five point Likert scale questionnaire containing (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree and (5) strongly Agree were wont to measure the response of sampling population.

**NEED FOR THE STUDY-**

This paper aims to look at the impact of advertisements on consumer buying behavior by analyzing the real-time effects of entertainment,

familiarity, advertisement spending, and social imaging in advertisement on consumer buying behavior Research Limitations/ implications–Future research can test other variables like brand associations, brand trust to unearth further cognitive and attitudinal structural relationships with consumer buying behavior. Similar research also can be conducted on a particular sort of advertisements like, email advertisements, social media advertisements etc.

**LITERATURE REVIEW**

**Advertising:** Advertising may be a subset of promotion mix which is one among the 4 piece within the marketing mix, comprising product, price, place and promotion. Advertising may be a promotional strategy utilized in creating product awareness within the minds of consumer to require purchasing decision (Latif & Abideen, 2011). It is a communication tool used by marketers. Advertising influences individual's attitudes, behaviour and life style. It is one among major source of communication tool between the producer and therefore the user of product. For a corporation product to be a documented brand, they need to invest in their promotional activities especially advertising (Hussein et al, 2008). Latif and Abideen (2011) argued that advertising have the potential to contribute to brand choice among consumers. Advertising was defined by Arens (1996) as a communication process, marketing process, economic process, social process, a public relations process or an information and persuasion process. Dunn and Barban (1987) defined advertising as a paid, non-personal communication through various media by business firms, non-profit organizations and

individuals who are in how identified within the advertising message and who hope to tell persuade member of a specific audience. Morden, 1991 (as reported in Zainul-Abideen (2012) opined that advertising message is to determine a basic awareness of the merchandise or service within the mind of the potential consumer and to build up knowledge about it. Advertising as a promotional strategy provides a serious tool in creating product awareness and condition the mind of a possible consumer to make a decision finally on what to shop for (Ayanwale et al, 2005; Adelear, Chang, Lanchndorfer, Lee & Morimoto, 2003) Advertising may be a non-personal and paid form where ideas, concepts, products or services and knowledge are promoted through media by an identified behavior (Ayanwale et al, 2005; Bovee, Thill; Dorel & Wood, 1995). Advertising by television enable message of advertising to succeed in big variety of audience or consumers and is one among the simplest advertising medium especially of products and services, organization idea etc.,

#### **Entertainment:**

Entertainment has been one among the first criteria for creating a billboard . Entertainment is employed as a tool to realize attention of consumers . An interesting and entertaining ad is more likely to be remembered by consumers instead of an uneventful one. Therefore, it are often said that entertainment increases the effectiveness of advertising. That is why many companies are investing tons of cash to form advertisements that are humorous.

#### **Familiarity:**

Alba & Hutchison (1987) defined familiarity because the number of product-related or service-related experiences that are gathered by the buyer . These related experiences include direct and indirect experiences such as exposure to advertisements, interactions with salespersons, word of mouth contact, trial and consumption.(Alba & hutchinson) Johnson & Russo (1984) viewed familiarity as being tantamount with knowledge. Johnson & Kellaris (1988) have considered experience contributing to familiarity. Review of the literature shows that knowledge; Experience and familiarity are closely intertwined. Following Alba & Hutchison's (1987) definition, brand familiarity is identified because the accumulated

correlated experiences that customers have had with a brand.

#### **Social Imaging**

Advertisements generally have influence on how we perceive things around us. Through various sorts of advertisements, especially TVCs portray how a user of a particular product is or should be. It sometimes shows the class the user of a product belong to, their lifestyles and attitudes in cases of beauty product this idea is very applicable. In a research conducted in 2009 it was observed that one of most influential ideas spread by the media is society's perception of beauty and attractiveness. The thin beautiful woman and the handsome muscular men are seen everywhere. And as the influence of media increases, the pressure to hold on to these ideals increases (Russello, 2009)).

#### **Spending**

Advertising spending can have an impact within the buying behavior of individuals during a sense that the extra money spent are often linked with the standard of advertisement and therefore the frequency of advertisement. It may result in creating a lasting impression in consumer's mind. Advertising is a crucial extrinsic cue signaling product quality (Migrom & Roberts, 1986). Heavy advertising spending shows that the firm is investing in the brand, which means the organization has a huge investment and thus implies that they might have a better quality of product.(Kirmani & Wright, 1989). In addition, advertising spending levels are good indicator of not only top quality but also good buys.

#### **DATA ANALYSIS**

**Table : 1 : Demography of Respondents /Consumer Profile**

<b>Gender</b>	<b>Percentage</b>
Male	57.5%
Female	42.5%
<b>Age</b>	<b>Percentage</b>
18-25	36.9%
26-40	30%
41-60	19.6%

Education	Percentage
Secondary 68	35.79
Degree 86	53.26
Post graduate/others 36	10.95
Marital Status	Percentage
Married 75	39.47
Un married 115	60.53
Occupation	Percentage
Trader 25	13.15
Artesian 35	18.42
Civil servant 80	42.10
Students 50	26.33
Monthly Income	Percentage
10,000 to 20,000 65	34.21
20,000 to 30,000 87	45.78
Above 30,000 38	20.01

Source: Primary Data

#### Descriptive Statistics :-

The analysis for this study is based on 190 respondents. Among them, 57.5 % (109 participants)

were male respondents and 42.5% (81 participants) female respondents. In terms of gender, among the 190 respondents who participated in the survey, 70 (36.9 %) were at the age range of 18 to 25 years; 57 respondents (30 %) were at the age range of 26 to 40 years; 63 respondents (19.6%) were at the age range of 41 to 60 years. In terms of Education among the 190 respondents 68 (35.79%) respondents are secondary education, 86 (53.26) respondents are degree and 36 (10.95%) are post graduate. It shows that advertisements are influenced on degree qualified respondents. In terms of marital status among the 190 respondents 75 (39.47%) respondents are married and 115 (60.53%) are unmarried. It shows that advertisements are influenced on unmarried respondents. In terms of occupation among the 190 respondents 25 (13.15%) respondents are Traders, 35 (18.42) Artisans, 80 (42.10) are civil servants and 50 (26.33) are students. It indicates advertisements are effects on civil servants compare to traders. In terms of Income among the 190 respondents 65 (34.21%) respondents are in the group of 10,000 to 20,000 salaried respondents, 87 (45.78) are in the group of 20,000 to 30,000 salaried persons and 38 (20.01%) respondents are in the group of above 30,000 monthly income. It indicates consumer behavior depend upon his income.

#### FACTOR ANALYSIS:-

Our research was supported cross sectional data of 18 questions. With 5 independent variables, (Necessity have 6 questions), (Pleasure have 3 questions), (Dominance have 2 questions), (Brand Recall have 4 questions) and (Stimulation have 3 questions). We've given simple descriptive statistics of Independent variables in Table 2.

**Table 2 Effects of necessity advertisement on consumer's buying behavior**

Sl No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Does advertisement necessary to attract the consumers?	5	11	18	117	39
2	Does print advertisement (Newspaper etc) to be necessary?	7	15	38	107	23
3	Does the outdoor/street advertising relevance to Your daily life?	7	36	31	95	21
4	Does outdoor/street advertisement poorly displayed, that's why not attractive?	5	32	43	101	9

5	In this competition market, any product can't survive without advertisement?	6	19	10	98	57
6	Do You buy the goods when you feel its necessary/needed?	3	13	18	131	25

From the above table, we've observed that the 61.58% consumers are agreeing & 20.52% are strongly agreed that advertisement is important to catch the consumer's attraction. In second question 56.31% consumers are agree and 20% are neutral that medium ads to be necessary. In next 50% are agree and 16.31% are neutral that street ads are relevant

to lifestyle. In fourth question 53.15% are agree that street ads are poorly displayed. In fifth 51.57% consumers are agree that during this competition market any product can't survive without advertisement. In last question 68.94% consumers are agree that they buy goods once they feel it's necessary.

**Table 3 Effects of pleasure advertisement on consumer's buying behavior**

SI No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
7.	Does restrictive advertisement also attract your mind and convince you	7	3	29	142	9
8	Does advertisement a source of pleasure & entertainment?	3	10	12	46	119
9	Do You think that television commercials have vast coverage than anything else?	2	8	10	48	122

Above table shows the 74.73% consumes are agree that even restrictive advertisement also are attract them. In eighth question 62.63% are strongly agree that

ads are the source of an entertainment. In last 64.21% consumers are strongly agree that television commercials have vast coverage, than anything.

**Table 4 Effects of dominance advertisement on consumer's buying behavior**

SI No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10	Does advertisement always an influence & dominate You?	5	9	26	120	30
11	Do You wish to buy the products for dominance & increase the quality of living in society?	5	9	21	92	63

In tenth question 63.16% consumers are agree that advertisement always having an influence and dominate us. In last eleventh question 48.42%

consumers are agree that mostly they buy the products to point out the quality of living in society.

**Table 5 Effects of brand recall advertisement on consumer's buying behavior**

SI No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
12	Does advertisement create the notice, in order that you favor to shop for the low priced goods?	7	27	10	124	19
13	Does advertisement convince? You to shop for an equivalent brands?	13	35	21	99	22
14	Does the FMCG Co. should give ads, for brand recall in Your mind?	3	9	23	95	60
15	Does your participation in purchasing influenced by friends & family?	12	60	31	73	14

From the above table, in twelfth question shows that 124 consumers are agree and 19 consumers are strongly agree that advertisement may be a major source of awareness regarding FMCG's. in next 52.10 you're agree that yes advertisement convince us to shop for an equivalent brands etc. in fourteenth 50% are

agree that yes FMCG companies should give ads regularly for introducing the opposite brands of an equivalent company. In last fifteenth question 38.42% consumes are agree that their participation in buying influenced by friends and family who were inspired by the advertisement.

**Table 6 Effects of stimulation advertisement on consumer's buying behavior**

SI No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
16	Does advertisement stimulate or encourage You to get the products?	6	10	51	108	15
17	Does advertisement always influence Your buying habits?	4	11	43	117	15
18	Does advertisement motivate you, to shift from one brand to a different brand?	5	8	13	126	38

In this above table the results of sixteenth question 56.84% consumers are agree that advertisement stimulate and encourage them to shop for the products. In seventieth there are 61.57% consumers are agree that yes mostly it influenced their buying behavior. In last question 66.32 that buyers are agree that advertisement motivate them to shift from one

brand to a different brand, thanks to additional benefits and characteristics.

### **FINDINGS OF STUDY-**

From the above results we've observed and analyzed that advertisement have its effects and each person is habitual in his or her life, consumers



are conversant in the promotional activities of electronic and medium etc.

- Consumers are agreeing that they buy goods—once they feel it's necessary.
- Consumers are strongly agreed that television commercials have vast coverage, than—anything .
- Consumers are agree that mostly they buy—the products to point out the quality of living in society.
- Consumes are agree that their participation in buying influenced by friends and family who were inspired by the advertisement.—
- Consumers are agree that advertisement motivate them to shift from one brand—to a different brand, thanks to additional benefits and characteristics.

## CONCLUSION:

This research was a study on the impact of advertisement on consumer buying behavior. For this purpose four independent variables, Entertainment in Advertisement, Familiarity of Advertisement, Social Imaging in Advertisement and Advertisement Spending were considered. Supported the analysis it are often concluded that advertisement has significant impact on consumer buying behavior. This study are often helpful for marketers to know what triggers a consumer's intention to get. They will determine which element in advertising is best and which has comparatively lower impact. Although this research can make significant contribution to literature except for future study qualitative data are often used. Qualitative data will provide further insight into the connection among these variables.

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## AGRICULTURAL MARKETING IN INDIA - AN OVERVIEW

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### ABSTRACT

*Agriculture in India has directly or indirectly sustained to be the important source of livelihood to majority of the Indian population. Indian agriculture has seen drastic changes in its structure. India, primarily an agricultural economy, has healthy signs of changes in agriculture and allied activities in the country. India has seen agriculture as a valuable tool of economic progress as other sectors of production depend on it. Efficient backward and forward combination with agriculture has led to international competitive production system in terms of quality and cost. Cooperatives seem to be well positioned to harmonize product differentiation at the farm level and to combine forward into value added processing activities. Indian agriculture can be balanced and made more and more efficient through proper and better management practices. The present paper brings growth of agricultural marketing in India, its challenges and opportunities for agriculture in India.*

**Keywords:** Agriculture, Livelihood, Population, Economy, Marketing.

### INTRODUCTION

India is a basically agricultural country and 33.33 percent of population depends on the agricultural sector directly or indirectly. Agriculture till today as main stay of the Indian economy since times immemorial. Indian agriculture contribution to the national gross domestic product (GDP) is about 25 per cent. With food being the crowning need of mankind, much emphasis has been on commercializing agricultural production. For this reason, adequate production and even distribution of food has of late become a high priority global concern.

Agricultural marketing and international trade in agricultural commodities are assuming importance in the background of growth of agricultural productivity and free trade. It has been enhancing the living standards of farm families, making India hunger free and turning poverty into prosperity in the country. Agricultural Marketing is a process, which starts with a decision to produce a saleable agro product and involves all aspects of market system, functional and institutional, which is based on the technical and economic considerations.

An efficient agricultural marketing is important for the development of the agriculture sector. It provides outlets and incentives to maximize production, the marketing system contribute greatly to commercialize the subsistence farmers. Worldwide Governments have recognized the importance of liberalized agriculture markets. Today the worldwide trend is to encourage direct farmer sales and promote contract farming.

Today there is a need to combine farm production and retail chains. There is a necessity to integrate farm production with national and international markets and to enable farmers to undertake market oriented production plan and adoption of modern marketing practices.

Agricultural marketing system is defined in varied ways as below:

"Marketing includes all the business activities during the flow of goods and services from the initial point of agricultural production, till the reach in the hands of ultimate consumers."

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J. C. Abot has defined agricultural marketing as "Agricultural marketing includes all those activities by which food item and raw material reach the consumer from a farm."

But normally it can be defined as the physical and institutional setup to perform all activities involved in the flow of products and services from the point of initial agricultural production until they are in the hands of ultimate consumers. This includes assembling, handling, storage, transport, processing, wholesaling, retailing and export of agricultural commodities as well as accompanying supporting services such as market information, establishment of grades and standards, commodity trade, financing and price risk management and the various institutions, involved in performing all these functions.

Today agricultural marketing structure in the country is the outcome of several years of efforts of government policy and initiatives. The system has undergone lot of changes during the last 60 years, regarding the owing to the increased marketed surplus; growing urbanization and income levels and consequent changes in the pattern of demand for marketing services; increase in linkages with distant and overseas markets; and changes in the policies of government. There are three important aspects of an agricultural marketing system. These are market structure, conduct and performance.

In agricultural marketing, government intervention is necessary. The intervention of the government always influences it. An important characteristic of agricultural produce markets in India has been that private trade has continued to dominate the market. Millions of wholesalers and retailers handle the trade in food grains. Apart from traders, processors also play an important role as they also enter in the market as bulk buyers and sellers

## OBJECTIVES OF THE STUDY

The following are the main objectives the present research

- A) To study the present status of agriculture marketing in India.
- B) To study defects of agricultural marketing in India and remedial measures for improvement of agricultural marketing in India.

## Research Methodology

This is descriptive research. The study primarily includes secondary data sources which have been taken from different literature review, published journals, articles and online databases and websites.

## Review of Literature

**Shakeel-UI-Rehman et. el, (2012)** There is an prominent need for the Agri-marketing initiatives to be large and organized. The present market must cover two aspects of marketing network and actual regulation of the conduct of market. The need to strength the regulated market system arises from changing nature of linkages between agriculture and markets. It has been observed that better and easy market access and efficient information flow can bring much desired market orientation of the production system.

**Rajendran (2014)** The present study concluded that, the necessary reforms coupled with proper price discovery strategy through regulated market system will help streamline and strengthen agricultural marketing in India. In order to avoid isolation of small-scale farmers from the benefits of agricultural produce they need to be integrated and informed with the market knowledge like fluctuations, demand and supply concepts which are the important of economy. Marketing of agriculture can be made effective if it is looked from the collective and integrative efforts from various quarters by addressing to farmers, middlemen, researchers and administrators.

**Jyothi (2014)** Agriculture continues to play an important role in most Asian countries. Its contribution to their GDP is substantial, its share in employment is high; and a large part of exports is accounted for by agricultural commodities. In the family budget of the majority of households, food and agricultural products account for the largest share. With largely focus on sustainable development, agriculture has acquired a new importance. Sustainable use of land and water, application of pesticides and fertilizers, the place of animals, prospects for a forestation, and issues of biodiversity are considered vital. As should be expected, the records of Asian countries vary in these respects. Yet there are several common features and emerging trends in agricultural development in the region which have a bearing on its march towards sustainable development.

**Kiruthiga (2015)** The agricultural marketing plays a significant role in easy way agro produce

distribution to the customers. Like all the marketing activities, it also aims in profit making. It assists the farmers to reach their customers within very short lead time. In order to avoid isolation of small-scale farmers from the benefits of agricultural produce they need to be integrated and informed with the market knowledge like fluctuations, demand and supply concepts which are the core of economy.

**Bajrang Lal (2017)** Economic development of the country depends on the development of its rural people and that depends development of agricultural produce and productivity, rural and agricultural marketing as well. Today urban marketing is very costly and is facing saturation. That is why, focus of marketers should be rural market and for effective utilization of potentials of rural market, marketers should facilitate agricultural marketing. They should invest in infrastructure and in all other facilities important for agricultural marketing in India.

### **Present Status of Agricultural Marketing in India**

In India, four different systems of agricultural marketing are prevalent as mentioned below

- ❖ **Sale in Villages:** The first method open to the farmers in India is to sell away their surplus produce to the village moneylenders and traders at a very low price, The moneylender and traders may buy independently or work as an agent of a bigger merchant of the nearby mandi. In India more than 50% of the agricultural produce is sold in these village markets in the absence of organized markets.
- ❖ **Sale in Markets:** The second method of disposing surplus of the Indian farmers is to sell their produce in the weekly village markets popularly known as 'hat' or in annual fairs.
- ❖ **Sale in Mandis:** The third form of agricultural marketing in India is to sell the surplus produce through mandis located in various small and large towns. There are nearly 1700 mandis which are spread all over the country. As these mandis are located in a distant place, thus the farmers will have to carry their produce to the mandi and sell those produce to the wholesalers with the help of brokers or 'dalals'. These wholesalers or mahajans again sell those farm produce to the mills and factories and to the retailers who in turn sell these goods to the consumers directly in the retail markets.

- ❖ **Co-Operative Marketing:** The fourth form of marketing is the co-operative marketing where marketing societies are formed by farmers to sell the output collectively to take the advantage of collective bargaining for obtaining a better price.
- ❖ **Regulated Markets:** Organized marketing of agricultural commodities has been promoted throughout the country through a network of regulated markets, whose primary objective is to ensure reasonable prices to both farmers and consumers by creating a conducive market environment for fair play of supply and demand. The number of regulated markets has grown from 286 in 1950 to 7,114 as on 31st March, 2014, besides which there are 22,759 rural periodical markets.

Conditions for Satisfactory Development of Agricultural Marketing in India

**The following are some of the important conditions for the satisfactory development of agricultural marketing in India:**

- ❖ **Eradicate Middlemen:** In order to ensure a fair and satisfactory market for agricultural produce, eradication of middlemen is very much important. Such middlemen between the farmers and the ultimate consumers usually distract the normal functioning of the market.
- ❖ **Freedom from Moneylenders:** Easy finance facility should be developed so as to set free the farmers from the clutches of moneylenders who often force them to go for distress sale of their output.
- ❖ **Storage Facility:** Suitable agricultural marketing structure needs an improved and adequate storage capacity in the form of modern warehouses and cold storages. Such facilities can raise the holding capacity of farmers for getting a remunerative price of their product.
- ❖ **Bargaining Capacity:** The poor bargaining capacity of the farmers arising out of poor holding capacity should be improved for getting price of their produce in the market.
- ❖ **Regulated Markets:** A good number of regulated markets should be set up throughout the country for removing the practice of exploitation of farmers by

the middlemen. Weights and measures are also to be modernized.

- ❖ **Good Transport Facility:** For developing satisfactory agricultural marketing cheaper and adequate means of transport must be developed so that farmer can take their produce in urban market or mandis.
- ❖ **Agricultural Marketing Societies:** Agricultural marketing co-operative societies should be formed throughout the country for developing a better marketing structure.
- ❖ **Market Intelligence:** Proper arrangement should be made through mass media coverage to pass correct and updated information to the farmers about ruling prices and marketing operations.

Problems of Agricultural Marketing in India

**Following are some of the major problems of the agricultural marketing in India:**

- ❖ **Lack of Storage Facility:** There is no proper storage or warehousing facilities for farmers in the villages where they can store their agriculture produce. Every year 15 to 30% of the agricultural produce is damaged either by rats or rains due to the absence of proper storage facilities. Thus, the farmers are forced to sell their surplus produce just after harvests at a very low and un-remunerative price.
- ❖ **Distress Sale:** Most of the Indian farmers are very poor and thus have no capacity to wait for better price of his produce in the absence of proper credit facilities. Farmers often have to go for even distress sale of their output to the village moneylenders-cum-traders at a very low price.
- ❖ **Lack of Adequate Transportation:** In the absence of adequate road transportation facilities in the rural areas, Indian farmers cannot reach nearby mandis to sell their produce at a good price. Thus, they prefer to sell their produce at the village markets itself.
- ❖ **Unfavorable Mandis:** The condition of the mandis is also not at all favourable to the farmers. In the mandis, the farmers have to wait for disposing their produce for which there is no storage facilities. Thus, the farmers will have to take help of the middleman or dalal who take away a major share of

the profit, and finalizes the deal either in his favour or in favour of arhatiya or wholesalers.

- ❖ **Middlemen's:** A large number of intermediaries exist between the cultivator and the consumer. All these middlemen and dalals claim a good amount of margin and thus reduce the returns of the cultivators.
- ❖ **Unregulated Markets:** There are large numbers of unregulated markets which adopt various malpractices. Prevalence of false weights and measures and lack of grading and standardization of products in village markets in India are always going against the interest of ignorant, small and poor farmers.
- ❖ **Lack of Market Intelligence:** There is absence of market intelligence or information system in India. Indian farmers are not aware of the ruling prices of their produce prevailing in big markets. Thus, they have to accept any un-remunerative price for their produce as offered by traders or middlemen.
- ❖ **Lack of Organization:** There is lack of collective organization on the part of Indian farmers. A very small amount of marketable surplus is being brought to the markets by a huge number of small farmers leading to a high transportation cost. Accordingly, the Royal Commission on Agriculture has rightly observed, "So long as the farmer does not learn the system of marketing himself or in co-operation with others, he can never bargain better with the buyers of his produce who are very shrewd and well informed."
- ❖ **Lack of Grading:** Indian farmers do not give much importance to grading of their produce. They hesitate to separate the qualitatively good crops from bad crops. Therefore, they fail to fetch a good price of their quality product.
- ❖ **Lack of Institutional Finance:** In the absence of proper institutional finance, Indian farmers have to come under the clutches of traders and moneylenders for taking loan. After harvest they have to sell their produce to those moneylenders at unfavorable terms.
- ❖ **Unfavorable Conditions:** Farmers are marketing their product under adverse condition. A large number of small and marginal farmers are forced by the rich farmers, traders and moneylenders to

fall into their trap to go for distress sale of their produce by involving them into a vicious circle of indebtedness. All these worsen the income distribution pattern of the village economy of the country.

#### Remedial Measures for Improvement of Agricultural Marketing in India

Following are some of the measures to be followed for improving the existing system of agricultural marketing in the country:

- ❖ Establishment of regulated markets.
- ❖ Establishment of co-operative marketing societies.
- ❖ Extension and construction of additional storage and warehousing facilities for agricultural produce of the farmers.
- ❖ Expansion of market yards and other allied facilities for the new and existing markets.
- ❖ Provision is made for extending adequate amount of credit facilities to the farmers.
- ❖ Timely supply of marketing information to the farmers.
- ❖ Improvement and extension of road and transportation facilities for connecting the villages with mandis.
- ❖ Provision for standardization and grading of the produce for ensuring good quality to the consumers and better prices for the farmers.
- ❖ Formulating suitable agricultural price policy by the Government for making a provision for remunerative prices of agricultural produce of the country.

#### CONCLUDING REMARKS

From the above study, we may conclude that India is primarily an agricultural based economy as most of the people in the country are engaged in agriculture activities. But the marketing system of agricultural products has remained very backward in the country. So many problems such as lack of storage facility, poor transportation facilities, unregulated markets, lack of organization, lack of institutional finance facility etc. are involved with the agricultural marketing system in the country. However, several measures or schemes have been undertaken by the government for development of

agricultural marketing system in India. It is hoped that, effective implementation of these measures will bring a huge benefit or improvement for the agricultural marketing system in the country.

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## CONSUMER ATTITUDE TOWARDS GREEN MARKETING PRACTICES OF SELECT PUBLIC SECTOR BANKS; A CASE STUDY OF SHIMOGGA DISTRICT

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### ABSTRACT

*The increased concentration on environmental issues has placed pressure on all industries, including financial institutions to put into practice Green Initiatives where banking sector is playing a vital and significant role in endorsing environmental sustainability. It also means encouragement of environmental-friendly practices in dropping carbon footprint from banking activities. And with the growing interest among the consumers regarding protection of environment, banks are coming out with various Marketing Strategies in executing internet technologies in their activities through green products and services. A structured questionnaire was instrumented in getting responses from the consumer towards green marketing strategies adopted by SBI and Canara Bank. This study concludes that banks should create more awareness among the customers.*

**Keywords:** Green Marketing, Green Banking, Green Products, Green Price.

### INTRODUCTION

Mere production of goods and services by business firm do not bring any profit to it. Only Proper marketing of goods and services will brings profit to any business firm. It is a course of action through which goods and services progress from concept to the customers which embraces the synchronization of four essentials called the 4 P's of marketing namely detection and development of a product, pricing of a product, selection of distribution of proper channel to reach the customer's place and implementation of effective promotional strategy.

Therefore, marketing plays a very important role not only in reaching the end customers but also will bring profit to any business firm. With the increasing awareness regarding protection of environment and

providing it to the future generation without any damage, business firms are channelized to produce environmental supportive goods and services as the result of which the concept of Green Marketing got its birth.

### GREEN MARKETING CONCEPT

Concept of green marketing concerns with protection of ecological environment. It is a marketing philosophy which protects the ecological balance through production and selling of eco-friendly products. In simple terms green marketing refers to the process of selling products or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. Thus green marketing incorporates a broad range of activities,

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including product modification, changes to the production process, packaging changes, as well as modifying advertising through pure technology, conservation of energy, preservation of environment, minimum use of natural resources, and more use of natural foods instead of processed foods. Thus, the term green marketing refers to the planning, development and promotion of products or services that satisfy the needs of consumers for quality, output, prices and services without a negative effect on the environment with regard to the use of raw material, the consumption of energy, etc.

## GREEN MARKETING PRACTICE IN BANKING SECTORS

Green banking, in general, relating to the promotion of environmental-friendly activities that reduces carbon footprint from banking activities mutually benefits the consumers, banks, industries and the economy. It provides deposit and loan products accessible through online, mobile banking, attractive deposit rates on CDs, money market accounts and savings accounts, lower fees and rate reduction on loans relating to energy-efficient projects, etc, all which are banking activities outside pure profit.

Green marketing in banking sector generally refers to the process of selling products/ services with environmental benefits are gradually gaining its momentum. Further, with energy efficiency as the key focus, both public sector banks and private sector banks are more active in providing their customers with a wide range of green products and services that are environmental friendly.

## OBJECTIVE

The primary objective is to study consumer attitude towards Green marketing Practices by select Public sector Banks in Shimoga District. Based on this primary objective the following specific objectives are framed.

1. To study the utilisation of green products and services by the customers of select private Indian banks in Shimoga District.
2. To access the customer's attitude towards green products/services.

## METHODOLOGY

The study follows a descriptive research design, where the data is collected from 100 customers of SBI and Canara Bank at Shimoga. The customers are supplied with a structured questionnaire to extract the data. Only primary data is considered for the analysis and interpretation of results.

## ANALYSIS

**Table No. 1 Demographic factors of respondents**

Gender	No. of Respondents	Percentage
Male	62	62
Female	38	38
Total	100	100

Source: Primary Data

Out of the total respondents 62 are male and remaining 38 are Females.

**Table No. 2 Age of the Respondents**

Age	No. of Respondents	Percentage
Under 20	03	03
20-30	21	21
30-40	49	49
40-50	12	12
Above 50	15	15
Total	100	100

Source: Primary Data

Out of the total respondents majority of the respondents (49) are falls under the age group of 30-40. Followed by 21 respondents are under the age group of 20-30. Likewise 12 and 15 respondents are under the age group of 40-50 and above 50. Finally, only 3 respondents are under the age group of 20 and below.

**Table No. 3 Utilisation of Green Products/services provided by Banks**

Green Products/Services	No. of Respondents		Total
	Yes	No	
ATM	92	08	100
NEFT/RTGS	42	58	100
Online Banking	90	10	100
Green CDs	-	100	100
Green Loan	01	98	100
Green Saving A/c	-	100	100

*Source: Primary data*

Out of 100 respondents 92 are utilizing the ATM and only 08 respondents are not utilising ATM. With regard to NEFT/RTGS only 42 respondents are using and remaining 58 are not using it. Followed by

Green Loan, 98 respondents are not utilising the facility of Green Loan. But none of the respondents are utilizing the facility of Green CDs and Green saving A/C services provided by banks.

**Table No. 4 Customers Attitude towards Green Products/Services**

Particulars	No. of Respondents		Total
	Yes	No	
No need of special and advanced skills in using green banking channels	89	11	100
No server problem encountered while doing online transaction	75	25	100
Online banking saves time	94	06	100
Willingness to pay extra charges for Green Banking services	20	80	100
I feel more prestigious using online services than queuing at the bank halls.	86	14	100

*Source: Primary Data*

Majority of the respondents (94) have opinion that online banking saves their time. 89 respondents do not need special and advanced skills in using green banking channels. Likewise, 86 respondents feel more prestigious in using online services than queuing at the bank halls. With regard to willingness to pay extra

charge for green banking services majority are not ready to pay (94).

### **SUGGESTIONS**

1. Initiate customers to extensively use green products and services thorough friendly interaction with the customers.

2. Bank officials to be trained with required soft skills and update knowledge at frequent intervals to more effectively provide green products and services to the customers.
3. Those who are already using Green Products of Banks, they should create awareness among public about benefits of these facilities.
4. Join their hands with Banks to create awareness about environment protection and Benefits of Green services of Banks.
5. Server problems should be solved so that, customers can access the green product/services without any interruption.

## CONCLUSION

Banks in India have adopted green banking channels with major portion of it being unutilized. At the same time, the existing green banking practices are only observed in selected branches. Hence, green banking still remains as a major issue and indicates that banks in India are to go green and play an important role in taking up environmental and ecological aspects. Hence, it could be concluded that overall green banking would be really a good way for people to be more aware about global warming which will contribute a lot to the environment in making this earth a better place to live for future generation by opening up a huge opportunity in clean, renewable energy technologies, emission reduction and reduced-carbon transportation which could be slowly and steadily achieved if cooperation

from all sectors of the economy is gained and bank being the integral part of any economy must lead from the front.

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## CONSUMER PERCEPTION TOWARDS CASHLESS TRANSACTION

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### ABSTRACT

*In every economy, money is said to be the blood with the advent of internet, smart phones and other digital technologies has made cash transactions simpler. In the current scenario most of the transactions were made cashless and future physical form of currencies will no longer be a king. In cashless transactions, electronic channels like a Debit card, Credit card, Electronic merchants, and payments such as IMPS are used as the mode of transaction. Use of electronic channels will definitely helps the customersto reduce the amount of carrying cash through which reduces the risk and cost associated with that and also provide safety. Therefore, the result show that cashless society has proved to be effective in the payment system. Hence, the present study helps to identify the cashless transaction, Customer perception, factors influencing and also know the level of awareness of the consumer.*

**Keywords:** Cashless transaction, Factors influence, Consumer perception

### INTRODUCTION

Worldwide there is tremendous interest among policy makers, academicians and commercial enterprises to explore the possibility of moving towards a cashless economy. However cash still continues to remain the major form of transaction. In recent times, the people of India are moving towards cashless transactions to physical cash transactions. Cashless transactions are those financial transactions which has takes place electronically without the presence of physical cash with the advancement of internet, online banking facilities and other mobile applications has made consumers more convenient to do their transactions anywhere and at anytime. Although with the developments in technology in the form of big data, internet of things etc. They also have a dark sided effect in terms of security and privacy of the consumer's perception towards cashless transaction and also about information security. A cashless transaction indicates towards a society where transactions are done through electronic channels such as debit and credit cards, payment system such as immediate payment Service

(IMPS) and NEFT among many, rather than using cash. This is where the role of technology comes into pay.

### REVIEW OF LITERATURE

**Pathania (2016)**, in his article mentions some of the benefits of cashless transaction to nations like increase GDP by using cards and reduce social cost, increased in financial inclusion due to acceptance of e-payments, reduces the shadow economy, reduce in cash payment enables e-commerce growth and facilitated transactions online. He says that at 1.7% of GDP, India incurs a much higher cost of compared with most developed economies.

**Kumari D, (2016)**, this paper stated that spreading the light basic concept of cashless transaction its security issues. She says that insufficient infrastructure is also a major barricade for cashless transaction. Illiteracy one of the major issue in the path of cashless transaction, as per UNESCO report. Hacking is one of the issue for cashless transaction as per the Economic time is the major challenges is cashless transaction.

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**Dr. Tushar Chaudri (2017),** Cashless transaction system is not possible without sufficient internet facilities, so government must investigate in infrastructure availing internet. Especially free Wi-Fi zones should be made available at local market. All the major banks must have separate counter which will be particularly used for assistance and guidance for cashless transaction system. Extra charges on cashless transaction must be stopped. It should be made compulsory to all corporate societies to make cashless transaction specially cheque or demand draft. Some advantages must be given to the people who are using cashless transaction. The vast advertisement campaign must be launched which will not only develop cashless transaction but also will provide valuable assistance in using it.

**Dr. Budheshwar Prasad SinghraulV (2018)** the major findings of the study show that India in terms of using cashless transaction methods is still very poor in comparison to other developed countries in the world. As many countries are already turned up with their electronic payment system, India is in its beginning stage and all population are mainly dependent on paper cash based transaction because of unavailability of proper internet connectivity, lack of awareness and knowledge of financial transaction, charges on card payment and un operational bank accounts.

### NEED FOR THE STUDY

India has passed through various transformations in the recent years that are responsible for the industrialization, international trade, and economic growth. Despite the various growth indicators, the percentage of total cashless transactions in India is very less if compared within the group of

BRICKS nations like Brazil, Russia, China, and South Africa that have similar economy growth rate. The total transactions carried out without physical currency in India is around 2% if compared in the group of BRICS nations. The research will study the paradigm shift along with this backwardness in cashless transactions.

### SCOPE OF THE STUDY

The study is basically to find out the Cash and Cashless transactions, factors which are Social Influence, Security Information Technology and Willingness to pay more and towards consumer perception towards cashless transaction.

### RESEARCH METHEDOLOGY

Both primary and secondary data will be used an exhausting questionnaire & observation will be structured to gather as much primary information as possible and hence, the most common form of research. A preliminary study in the form of informal interviews with 50 persons will be conducted. Secondary data is one which is collected by online and other & various web sites & Literature Reviews have been used.

### ANALYSIS AND RESULT:

According to this study, demographic factors like gender, and qualification and which are highly influenced the customers for using cashless transaction. Table presents the demographic characteristics of sample respondents. Among the respondents, 10 are adult and 4 are old age group& 16 are Employees. Highest categories of using cashless transactions arereducing the risk of carrying cash. Majority of the respondents are graduate and most of them are working in private

**Table 1.1 classifications of respondents on the basis of age, gender and qualification.**

Demographic variables	Categories	No.of respondents	Percentage of Cashless Transaction
Gender	Male	20	60
	Female	10	40
Age groups	Below 30 years	6	30
	30-40 years	8	40
	40-50 years	12	60
	Above 50 years	4	20
Qualification	Secondary	5	25
	Diploma	4	20
	Graduates	15	75
	Post Graduates	6	30

Above table shows that 30% of respondents belong to age group of 30 years, 40% of respondents belong to age group of 30-40 years, 50% of respondents belongs to age group of 40-50 years and 60% of respondents belongs to age of above 50 years.

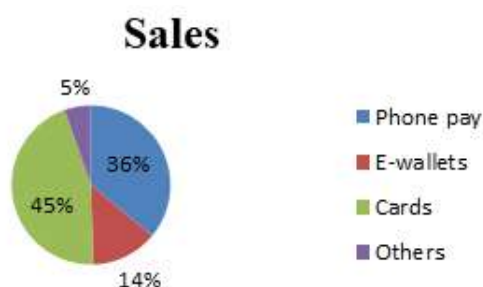
In the above table we can see that the respondents of age between 30-40 years are more no. of respondents as their highest percentage like 60% respectively they includes cashless transactions.

The above table indicates that 25% of respondents belongs to secondary qualification, 20% of respondents diploma, 75% of respondents graduate, and 30% of respondents are post graduates.

From the above table indicates that 60% are male, and 40 % are female respondents.

**Table-1.2 Most preferred digital payment used by respondents.**

Phone pay	10
E-wallets	3
Card (Debit & Credit)	10
Others	7



### Finding Suggestions

#### 1. Different age group of Beneficiaries:

The result of beneficiaries belongs to different age groups have different total impact, the higher social impact between 40-50 years.

#### 2. Male & Female Beneficiaries:

As per the research the male and female beneficiary differs extensively with respect to total impact, the cashless transactions reduce the risk of the carrying physical cash. The study found that, the female beneficiaries have higher social, economical and total impact as compared to male.

The finding of the study show that the using of cashless transaction methods is still very poor in comparisons to other developed countries. As many countries already adopted cashless payment system. Population has dependent on cash based transaction because of unavailability of poor internet connectivity. Lack of information and knowledge of financial transaction, charge on card payments and unequipped bank accounts. The consumer should need to come up with the new policies of electronic transactions. It is suggested that Government should promote their agencies and private sectors to increase cashless transactions.

### CONCLUSION:

The study concludes that cashless transaction economy is good for strong decisions of Government of India. Some people accept the concept of cashless transaction. But the main problem of not using cashless transactions in India is Cyber Crime. Therefore it is important to be access internet security from protection against online ill-behaved. Customers and retailers are faced the risk and problems while doing cashless transactions. Cashless transactions help to develop the Indian economy more strong. Hence, everyone should access to use electronic payment system.

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## ROLE OF MICRO FINANCE IN SELF HELP GROUPS FOR ENTREPRENEURSHIP DEVELOPMENT

□ Jagadeesha S.\*  
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### ABSTRACT

*This paper is intended to look for the role of microfinance in self help groups for entrepreneurship.*

*For the study we have collected data from various sources both the primary and secondary data. Primary data through structured questionnaire and secondary data through written sources and internet. Here we found many problems for creation of entrepreneurship through micro finance.*

*Through this we came across some of the suggestions which is suitable. We found that the interest rate is very high in some groups for that purpose we suggest the government to intervene and solve this problem.*

*Self help groups are one of the important micro finance organizations which brings the financial inclusion of all the communities especially in the rural areas.*

**Keywords:** Micro finance, Self help groups, interest rates.

### INTRODUCTION

India is country having a vast rural area and agriculture and related activities like horticulture, dairy farming, sericulture etc. are the main bread earning activities of rural India. And also women's are the family maker and drive to develop rural India. Poverty is the main problem not only in rural India but it is more in rural India.

To facilitate the agricultural and allied activities, to empower women, to alleviate poverty and to take all the backward people into the main stream the movement of Self Help Groups are started. Self Help Groups are started by Non Government Organizations, Usually a Self Help Group consists of 10 to 20 members may be formed by women or men and rarely by both male and female members. Their main intension is to develop the rural area by providing finance at a reasonable rate of interest and develop the habit of small savings. Some self help groups also provide some

training programs for the skill development and motivate them to become small entrepreneurs.

### OBJECTIVES OF SELF HELP GROUPS

- To provide micro finance to develop agriculturists
- To empower women and make them to stand on their own foot
- To develop the habit of savings
- To develop the skills of rural people

### OBJECTIVE OF THE STUDY

- To know the availability of finance as per requirements for self help group members
- To know the repayment capacity
- To know how micro finance create entrepreneurial opportunities
- To know the problems and potential opportunities

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## RESEARCH METHODOLOGY

For the purpose of collecting data researcher collected primary data from 50 different self help groups in and around Kokkarne area of Udupi Taluk through structured questionnaire it includes Shri Kshethra Dharmasthala Rural Development Project, Gnana Vikasa and Self Development Group, Mogaveera Group, Milk dairy co-operative societies, Navodaya Rural Development Charitable Trust self help Groups etc. Secondary data collected from Niranthara Monthly book published by Shri Kshethra Dharmasthala Rural Development Project and internet.

## FINDINGS OF THE STUDY

Out of total respondents 70% of the respondents have joined self help groups to take loan for meeting their emergencies, 20% of the respondents are joined for utilizing their free time and for small savings and remaining 10% for taking loan to become self employed and to start their small business and to become economically independent.

When we come to their Socio Economic status out of total respondents all the respondents are coming under Below Poverty Line.

Out of total respondents 75% have the basic school education and are literate to handle their self help groups and remaining 25% are illiterates but they have gained a common knowledge about their self help groups.

All the respondents opined that their Self Help Groups are linked with the bank to maintain their accounts. And all the respondents opined that their group is linked to NGOs except Sthree shakthi groups.

They are getting sufficient loan as per their requirements. As in Shri Dharmasthala Gramabhivruddi Yojana Groups loan amount is fixed as Rs.50000 per head without any surety, and if they want extra loan it will be provided by taking the LIC jeevan madhura policy as surety it is provided by the group and more loan is provided with sufficient surety. and in mogaveera groups loan is provided only to the particular caste and in milk dairy cooperatives also provide loans by taking the surety up to a certain calculated amount. And in sthree shakthi groups maximum loan amount without surety depends on their total savings usually it is Rs.100000.

Out of total respondents the interest rates in all the groups except sthree shakthi groups and Navodaya self help groups it is 12 to 18% at diminishing rates and in sthree shakthi groups and Navodaya self help groups it is only 1%.

All the respondents opined that through self help groups they have gained many skills those are Planning, leadership skills, decision making skills, organizing skills, team activity etc these will help them to become economically independent and to start their business and to become self employed.

Out of total respondents about 30% have taken loan to become self employed and to start small enterprises they include dairy farming, agriculture, vehicles, pappad making etc, and remaining 70% have taken loan for various personal reasons.

All the respondents opined that loan repayment period will be between 2 to 3 years and the loan should repaid at weekly, fortnightly or monthly installments.

All the respondents opined that their groups have no history of faulty payment of loans. Due to weekly, fortnightly and monthly installments it motivates them to earn money to repay the loan amount.

All the respondents opined that they provide training programs to develop the skills of group members to make them employable and to make them self employed.

Out of total respondents 30% of the respondents opined that they have started group activity and produced products like candles, pappads, incense sticks, areca nut leaf plates etc and they marketed their products in local market NGOs helped them to market their products but after 2 to 3 it is reduced to 4% due to in effective plans, less interest of group members, lack of management ability, less availability of raw materials lack of maintenance power etc.

Out of total respondents all the respondents opined that if they are provided with more training programs through which they can get all the required skills to become an entrepreneur they will actively take part in the Make in India program.

All the respondents opined that their family income, standard of living, savings, confidence, and skill level is increased after joining the Self Help Groups.



## RESEARCHERS SUGGESTIONS

- Government should encourage to start new self help groups
- NGOs should take initiation to provide more training programs and should review the success of the training program
- Through government intervention should reduce interest rates in some self help groups which have high interest rates

## CONCLUSION

The study concluded that the main objectives of the Self Help Groups are to make its members independent and to make them self employable this objective is partially succeeded but due to the lack of

information and less skills this objective is partially failed. If NGOs and governments show more interest in making the group members more skillful and provide more training programs and aided services and the group members show more interest the objectives can be achieved.

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## **NEW GENERATION MARKETING - A STUDY ON GREEN MARKETING AND SOCIAL NETWORK MARKETING**

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### **ABSTRACT**

*Global economic environment is witnessing rapid changes which are providing many challenges and opportunities for business. New generation marketing is a new phrase coined in these days to meet the growing expectations of the consumers. As Indian consumers are becoming aware of products and services with brand equity, there is a need for re-orientation of communication styles, so that, the firm can reach the targeted customers within time with maximum marketing effort. New generation marketing is a multi-dimensional approaches aims at capitalizing marketing opportunities to maximize the benefits. In this background and attempt has been made in this paper to analyse various dimensions of new generation marketing and there implications.*

### **INTRODUCTION**

India being a most favourable destination for marketers because of its potential expansion as an emerging market. Marketer should not stick on to the traditional concept of communications their message to the customers but they must try to adopt changes in their marketing strategy with changing new generation trends. New generation marketing aims at creating more value to the customers. It is multi dimensional marketing approaches where customers are well informed and equipped with technology with a view explore market opportunities. Green marketing and social network marketing are important components of new generation marketing aimed at enhancing quality of life for customers on the one hand and achieving ecological balance on the other.

### **OBJECTIVES OF THE STUDY**

The study mainly focuses on:

- Analysing dimensions of new generation marketing
- Examining the new innovation in the area marketing.
- Evaluating the implications of new generation marketing.

### **METHODOLOGY**

The study is based on secondary data. Information has been obtained from various published and unpublished sources. Information from sources like journals, books, reports etc has been used.

### **REVIEW OF LITERATURE**

According to Mr.Monneke Jones, in his article ‘Generational marketing; Harvest the hole family tree’(1). He opinions that old era concept of one-size fits all gone in marketing of products. Customers prefer advice and information which is suitable according to their needs. A well tailored marketing message increases loyalty in clients. Each generation have unique characteristics and mindset. Advisers have understood that how effectively can apply the generational marketing strategies will leads to more growth of business and potential customers.

Nagasimha Balakrishna kanagal, Associate professor, in his article Next Generation Marketing; An Indian perspective(2), says that , the income of Indian customer are rising its leading them to prefer for tech savvy products. Customer Relationship Management has become important tool for marketing and tapping potential customers. It is aid at reaching the new customer.

Mr.Navneeth Gera in his articles Analytical study of Focus on Green marketing and Environmental care by MNC's in India(3), says that green marketing is very low agenda of most business and therefore it is still an under leveraged Unique Selling Proposition(USP). Through green marketing the resources can be utilised properly because resources are less and human wants are unlimited and competitive advantages can be achieved by environment related activities.

According to Prof.K.Uday Kiran in his article opportunities and challenges of green marketing(4). States that green marketing should not neglect the economic concept of marketing. Marketers need to understand the implication of green marketing. Green marketing to some extent strengthens that is very much clear from trustworthiness of population are not aware and also willing to know the affairs of green marketing initiators. We need to educate them through proper company.

According to Ms.Isha Budhiraja and Ms.Anuradha Khatri(5) in their article states that human is social animal. He/she need to communicate with each other to full fill needs and wants. The communication may either by face to face, or by some other source like telephone, mails, mobiles, internet etc. Social network sites provides a platform to gather and share their thoughts, ideas, feeling.

## **NEW GENERATION MARKETING- A MULTI DIMENSIONAL APPROACH:**

It is said that new generation customers are well informed and very much rational in their judgement. Traditional marketing are no longer relevant to attract new generation customers. On the one hand there is more quality conscious and looking for eco-friendly products. Now a day's customers are becoming more and more health conscious. As such products and services designed to protect the natural health of the customers grabbing market opportunities. In this background new generation marketing has coined in the market place with new weapons like green marketing, environmental marketing, social marketing etc. This paper mainly examines green marketing and social network marketing as major devices of new generation marketing aiming to capitalise the market potential to maximise the benefits to marketer, customer and society at large.

## **GREEN MARKETING**

Green marketing is a kind of marketing which helps in reducing the global warming and environmental issues as well the potential competitive advantages of green marketing can be getting all the way through the resource utilisation. To enhance the products performances and to gain customers loyalty, green marketing has to be the decisive issue. Green marketing has become a holistic marketing strategy which make certain production, consumption and discarding of products and services in a manner that is less determinant to the environment. Marketing of products that are assumed to be environmentally safe and sound can attract the customer naturally as they are.

Green marketing is holistic marketing strategy which has got a great importance in these days. As in the changing trends there is a need of qualitative products and services at affordable prices. The core idea behind green marketing has been re-marketing of existing products with quite modification which adhere to certain environmental guidelines. Go green approach can only help us to protect our surrounding environment which is being polluted predominantly by various industries.

Green marketing is comparatively a new phenomenon which has come up with the result of mounting awareness regarding the environmental policies. To achieve customers' sustainability to a product 'go-green' concept can be well put up in the business as new generation customers are having high intellectual responsive regarding the environment friendly products and services.

The relevance of green marketing on new generation is of greater impact. Producing eco-friendly and selling them on an ethical platform by promoting on the basis of its environmental properties or of its social qualities. Although the concept green marketing or environmental marketing decades old, is being increasingly used in recent trends. For instance many companies have started delivering goods with gunny bags or paper bags instead of plastic covers with the changes in the lifestyle of new generation, stress on the marketer has been increased to grab the attention of the customers.

As the customers have become educated and well heeled, they are very altering regarding harmful effect of pollution and chemicals have increased. Therefore, the companies need to widen and emphasis their eco-friendly products in durable such as cars and hygienically safe products such as eatables and soaps to tap prospective customers. The new generation customers want to consume more eco-friendly products, business can tap this big opportunity to grab the attention of such potential customers by stepping up their environmental performance and by communicating these changes to their buyers.

Green marketing enhances ethical responsibility of business in addition to improved profitability and which is a direct benefits for the business. By focusing on the adverse effects of the conventional business and production practices on the environment and open up about green alternatives, consumer can be conscious with their choices of purchases. Green marketing or green business is highly accountable to the government and the society. Transparency in disclosing information about their production practice would normally unreachable to the public. Thus green marketing is a tool that enhances transparency in business.

### **SOCIAL NETWORK MARKETING:**

Social network sites is a wide concept which is completely based on web based services to the customers to create their profile ,express their feelings with others, social network websites have emerged as a boon to the marketers to publicize their products and it has become one of the types of marketing strategy to gain the customers to their product is very difficult but through the internet marketing strategy many companies have achieved their goals and objectives by reaching large customer group(6).

As in the new generation, marketing to the targeted audience or focus group can only done through social network sites like Face book, Twitter, Google+ and LinkedIn etc.... To grab the attention of new generation customers, marketing is a trail or error basis method of investment for the company. Because it would be very beneficial if the experiment done get successful or else it may leads to the huge loss for the company.

### **IMPLICATION OF GREEN MARKETING & SOCIAL MARKETING**

Consumers around the world are becoming green orientation. Because of this awareness new generation marketers are more concerned with marketing of eco friendly and environmental friendly goods and services. Many firms are beginning to realise that they are the members of the society and therefore they must behave in an environmentally responsible fashion. Now, their aim is to achieve environmental objectives as well as profit related objectives. As a result, environmental issues are

integrated into corporate culture.

One of the significant implications of green marketing is that the government wants to protect consumers and society. Governmental regulations relating to environmental marketing are designed to protect consumers in several ways. Regulations are designed to control the production of harmful products, modify the products and ensure that all consumers have ability to evaluate the greenness of the product.

With the help of green marketing business houses can also address the cost or profit related issues. While attempting to minimising waste, they often forced to re examine their production processes. Adoption of innovative technology would bring enormous advantage by reducing the cost and wastage. The development of energy-efficient operations, better pollution controls, recyclable and bio-degradable packing, ecologically safe products are all parts of green marketing which leads to sustainable development.

The social network marketing focuses on relationship marketing rather than focusing on transactional marketing. There are considerable expectations that application of social network marketing can result in extremely effective marketing, majority of consumers rely on various social media websites for information about products/services. Consumers are now preferring more the internet to know about products/services, rather than going to the trade shows and seminars to waste their time and more. Recent studies indicate that adoption of social media by corporation's growing at a fast rate. Establishing one to one contacts through social network would bring the consumer closer to firms marketing program. In fact social Medias influences prominence some sort of marketing communications revocation. Consumers reacting online for information about a product or brand, not only gain access to product reviews, opinions from other consumers.

## **RECOMMENDATIONS**

1. It is very essential to create more awareness about eco-friendly products in the minds of customers by utilising social networks.
2. There is a need for encouragement to marketers regarding utilisation of natural resources and opportunities in internet media.
3. Government regulations should be imposed by the organization on compulsion basis.
4. As people are relying more on social media hence by, consumers will have to be provided with sufficient information on the walls and web pages which makes them aware and it also would have to be appealing enough for the consumers.

## **CONCLUSION**

Green marketing and social network marketing both are the advantageous marketing tools to reach the targeted audience. A well tailored marketing message will instil a feeling of loyalty in the minds of customers. To appeal to the new generation unique characteristics and mindset, green marketing and social network marketing would be the prime cause. To publicize their green products, marketers can make use of social networks which are widely used by new generation.

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## RESEARCH PAPER ON BUSINESS PERFORMANCE OF ENTREPRENEURS SHIMOGA DISTRICT

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### **Introduction**

*Achieving a regionally balanced development through proper dispersal of industries has been one of the principal objectives of the five year plans. The entrepreneurs have acquired a prominent place in the socio-economic development of our country. The small entrepreneurs are playing a significant role by serving the market, by contributing to the revenue of the government, providing the employment and by introducing and innovating the new products and services.*

### **Objectives**

The paper aims at measuring the business or operating performance of the entrepreneurs in industrial estates of Shivamogga district in terms of ;

1. Expansion of market base over the years
2. Change in range of investments over the years
3. Change in quantum of turnover over the years
4. The profitability position
5. Extent of profit re-invested into the business and
6. The changes made in the form of expansion, modernization, addition of new product/ service, improvement in the quality of service etc.

### **Scope and Methodology**

The study is confined to entrepreneurs running their business units in Shivamogga district. The paper is based on primary data collected from 60 entrepreneurs with the help of a well-structured interview schedule. The samples are drawn on the basis of stratified random sampling technique. Percentage, average, ratio and growth rate are the simple tools to analyse the data.

### **Business Performance Analysis**

The performance of the entrepreneurs in the present study is made and analyzed by looking into the expansion in the market scope, investment and turnover over the years, profitability, extent of ploughing back of profits and changes made.

### **1. Market Scope**

A qualitative measure of entrepreneurial performance on business growth is progression from local to regional and national and overseas markets. Leaving aside special opportunity, most small-scale units are likely to operate locally or at best in the immediate regions. Later on, depending on entrepreneurial ambition, opportunity and strategy, there may be an expansion of

market and product lines. The entrepreneurs in the study area are enjoyed local to international market. The scope of the market in beginning and as on the date of survey is presented and analyzed with below Table 1.

**TABLE 1 MARKET SCOPE**

Area of Market	In the beginning		At present		Growth Rate
	Number	Percentage	Number	Percentage	
Local	18	30.00	10	16.67	45.45 ↓
District	29	48.33	18	30.00	31.94 ↓
State	10	16.67	17	28.33	170.00
National	03	5.00	13	21.67	433.33
International	-	-	02	3.33	200.00
<b>Total</b>	<b>60</b>	<b>100.00</b>	<b>60</b>	<b>100.00</b>	

**Source:** Field Survey

The analysis of Table 1 reveals the following:

1. There were 18 entrepreneurs in the beginning marketing their products locally (constituting 30% to total) and their number is reduced to 10 as on the date of survey.
2. Similarly there were 29 entrepreneurs constituting 48.33% to total in beginning were enjoying district-wide market and their number is reduced to 18 constituting 30% to total as on the date of survey.
3. There were 10 entrepreneurs constituting 16.67% to total enjoying state wide market in the beginning and their number rose to 17 at latest period under study.
4. There were only 3 entrepreneurs constituting 5% to total in the beginning enjoyed nation-wide market and their number is sharply increased to 13 out of 60 constituting 21.67% to total as on the date of survey.
5. No entrepreneur enjoyed international market in the beginning but two entrepreneurs have expanded their origin beyond the frontiers of the Nation as on the date of survey.

The above analysis reveals that the entrepreneurs in the study area are exhibiting better qualities of entrepreneurship by widening their market base over the years. To be precise, there



is a decline in growth rate in case of local and district market by 45.45% and 31.94% respectively as on the date of survey and the growth rate is positive by 170% in case of state-wide market, 433.33% in national market and 200% in case of international market. Thus, comparative distribution of yester year and recent year market scope of the entrepreneurs shows a significant decline in the proportion of those operating in local markets and a substantial raise in the proportion of national market drivers.

## 2. Investment

The success of entrepreneurs can be gauged on the basis of the investment over a time period. Here an attempt has been made to examine the capital employed by looking into the initial investment and the investment on the date of survey. Table 2 shows the details.

**TABLE 2**

**INVESTMENT-WISE DISTRIBUTION OF UNITS**

Investment Range (In Rs)	In the beginning		At present		Growth
	Number	Percentage	Number	Percentage	
Less than 5 Lakhs	30	50.00	11	18.33	63.33↓
5-10 Lakhs	07	11.67	11	18.33	157.14
10-25 Lakhs	05	8.33	08	13.33	160.00
25-50 Lakhs	05	8.33	07	11.67	140.00
50 Lakhs – 1 Crore	12	20.00	12	20.00	-
Above 1 Crore	01	1.67	11	18.34	1100.00
<b>TOTAL</b>	<b>60</b>	<b>100.00</b>	<b>60</b>	<b>100.00</b>	-

**Source:** Field Survey

The analysis of Table 2 reveals the following:

1. There were 30 units in beginning with an investment of less than Rs 5 lakhs and the number is reduced to 11 out of 60 witnessed a decline by 63.33%.
2. In the investment range of Rs 5- 10 lakhs, there were 7 units, which rose to 11 witnessed a growth rate of 157.14% as on the date of survey. There were 5 each units in the investment range of Rs 10-25 lakhs and Rs 25-50 lakhs in the beginning and

there number rose to 8 and 7 respectively on the date of survey witnessed a respective growth rate of 160% and 140%.

3. In the investment range of Rs 50 lakhs to Rs 1 crore, no change is witnessed as on the date of survey.
4. In the investment range of above Rs 1 crore , there was only 1 entrepreneur in yester year and the number rose to 11 in the later year witnessed a growth rate of 1100%.

The above analysis shows that initially the investment was less due to the risk involved and financial limitations. But subsequently there has been a sizeable increase in the size of the units since there is a positive growth in the investment.

### 3. Annual Turnover

Annual turnover may be taken as one of the criteria for measuring the size and growth of entrepreneurial activities. Any change in the size of the turnover reveals the size or operations of the entrepreneurs. The same is analyzed with the Table 3.

**TABLE 3**  
**TURNOVER-WISE DISTRIBUTION**

Range of Turnover (In Rs)	In the beginning		At present		% Growth
	Number of Entrepreneurs	% to Total	Number of Entrepreneurs	% to Total	
Less than 2 Lakhs	29	48.33	20	33.33	31.04↓
2 – 5 Lakhs	20	33.33	14	23.33	30.00↓
5 – 10 Lakhs	05	8.33	09	15.00	180.00
10 – 20 Lakhs	04	6.67	05	8.33	125.00
20 – 50 Lakhs	02	3.34	07	11.67	350.00
Above 50 Lakhs	-	-	05	8.34	500.00
<b>TOTAL</b>	<b>60</b>	<b>100.00</b>	<b>60</b>	<b>100.00</b>	-

**Source:** Field Survey

A look into Table 3 reveals the following.

1. There were 29 entrepreneurs initially with a turnover of less than Rs 2 lakhs per annum and the number is reduced to 20 witnessed a decline by 31.04%.
2. In the turnover range of Rs 2 – 5 lakhs it was noticed that there were 20 entrepreneurs in beginning and the number is reduced to 14 on the date of survey.

3. In the turnover range of Rs 5 – 10 lakhs and 10 – 20 lakhs there were 5 and 4 entrepreneurs respectively in the beginning and this number rose to 9 and 5 witnessed a respective positive growth rate of 180% and 120% as on the date of survey.
4. There were only 2 entrepreneurs in beginning with Rs 20 – 50 lakhs turnover range and the number has increased to 7 on the date of survey witnessed a positive growth rate of 350%.
5. None of the entrepreneur had above Rs 50 lakhs turnover in the yester year. But on the date of survey there were 5 entrepreneurs in that range of turnover witnessed a growth of 500%.

#### 4. Profitability

A perusal of the profitability statistics is the other indication of entrepreneurial success. Keeping in view of this, the profitability in the yester year and later year is shown in Table 4.

**TABLE 4 PROFITABILITY RANGE**

Rate of Profit (In %)	In beginning		At present		% Change
	Number	%	Number	%	
1-5	15	25.00	08	13.33	46.67↓
6-10	22	36.37	17	28.33	28.73↓
11-15	14	23.33	16	26.67	114.26
Above 15	09	15.00	19	31.67	211.11
<b>TOTAL</b>	<b>60</b>	<b>100.00</b>	<b>60</b>	<b>100.00</b>	

**Source:** Field Survey

The yester and later analysis of Table 4 reveals the following.

1. In the profit range of 1 to 5% and 6 to 10% there were 15 and 22 entrepreneurs in the beginning and 8 and 17 entrepreneurs in the later year which resulted in the respective decline by 46.67% and 28.73%.
2. In the profit range of 11 – 15% and above 15%, the trend is positive over the years. To be specific, the respective number in yester year, later year and positive growth rate is 14 and 9, 16 and 19 and 114.26% and 211.11%.

This figure clearly shows that over the years, the entrepreneurs under study are operating on higher margins.

### **5. Re-investment of Profit**

The extent of reinvestment of profit is the other criterion used to measure the entrepreneurial performance. Out of 60 entrepreneurs, 54 entrepreneurs are reinvesting the profit. The analysis of Table 5 depicts that 12 entrepreneurs constituting 22.22 per cent to total have reinvested less than 10 per cent of the profit. This number is 19 in 10-20 per cent range and 23 in above 20 per cent range of profit.

**TABLE 5 PROFIT RE-INVESTMENT**

<b>Range of Re-Investment</b>	<b>No. of Entrepreneurs</b>	<b>% to Total</b>
Less than 10%	12	22.22
10% - 20%	19	35.19
Above 20%	23	42.59
<b>TOTAL</b>	<b>54</b>	<b>100.00</b>

**Source:** Field Survey

### **6. Changes Made**

A study regarding changes introduced by the entrepreneurs had made here to see the innovative character of the entrepreneurs in the study area. Peter Drucker defines an entrepreneur as one who always searches for change, respond to it and exploit it as an opportunity. He aptly observed that “Innovation is the specific tool of entrepreneurs, the means by which they exploit changes as an opportunity for a different business or a different service. It is capable of being presented as a discipline, capable of being learned and practiced. Entrepreneurs need to search purposefully for the success of innovation, the changes in their symptoms that indicate opportunity for successful innovation. And they need to know and to apply the principles of successful innovation”.

The entrepreneurs in present study were asked to indicate the changes made by them. The changes may take the form of addition of new product or service, improvement in existing product, modernization of the unit and expansion of the unit. Table 6 indicates the type of changes introduced by the entrepreneurs under study.

**TABLE 6 CHANGES MADE**

<b>Type of Changes</b>	<b>No. of Entrepreneurs</b>	<b>% to Total</b>	<b>Ratio to total Entrepreneurs</b>
Addition of new product/ Service	41	69.33	1:0.68
Improvement of existing product / Quality of service	54	90.00	1:0.90
Expansion of unit/ Opening of new branches	24	40.00	1:0.40
New machinery installed	35	58.33	1:0.58
Establishment of New unit	12	20.00	1:0.20
Product discontinued	02	3.33	1:0.03
No change effected	01	1.67	1:0.01
<b>TOTAL (169-1)</b>	<b>168</b>	<b>281.66</b>	<b>1:2.84</b>

**Source :** Field Survey

- Percentage is calculated to total i.e., 60.
- Ratio of number of entrepreneurs i.e., 60 to each form of change is calculated.
- Total exceeds 60 and 100% due to multiple changes effected.
- Ratio in total column is calculated by dividing 168 by 59 entrepreneurs effected the change.

It can be seen from Table 6 that a large number of entrepreneurs effected one or the other form of change. To be precise, 59 out of 60 entrepreneurs constituting 95 per cent to total effected one or the other form of change. The type of change / nature-wise change effected by the entrepreneurs is as follows.

1. Out of 60 entrepreneurs, 41 entrepreneurs constituting 68.33% to total added new product or service to their existing line. The ratio of total entrepreneurs to this type of change is 1:0.68.
2. Out of 60 entrepreneurs, 54 entrepreneurs constituting 90% to total improved the quality of product or service with a ratio of 1:0.90.
3. The expansion of the unit by opening new branches is made by 24 out of 60 entrepreneurs constituting 40% to total with a change ratio of 1:0.40.
4. By installing a new plant and machinery, 35 out of 60 entrepreneurs (constituting

58.33% to total) under study have modernized their unit.

5. In addition to the existing unit, a new unit was started by 12 out of 60 entrepreneurs constituting 20% total.
6. One entrepreneur becomes stagnant without making any changes and 2 entrepreneurs discontinued one of the products produced or a line of service rendered. But these 2 entrepreneurs have effected one of the forms of change mentioned in Table 6.

In total, 59 out of 60 entrepreneurs effected the change with a ratio of 1:2.84. Thus the entrepreneurs in the study area are innovative and exhibited their entrepreneurial skill by making one or the other forms of change.

### **Suggestions and Conclusion**

The study revealed the positive growth of entrepreneurs in the form of widening the market base, increasing the extent of investment, turnover and profitability over the years and reinvesting the profit for making the improvement in the business/ industry etc. The emergence of entrepreneurs in a country like India has far reaching implications for the social and economic advancement of a nation. Mere establishment of industrial estates will not serve the purpose. The business performance of the entrepreneurs can be improved through the target-oriented approach, time bound program, provision of infrastructural facilities such as; uninterrupted power supply, water supply, roads and drainage, watch and ward and skilled manpower. However, the inner qualities and traits of the entrepreneurs is the ultimate factor deciding the business performance of the entrepreneurs.

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