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From the Editor's Desk

*We are delighted to offer **Volume 11, Issue 01** of the Journal **IJGBMR** on behalf of the Board of Advisory Committee and Editors. Since its inception in the year 2012 the Journal has published 20 issues. This journal is included in a number of academic databases. All of this is encouraging. We were able to reach to this point, thanks to the continual support of the Board Members, the intellectual generosity of the Readers and Contributors and the backing of the Management, Principal, and Faculty of Department of Management Studies, Rajalakshmi Engineering College, Chennai.*

The objective of this Journal is to promote high-quality publications from various fields of Business and Management that contribute to the field's deepening understanding. We'd like to take this occasion to express our gratitude to the Authors and Reviewers for their active participation in the publication of this issue.

We would like to get inputs from you as a forward-thinking, progress ahead and improve our journey in Research. Your feedback is always appreciated because it helps us enhance the quality of our service.

We look forward to your Continued Support,

Thanks and Regards

Dr.M.Uma Raman
Dr.Aisté Vitkūnė

The art of writing is the art of discovering what you believe

- *Gustave Flaubert*

AN EXPLORATORY STUDY ON ENTREPRENEURS IN THENI CITY

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ABSTRACT

The main objective of the study is to investigate the relationship between entrepreneurial factors and entrepreneurial success. Using a simple random sampling technique, 100 entrepreneurs with one year of business operations were selected as our respondents. Data were gathered through a self-monitored questionnaire survey. Weighted Average Method is used to rank the sources of information. Five-point rating scale is used and each scale has been given a score according to the importance starting from 5 to 1. Based on the Simple percentage analyses, religious duty/honesty factor is perceived as the most significant factor affecting entrepreneurial success, followed by communication skills and strong will of the entrepreneurs. This study confirmed that several entrepreneurial factors are significantly related to the entrepreneur's success. These factors include the ability of entrepreneurs to access information, their leadership styles, and their support from others. Nevertheless, entrepreneurs' ability to size relevant information is found to be the most significant factor contributing to their success.

Keywords: Entrepreneurs, Success, Religious, Honesty, Business

I. INTRODUCTION

India is becoming a major source of innovation and creativity, but still people are not changing their mind set towards entrepreneurship. We need to think big and start racing with other countries, many will fail but few will succeed. Together they will inspire the next generation. To do this, we need to get out of the comfort zone and start thinking of starting new business. Entrepreneur is one who has the initiative, skill for innovation and who looks for high achievements. He is a catalytic agent of change and works for the good of people. He is the key man, who envisages new opportunities, new techniques, new lines of production, new products and co-ordinates all other activities.

Today, with the rapid development of our society, entrepreneurship has become one of the most dynamic forces in the economy. It is driving the technological boom, which in its turn is driving much of the world's economic growth. This aspect makes entrepreneurship very important from a macro-economic perspective. As the globalization of business becomes even more widespread, this impact will be felt even more deeply. Entrepreneurship requires an entrepreneur to be a person of superior ability who pursues his or her goals despite of obstacles, opposition, setbacks, and failure. He or she must persist in the face of adversity, unknown challenges, and risks and learn from failures, have confidence in his or her capacity to deal with the world, and take practical rational steps in the pursuit of the goals. The successful entrepreneur tends to be a visionary, competent, independent, action-oriented, passionate, confident, and virtuous person who uses reason to focus his or her enthusiasm on reality in the efforts to attain the goals.

India is not a country of employment jobs but a country of endless enterprise opportunities. There are not one million jobs but ten million work opportunities. A nation's ability to generate a steady stream of business opportunities can only come about when its people take to entrepreneurial activities. It is no secret that India is currently one of the leaders in economic growth. India's economic growth is the result of the exploitation of opportunities by those individuals who were able to think beyond the traditional concept of a job or profession. They wrote many success stories by undertaking business and entrepreneurship now an acceptable profession in India. The growth of entrepreneurship in India in the last 25 to 30 years has been remarkable, but entrepreneurship is still comparatively a scarce factor in India, as indeed in all developing countries. India is very rich in natural and human resources, and to

utilize these resources entrepreneurship has to be developed in a big way. In addition, to-day's world with its burgeoning population offers limited avenues of employment. The annual population growth in India is 1.92 per cent.

The level of unemployment among the youth continues to be quite large. A more distressing fact is the emerging educated unemployment rate in 1999-2000 was more than three times the unemployment rate for the population as a whole. Obviously, the growth of job opportunities was much less than the increase in the number of the educated. This makes entrepreneurship all the more necessary for self-employment and small business.

Entrepreneurship plays a crucial role in the growth of any society particularly in a fast-developing country like India. The entrepreneur is an important agent in our society, who can be a catalyst of social and economic changes. As a career, it can offer unlimited scope for development and diversity of choices. It is the only profession where there is absolutely no bar of any sort, be it age, sex, education or any other. The spirit of entrepreneurship brings about enthusiasm, persistence and the ability to seek entrepreneurial opportunities that lead to success. The Australian economist Joseph Schumpeter says: —Entrepreneurs are pillars of strength, symbols of legitimacy, role models. They provide the new ideas and new blood. They create new combinations out of resources and are therefore, creative destroyers and destructive creators. The distinctive element is that entrepreneurs —act outside the pale of routine.

II. ARTICULATION OF THE PROBLEM

Most of the people involved in entrepreneurship are –survivalists|. It is argued that people in the country have been forced in undertaking entrepreneurial activities by economic necessity as opposed to entrepreneurial spirit and need for achievement. Many people in developing countries live in poverty or with insufficient income and are therefore, forced to engage in entrepreneurial activities to fill the gap left by insufficient wages and unemployment.

Entrepreneurship is usually undertaken by those belonging to the existing business families. The entrepreneurs have gradually been changing with the growing sensitivity of the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for emerge into business ventures. Entrepreneurship is the thrust area at present, as the government, bank and other agencies are ready to serve this sector in order to enhance self-employment opportunities.

The present study of entrepreneurs is undertaken with the view to understand the nature, the conditions under which they are functioning and the problems faced by them in the course of the entrepreneurial pursuits.

OBJECTIVES OF THE STUDY

- (I) To study the theoretical background of the entrepreneurs.
- (II) To examine the Motivation and problems faced by the entrepreneurs.
- (III) To give suggestion and conclusions based on findings.

III. RESEARCH METHODOLOGY

RESEARCH DESIGN

Descriptive research has been used for this study. In this study Descriptive research is used to find out the various factors motivating to become entrepreneurs and the problem faced by them in business.

SAMPLE SIZE

The data was collected from 100 Entrepreneurs in Theni City.

SOURCE OF DATA

a) Primary Data

The first-hand primary data was collected through Interview Schedules. In addition to it discussions

were held with the immediate entrepreneurs.

b) secondary data

Secondary data was Collect from published Books, Journals, Magazines, Web Portals, Reports, Pervious studies relating to Entrepreneurs.

SAMPLE TECHNIQUES

Convenience sampling method has been used because the selection of respondents from the population has been based on easy availability and accessibility.

PERIOD OF THE STUDY

The present study is done for the academic period of November 2019 to August 2020.

TOOLS AND ANALYSIS

weighted average method, Intensity value, Percentage analysis, Friedman Test.

a) Weighted average method

Weighted Average Method is used to rank the sources of information. Five-point rating scale is used and each scale has been given a score according to the importance starting from 5 to 1.

$$\text{Weighted Average} = X^w = X^w = \frac{\sum WX}{\sum W}$$

Where X^w = Weighted Arithmetic mean

W = The weightage attached to variables X

= The Variable Value

b) Intensity Value

To study the source of borrowing of women entrepreneurs five reasons are framed and for each reason Liker's scaling technique has been used. The scores are given in the order of five, four, three, two and one, for Rank 1,2,3,4 and 5 respectively for each reason. The intensity value was calculated as follows:

$$\text{Intensity value: } [R1*5 + R2*4 + R3*3 + R4*2 + R5*1] R =$$

Represents the ranks.

c) Percentage Analysis

Percentage analysis is a simple tool used by all. It is used to given the clear-cut information about the analysis.

$$\text{Percentage} = \frac{\text{Individual respondent}}{\text{Total Number of respondents}} \times 100$$

d) Friedman Test

The Friedman test is a non-parametric statistical test developed by Milton Friedman. Similar to the parametric repeated measures ANOVA, it is used to detect difference in treatments across multiple test attempts. The procedure involves ranking each row (or block) together, then considering the values of ranks by columns. The Friedman test is calculated using the formula,

$$S = 12 [nk(k+1)]^{-1} [\sum_j (\sum R_j)^2] - 3n(k+1)$$

In this study, Friedman test is used to find out the significance of difference between the mean ranks of variables in the general categories of applications in Smartphone, Special categories of application in social networking sites and games.

IV RESULTS AND DISCUSSIONS

SOCIAL ECONOMIC CONDITIONS

Social status of the entrepreneurs depends upon their personal character and environment in which they live. The independent social variables such as Gender, age, Marital Status, Family type, Family size, Family Income, Educational Level, Nature of Business, Years of Experience, Registration,

Membership, Amount of Investment, Sources of Capital, Proprietorship, Types of Products, Employees, were chosen for analysis. Data were collected from the respondents with respect to these factors and the information is presented in the following paragraphs.

TABLE 1 - PERSONAL INFORMATION OF SAMPLE RESPONDENTS (N =100)

Variables	Categories	Frequency Distribution	Cumulative Frequency	Percentage
Gender	Male	52	52	52
	Female	48	48	48
Age	Up to 25	32	32	32
	25 to 35	44	44	44
	35 to 45	18	18	18
	Above 45	06	06	06
Marital Status	Unmarried	22	22	22
	Married	78	78	78
Family Types	Joint Family	42	42	42
	Nuclear Family	58	58	58
Family Size	Up to 4	46	46	46
	4 to 6	20	20	20
	Above 6	34	34	34
Family Income	Up to Rs. 10,000	10	10	10
	Rs. 10000 to 20000	38	38	38
	Rs. 20000 to 30000	22	22	22
	Above 40000	30	30	30
Educational Level	Schooling	14	14	14
	Graduate	48	48	48
	Post Graduate	12	12	12
	Diploma/ ITI	26	26	26
Nature of Business	Newly Started	30	30	30
	Inherited	70	70	70
Years of Experience	Up to 5 years	44	44	44
	5 to 10 years	30	30	30
	10 to 15 years	08	08	08
	Above 15 years	18	18	18
Registration	Yes	84	84	84
	No	16	16	16
Membership	Khadi Village Industrial Commission	32	32	32
	District industries Commission	42	42	42
	Non- government Organization	10	10	10
Amount of Investment	Up to Rs. 25000	18	18	18
	Rs.25000 to 50000	32	32	32
	Rs.50000 to 75000	14	14	14
	Above Rs. 75000	36	18	18
Sources of Capital	Owned fund	16	16	16
	Borrowed	36	36	36
	Both	48	48	48
Proprietorship	Sole Proprietorship	73	73	73
	Partnership	27	27	27
Types of Products	Consumer Goods	20	20	20
	Agricultural Products	28	28	28
	Textiles	16	16	16
	Cosmetics	12	12	12
	Food Products	24	24	24
Employees	1 to 3	45	45	45
	3 to 6	32	32	32
	Above 6	23	23	23

Source: Primary data

- ❖ The respondent entrepreneurs were classified into two group based on their gender. Out of the total respondent entrepreneurs, majority i.e. 52 Per cent responds entrepreneurs were male and 48 per cent respondent entrepreneurs were female. It is inferred from the study that men are found to be in entrepreneurship activity.
- ❖ The respondent entrepreneurs were classified into Four group based on their Age. Out of the total respondent entrepreneurs, majority i.e. 44 Per cent responds entrepreneurs were Age Group of 25 to 35 and 32 per cent respondent entrepreneurs were Up to 25. 18 Per cent responds entrepreneurs were 35 to 45 and 6 per cent responds entrepreneurs were Above 45. It is inferred from the study that Age Group of 25 to 35 are found to be in entrepreneurship activity.
- ❖ Table 1 from the above table it is found that out of 100 respondents, 78% are Unmarried and 22% are Married. The majority of the respondents are unmarried. It is inferred from the study that Unmarried are found to be in entrepreneurship activity.
- ❖ Out of the total respond entrepreneur's majority i.e. 58 per cent respondent entrepreneurs belong to Nuclear family. Further 42 per cent respondent entrepreneurs belonged to Joint family.
- ❖ The respondent entrepreneurs were classified into Three group based on their Family Size. Out of the total respondent entrepreneurs, majority i.e. 46 Per cent responds entrepreneurs were Up to 4 and 34 per cent respondent entrepreneurs were Above 6 and 20 per cent respondent entrepreneurs were 4 to 6. It is inferred from the study that men are found to be in entrepreneurship activity.
- ❖ It is observed from the Table 1 that, 38 per cent of respondents have their family income per month between Rs.10, 000 – Rs. 20,000 per month. 30 per cent of the respondents have their family income per month above Rs.40, 000 and 22per cent of the respondents have their family income per month between Rs. 20, 000- Rs.30,000 and 10 per cent respondents have their family income per month up to Rs. 10,000.
- ❖ The respondent entrepreneurs were classified into Four group based on their Education Qualification. Out of the total respondent entrepreneurs, majority 48 Per cent responds entrepreneurs were Graduate, and 26 per cent respondent entrepreneurs were Diploma/ITI, and 14 Per cent responds entrepreneurs were Schooling, and 12 per cent responds entrepreneurs were Post Graduate. It is inferred from the study that Graduate are found to be in entrepreneurship activity.
- ❖ It is inferred from table 1 that,70 per cent of the Entrepreneurs are inherited with the Traditional work. Only 30 per cent of the Entrepreneurs have newly taken up Entrepreneurs work for their sources of earnings.
- ❖ From the above table 1 it is clear that 44 per cent entrepreneurs are having less than Up to 5 years of experience.30 per cent entrepreneurs are having 5-10 years of experience,18 per cent respondents having Above 15 years of experience ,8 per cent of entrepreneurs having 10 to 15 years of experience.
- ❖ majority i.e. 84 Per cent responds entrepreneurs are registries Entrepreneurs and 16 per cent respondent entrepreneurs Not registered entrepreneurs.
- ❖ It is inferred from Table 1 42% of the respondents are selected from District industrial commission, 32% of the respondents are selected from Khadi and village industrial commission 10% of the respondents are selected from Non-government organization.
- ❖ As per the table1 that, 36 Per cent of the entrepreneurs are having the investment of above Rs.75000. Nearly 32 per cent respondents are having investment Rs.25,000 to 50,000. Respondents having investment between up to Rs.25000 is 18 per cent and 14 of the respondents are having the investment between Rs.50000 to 750000.
- ❖ From table 1 it is inferred, that about 48 per cent entrepreneur are having Both, and 36per cent entrepreneur are having Borrowed, only 16 per cent of respondent having owned fund.

- ❖ The analysis of the above table 1 shows that the ownership of the business which has played significant role in decision making. Speedy decision will make any organization on route to success, out of the total respondent entrepreneurs' majority 73 per cent respondent entrepreneurs were running the enterprises in Sole proprietorship and 27 per cent respondent entrepreneurs were operating the business in partnership form. The same information has been graphically present.
- ❖ Analysis of table 1 shows that about 28 per cent of the enterprises are engaged in Agricultural products. 24 per cent of enterprises engaged in Food Products. 20 per cent engaged in Consumer goods. 16 per cent engaged in Textiles. 12 per cent in engaged in Cosmetics.
- ❖ As per the table 1 The respondent entrepreneurs were classified into Three group based on their Number of employees. Out of the total respondent entrepreneurs, majority 45 Per cent responds entrepreneurs were 1 to 2 and 32 per cent respondent entrepreneurs were 3 to 4 and 23 per cent respondent entrepreneurs were Above 6.

SOURCES OF INFORMATION

Entrepreneurs need to obtain the information from multiple sources for the development of their enterprise. To turn their dreams into reality and to achieve goals, objectives entrepreneur to know the information about their business. In this study the Entrepreneurs can get the necessary information through friends and relatives, newspaper, television, bank, Government Institution. Table 2 shows the sources of Information.

Table No 2
CLASSIFICATION BASED ON SOURCES OF INFORMATION

Sources of Information	Number of respondents					Weighted Source	Weighted Average	Rank
	1	2	3	4	5			
Friends and Relatives	10	22	16	2	2	192	3.84	I
Bank	24	12	1	6	7	190	3.8	III
Television	11	8	20	6	5	164	3.28	II
Government Institutions	1	1	5	33	8	98	1.96	V
News Paper	4	7	8	3	28	106	2.12	IV

Source: Primary data

It is observed from Table 2 the foremost source that provides the information about the business enterprise is **Friends and Relatives** having the weighted average score of 3.84. The second source which provides information about the business is **Television** having the weighted average score of 3.28. The third source which provided the information about business is **Bank** having the weighted average score of 3.8. The fourth source which provides information about the business is **Newspaper** having the weighted average score of 2.12. The last preference is given to **Government Institutions** having the weighted average score of 1.96.

SOURCES OF BORROWING

A financial Institution is an institution that provides financing services for its clients or members. Table 3 show the source of borrowing.

Table No 3-CLASSIFICATION BASED ON SOURCES OF BORROWING

Sources Borrowing	Number of Respondents				Intensity Value	Rank
	1	2	3	4		
Friends and Relatives	8	24	11	7	133	II
Bank	29	9	7	5	162	I
Financial Institution	11	10	21	8	124	III
Money lending	2	7	11	30	81	IV

Source: Primary data

On the basis of the rank given by the respondents the **-Bank** plays an importance role for providing funds for the business. It has a high intensity value of 162. The second important source of borrowing is from the **-Friends and Relatives** with intensity value of 133. The third source of borrowing is from the **Financial Institutions** with the intensity value of 124. The fourth source of borrowing is from the **Money Lending** with the intensity value of 81.

FREQUENCY OF THE FACTORS MOTIVATING TO BECOME AN ENTREPRENEURS

Motivation makes entrepreneur by fulfilling higher lever needs such as recognition esteems, and self-actualization. The data relating Motivation factor to start the business are collected on a 5-point scale as Strongly agree -5, Agree-4, Neutral-3, Disagree-2 and Strongly disagree-1. The scores of the respondents are averaged and presented in the Table 4

Table No: 4-MEAN SCORES OF FREQUENCY OF THE FACTORS MOTIVATING TO BECOME AN ENTREPRENEURS

Motivating to Become an Entrepreneurs	Mean Scores	Rank
To earn money	4.6900	I
To achieve the goal	4.1300	II
Regconisation from other	3.3700	V
Willingness to grow	3.3500	VI
Desire to generate new ideas	2.9000	VIII
To have business with in the family	3.7500	IV
Education and training Received	3.1500	VII
Desire to work independently	3.8700	III

Source: Primary Data

From the Table 4 it is found out that To earn money (4.6900) has been the most preferred Motivation factor which is agreed by maximum number of respondents. To achieve the goal (4.1300) gets the second rank given by the respondents and Desire to work independently (3.8700) gets the third rank and To have business with in the family (3.7500) gets the fourth rank and Regconisation from other (3.3700) gets the fifth rank and Willingness to grow(3.3500)get the sixth rank and Education and training Received(3.1500) get the seventh rank and Desire to generate new ideas(2.9000) get the Eight rank. Hence To earn money and To achieve the goal are the most frequently used sites for Motivation factors to others.

Difference between Mean Ranks

The significant difference between the mean ranks for the frequency of usage of application relating to motivation factor has been attempted to be analyzed. Null hypothesis has been framed and Friedman test for significant difference between mean ranks have been employed. The Friedman test is a Non-

Parametric test developed by the U.S economist Milton Friedman. Similar to the parametric measure's ANOVA, it is used to detect differences in treatment across multiple test attempts.

Null Hypothesis: There is no significant difference between the mean ranks of the frequency of Motivation factor to start the Business.

**Table No: 5 -
Friedman Test for Significant Difference between Mean Ranks of the Frequency of
Motivation factors to start the Business**

Motivation factors	Mean Ranks	Chi-Square Value	P Value
To earn money	6.68	160.067	0.001*
To achieve the goal	5.35		
Regconisation from other	4.02		
Willingness to grow	3.80		
Desire to generate new ideas	3.13		
To have business with in the family	4.54		
Education and training Received	3.76		
Desire to work independently	4.73		

Note: * Denotes Significant at 1% Level

Since P value is less than 0.01, the Null Hypothesis is rejected at 1percent level of significance. Hence there is a significant difference between the mean ranks of applications relating to Motivation factors. To earn money (6.68) is the most preferred application for Motivate to start the business, followed by To achieve the goal which gets the second priority (5.35) and Desire to work independently (4.73) gets the third priority, and To have business with in the family (4.54) get the fourth priority and Regconization from other (4.02) get the fifth Priority and Willingness to grow (3.80) get the sixth priority and Education and training Received (3.76) get the seventh priority and Desire to generate new ideas(3.13) get the Eight priority.

FINDINGS

- ❖ Majority of the respondents 52 % were male Entrepreneurs.
- ❖ Majority of the respondents belong to the age group of 25 to 35 years.
- ❖ Out of 100 respondents, 78% of the Entrepreneurs are married.
- ❖ Majority of the respondents 48% have completed their Graduate.
- ❖ Majority of the respondents 58% are belonging to nuclear families.
- ❖ Majority of the respondents 46% were family size up to 4 members.
- ❖ Majority of the respondents 38% family Income were Rs.10000 to Rs.20000
- ❖ Most of the respondents 70% are belonging to Inheritance.
- ❖ Most of the respondents 84% are occupied with their business for a period of up to 5 years.
- ❖ Most of the respondents 42% are registered Entrepreneurs. Out of that 32% respondents are registered under Khadi and village Industrial Centre. 42% of respondents are registered under District Industrial Centre, 10% of respondents are registered under Non-government Organization.
- ❖ Most of the respondents 36% are having the investment above Rs.75000.
- ❖ Most of the respondents 28% are having Agriculture Products as their business.
- ❖ The foremost source that provides the information about the business enterprise is friends and relatives with the weighted average score of 3.84.
- ❖ Most of the respondents 90% have availed of loan for their business.
- ❖ While analysing the sources of borrowing majority of the respondents felt that bank is the first source of borrowing with the intensity value of 162.

- ❖ Most of the respondents 38% are selected from television media to advertise their products.
- ❖ Most of the respondents 56% are saved the amount between Rs. 2500 to Rs.5000
- ❖ The foremost source that provides the saving about the business enterprise is bank with intensity value of 171.
- ❖ Most of the 66 % respondents are not getting trained.

SUGGESTIONS

- ❖ To ensure that maximum entrepreneurs could not know about the schemes of the government, the procedures and the documentations and it should be simplified. Enough awareness should be provided about the government schemes.
- ❖ The problem of finance is faced by many entrepreneurs. Government shall play active role in providing loan to needy entrepreneurs through nationalized and cooperative banks.
- ❖ Adequate arrangements have to be made for the supply of credit facility.
- ❖ Access to modern machines, skills and training in the area of potential for economically viable projects should be made easy.

V. CONCLUSION

Nowadays entrepreneurs are needed to society to increase the economic value of the country and to provide job for the young peoples. Entrepreneurs should be positive and open- minded and he or she must have enough knowledge about the business. The market conditions and technology should be updated regularly and this may help them to be successful in the business. Finance is the major problem faced by many of the entrepreneurs while starting their entrepreneurial venture.

According to this study, it has been concluded that the main challenges faced by the entrepreneurs are competition in the market and financial challenges. The way which they used to overcome the barriers are through applying practical knowledge and proper business plan in the enterprise. The main strength of the entrepreneurs is self-confidence and weakness is fear of failure which they have while starting their business. Thus, they have confidence in his or her capacity to deal with the world, and take practical steps to attain the goals.

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WORKERS WORK–LIFE BALANCE SHOULD BE A HUMAN RESOURCE PRIORITY

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Abstract

Workers wouldn't like to sacrifice their personal lives because of their job imperatives. Work and personal life are essentially two different scales of a spring balance and any adverse movement either at the workplace or in personal life would disturb the balance. Work-life balance has always been fraught with challenges which have of late assumed significant proportions and is considered to be the most pressing concern for the workers today. It has been observed that the population of working couples has been on the increase and this has led to greater scope for work-life conflict for them. Organizations are realizing that the quality of the workers' personal lives has a direct bearing on their job performance. This underscores the need for the organizations to promote work-life balance measures to safeguard their business interests. In this paper, we have made an attempt to highlight why work-life balance policies should be promoted and form a core part of an organization's Human Resource policy to optimize their business interests.

Keywords: Work-life balance, Human Resources, Worker, Organization

I. INTRODUCTION

The question that is often asked is whether we work to earn a living or live only to work. Perhaps, both are equally true. Scholars have opined that work and family are the two most important facets in the life of a working person (Greenhaus, Collins and Shaw, 2003). An individual working for an organization would not like to sacrifice his whole life for work at the cost of his personal life. He would instead prefer to strike a fine balance between the two so as to lead a happy, healthy and a productive life.

The task of balancing work with personal life is one of the most pressing challenges for the workers (Valcour, 2007). Research has shown that workers who have work–life balance have higher level of job satisfaction and perform much better in their jobs. Such workers are also seen to be loyal and committed to their organizations (Rawlings, et al., 2012).

Globally, organizations are implementing a variety of measures to increase their revenue and profitability, which includes downsizing, increasing working hours, and setting aggressive sales targets for the workers. This is resulting in placing more demands on the workers. The logic given for this is the need to stay afloat during tough economic times. As a consequence of this, the more time a worker devotes to work, the less time he has for family. This results in work-life conflict, and has negative ramifications for both the organization and the worker.

In this paper, we argue that helping workers achieve work–life balance should form a central component of the Human Resource policy of an organization, so as to get the best out from the workers without leaving them burnt-out.

Defining Work – Life Balance

Work–life balance can be defined as “good functioning both at work and at home with minimum of role conflicts” (Clark, 2000, 751). Work–life balance is about getting the right balance between one’s job and one’s personal life. It is feeling comfortable with the work and non–work commitments.

Work–life balance practices

Organizations have observed that a worker's personal life has a direct bearing on the productivity and quality of work; and therefore, there seems to be a strong business case to promote a culture of work-life balance (Lockwood, 2003). The choices available with organizations to promote a culture of work–life balance are:

1. Flexi–time work schedule: It gives freedom to the workers to choose their own working hours within the guidelines stipulated by the organizations. This helps the workers to attend to their personal chores without having to take time off from work.
2. Compressed work week: Workers in a compressed work week work for four days instead of five days in a week. However, the workers would work for ten hours shift instead of eight hours each day. This scheme helps workers get an extra day off to attend to their personal chores.
3. Job–sharing: It is a system wherein a worker is allowed to share his job with some other worker, thereby reducing work hours. Under this arrangement, the wages and fringe benefits are proportionately reduced for each worker within the overall framework of the organization. This helps those workers who have extra personal responsibilities, and would need more time each day to attend to them.
4. Telecommuting: Workers with the help of modern information and communication technology can do their work from home without having to come to the office on a regular basis. Telecommuting allows workers to take care of family responsibilities without having to sacrifice their work demands.

The consequences of work–life conflict

There is strong evidence that work-life conflict leads to several negative consequences for the workers, their families, their employers and the society at large (Allen, Herst, Brucks and Sutton, 2000).

The possible repercussions of work–life conflict for a worker could be:

1. Distress in their personal life.
2. Health disorders.
3. Lower level of job satisfaction.
4. Conflicts, which may lead to violence.
5. Alcohol and drug consumption.

Work-life conflict in a worker's life may lead to the following negative consequences for the organization:

1. Increase in absenteeism rate.
2. Increase in attrition rate.
3. Reduced productivity.
4. Decay in the quality of work.

The advantages of work–life balance

Maintaining a healthy work–life balance is a key ingredient of a good business strategy (Lowe, 2006). Work-life balance is a necessity for both the worker and the organization. This is a springboard for personal growth of the worker as well as for the business growth of the organization.

According to Iyayi, Fetus, et al (2012), the benefits of policies promoting work–life balance for the workers are:

1. Happy and satisfied workers.
2. Reduction in the stress levels of the workers.

According to Iyayi, Fetus, et al (2012), the benefits of policies promoting work–life balance for the organizations are:

1. Workers are highly motivated and give their best on the job performance.
2. Workers' productivity level remains high.
3. Absenteeism rate remains low.
4. Attrition rate comes down.
5. The organization emerges as an employer of choice for the prospective workers.

6. It fosters good relationship between the organization and the workers.
7. It improves communication level between the workers and the organization.
8. Workers tend to be more loyal and committed to the organization.

The role HR in maintaining a healthy work-life balance programme in the organization

Globally, a large number of workers encounter work–life conflict in their daily life (Lockwood, 2003). Workers are expected to sacrifice their family commitments to meet the demands of the organization. As a result, a large proportion of workers fail to achieve their career and personal goals in a satisfactory manner. There is a felt need amongst workers that the organizations should give priority to implementing a healthy work-life balance policy (Ojo, et al., 2011). The organizations need to ensure that the work-life balance policy forms a central part of its HR policy (Rawlings, et al., 2012). The work-life balance policy should be framed keeping in view a worker’s daily life in totality, and not in terms of work hours only (Elloy and Smith, 2003).

HR needs to understand the imperatives of the organization to ascertain whether the work culture is conducive for supporting and implementing work–life balance initiatives for its workers (Reynolds, 1999). This assessment will help to bring out the unique work–life balance needs of the workers. Workers at different stages may have different work-life balance needs. The insights gained from such an assessment would be helpful in formulating a customized work–life balance policy.

Implementation of a work–life balance policy necessarily requires the support of senior management in the organization. HR should, therefore, take them on board at the policy formulation stage itself. This would help in effective implementation of the work-life balance policy (Parker, et al., 2006). Managers in the organization should take a lead in using work-life balance measures available in the organization. This will dispel the fears of the subordinates that the usage of work-life balance measures will be seen negatively by their managers. This will help in promoting a healthy work-life balance culture in the organization (Baral and Bhargava, 2011).

The organization should give proper publicity to the work-life balance policy and also create awareness amongst the workers about the policy. This will facilitate workers to understand the beneficial effects of the policy, and thereby, increase usage of measures under the policy, and help in mitigating work-life conflict situations in the life of the workers (Ojo, et al., 2011).

Difficulties in implementing the work-life balance policy

It has been found that a very low percentage of workers actually make use of the work–life balance policy in the organizations (Spinks, 2004). The reasons cited for this are lack of information and proper understanding of the benefits accruing from the policy (Ojo, et al., 2011).

The reason given for the low utilization of the work–life balance policy relates to the workers misconception that the users of the policy are unfairly treated at the time of reward allocation, progression opportunities, and salary increments (Dex and Smith, 2002).

Traditionally, working long hours was considered by the managers as “hard-working”. Majority of the workers would want to be seen as “hard-working”; and therefore, they hardly tend to utilize the benefits of the work–life balance policy provided by the organization (Blair–Loy and Wharton, 2002).

It is seen that career ambitions discourage many workers from utilizing the work–life balance initiatives. Such workers focus only on work and sacrifice their personal life, which leads to their suffering from burn-out, with adverse consequences for both the workers and the organization (Rawlings, 2012).

Many a times, the work-life balance policy is formulated by the organization without properly researching the needs of their workers. In such a scenario, though the policy on work-life balance is in place, its users are hardly any. The reason observed was that the workers did not find any value in the measures framed under this policy, and therefore, as such, were reluctant to use it, thus, resulting in poor participation (Dex and Smith, 2002).

Conclusion

Any organization with a healthy and worker centric work–life balance policy offer a win–win proposition for the organization and its workers. A healthy and worker centric work–life balance policy nurtures a positive employer brand in the labour market. It also facilitates reduction in the stress level, increased happiness, high motivational level and enhanced productivity amongst the workers. This eventually helps workers in achieving both their personal and professional goals in a satisfactory manner. The role of HR is to champion the cause of smooth implementation of work–life balance initiatives in the organization, and integrate them into the culture of the organization.

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A STUDY ON REAL ESTATE INVESTORS PREFERENCES TOWARDS INVESTMENT AND BUSINESS, ERODE DISTRICT, TAMILNADU.

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Abstract

In this scenario, the concept of the Investors Risk and Return is an ultimate and fundamental objective for all the Real estate business. In this business is highly competitive one, especially for Erode district. It is extremely high because direct competitors from other Investors. So the business is in a position to know their Investors risk and return level towards Real estate investment. So the Researcher selected the topic a study on Real estate Investors risk and return. Investors are the heart beat of the Real Estate business that taken place in today's world. To overcome the competition the marketer should satisfy their Investors and make them loyal to their business. Real estate business is a developing one and each and every Investment looks for retaining the Investors and makes them satisfied. Real estate Investors mostly concentrate the Risk and return level because they are face direct competition from the other investors. This study would help them to know the Investors insight towards Real estate business & investment.

Key words: Real estate, Risk, Return, Investment, Perception.

I.INTRODUCTION

Real estate is one of the most popular land successful businesses in the world. Especially in rural area across real estate brokers are the inter mediate person to sell product and to buy the products. There also buy some lands and sells it as a plots land some profit. Now a days the number of real estate brokers are going in the increasing rate at same time people thought real estate is a easy job but real estate agents will facing many problems like identifying the land which is to be settled the person to be settled income tax and etc. The world real refers to truth and estate refers to place truth in selling the place is known as the real estate. But know mostly people thought real estate is one of the cheating business. So there is a bad image for real estate business.

Real estate or permanent assets are a lawful term (in some jurisdictions) that cover land along with something enduringly attached to the land, such as buildings. Real estate is frequently measured tantamount with real property (also from time to time called reality), in difference with individual property. However, in technical terms, real estate refers to the land and fixtures themselves and real property are used primarily in over real estate. The term real estate properties are used mostly in general law, while civil law jurisdiction refers in its place to permanent property. In regulation, the statement real means connecting to a thing as renowned from a person. Thus the law largely differentiate between real property (land and anything attached to it) and individual property (everything else e.g. clothing, furniture, money).

OBJECTIVES OF THE STUDY

- To identify the present scenario of real estate business
- To identify the factors which helps to contribute to the nation
- To find out the problem faced by real estate investment
- To find out the investors perception towards their investment and business.

II.LITERATURE REVIEW

Austin J. Jaffe and C. F. Sirmans in their paper entitled “The Theory and facts on Real Estate Financial Decisions: A Review of the Issues” decorated that the There has urbanized a rising body of literature, together theoretically and empirically based, on real estate financial judgment. Even though these proceed, there are quantities of imperative question that remain unrequited. The reason of this article is to present a appraisal and investigation of where research on real estate financial decisions has been, where it position now a days, and where it is probable to be headed in the future. Some of the uncertain problem in real estate investment investigation is also conversed. The expect is that this evaluation will provide the stimulus for solving some of these intricate issues.

John B. Corgel, Willard McIntosh and Steven H. Ott, in their research mentioned “Humanities, Social Sciences and Law and Real Estate, Business, Economics” identified that the literature on Real Estate Investment Trusts, usually recognized as REITs. The literature is estranged into three important research topics: investment decisions, financing decisions, and return and risk issues.

John D Benjamin, Stacy G Sirmans and Emily N Zietz in their paper entitled “Returns and Risk on Real Estate and Other Investments: further confirmation” highlighted that the This research reviews the mainly up to date result on real estate returns, and arrange the reviews into five categories: (1) risk and returns; (2) diversification and group optimization benefits; (3) returns on real estate and other investments; (4) REITs; and (5) inflation and real estate returns. An explanation of every research is informed and present findings are measured to those of earlier research. Real estate research is lengthening to comprise titles such as market competencies, REITs and the value of macroeconomic variable factors in elucidating and forecasting real estate incomes. Conversed are identifying on whether real estate gives diversification benefits, real estate returns and other investments, REIT return performance and real estate as an inflation hedge.

Mitchell C. Conover, Swint H. Friday and Stacy G. Sirmans in their paper entitled “Diversification Benefits from Foreign Real Estate Investments” highlighted that the constancy of global equity diversification. This research look at whether overseas real estate exist in a further fragmented marketplace and whether foreign real estate give any diversification assistance beyond that accessible from foreign stocks. Using information encircling the share market collide of 1987, overseas real estate was originated to have a lesser relationship with U.S. shares than foreign stocks. This minor relationship is shown to be constant from side to side time as foreign real estate has a lower correlation in virtually the whole time period. Foreign real estate was also established to have a important weight in proficient global portfolio.

Patrick J Wilson, Ralf Zurbruegg in their journal entitled “International Diversification of Real Estate Assets: Is It worth It? Evidence from the Literature” decorated that the literature on the reimbursement of diversifying belongings assets globally. There is no compromise on how much advantage can be derivative from the world diversification of assets. In the literature there are two

different view as to the level of combination worldwide property markets have and the advantages there are from holding global property assets. The result shows that there are assorted upshots irrespective of whether undeviating or roundabout property assets are being examined. This research in addition provides some approaching into more present improvements in the literature that might clarify some of the varied outlook that have been fashioned.

Randy I. Anderson, Danielle Lewis and Thomas M. Springer in their article entitled “Operating Efficiencies in Real Estate: A Critical Review of the Literature” summarized that the real estate brokerage and the real estate investment trusts (REIT) business have knowledgeable spectacular structural and institutional changes in the most recent years. These revolutionize have carry the issue of operating competencies to the forefront. In this review, we recapitulate and seriously review the operating competencies literature for the real estate industry. In particular, we focal point on X-efficiency, financial system and market scope for the real estate intermediate services market and for REITs. In addition, we challenge to categorize future study paths that may widen and get better the present literature on real estate managerial competencies.

III. RESEARCH METHODOLOGY

In this study descriptive type of research design has been adopted. A sample of 150 respondents was taken for the study based on simple convenient sample method. The study area refers to Erode town in Tamilnadu. The tools are used in the study for the purpose of analysis (a) Percentage Analysis (b) Chi-square Test c) ANOVA.

IV. RESULTS AND DISCUSSIONS

Table No: 1 -PERSONAL DETAILS

Description	Percentage Analysis
Gender	
Male	117(78)
Female	33(22)
Experience	
Below 20 years	30(20)
21 to 30 years	88(69)
31 to 40 years	18(12)
Above 40 years	14(9)
Occupation	
Private Employee	56(37)
Business man	48(32)
Govt. Employee	27(18)
Professional	13(9)
Others	6(4)
Income	
Below 10,000	29(19)
Rs.10,000 to Rs20,000	63(42)
Rs20,000 to Rs30,000	42(28)
Above Rs30,000	16(11)

Majority 117 (78%) of the respondents are male, 69% of the respondents are coming under the age group of 21 - 30 years, 37% of the respondents are working in private sectors & 42% of the respondents are comes under their income level is Rs.10, 000to Rs. 20, 000.

Table No: 2 -CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF MAJOR CONTRIBUTION TO NATION

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Higher level of profit	21	15	19	15	18
Resale value	22	25	20	31	12
Low maintenance cost	28	27	21	21	13
Less risk	15	21	17	19	25
Tangible Assets	21	18	21	16	28
Less flexibility in assets value	17	16	19	16	9
High competition	14	12	15	18	14
Geographical changes	12	16	18	14	31

The above table shows that level of satisfaction about the major contribution about the nation through the real estate investment according to majority of the respondents are strongly agree that the statement, less than qualify the respondents are in neutral stage and strongly agree.

Table No: 3 -CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF HINDARANCE TO THE INVESTORS

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Political problems	16	18	14	20	11
Higher competition	11	11	12	11	8
Geographical changes	12	14	11	13	11
Economic changes	14	4	15	14	12
Less profit	13	11	13	9	21
Psychological changes	11	13	11	12	11
Technological changes	9	14	12	14	14
High risk	14	15	12	7	12

The above table shows that level of satisfaction about the major hindrance the real estate investment according to majority of the respondents are strongly agree that the statement of Political problems, Geographical changes, Technological changes, higher competition and agree level of High risk, Psychological changes and less profit.

Table No: 4 -CHI-SQUARE ANALYSIS

Description	Table value	Degree of freedom	χ^2 Value	Result
Age & Opinion for Investors Cheating	7.815	3	51.921	Significant
Gender & Opinion for Real Estate	9.488	4	38.829	Significant
Marital Status & Basement of Real Estate Success	5.991	2	7.676	Significant

It is observed above the table that the calculated value is of chi-square is greater than the table value. Hence the null hypothesis is not accepted and it is concluded that there is significant relationship between age and opinion for investor cheating, Gender & opinion for Real Estate & Marital Status & Basement of Real Estate Success

Table No:5 -TWO-WAY ANOVA

Description	Source of Variation	SS	df	P-value	F value	Result
Age And Opinion For Investors Cheating	Rows	1769.5	3	0.573068	9.276628	Significant
	Columns	420.5	1	0.506563	10.12796	
Gender And Opinion For Real Estate	Rows	705.6	1	0.168155	7.708647	Significant
	Columns	647	4	0.658081	6.388233	
Marital Status And Basement Of Real Estate Success	Rows	726	1	0.080669	18.51282	Significant
	Columns	271	2	0.329208	19	

It is observed above the table that the calculated value is of ANOVA is greater than the table value it is concluded that there is significant relationship between age and opinion for investor cheating, gender and opinion for real estate & marital status and basement of real estate success.

FINDINGS

- Majority 117 (78%) of the respondents are male.
- 69% of the respondents are coming under the age group of 21 - 30 years
- 37% of the respondents are working in private sectors.
- 42% of the respondents are comes under their income level is Rs.10, 000 to Rs. 20, 000.
- Majority of the respondents are strongly agree that they are majorly contribution to nation
- Majority of the respondents are strongly agreeing that major hindrance the real estate investment according to political problems.

- There is significant relationship between age and opinion for investor cheating, Gender & opinion for Real Estate & Marital Status & Basement of Real Estate Success
- There is significant relationship between age and opinion for investor cheating, gender and opinion for real estate & marital status and basement of real estate success.

SUGGESTIONS

- The investors are making their investment with a view of income generation and future safety rather than expecting regular income from the investment. So the investment having these features is advisable for making the correct investment for real estate.
- It is better to value at the high income generating avenues that are having high risk as those investments may end up with losses or gains.
- Real estate business are need to make an aggressive attempt to make awareness about the among Real estate investors.
- Real estate investment should be more transparent while declaring their Value and overall norms etc
- It should be more users friendly to gain the advantage of the investor's investment options.
- There is an opportunity existing for the current investment and investors wants to invest more in future.

V.CONCLUSION

Real estate investors have become gradually more worldwide in their outlook over the most recent decade. The process of globalization has not only changed the way in which investments are made, but has also dramatically altered the breadth of investment opportunities. Indeed, the last decade has seen dramatic changes, in particular the emergence of a free as well as significant events in Central/South area in India. Innovative opening come up for real estate investment and connected industry as the course of land transformation and privatization obtain position. On the other hand, the monetary infrastructure of these nations can be inadequately improved, regularly deficient an authoritarian structure for overseas investor. In meticulous, land legislation can be uncertain with most important unanswered problem relating to possession.

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ANALYZING THE STRATEGIC FORMULATION OF CMRL - THROUGH THE IFE AND EFE MATRIX RAJKALAISELVI .M

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Abstract

This study is a theoretical view of analyzing the internal organization and external global environment of Chennai Metro Rail Ltd (CMRL). To commute the 8 million population of Chennai there are 5 million vehicles which is not enough. Increase in the vehicle numbers causes carbon emission and air pollution. To tackle this situation the government has implemented the Chennai Metro Rail Ltd. This mass rapid transport system has involved huge financial and labour cost to implement. This study involves analyzing the strategic formulation of CMRL using SWOT analysis, IFE Matrix and EFE Matrix. The major internal strengths are sorted as CMRL is safe and eco-friendly transport reduces road congestions and 75% of travelling time. The major weaknesses are unaffordable to common man, Closure of bore wells along tunnel alignment and disturbing water bodies. The opportunities are Saves petrol and Diesel in future by taking Vehicles off the road and develop other businesses like food outlets and commercial advertisement. The threats in external are financial and budgetary constraints and under utilization of infrastructure.

Keywords: SWOT Analysis, Miyawaki Technique, IFE Matrix, EFE Matrix, Feeder Services.

INTRODUCTION – CMRL

The **Chennai Metro** is a rapid transit system serving the city of Chennai, Tamil Nadu, India. The Government of Tamil Nadu created a Special Purpose Vehicle (SPV) for implementing the Chennai Metro Rail Project. This SPV named as “Chennai Metro Rail Limited” was incorporated on 03.12.2007 under the Companies Act. The network consists of two colour-coded lines covering a length of 45 kilometres. It is the third largest metro system in India after Delhi Metro and Hyderabad Metro. It has now been converted into a Joint Venture of Government of India and Government of Tamil Nadu with equal equity holding.

Vision of CMRL:

“Moving People, Sustaining Growth”

Mission of CMRL:

“We shall provide a safe, fast, reliable, accessible, convenient, comfortable, efficient and affordable public transport service preferred by all in a sustainable manner.”

Being an urban Mass Rapid Transport, CMRL is an emerging service and has taken up the task of Multi Modal Integration (MMI) right from the construction stage. Multi Modal Integration (MMI) ensures better mobility to metro users. CMRL has installed 1 MW rooftop solar PV system in rolling stock shed in Koyambedu Depot. CMRL proposes to expand the solar generation target to achieve 7 MW by installing solar panels on rooftops of all the workshop sheds, elevated stations, ancillary buildings in UG stations and administrative building, etc. in near future

OBJECTIVES OF THIS STUDY

- To assess SWOT Analysis of CMRL
- To check the reliability of SWOT through IFE and EFE Matrix.

NEED FOR THE STUDY

Chennai is the fourth largest city in India. The population is about 8 Million and the vehicle population is about 53 Lakhs. Chennai uses the public transport system like suburban railway network MRTS and MTC (Metro Transport Corporation). This system is not enough to meet the mass population of Chennai. Hence the Government of India announced a National Urban Transport Policy 2006 recommending the Mass Transit System. Hence CMRL project started its operations in Corridor I and Corridor II.

RESEARCH METHODS

Strategic formulation starts with situation analysis, which involves assessing the strategic fit between external opportunities and internal strengths and external threats and internal weaknesses. In this study the strategy formulation of CMRL are done by the analysis tool IFE Matrix and EFE Matrix.

SWOT ANALYSIS

SWOT analysis is an acronym for explaining strengths, weaknesses, opportunities and threats for any organization. It is used to evaluate a company's competitive position and to develop strategic planning for future. SWOT analysis assesses internal and external factors of the organization, as well as current and future potential.

CMRL INTERNAL STRENGTHS	
<ul style="list-style-type: none"> • Mode of mass Rapid Transport System 	CMRL is recognized as safe, Modern and environment – friendly mass rapid transport system.
<ul style="list-style-type: none"> • Reduces congestion on roads 	Ensures enhanced mobility and reduces the traffic congestion caused on roads
<ul style="list-style-type: none"> • Saves Journey time 	The road journey time depends on the road conditions and traffic level. Metro train reduces 75% of the journey time.
<ul style="list-style-type: none"> • Linkage with other forms of transport 	Links are provided for Chennai Airport, Chennai Central and Egmore railway station and Mofussil Bus Terminal Bus stand
<ul style="list-style-type: none"> • Lowest carbon emission and no air and noise pollution 	It emits lower carbon and causes no air and lesser noise pollution
<ul style="list-style-type: none"> • Renewable energy 	It has 1.475 Megawatt Solar Power Plant as its renewable energy generation in the premises of CMRL.
<ul style="list-style-type: none"> • Financial reserves and returns 	A total project cost of 20,000 crore is expected to be completed by March 2020.
<ul style="list-style-type: none"> • Clean technology and energy efficient 	CMRL strive together as a team to continuously to develop and deploy creativity, innovation and technology to add value to customers.
<ul style="list-style-type: none"> • Punctuality 	CMRL renders prompt service to our customers and instill a culture of punctuality in all aspects of business.
<ul style="list-style-type: none"> • Price, value and group 	Educational Trips for students: In an attempt to bring awareness about the Metro Rail to the students of Government Schools and Government Women Colleges across the Metro Rail alignment in the city
<ul style="list-style-type: none"> • Honours received 	The Company has been honoured with the prestigious “Platinum” rating by the Indian Green Building Council (IGBC) for adopting green concepts in the design, construction and operation of metro rail.
<ul style="list-style-type: none"> • Security 	To ensure the safety of all those working for or using metro rail, Intelligence Wing is formed to collect information on security.

<ul style="list-style-type: none"> ● Rain water harvesting scheme 	The Chennai Metro Rail Project has implemented station rain water harvesting scheme to capture rain from roof and non-roof areas
<ul style="list-style-type: none"> ● Share Taxi and Auto services 	As many as 31,530 passengers travelled in share Autos and share Taxis, launched as a part of the Feeder services at 13 Metro stations in January 2019.
<ul style="list-style-type: none"> ● Ticketing 	The minimum fare is Rs 10 and the maximum fare is Rs 60.
<ul style="list-style-type: none"> ● High Water Utilization factor 	Installed and use water efficient fixtures at all metro stations. Through these efficient fixtures, water consumption is reduced by 41.5%.
<ul style="list-style-type: none"> ● Effluent Treatment Plant 	An Effluent Treatment Plant is used for recycling of water at Train Maintenance Depot.
<ul style="list-style-type: none"> ● Feeder services (Small Buses) 	Feeder services (Small Buses) connecting Metro Stations to several routes have been Introduced.
<ul style="list-style-type: none"> ● Chennai Metro Rail App 	Chennai Metro Rail App provides the useful Information that helps in using the metro services.
<ul style="list-style-type: none"> ● Cashless Transaction in Metro (CMRL-BHIM-SBI PAY APP) 	CMRL in association with SBI officially launched the “SBI Pay App” exclusively for the commuters of Chennai Metro. The UPI based SBI Pay App is a user-friendly app that can sync with other banks UPI/e-wallets and it is real-time based.
<ul style="list-style-type: none"> ● CMRL Bicycle Scheme 	CMRL Metro Stations for the benefit of the passengers and to promote a healthier and sustainable mode of transport i.e. CMRL Bicycle Scheme has introduced.
<ul style="list-style-type: none"> ● E-Charger for parking areas 	E-Charger for parking areas are there to ensure passenger convenience, E-charger sockets have been introduced in Metro station parking areas in Phase I.
<ul style="list-style-type: none"> ● Miyawaki Technique 	Miyawaki Technique is the manmade forest created by utilizing 1/10 of the land compared to conventional method. The CMRL Admin created 45 varieties of indigenous species of 1,280 plant are planted using this technique and the area is about 432 sq.km
<ul style="list-style-type: none"> ● Facilities for women passengers 	<p>The facilities for women are</p> <ul style="list-style-type: none"> ● First class section ● CCTV Cameras ● Exclusively women only Toilets ● Zero tolerance for drunkards and trouble makers ● Security staff in all metro stations checking male commuters travelling in Women only Coach.
<ul style="list-style-type: none"> ● Facilities for Differently Abled Persons 	<p>The facilities for differently abled persons are:</p> <ul style="list-style-type: none"> ● Extra wide gates ● Two wheel chair parking facility in every coach ● Tactile paths ● Exclusively friendly toilets ● Ramps at station ● Braille letters at Lifts and AFC Gates ● Voice guiding in Ticket Vending Machines.
WEAKNESSES OF CMRL	

● Unaffordable to common man	The cost to travel in CMRL is high compared to local trains in Chennai and It costs more than bus travelling
● Less distance coverage	The Chennai Metro operates only in minimum areas.
● Incomplete project	The Rs 20,000crore Chennai Metro Rail project has technical glitches, internal problems, and incomplete works in underground and elevated stretches.
● Strikes and signal problems	The service was disrupted frequently due to the strike by a section of CMRL employees seeking wage revision. There was also a technical glitch that affected signalling.
● Groundwater depletion	As Chennai faces an unprecedented drinking water shortage, residents in many pockets of the city blame the Chennai Metro Rail's underground tunnel for aggravating the crisis.
● Closure of bore wells along tunnel alignment	It was necessary for closing the bore well along the tunnel alignment which affected the residents.
● Problems in land acquisition	It faced problems in acquiring land from private people
● Disturbing water bodies	In 2019, the <u>Madras High Court</u> questioned the state government on the scientific method it adopted in constructing the tunnels without disturbing the water bodies in the city.

INTERNAL FACTORS EVALUATION MATRIX:

The conventional SWOT analysis is done above and it is qualitative. The strategic planning cannot be done only with the qualitative factors; hence its reliability is done through quantitative method. The Internal Factor Evaluation Matrix is used to analyse the factors which are rated and weighted.

Key Internal Factors of CMRL		Weights	Rating	Weighted Score
		0.0 to 1.0	1, 2, 3 or 4	
Internal Strengths			3 or 4	
S1	Mode of mass Rapid Transport System	0.09	4	0.36
S2	Reduces congestion on roads	0.08	4	0.32
S3	Saves Journey time	0.05	4	0.2
S4	Linkage with other forms of transport	0.05	4	0.2
S5	Punctuality	0.05	3	0.15
S6	Security	0.05	3	0.15
S7	Feeder services (Small Buses)	0.05	3	0.15
S8	Share Taxi and Auto services	0.04	4	0.16
S9	Facilities for women passengers	0.04	4	0.16
S10	Ticketing	0.03	4	0.12
S11	Facilities for Differently Abled Persons	0.03	4	0.12
S12	Lowest carbon emission and no air and noise pollution	0.02	3	0.06
S13	Financial reserves and returns	0.02	3	0.06
S14	High Water Utilization factor	0.007	3	0.021
S15	Rain water harvesting scheme	0.005	3	0.015
S16	Renewable energy	0.003	3	0.009
S17	Clean technology and energy efficient	0.003	3	0.009
S18	Effluent Treatment Plant	0.002	3	0.006
S19	Chennai Metro Rail App	0.002	4	0.008
S20	CMRL Bicycle Scheme	0.002	3	0.006
S21	Miyawaki Technique	0.002	3	0.006
S22	Cashless Transaction in Metro (CMRL-BHIM-SBI PAY APP)	0.001	3	0.003
S23	E-Charger for parking areas	0.001	4	0.004
Internal Weaknesses			1 or 2	

W1	Less distance coverage	0.09	1	0.09
W2	Groundwater depletion	0.07	1	0.07
W3	Closure of bore wells along tunnel alignment	0.07	1	0.07
W4	Disturbing water bodies	0.07	1	0.07
W5	Problems in land acquisition	0.06	2	0.12
W6	Incomplete project	0.01	2	0.02
W7	Strikes and signal problems	0.002	2	0.004
		1		2.741

Calculation of IFE Matrix:

Weighted Factor: Each Key Factor is weighted with the number ranging from 0(Less Important Factor)-1(Most Important Factor).

Rating: The ratings in the IFE matrix refer to the strong and weak internal factors within a company. Here too, the ratings range from 1 to 4, where 1 and 2 are related to weakness and 3 and 4 are related to strength; 1 represents major weakness, 2 means minor weakness, 3 represents minor strength, 4 indicates major strength.

Weighted Score = Weighted Factor *Rating

The total score will be 1-4. The total score 2.5 indicates average.

It's important that each key factor is assigned a score. The total weighted score is the sum of all individual weighted scores.

Results from IFE Matrix: From the above table the weighted score = 2.7 which is above the average. The CMRL is internally strong and has good core competence. The major internal strengths are sorted as CMRL is safe and eco-friendly transport reduces road congestions and 75% of travelling time.

EXTERNAL OPPORTUNITIES AND THREATS	
OPPORTUNITIES OF CMRL	
<ul style="list-style-type: none"> ● Saves petrol and Diesel in future by taking Vehicles off the road: CMRL reduces the commuters using vehicles; hence it reduces congestion, saves time, cuts down on fuel consumption and pollution and saves lives. ● Cover more areas in future: Chennai Metro's mammoth phase II project covers 118.9 km of the city, with 128 stations, will be fully operational by 2026 if work progresses without delays. ● Increases Tourism: It attracts both domestic as well as international tourists ● Possibility to merge CMRL with MRTS The proposed merger of Chennai Metro Railway and MRTS might soon materialise as the Southern Railway is studying the feasibility of the same in terms of the last mile connectivity. ● Development of other businesses also: Possibility of development of other businesses like food outlets, retail and commercial advertisement. 	
THREATS OF CMRL	
<ul style="list-style-type: none"> ● Financial Constraints: As the Metro Rail project is a public funded project financed by the government, these projects cannot be provided with unlimited financial support at the cost of other infrastructure projects. ● Budgetary Constraints: The finance provided for 1 km of underground corridors is equal to 2.5 to 3 km on the surface. ● Under utilization of this infrastructure: In the context of metro rail projects, an over-estimation of the ridership figure leads to over-sizing and under utilisation of the infrastructure/resources leading to over-investing in idle capacity resulting in financial mismanagement or crisis for the project. ● Attracting only less passengers In the case of the Chennai metro rail, according to the MRTS authorities there, it has a capacity to ferry some six hundred thousand commuters daily; however, the service has been attracting only around 25,000 passengers per day, and most of them during peak hours 	

EXTERNAL FACTORS EVALUATION MATRIX:

Key External Factors		Weights	Rating	Weighted Score
		0.0 to 1.0	1, 2, 3 or 4	
<i>External Opportunities</i>			3 or 4	
O1	Saves petrol and Diesel in future by taking Vehicles off the road	0.15	4	0.6
O2	Cover more areas in future	0.14	4	0.56
O3	Possibility to merge CMRL with MRTS	0.08	3	0.24
O4	Development of other businesses also	0.11	4	0.44
O5	Increases Tourism	0.08	3	0.24
			1 or 2	
<i>External Threats</i>				0
T1	Financial Constraints:	0.11	2	0.22
T2	Budgetary Constraints:	0.09	1	0.09
T3	Under utilization of this infrastructure:	0.15	2	0.3
T4	Attracting only less passengers	0.09	2	0.18
		1		2.87

Calculation of EFE Matrix:

Weighted Factor: Each Key Factor is weighted with the number ranging from 0 (Less Important Factor)-1 (Most Important Factor).

Rating: The ratings in the EFE matrix refer to the strong and weak external factors outside a company. The ratings range from 1 to 4, where 1 and 2 are related to Threats and 3 and 4 are related to opportunities; 1 represents major Threat, 2 means minor threat, 3 represents minor opportunity, 4 indicates major opportunity.

Weighted Score = Weighted Factor *Rating

The total score will be 1-4. The total score 2.5 indicates average.

It's important that each key factor is assigned a score. The total weighted score is the sum of all individual weighted scores.

Results from EFE Matrix: From the above table the weighted score = 2.87 which is above the average. The CMRL has a lot more scope and opportunity to develop and build a long lasting transport mode in Chennai.

CONCLUSION

This study reveals that the strategic formulation of CMRL is good and valid. The major strengths are Chennai Metro reduces the travelling time and carbon emission to a certain level. The feeder services available connect the commuters with other modes of transport. Though there are lots of facilities available in the Chennai Metro, the cost is little high compared to other modes of transport. And also the financial expenditure is very high compared to all other infrastructure.

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THE EFFECTIVE IMPLEMENTATION OF THE 5S CONCEPT ON THE PERFORMANCE: A CASE STUDY OF A MANUFACTURING COMPANY IN MALAYSIA

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Abstract

Purpose-*The aim study is to investigate the Impact of the 5S on a manufacturing company's performance in Malaysia.*

Research Methodology-*A quantitative method was used in this study. The questionnaire was distributed to an electronic manufacturing company in Malaysia. A total of 62 responses were received out of 150 sampling sizes. The study employed partial least squares structural equation modeling was applied to test a set of hypotheses originating from a conceptual model of the 5S concept and productivity.*

Findings-*Empirical results revealed a significant influence of al 5S on the organization's productivity. Likewise, findings also exhibited significant role productivity in implementing the 5S to achieve role performance of the organization. Effective implementation of the 5S concept on the performance of a company can influence productivity. Set in the order of Sort, Straighten, Shine, Standardize and Sustain has a strong positive correlation on productivity. All the 5S variables made a significant contribution to the prediction of the dependent variable*

Practical Implications-*The findings of the study imply that the effective implementation of 5S in order set should be considered as a system to achieve the productivity of an organization. The effective implementation of 5S does not improve productivity, but these concepts also allow other concepts such as lean manufacturing, six sigma, Total Productive Maintenance, Kaizen to work side by side to improve overall company productivity.*

Keywords: Lean Operations, Lean Production, Total Quality Management, 5S

I. INTRODUCTION

Globalization has a significant impact on the manufacturing sector as it continues to evolve at a rapid pace. Market needs, product designs, product life cycles, production modifications, and technological developments in manufacturing capacities have changed due to globalization, prompting manufacturing industries to respond by implementing proactive measures to stay competitive (Madanhire & Mbohwa, 2016). Manufacturing companies are now focusing more on product quality, cost reduction, and timely delivery. Companies are putting a premium on efficiency. The manufacturing segment is the key driver of economic growth in Malaysia, accounting for 22.1 percent of total GDP.

Manufacturers encounter difficulties and challenges due to the impact of rising costs, inefficiency, quality, and safety in the manufacturing sector (Seddik, 2019). According to Asaad, Saad, and Yusoff (2015), customer demands, desires, and tastes are rapidly changing, and manufacturing businesses must adapt. In the manufacturing industry, there are a variety of concepts and approaches for increasing productivity and efficiency. Continuous Improvement (Kaizen), Total Productive Maintenance (TPM), Cellular Manufacturing / One-piece Flow Production Systems, Lean Six Sigma, Just in Time (JIT) Production / Kanban, and Lean Manufacturing are the most well-known and widely used methodologies.

Lean Manufacturing or Lean Operations is a concept under the Toyota Production System (TPS). It is a concept implemented globally because it has superior cost, quality, and flexibility in response. According to Noda (2015), waste elimination and cost reduction are the lean system's main purposes. An article by Kanamori, Sow, Castro, et al. (2015) mentioned that the potential solution for quality improvement for a workplace organization is the 5S lean method. The 5s lean method is a philosophy developed by Hiroyuki Hirano in the 1980s under the Toyota Production System (TPS). This method has used a checklist to perform lean operations. According to Todorovic and Cupic (2017), one of the most relevant tools in lean manufacturing is the 5s concept in which it is a strategy for the changes and learning in organizational development. Kanamori et al. (2015) stated that 5S is a method suggested for quality improvement by removing all factors that do not value and maximize value-added levels in an organization. Similarly, Davis (2018) mentioned that this concept is a proven tool on the factory floor for lean practitioners. The contribution of 5S concept is towards the productivity and quality improvement process (Hernández Lamprea, Carreño and Martínez Sánchez, 2015).

The following section of the paper covers various literature based on the conceptual framework. The following section presented a detailed discussion about the conceptual model's research methods and data analysis methods. The last section is about discussion and result, and conclusion.

1.1 Problem Statement

According to past study, low organizational performance, which can be caused by various variables, is the most common problem in the manufacturing industry. According to Umoh and Torbira (2013), the most significant effect is a decrease in a company's productivity. According to a study conducted by Sánchez, Rodriguez, Maruyama and Salazar (2015) on a metal and rubber manufacturing company, the factory had a dirty and disorderly environment that caused safety issues for employees and hampered product tracking both internally and externally of the manufacturing process. It resulted in numerous concerns with the company's production and product quality. A study was conducted by Gupta and Chandna (2019).

1.2 Research Objectives

The research objectives are based on the main concept of this research which is the 5S concept. The purpose is to study each concept individually and assess by conducting a study with the performance on the organization. In this research study, performance is defined as the productivity of the company.

2. Literature Review

2.1 Organizational Performance

In every corporation or organization, one of the fundamental goals of existence and remaining competitive in the market is to create profit. As a result, an organization's performance is critical since it can reveal how well or poorly a company is functioning. According to Ali and Islam (2020), organizational performance is one of the most important constructs in management research. Riaz and Hassan (2019) explained that organizational performance is described as an organization's ability to adapt to all systematic processes relating to its goal-seeking behavior to sustain its functions efficiently. According to Huang & Huang (2020), organizational effectiveness cannot be judged by a single metric: manageability.

2.2 Productivity Measurement

Vilasini, Gamage, Kahangamage, et al. (2012), the measurement of quantifying output against the amount of input is called productivity. The link between the quantity of goods and services as output and the quantity of input such as labor, capital, land, energy, and other resources. Similarly, Heizer, Render, and Munson (2016) defined productivity as the division of the output ratio as goods and services by the in-

out ratio as resources, labour, and capital. Therefore, productivity measurement efficiency can be described by productivity (FIJI National University, 2020). Islam and Islam (2017) stated that the two main factors in an organization that productivity depends on are external factors that are not controllable and internal factors that are controllable. According to Heizer, Render, and Munson (2016), productivity can be measured by two factors: single-factor productivity and multiple or total factor productivity. Based on US Government (2015), the ratio of goods and services produced (outputs) to two or more resources (inputs) is multiple-factor productivity. On the other hand, the ratio of goods and services produced (outputs) to one resource (input) is single-factor productivity (Heizer, Render, and Munson, 2016). In this research, single-factor productivity is used as the dependent variable.

2.3 The Lean Manufacturing Concept

As manufacturers strive to sustain themselves in the high competition market, many frameworks and concepts developed as a strategy adapting into the production system. The TPS (Toyota Production System) is a philosophy that focuses on continuously developing the company, treating employees with respect, and adhering to standard work norms (Heizer, Render, and Munson, 2016). This concept has contributed to the operations of world-class manufacturing, mainly in the Toyota Motor Corporation. Lean Manufacturing or Lean Operations is a continuous improvement approach under the Toyota Production System (Veres, Marian, Moica, et al., 2018). According to Jasti and Kodali (2015), TPS has two pillars: Just-In-Time and Jidoka. Figure 1 shows the House of TPS (Lai, et al., 2019). The philosophy behind the house of TPS is a framework used to organize manufacturing facilities, provide the best quality product with the lowest cost possible, and achieve the shortest lead time (Harrmann et al., 2008). Continuous improvement and waste removal are the focus of all TPS methods. According to Marodin et al. (2018), Lean Manufacturing improves the effectiveness and efficiency of a company and is more effective from the increase in product quality and customer value.

2.4 The House of TPS

Hill (2018) stated that the approach of this concept on the manufacturing process is to minimize waste and maximize value to the optimum. An article by Jimenez et al. (2018) mentioned that the aim is to identify waste that affects the manufacturing process, such as disruption in the production flow, lead times, quality, and cost. Nassereddine and Wehbe (2018) stated that waste elimination and continuous improvement are the two basic LM elements. Similarly, Heizer, Render, and Munson (2016) mentioned that lean operations could supply customers with the customer's exact desire without waste through continuous improvement. Overall, its main objective is to eliminate waste in the production line and improve production efficiency.

2.5 The 5S Concept

The implementation of the 5S method is recommended to identify the waste that occurs in a workplace. A 5S concept is a checklist tool for Lean production in which it focuses on 'housekeeping' as a means of waste reduction (Heizer, Render, and Munson, 2016). The 5S concept is a philosophy developed by Hiroyuki Hirano in the 1980s under the Toyota Production System. Thus, Kanamori et al. (2015), the potential solution for quality improvement for a workplace organization is the 5S lean method. The main objective is to remove waste from the production line. The 5S concept focuses on producing the best possible technique in the production line and developing a 360-degree view to enable a defect-free product (Gupta and Chandna, 2019). The function of 5S is used to reduce unwanted waste and optimize productivity by maintaining a consistent system in the workplace (Houa et al., 2018). Heizer, Render, and Munson (2016) stated that reducing waste can be done by having a neat, orderly, and efficient workplace. Some benefits of the 5S concept are magnifying visibility of the root cause, increasing sense of morale, providing a better impression toward customers, and improving productivity to minimize the search time (Seddik, 2019). According to Davis (2018), the 5S concept consists of: Sort, Straighten, Shine, Standardize and Sustain.

2.6 Total Quality Management

Corresponding to Ramaj et al. (2019), total quality management is an integrative management philosophy with guiding principles representing the foundation of a constantly improving organization. TQM has been regarded as the most critical platform for continuous improvement and performance (Ishanka and Gooneratne, 2018). This philosophy seeks to enhance quality and productivity (Sahoo and Yadav, 2018). Interestingly, waste eliminations, quality improvement, shorter lead times, cost reduction, improvement of employee morale, and continuous improvement are the objectives of TQM (Petcharit, Sornsaruht, and Pimdee, 2020). In a broader term, in TQM, there are four philosophies in quality management: Crosby's 14 points of quality are free, Deming's 14 points, Juran's Quality Trilogy, and Feigenbaum's Total Quality Control.

2.6.1 Management Commitment and Quality Improvement Team

Management must set up discussions for quality improvement to emphasize defect prevention (Crosby, 2005). It can be defined as a short and clear quality policy statement for the organization that must be adopted by the management (Alghamdi, 2016). The quality improvement team must take responsibility for the respective departments to commit operations to actions (Crosby, 2005). The improvement methods must include the involvement of everyone in the organization (Alghamdi, 2016).

2.6.2 Quality Measurement, Cost of Quality Evaluation and Quality Awareness

Quality measurement determines the quality status of the company by establishing quality measurement (Crosby, 2005). By recording quality status, corrective actions and improvement actions can be taken. The non-conformance issue can be identified (Alghamdi, 2016). Cost of Quality (COQ) determines where corrective action is needed, which will be profitable (Crosby, 2005). This is also to determine the cost of quality and set value to the cost of quality (Alghamdi, 2016). Quality awareness creates awareness in the organization by sharing with employees such as supervisors training to orient employees and provide visible evidence by establishing booklets, films, or posters (Crosby, 2005). This is done to increase the awareness among everyone in the organization (Alghamdi, 2016).

2.7 The Impact of 5S on A Company's Performance

Few studies and research have been done on the practical implementation of the 5S concept on the performance of a manufacturing firm. Veres et al. (2018) conducted a case study on the Impact of the 5S method in an automotive company has illustrated some significant relationships between the two variables of the 5S concept and the company's performance. The study was conducted on Hirschmann Automotive in Austria, which was an automotive parts manufacturer. An audit checklist of 5S was used with 17 questions to run a monthly study basis after implementing the 5S concept for a period of 1 year from January to December 2016. According to a research article by Sangode (2018), the 5S methodology was one of the most critical improvement factors of efficiency in the workplace. This study takes a sample of 10 small and medium manufacturing firms in the Nagpur region, India. These include four firms from each sector, such as the chemical industry (2), manufacturing industry (2), agricultural industry (3), and automobile industry (3).

Sharma and Lata (2017) conducted a study on the effectuation of 5S in a Copper Wire Drawing industry in Delhi, India. After the 5S concept is introduced to the company, the problems were removed. The results showed significant improvement. The workplace was seen to be healthy and enjoyable after it was cleaned correctly, and it also reduced frustration levels and increased efficiency. The unnecessary time consumption was reduced by providing personal equipment to the machine operators. That causes the search time to consolidate. The machine has improved its performance and life from the cleaning and proper inspection. After the files and documents were organized, there was an increased positive attitude among employees with no more frustrations and unnecessary disputes. The organization of the storeroom has led to proper functioning in all departments of the company.

A research article by Assad, Saad, and Yusoff (2015) researched the 5S and Kaizen (continuous improvement) Impact on organization performance in a Malaysian Automotive company using Rasch Model. The companies are mainly in the Northern Peninsula of Malaysia. This paper used a quantitative approach of evaluation. Questionnaires are distributed to representatives of management in the organization. The Rasch model is used as the instrument of analysis through items and reliability of the participants.

Table 1. Comparison of different approaches from different authors based on author's own compilation

Article title	Methodology	Result
The 5S Impact in an Austrain automotive parts manufacturer.	Quantitative approach (Correlation Analysis)	Positive relationship between 5S and productivity. Scrap reduction, reduce cooling time, Reduce cost (half a million).
The 5S effects on a rubber manufacturing company in Serbia.	Qualitative approach (interview)	Safer work environment, strong ethics in the workplace, motivation of employees, waste elimination, time saving, decrease in manufacturing costs, an increase in productivity and efficiency.
Impact of 5S on the efficiency of manufacturing company in India	Quantitative approach (Chi-Square test)	The implementation of 5S into this organization helps in the increase of overall efficiency.
The study on the 5S method on a Copper Wire Drawing industry in India.	Qualitative and quantitative approach (questionnaire and interview)	Healthy work environment, reduce waste time, Increase performance, all departments are more functional.
The 5S and Kaizen Impact on the performance of a Malaysian Automotive company.	Quantitative approach (questionnaire using Rasch model)	A positive relationship between 5S and Kaizen towards organizational performance. It can be used as a tool to improve the performance of an organization. In 5S, determine cleanliness in perpetuity is the most difficult to implement.

Table 1 shows the comparison between the five articles reviewed. It can be seen that each author has a different methodology to approach the research. The methodology consists of a quantitative and qualitative approach. However, the results yield similar positive outcomes. The findings indicated that 5S has a positive relationship with organizational performance. It has also contributed to other factors such as waste elimination, cost reduction, time reduction, clean workplace, and increased efficiency.

2.8 Theoretical Exposition

5s is a technique for boosting the production of existing plants. In most cases, a 5-S program is both a part of and the essential component in establishing a visual workplace. The 5S theory emphasizes effective workplace organization, a positive work environment, waste reduction, and quality and safety improvements. Eliminating waste is a win because waste is a loss. Furthermore, as we all know, with a chaotic work environment, wasted time, and scrap, there is no prospect for improving efficiency or quality (Henshall, 2019).

The Lean technique in Business Process Management is based on the concept of waste elimination. In principle, this method seems straightforward - "get rid of faults, cut out stages that bring no value" – but putting these ideas into practice needs strategic planning. The 5S methodology is a systematic approach to reducing physical waste and standardizing equipment and processes throughout a functional unit. Cleanliness, organization, and standardization are all critical in developing the most efficient and productive work processes, according to 5S (Celerity, 2020).

2.9 Conceptual framework

The influence of the 5S concept on productivity is the conceptual framework of this research. According to the previous studies done on the related topic, it can be seen that 5S can have a significant impact on a company's performance, defined as 'productivity'. However, the difference in this study is that the analysis will be conducted on the 5S concept individually, as shown in Figure 1 below. The independent variable consists of the elements of the 5S concept, whereas the dependent variable represents the company's

productivity. The company's productivity solely relies on how efficient the production line works and the contributors involved.

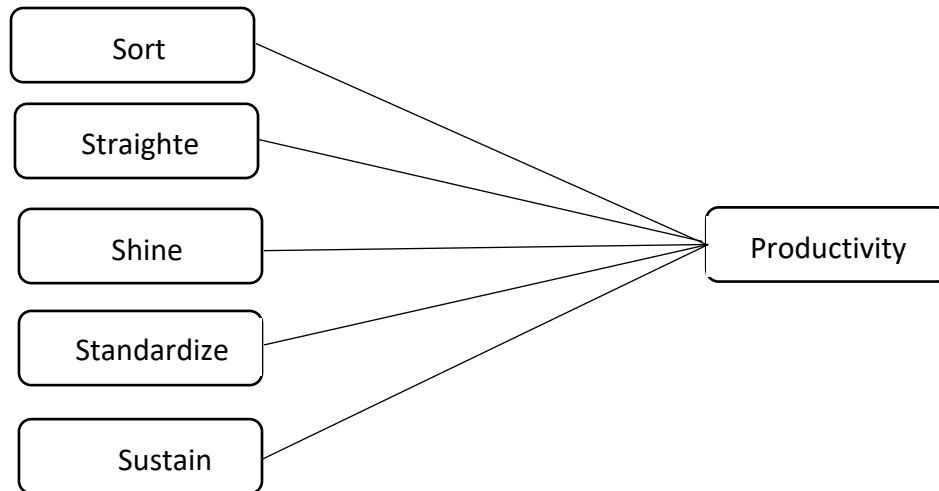


Figure1. Framework of Independent and Dependent variables (source: own study based on own research)

3. Research Methods

The research design and approach for this project can be seen in Figure 2 below. In each step, proper research and validity are taken to ensure the information is sufficient, and the data are validated.

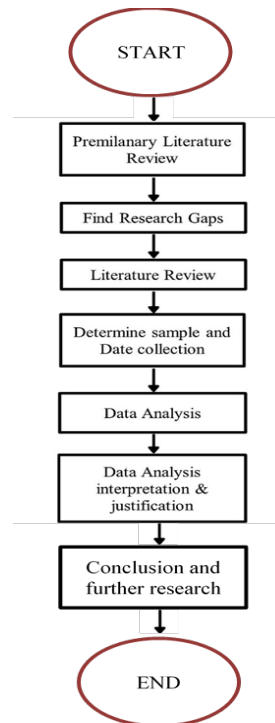


Figure 2. The research methodology (adapted from Lotfi et al., 2018; Mehrjerdi & Lotfi, 2019)

3.1 Population and Sample of the study

The population of the study was the engineers of the manufacturing department of the selected organization. This population was chosen because the 5S concept requires the knowledge of employees in the production line that can provide the outcome to the desired objective of this research paper. The sample size of this research was 100. The technique that is used for this research is convenient sampling. According to Edgar and Manz (2017), convenience sampling is the method of sample collection done by taking samples conveniently located around a location or available at the location.

3.2 Measuring Instrument

The questionnaire consists of 2 parts A and B. In part A, the questionnaire focuses on the demographic background of the participants. That includes gender, age, ethnicity, religion, years working, and monthly income range. Part B consists of the audit checklist to measure the 5S implementation in the organization. The questionnaire was taken from previous research and journals based on the 5S concept in a manufacturing company. The of the questionnaire was developed based on Kobarne et al. (2016). These authors used the 5S checklist form to audit a manufacturing company that manufactures piston and piston pins. Similarly, Dulhai & Asachi (2008) conducted the 5S audit with an aim on the improvement of the Autocar Exhaust manufacturing company. Whereas Costa et al. (2018) implemented the 5S methodology in a Metal Working company.

3.3 Data Analysis Method

SEM-PLS was employed for this research (Structural Equation Modelling-Partial Least Squares using Smart-Pls 3.0 to conduct the analysis. According to Davis & Cosenza (1996) and Pituch & Stevens (2016), the research study's most essential and fundamental part is a proper methodology selection. The second-generation multivariate technique applied for the validity and reliability assessment of model measures was called SEM. The first-generation methods, such as multiple regressions, were suitable for assessing constructs and relations between constructs. The first purpose of regression analysis is prediction, while a correlation intends to evaluate the relationship between the dependent and independent variables (Tabachnick & Fidell, 2007).

In research, PLS-SEM has been indicated to be a regularly used alternative in research analysis. It is more adaptable concerning measuring dimensions of the sample and because of the lack of assumptions on the data distribution (therefore, it is known as soft modeling), according to Nitzl (2016). The difference between PLS-SEM and CB-SEM is comparatively easy to understand. If the research objective is to test the theory, that is, its confirmation, the appropriate method is CB-SEM. PLS-SEM is a suitable method for the research (Hair, Ringle, & Sarstedt, 2011). PLS-SEM is not much different from multi regression. However, theoretically, PLS-SEM is comparable to the use of multiple regression analysis. PLS-SEM's primary purpose is to maximize the explained variance in the dependent construct and measure the data's quality based on the characteristics of the measuring model (Hair et al., 2016). The PLS-SEM is called "Partial Least Squares" because the parameters predictably employ a series of least squares. At the same time, the term "partial" originates from the iterative estimation procedure of the parameters in blocks (per latent variable) to the detriment of the entire model concurrently (Lee, Peters, Fayard & Robinson, 2011). PLS-SEM approach not only offers a range of advantages in comparison with the first-generation multivariate techniques, being very flexible in terms of the premises and sample dimensioning. For this study, PLS-SEM was employed, and it is a suitable application for the framework.

4. Result

A total of 100 surveys were sent out through email, with 62 of them being fully completed, yielding a response rate of 62%. It was an electronic manufacturing facility in a prime Malaysian industrial location. The complete demographic information of respondent firms is shown in Table 2.

Table 2. Demographic Information

Variables	Frequency (N)	Percentage (%)
Gender		
Male	54	87.1%
Female	8	12.9%
Age		
25 or below	22	35.5%
25 to 30	40	64.5%
30 or above	0	0
Ethnicity		
Malay	11	17.7%
Indian	32	51.6%
Chinese	15	24.2%
Others	4	6.4%
Religion		
Muslim	14	22.6%
Hindu	31	50%
Buddhist	14	22.6%
Others	3	4.8%
Variables	Frequency (N)	Percentage (%)
Education level		
Diploma	9	14.5%
Bachelor's Degree	48	77.4%
Master's Degree	5	8.1%
Doctoral	0	0
Years of Working		
2 years or less	33	53.2%
2 to 3 years	6	9.7%
3 years or more	23	37.1%

4.1 Measurement Model

The framework of the study is called a reflective model. Therefore, causality is from the construct to its measures (see figure 1). Based on this study, referring to figure 1, the reflective indicators can be seen as a descriptive sample of all the possible items available within the conceptual domain of the construct. Hence, a reflective measure commands that all indicator items are caused by the same construct, indicators related to a particular construct should be highly correlated (Hair et al., 2016). In this context, individual items should be substitutable. Any single indicator item can be left out without changing the meaning of the construct, as long as the construct has sufficient reliability (Hair et al., 2016). In simple, the relationship goes from the construct to its measures suggests that if the assessment of the latent trait changes, all indicators will change concurrently. Therefore, based on PLS-SEM, it referred to as a set of reflective measures is commonly called a scale. PLS-SEM is concerned about the assessment of the

reflective model. Assessment of reflective measurement models comprises of composite reliability to evaluate internal consistency, individual indicator reliability, and average variance extracted (AVE) to assess convergent validity. Furthermore, the Fornell-Larcker criterion and cross-loadings are used to assess discriminant validity. In the following sections, the author reports each measure for the assessment of reflective measurement models.

Table 3 below presented the measurement model from the output of PLS-SEM. Ahmad & Zin (2010) have suggested that using the newly developed scales that are 0.50 or higher should be retained in the measurement model. Thus, the outer loadings below 0.50 should be removed from the measurement models since they indicate low value > .50 indicators contribute less to these factors. Table 3 exhibits the correlation between items whose loading ranges from 0.134 to 0.949. After deleting indicators P1 and P2, productivity indicators did not meet the trash hold point of >0.50. Therefore, productivity did not meet the trash hold point and was considered unacceptable. Sior1 and 6, Sort 1, 4, 5, and 6, and Sust1 and Sust 5 indicators were deleted to meet the trash hold point >0.5. Only productivity is not acceptable, but other latent variables are reliable.

Hair et al. (2014) and Henseler et al. (2009) indicated that the first step is to establish the reliability, internal consistency, and validity (convergent and discriminant) of the measurement model. To establish the reliability of the constructs (measurement model), composite reliability (CR) and CB alpha tests were utilized. Based on the result in Table 3, the value of CR ranged from 0.859 to 0.960, while the CB alpha ranged from 0.756 to 0.953. The results of both outcomes of the result were well above the threshold value of 0.70, as recommended by Hair et al. (2016). Therefore, it can be concluded that the variables have proven to be more highly reliable and acceptable.

Table 3. Results of Measurement Model Evaluation

Latent Variables	Indicators	Outer Loadings	Composite Reliability	AVE	Discriminant Validity	Alpha
Productivity	P1	Deleted	0.960	0.516	0.718	0.953
	P2	Deleted				
	P3	0.145				
	P4	0.134				
	P5	0.194				
Shine	Shine1	0.831	0.925	0.674	0.821	0.902
	Shine2	0.901				
	Shine3	0.787				
	Shine4	0.858				
	Shine5	0.767				
	Shine6	0.778				
Straighten	Sior1	Deleted	0.938	0.726	0.852	0.874
	Sior2	0.792				
	Sior3	0.876				
	Sior4	0.853				
	Sior5	0.885				
	Sior6	Deleted				
Sort	Sort1	Deleted	0.859	0.669	0.818	0.756
	Sort2	0.819				
	Sort3	0.829				
	Sort4	Deleted				
	Sort5	Deleted				
	Sort6	0.817				
	Sort7	Deleted				
Standard	Std1	0.863	0.926	0.677	0.823	0.904

	Std2	0.879				
	Std3	0.924				
	Std4	0.809				
	Std5	0.714				
	Std6	0.778				
Sustain	Sust1	Deleted	0.941	0.800	0.895	0.916
	Sust2	0.949				
	Sust3	0.913				
	Sust4	0.895				
	Sust5	Deleted				
	Sust6	0.816				

Table 3 above illustrates the result of AVE via convergent validity, and the AVE value must be ≥ 0.50 . Table 3 displays that the AVE value of all variables is greater than 0.50, so it can be inferred that the convergent validity value of all variables is accepted or proven to be reliable. Fornell and Larcker (1981) proposed that the AVE can be accepted when the value is greater than 0.50.

4.2 Evaluation of Structural Model

The bootstrapping analysis was conducted to check the significance of each hypothesis. The test result of the inner model can be seen in Table 4. Table 4 shows that the Impact of Shine, Straighten, Sort, Standard, and Sustain on productivity are significant because the T-statistics are greater than 1.96.

Table 4. Results of Path Coefficient

Mean, STDEV, T-Values, P-Values						
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	TStatistics (O/STDEV)	P Values	Result
SHINE -> P	0.244509937	0.253317321	0.02538033	9.633835955	0.000	Accepted
SIOR -> P	0.185187195	0.182401815	0.017370573	10.66097221	0.000	Accepted
SORT -> P	0.094152129	0.092764152	0.017289642	5.44558013	0.000	Accepted
STDN -> P	0.334296639	0.329935169	0.023312958	14.33952054	0.000	Accepted
SUST -> P	0.231095238	0.230688802	0.024970001	9.254914972	0.000	Accepted

5. Discussion

The effective implementation of the 5S concept on the productivity of a company was studied and analyzed. It was a conceptual model that tested a sample of 62 engineers of the manufacturing department of a selected organization. The findings showed that all hypotheses made a significant contribution to the prediction of productivity. The results of the path coefficient show that each variable of the 5S concept has a significant relationship to productivity. The function of 5S is used to reduce unwanted waste and optimize productivity by maintaining a consistent system in the workplace (Houa et al., 2018). Heizer, Render, and Munson (2016) stated that reducing waste can be done by having a neat, orderly, and efficient workplace. Some benefits of the 5S concept are magnifying visibility of the root cause, increasing sense of morale, providing a better impression toward customers, and improving productivity to minimize the search time (Seddik, 2019). The 5S concept focuses on producing the best possible technique in the production line and developing a 360-degree view to enable a defect-free product (Gupta and Chandna, 2019). The function of 5S is used to reduce unwanted waste and optimize productivity by maintaining a consistent system in the workplace (Houa et al., 2018). Heizer, Render According to Assad, Saad, and

Yusoff (2015), 5S and Kaizen (continuous improvement) impact organization performance in a Malaysian Automotive company using Rasch Model.

6.0 Implication

This case study has some valuable and practical implications for increasing productivity.

In order to continuously enhance or supplement lean manufacturing processes, many manufacturers have deployed approaches toward a "5S" workplace organization and housekeeping technique. Practically, 5S is a system for reducing waste and increasing productivity by keeping a clean workplace and employing visual cues to get more consistent operational results. The Sort, set in order, shine, standardize, and sustain are the five concepts of the 5S ideas. In a workplace, this 5s approach is typically implemented by small groups of people working together to make materials more accessible to operations and to foster operations with the least amount of time and materials waste. Therefore, to achieve better performance of the implementation in 5S practice, the manufacturing management should also consider the cost of implementation in the workplace. In addition, the moral behavior of employees regarding 5S must be evaluated. The company can ensure that the 5S practice among support staff is relevant and continuous by providing the necessary knowledge and learning skills through training.

When completely implemented, the 5S process boosts employee morale, improves customer perceptions, and improves organizational efficiency. Employees will be happier at work, but continuous improvement will result in reduced waste, higher quality, and shorter lead times. 5S is more than just a cleaning system; it's an integrated approach to increasing efficiency. 5S is an entire culture that boosts productivity, improves quality, lowers costs, ensures on-time delivery, enhances safety, and boosts morale. 5S is an integrated idea of activities, conditions, and culture rather than a list of action items. To achieve the best results, each employee must understand the nature and implications of each "S" and practice them regularly.

7. Conclusion and Future Research

The study found that the effective implementation of the 5S concept on a company's performance can influence productivity. Based on the analysis, each variable of the 5S concept has a significant relationship to productivity. It can be concluded that set in the order of Sort, Straighten, Shine, Standardize and Sustain has a strong positive correlation on productivity. All the dependent variables made a significant contribution to the prediction of the dependent variable (productivity). The goal of the 5S system is to make the workplace more organized to increase safety and productivity and reduce product defect rates and other wastes. Because of its simplicity and ease of recognition, the 5S technique can be implemented in any organization. While the application's findings are produced quickly, an organization's long-term implementation is complicated. The 5S strategy should not be viewed as a one-time project; rather, it necessitates standardization and consistency in rules to ensure long-term implementation plans for achieving organizational goals. A successful 5S implementation depends on the organization's education and training programs being updated.

Based on the findings and analysis, the company can gain a deeper understanding from this research. This research can be used as a guideline to enhance the company's productivity by identifying the errors and defects by adequately implementing the 5S concept. To enhance further productivity, the company is recommended to focus on adequately segregating the necessary and unnecessary products in the production line. When more products are adequately segregated, more space is available, and improved workflow, productivity will increase. Additionally, the company is recommended to continuously maintain proper operating procedures and audit the work area with the 5S concept to make it a habit and culture for the company. When a regular audit is done, the flaws and errors can be shown in which area needs improvement. This can work only when proper action is taken, productivity increases.

Future research can consider other factors in order to improve this study further. Assad, Saad & Yussof (2015) use 5S and Kaizen to find Impact on company's performance. The result showed that the increase in both 5S and Kaizen increases a company's performance. In lean manufacturing concepts, many concepts can improve productivity. Those are Lean six sigma, Total Productive Maintenance, Kaizen, and many more.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN TIRUNELVELI CITY

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Abstract: *Internet shopping has its own merits and it reduces the risk of travelling to a physical store. Buying decisions can be made from home by easy looking at various choice and price that can be compared with other competitor's product to arrive at a decision. Customer will buy several items from online stores. Customer prefer to buy books, clothing, household appliances, toys, hardware, software, and etc. are some of the products that come under online shopping. Many people choose online shopping because of convenience.*

Keywords: *Internet Shopping, Customer Preference, Customer Satisfaction*

I.INTRODUCTION

In the earlier days, there has been a dramatic change in the way customer have altered their way of shopping. Although customer used to purchase from a physical store, customer feels very convenient to shop online since it frees the customer from personally visit the store. Online shopping plays a vital role in today's busy world. Online Shopping is the process that customer directly buy goods and services from the seller without any intermediary service over the internet.

Online shopping offers the customer for wide range of products and services wherein he is able to compare the prices quoted by different suppliers and choose the best deal from it. Internet marketing is conceptual different from other marketing channels and the internet also promotes a one to one communication between the seller and the end user with round the clock consumer services.

STATEMENT OF THE PROBLEM :

Online shopping plays a vital role in purchasing. The recent modes in online shopping show the economic status of the people in today's world. Few Customers slow in showing interest towards online shopping. However, the future for online is bright and promising. Online shopping is also offers well in electronic circuit present inside many in the online shopping. The problem areas of the study are customer satisfaction and loyalty. The customer satisfaction is very important in online shopping so that the customer will buy again.

The online shopping company are producing varieties of products in order to satisfy the needs to study people in modern world. Commonly online shopping may have quality products to their consumer and provide discount/offer to attract the consumer but when it comes to delivery of goods they may not deliver the products in correct time. Problem towards online shopping will also determine the factors that will influence customer to shop online and this help the marketers to formulate their strategy towards online shopping.

OBJECTIVES OF THE STUDY :

1. To study the profile of the study.
2. To analyse the satisfaction level of consumer towards online shopping in Tirunelveli city.
3. To examine the different payment and delivery system preferred by the customer.
4. To identify the problem faced by customer while online shopping in Tirunelveli city.

SCOPE THE STUDY

The scope of the study is limited to Tirunelveli city only. It covers the satisfaction level of customer satisfaction. There searcher have selected top 5 online shopping websites such as Amazon, Flipkart, Jabong, Snapdeal, Myntra etc. This study is about the customer satisfaction and the problem faced by the customer while online shopping. The sample respondent of this research will select from educational group and outsider.

SAMPLE DESIGN :

The researcher will apply the convenience sampling methods for data from the customer satisfaction in online shopping in Tirunelveli city. The sample size of the study was 75 respondent. The respondent are mainly above the age of 18 to above 40.

FRAME WORK ANALYSIS :

- ★ To study the satisfaction level of the respondent, the relevant to the online shopping the percentage analysis is used.
- ★ To evaluate the problem faced in online shopping the chi-square test is used.
- ★ To know the service render in online shopping the respondent garret ranking is used.

HISTORY OF ONLINE SHOPPING

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones.

PROBLEM FACED IN ONLINE SHOPPING

It consider the problem faced by the customer in online shopping

Table 1-Level of satisfaction of the Respondents

Attitude	No. of Respondents	Percentage
High level	18	24
Medium level	42	56
Low level	15	20
Total	75	100

Table 2-Gender and Problem Faced by the Respondents

Gender	Level of satisfaction			Total
	High	Medium	Low	
Male	10 9.36%	19 21.84%	10 7.8%	39 52%
Female	8 8.64%	23 20.16%	5 7.2%	36 48%
Total	18 24%	42 56%	15 20%	75 100%

Researcher may conclude that the gender of the respondents does not influence the level of satisfaction in Online shopping. The degree of freedom of the value is 5.99 at 5% of significance. The calculate value is less than the table value. Hence the researcher accepts the hypothesis.

With regard to the relationship between gender of the respondents does not influence the level of satisfaction in Online shopping . The degree of freedom of the value is 5.99 at 5% of significance. The calculate value is less than the table value. Hence there is significant relationship between gender and level of satisfaction.

Conclusion:

The online shopping has been successful enough to best its rivals in terms of products variety, rates and customer services and strives to sustain its name over the net. Online shopping is one of the best among e-commerce sites. It is good experience in the online shopping . It gives positive points for the researcher for further research. The findings of this research study will help the online shopping to have better understanding and how to increase their sales through online shopping in Tirunelveli city.

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A STUDY ON CONSUMER PERCEPTION AND BUYING BEHAVIOUR TOWARDS SELECTED HOME APPLIANCES

(WITH SPECIAL REFERENCE IN RURAL AREAS, CHENGALPATTU DISTRICT)

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Abstract

India is a developing country that is experiencing fast growth. Despite rising levels of literacy and improving living standards, Indian markets have emerged as a popular worldwide investment destination for international investors. Marketing has faced several obstacles over the last three decades, as understanding customers is a complex endeavor, as each consumer has unique tastes and perceptions, and as customer loyalty has been an essential element owing to shifting mindsets over time. When it comes to purchasing things, several elements such as age, family life cycle, values, attitude, culture, and customs will affect customers, as various metrics have been employed to examine customer likes and dislikes. The study focuses on home appliances that are widely used in rural Chengalpattu areas; the goods include an air conditioner, a washing machine, a refrigerator, a mixer grinder, and a television. The study examines customer purchasing behavior in Chengalpattu rural regions based on their location.

Keywords: Consumer Perception, Buying Behaviour, Home Appliances, Consumer Attitude

I.INTRODUCTION

The world of marketing is always evolving. This is not merely because consumer preferences are changing, but also because new rivals with unique product features are entering the market. In a competitive climate, nothing is more critical to success than keeping customers delighted and engaged. Marketing's objective is to create a delighted consumer. To a significant part, success is contingent upon the producer's ability to swiftly and efficiently obtain high-quality customer insights and views. Perception refers to how one interprets or perceives things in light of prior experience and personal opinion. By gaining a grasp of his or her consumers' perceptions, the product may ascertain how the consumers regard his or her product or service. Customer behavior (CB) research is critical to the market since it helps them to comprehend and forecast consumer purchasing behavior in the marketplace. Customer behavior consists of four components: consumer preference, search for products, purchase decision, and post-purchase behavior or satisfaction.

Home appliances are electrical-mechanical devices that perform certain domestic tasks such as cooking and cleaning. Household appliances play a significant part in determining the trendy appearance of any home design. Refrigerators, mixer grinders, air conditioners, washing machines, and televisions are all common household equipment. The skill of arranging actions to accomplish a given objective is referred to as strategizing, and the action plan is referred to as strategy. ' A marketing plan outlines the most effective way for a business to utilize its resources and methods to accomplish its marketing objectives. Additionally, it should align the consumer's need for value with the organization's unique strengths. External opportunities should be maximized via Internet capabilities. The planning process should be guided by an organization's marketing-oriented culture and practices. When implemented appropriately, a sound marketing plan also enables an organization to meet its business unit and corporate objectives. While the corporate, business unit, and marketing plans all overlap to a degree, the marketing strategy is the most precise and particular of the three.

The consumer perceptions and buying behavior of the consumers are changing day by day due to the influence of experience. Home appliances are becoming a necessity for human beings in every home nowadays. Due to the large population in Chengalpattu, the government of Tamil Nadu divided into Kancheepuram district into two parts named are Chengalpattu and Kancheepuram on 29.11.2019. Chengalpattu rural consists of five taluks: Tambaram, Pallavaram, Vandalur, Thiruporur, and Cheyyur. Because Chengalpattu urban has a larger population than Chengalpattu rural, many industries are now focusing on Chengalpattu rural, which has a lower interest in home appliances due to lifestyles. Consumption behavior refers to a potential consumer's psychological, social, and physical actions when they learn about a product or service. Because urban customers have been saturated, companies are turning to rural areas for new customers. As a result, India has become a country of villages, with most people living in rural areas, and their consumption level, taste, and needs are entirely different from urban customers, therefore companies are using and attracting rural customers with different strategies such as price reduction, offers gifts such as buy one get one free, offers products every month, etc. Consumer attitude

A person's attitude is formed through a sequence of mental activity and experiences (Ajzen, 1991). Newhouse (1991) proposed that attitude is the result of an individual's emotional appraisal. Wang et al. (2014) propose that attitude is the customer inclination to save energy. Attitudes are a group of emotions that can impact behavior (Chen and Tung, 2014). Consumers' "purchase intention of energy-saving products" has been proven in previous research (Tan et al., 2017; Wang et al., 2017; Gadenne et al., 2011). As a result, customer attitudes impact their desire to buy home appliances equipment.

II. REVIEW OF LITERATURE

Waris, I., & Hameed, I. (2020). the study's goal revealed that the experimentally assesses the antecedents of consumers' intentions to purchase energy-efficient home appliances. A self-administered questionnaire was utilized to collect data from the targeted demographic. The study's participants were chosen using age-based quotas and convenience sampling, which is useful when obtaining a full sampling frame is problematic. More than 73% of Pakistanis are under 34. (Pakistan Bureau of Statistics, 2017). Based on this data, the current research assigned almost 75% of the quota to users under 35. Consumers' intentions to buy energy-efficient appliances are influenced by all antecedents, the study found. Environmental concerns, green trust, and product functionality drive purchases of energy-efficient appliances.

Fatoki, O. (2020). the findings indicate that Household appliances consume the most energy and emit the most CO₂. Increasing the usage of energy-efficient appliances can help cut emissions and save electricity (EEAs). The study examined factors influencing young South African consumers' purchases of EEAs using the theory of planned behavior (TPB). Young buyers may assist in averting global ecological catastrophe by purchasing sustainably. The study included two individuals (moral norms and environmental concern) and two situational components to the TPB (informational publicity and perceived benefits). The study also looked at the impact of purchasing intent on purchase behavior. The quantitative study employed cross-sectional survey data collecting. The data came from two South African institutions' final year undergraduates. The enhanced TPB model can anticipate EEAs' buying intentions. Buying intent also influences purchase behavior. The study expanded the TPB to construct a unique model of EEA buying intent. Practical solutions focus on corporate and government actions to boost EEA purchases.

Dr. Uma (2014), the findings indicate the consumer attitude of the Madurai district; the consumers in this area are critical in recognizing the difficulties marketers encounter in knowing the minds of their customers. Because customer minds are diverse in terms of taste, choice, customs, and culture, the study's findings on consumer purchasing behavior for chosen home appliances in Madurai were separated into primary data acquired via questionnaires and secondary data gleaned from books and magazines. The study concluded that customer behavior and preference have a significant influence on home appliance

items. Brand names for home appliances such as televisions, air conditioners, washing machines, and mixer grinders are derived from consumer behavior and preference.

According to Ashish Kumar (2015), the survey assesses purchasing behavior and preference. Consumers in the Haier home appliance market, which is utilized by individuals of all ages, the study discovered noteworthy insights on how people evaluate this product based on price, quality, advertisement, satisfaction, and loyalty. The study's conclusions are intended to ascertain customer perceptions of Haier as a brand. The research's methodology is a survey that was done to collect primary data from a sample of 150 people. The study revealed that, on average, respondents prefer the Samsung brand over Haier.

According to Vijayalakshmi (2014), the current study focuses on consumer ownership acquisition and usage of home appliances, assisting marketers in delving into the details of customer acquisition and usage to formulate the most effective marketing strategies for conquering competition and increasing loyal customer drive toward the development of durable industries. The study's conclusions about the duration of use of home appliance goods. The study's methodology is based on a sample size of 357 respondents. Additionally, statistical methods such as the chi-square were used to examine data to acquire findings. The survey revealed that because the majority of respondents have been using home appliances for between five and ten years, it is difficult to replace old items, and buyers purchase home appliances only during festivals and seasonal sales.

Objectives of the study

1. To study and analyze the consumer buying behavior towards home appliances products in Chengalpattu rural districts
2. To investigate the most affecting source of information for the home appliances buying behavior of the consumer.
3. To analysis the Personal factors and parameter influences of selected home appliances by the respondents”.

Scope of the study

The scope of the current research is limited to a study of consumer buying behavior relevant to a particular home appliances product. Specifically, the survey includes only customers from the Chengalpattu rural region as respondents.

III.RESEARCH METHODOLOGY

The descriptive research design was used in this study, and the results were analyzed. The study's sample design is based on a lot of region sampling and convenience sampling methods. The research is based on both primary and secondary data sources. Primary information has been gathered from the respondents through the use of a well-structured questionnaire. Secondhand information was gathered through books, journals, research articles, periodicals, newspapers, and websites, among other sources. As well as utilizing the statistical method of percentage analyses, the data were examined.

Sample design

A sample is a portion of the population that is representative of the entire population. This study used the probability techniques of the systematic random sampling method to choose the sample respondents for the sample respondents. 200 home respondents from Chengalpattu rural district, which includes Tambaram, Pallavaram, Vandalur, Thiruporur, and Cheyyur, have been selected for the study from a sample size of 200 respondents.

Survey data

The questionnaires included home appliances such as color television, refrigerators, air conditioners, washing machines, mixer grinders, and other items from each taluk. Although many

respondents have colour television in their homes, 38 percent of respondents from Chengalpattu rural district use colour televisions, according to the results of the previous analysis. Refrigerators received 15.5 percent of the respondents' responses, air conditioners received 8 percent of the respondents' responses, washing machines received 11 percent of the respondents' responses, and mixer grinders received 27.5 percent. Because of this, the research provides useful information on household appliances in the rural areas of Chengalpattu.

Secondary Data

Secondary data are those data, which are not new and original in nature. These data are already published in the magazines, journals and websites.

Statistical tools for Analysis

Social research invariably necessitates the use of statistical analysis. Several statistical tools are used for presenting the result in brief, precise way, and the complex and complicated problems can be studied in a very simple manner. It is useful to reduce the complex data. The various analyses are the Descriptive Analysis, Chi-Square Analysis and One way-ANOVA

IV. RESULTS AND DISCUSSION

Table 1: Location-wise Distribution of the Respondents

Location	No of respondents	Percentage
Tambaram	40	20
Pallavaram	40	20
Vandalur	40	20
Thiruporur	40	20
Cheyur	40	20
Total	200	100

**Source: Primary data*

As a result of the above analysis, Chengalpattu rural districts have been divided into five taluks. A probability method of random sampling has been used to select respondents from each taluk, and 200 respondents have been considered from the district. In Tambaram, 40 respondents were considered, in Pallavaram 40 respondents, in Vandalore 40 respondents, and in Thiruporur and Cheyyur, 40 respondents were considered.

Table 2: Product selection of wise distribution of the Respondents

**Source: Primary data*

Types of home appliances	Area of residences										Total Respondents	
	Tambaram		Pallavaram		Vandalur		Thiruporur		Cheyyur		No	%
	No	%	No	%	No	%	No	%	No	%		
Color television	14	35	16	40	12	30	18	45	16	40	76	38
Refrigerators	7	17.5	6	15	5	12.5	5	12.5	8	20	31	15.5
Air conditioner	5	12.5	3	7.5	4	10	2	5	2	5	16	8
Washing machine	6	15	3	7.5	5	12.5	4	10	4	10	22	11
Mixer grinder	8	20	12	30	14	35	11	27.5	10	25	55	27.5
Total	40	100	40	100	40	100	40	100	40	100	200	100

Table 3: Reason for choosing the brand of home appliances

Reasons	Color Television	Refrigerators	Air conditioners	Washing machine	Mixer grinders
Due to brand name	110	150	125	140	75
Better after-sales service	40	17	50	10	50
Price lower	20	15	10	5	20
Brand name & superior	30	18	15	45	55
Total	200	200	200	200	200

*Source: Primary data

Chi –Square Test

I. Comparison between personal factors and source of selected home appliances by the respondents Null Hypothesis

Ho: “There is no significance association between Personal factors and selected home appliances by the respondents”.

Table 4: The personal factors Chi-square value for selected home appliances

Personal factors	Chi-square value	p value	S/NS
Age	15.751	0.072	NS
Gender	1.061	0.787	NS
Marital status	6.907	0.075	NS
Educational qualification	26.027	0.002	S
Occupational status	14.421	0.275	NS
Type of family	9.061	0.028	NS
Monthly income	12.305	0.197	NS
Members in the family	36.506	0.003	S

***Note: S-Significant ($p \text{ value} \leq 0.05$): Ns – No significant ($p \text{ value} > 0.05$)

It is evident from the above table.4, the calculated value is greater than the table value (0.05%). So, the null hypothesis is accepted (no significant) in six cases that is age, gender, marital status, occupation status, type of family, and monthly income. And also above the table, the calculated value is less than the table value (0.05%) for other two cases that is educational qualification and members in the family. So, the null hypothesis is rejected (significant). Hence, it can be concluded that there is significant difference between the two cases of the personal factors like educational qualification and members in the family and sources of selected home appliances by the respondents.

II. Comparison between personal factors and parameter influences of selected home appliances by the respondents.-Null Hypothesis

Ho: “There are no significance association Personal factors and parameter influences of selected home appliances by the respondents”.

Table 5: The Chi-square value Personal for selected home appliances

Personal factors	Chi-square value	p value	S/NS
Age	15.380	0.221	NS
Gender	4.383	0.357	NS
Marital status	7.808	0.099	NS
Educational qualification	59.010	0.004	S
Occupational status	24.291	0.083	NS
Type of family	12.422	0.014	NS
Monthly income	15.570	0.212	NS
Members of the family	14.573	0.266	NS

***Note: S-Significant (p value ≤ 0.05): Ns – No significant (p value > 0.05)

It is evident from the above table.5, the calculated value is greater than the table value (0.05%). So, the null hypothesis is accepted (no significant) in seven cases that is age, gender, marital status, occupation status, type of family, monthly income, and members in the family. And also above the table, the calculated value is less than the table value (0.05%) for other one case that is educational qualification. So, the null hypothesis is rejected (significant). Hence, it can be concluded that there is significant difference between the one case of the personal factors like educational qualification and sources of selected home appliances by the respondents.

ONE-WAY ANOVA TEST

I. There is significance relation between personal factors and other major influencing factor those influence buying decision.

Table 6: ONE-WAY ANOVA TEST RESULT

		Sum of Squares	df	Mean Square	F	Sig.
Cultural Factors	Between Groups	3.112	3	1.037	.699	.644
	Within Groups	235.931	159	1.484		
	Total	239.043	162			
Social Factors	Between Groups	11.877	3	3.959	2.745	.026
	Within Groups	229.288	159	1.442		
	Total	241.166	162			
Psychological Factors	Between Groups	2.616	3	.872	.467	.572
	Within Groups	297.004	159	1.868		
	Total	299.620	162			
Situational Factors	Between Groups	4.468	3	1.489	.958	.001
	Within Groups	247.287	159	1.555		
	Total	251.755	162			

To validate the hypothesis, the one-way ANOVA statistical test was conducted to relate the effect between personal determinants and other major influencing determinants while making buying decision of selected home appliances. The result of ANOVA test specifies in the case of social and situational factors ANOVA is statistically significant with the test result values 0.026 and 0.001 respectively those are less than the value 0.05. Other factors like, cultural, and situational have test result values 0.644 and 0.572 respectively which are more than 0.05. Therefore these two determinants don't support the hypothesized statement. However, in this study one more situational determinant is also associated with personal factor. The cause may be the size of market which is smaller than the previous studied market and the number of electronic stores is also very limited in this market.

Findings and suggestions

Customers in Chengalpattu rural districts prefer branded products, and branded products play an important role in their buying behavior decisions. Even though many companies sell products at lower prices to customers, consumers are more intelligent, and they place greater emphasis on branded name

companies, regardless of whether they live in urban or rural areas. As a result, my suggestions for businesses are that they should place greater emphasis on product promotion, develop marketing strategies, and provide high-quality products and services.

V.CONCLUSION

The study concluded that customer habits play a vital impact in the decision to acquire any certain product or service. Considering home appliances such as color televisions, refrigerators, air conditioners, washing machines, and mixer grinders, the study examines the role of consumer behavior. The study's analysis and interpretations produce useful information that many customers today buy goods based on brand image. As a result, industries must place greater emphasis on consumer behavior, such as customers' psychological and emotional well-being as well as their preferences and tastes, among other things. Only in this way will they be able to optimize their sales while also increasing their level of expertise.

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THE CONTRIBUTION OF ART AND HANDICRAFTS TOWARDS SUSTAINABILITY IN TOURISM SECTOR POST COVID 19

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ABSTRACT :

The paper is based on needs to be taken by the Contribution of Arts and Handicrafts that has been spread across Our country towards resurrecting the Tourism Sector post Covid 19 . The Impact of the pandemic, Corona Virus has bought the tourism sector to a Complete halt for the past 18 Months , the sector which is looked as an asset towards the generation of our country economy every year round. It was observed by the expert committee who says that the losses has gone upto over \$ 64.1 billion, with an average of around 75 less travel in these period since the Lockdown in March 2020. Also the way forward is Uncertain thus making things a little in the unknown as we move towards the future path of resurrection the Sector. Tourism Sector has started in its slow recovery post the pandemic . Many a tourist spot has started opening to the General Public keeping in mind the SOP offered by its state Government. One of the Important Segment is the Arts and Handicrafts segment, the one that has the habit of attracting tourists all over at the places of Destination.

Keywords : Arts and Handicrafts , Covid -19 Pandemic, Indian Tourism Promotional measures, Sustainability.

I.INTRODUCTION

The Indian Subcontinent is extremely rich in its tradition and cultural values, the understanding of their heritage is possible as we look in depth analysis of the historic segments of Arts and Handicrafts . It is widespread among the different states along the borders and each has its own uniqueness representing the finest way of Architecture. Moreover this segment houses a large no of people representing the local communities that earn their livelihood because of their dedication in their work and contribution to the country by selling the same to tourist and contributing to the Economy rise. It is one of the most diversified sector and needed a huge boost from every quarter of our country

Right from the past few centuries, Indian Handicrafts have always boasted of some of its diversified products be it the Shawls, Carpets, Jute products, Zari Goods, Hand Printed textiles, the Bamboo products , the Imitation Jewellery and So on. The fundamental concept is that all these products are done by hand or by the usage of Mechanical tools right from the choosing of raw material. All these products have high utilitarian value, creative, having a good aesthetic sense, decorative and represent our tradition. It is important to note that 95 % of these work are done by people in the small scale Industries that houses less than 100 people. The Advent of Covid 19 have bought a standstill to this sector thus bringing an difficulty to the livelihood of the people who depend on this sector. Speaking of Art, it is listed across Generations and centuries from the Madhubani , the Kalamkari, the tanjore Paintings and the sculpture. It also houses the film fraternity, the theatre along with the Music and Architecture. The sector of Art has also suffered a major setback over the last year especially in the semi urban and the rural sectors. Many Artists have lost their living and find extremely hard to carry themselves on. Many a major event was cancelled or

rescheduled later because of the pandemic. Many a Film suffered in the way of not able to release because of no mediums available. Many a famous way of expo and Museums, art gallery and even shows are cancelled .

One of the Approaches is going completely digital and bringing forward the 3D experiences, While this holds good for the Urban side, One cannot provide this as a solution to the poverty line and Daily Laborers, who have no smart phones or no internet connectivity. So to bring the concept into perspective, one has to bring the rural forefront associated with the Industry

II. REVIEW OF LITERATURE

1) The role of Indian Handicrafts and its Importance

One of the major factors associated with the Indian Handicrafts is the way to how cultural and traditional values of our country. It also contributes to the economic development of our country. Handicrafts provide livelihood to a large segment of locals with the diversified and specialized products spread upon, along the length and breadth of our country. It provide employment opportunities to the locals and thus create a path to increasing the skills and talents of an Individuals. They find prominence to attract the tourist, both domestic and International and thus promoting foreign exchange. The role of Small scale Industries, with less than 100 people contribute to about 90 – 95 % of the handicrafts products output.

2) The Socio – Economic development of Nyishi people through tribal art and Handicrafts production in Arunachal Pradesh

The paper examines the importance of art and handicraft in places of Arunachal Pradesh, to where the social, cultural and economic development of the local communities especially nyishi have improved and have brought out a change. It also have brought out the importance of its culture and tradition in form of the artifacts of what they actually be their source of income thus improving the Diaspora of the state (Ramya, 2015). However over the last decade, technological advancement and environmental changes have brought out a threatening change thus with regards to sustainability there is a immediate transition that needed through encouragement to the next generation for innovations and upholding the tradition in terms of art and handicrafts that is needed so as to bring tourism into perspective in the future(Tame, 2015)

3) Handicrafts as an opportunity for economic development and sustainable tourism : Shkodra case Study:

The country of Albania have a very rich tradition in crafts with different geographical areas in the production of handicrafts. It have uphold their values in form of various creation, imagination, feelings and techniques towards the various works. In the region of Shkodra, Zadrime crafts is very famous and its contribution is immense towards tourism sustainability.(Bushati, 2017) It has faced a lot of pressure from unskilled message development , a place in the market and inability to sustain the pressure. For this , they want to show differentiation in their product and move on so as to bring a change in sustainability of tourism further and economic development.(Brilanda, 2017)

4) The contribution of crafts in Improving the touristique image of Essaouira: The case of Marquetry:

In the parts of Morocco, with the aim to create sustenance of tourism through the form of art and culture , the part of Marquetry is famous for the Art of Living (Bouragba, Elkandoussi, 2020). It teaches you to go and simplify the obstacles that is involved through its various crafts and also helps to maintain a good opening by improving its brand and hence towards the attraction of tourist in a grand scale(Mustapha, 2020).

5) Creative tourism village development model as a central of bamboo crafts : The study was conducted in the villages surrounding the Pakaraman Belega for five months with the idea of how bamboo craft is vital enough with its need to provide several benefits to the village in forms of generating employment,

infrastructure and introducing this art in overseas. It also helps to improve its promotion activities online through technological advances.(utama, 2020) It also helps to spread information and improve its network structure towards attracting the tourists.

6) A case study on the role of tourism in promoting arts and crafts – A case study of Channapatna toys:

Right from the Indus valley civilization, to the modern times, the state of Karnataka is well associated with the arts and crafts. Gombegala ooru(toy town) is famous for wooden toys and is protected under Geographical Indications in IPR act. The government of Karnataka is using the channapatra toys to revive tourism in the state and also promoting the crafts. The toys high in skilled labour provides utilitarian purpose, has high standards in Quality and also attract tourists due to its variety offered, thus leading to sustainability in tourism development .

7) Role of Culture and tradition in the Promotion of Tourism : Locating Madhubani Painting in the context of culture tourism and identity in Mithila region :

The study of tourism Industry has been identified as the one that gives international recognition, preserving its rich culture and also spread its culture and heritage across the world.(Chandra shamsher,2020). Art a reflection on society and which considered as integral component of culture remains an identity through its tradition, its highlight spreading over time.(singh, 2020) One such important fact is the Madhubani Painting in the region of Bihar thus getting an uplift thus giving the diversified component and expression in the form of creative art and its influence on society(Nishant, 2020). The present study also examines the scope and the challenges faced in this sector

8) Using craft tourism to Maximize revenue of rural hospitality businesses :

Craft tourism is very popular in our country that makes people travel to rural areas and break geographical landmarks. In general it is divided into two. People who want to learn the trade through seminars and owners who want to extend their skill likewise. We can ensure the concept of rural hospitality in a greater extent(Igor,2011). The main idea of this paper is to extend the rural and craft tourism in the same place this combining the components of revenue maximization in the two sides. It also has a say in maximizing the revenue of rural hospitality. It serves to build the relationship better thus promoting the rural villages and the craft texture and also build proper guilds in crafts. (Pustynick, 2020)

III.RESEARCH METHODOLOGY

The research followed for this research study is descriptive research. Descriptive research include surveys and fact finding enquiries of different kinds..The research is targeted towards the Customers of various sectors The customers who takes an interest in ensuring an improvement towards Tourism Sustainability in Our Country. A Survey is done in the form of Questionnaire from the telephonic session and feedback collected and recorded in questionnaire so as to record their opinions. 175 Samples are collected for this research study. **Convenience Sampling is used in this research** as a method to collect the opinions from the customers

OBJECTIVES OF THE STUDY :

- 1) To Sustain the tourism Sector post Covid 19 through the concept of Arts and Handicrafts and its impacts
- 2) To Study the various activities, challenges and factors taken by tourists surrounding the products of Handicrafts and its impacts towards the sustainability to Tourism post Covid 19
- 3) To improve the opportunities and ideas that paves the way for future growth with respect to Arts and its forms.

LIMITATIONS OF THE STUDY :

- 1) The study of this research is restricted only to a few of the Handicrafts products that is popularly known among the tourists. No In depth study is made.
- 2) The study of this research is limited to a handful of respondents . The samples got to be assumed as the actual population and the views are recorded accordingly
- 3) The collection of the samples is taken according to the restricted circles because of the Covid Pandemic. The researcher have not taken the general Tourist view with respect to the various forms of Arts that is in existence.

RESEARCH PROBLEM IDENTIFICATION

India is a rich Country in culture and Tradition. Arts and Handicrafts have a tremendous potential with the representation of how deep the potential of showcasing our values and tradition is envisaged upon. However as a researcher, an emptiness is found looking at the way to how the Segment is shaping up, keeping in view of the fall in the expectation of the weight age at the way to how a tourists approaches to buy these items, which has gone significantly low post the pandemic, the livelihood of the locals that has come to a halt because of absence of business in these famous tourist places and also putting a damp to the various places because of lack of Maintenances . Though there will be a substantial increase in Indian travelers in our country, keeping the pandemic in view , it is very likely the footfalls are going to be very less at least in the next year.

The researcher thinks of adopting a Dynamic approach to this problem. There is a need to develop sustainability towards Tourism. The Segment of Arts and handicrafts has the capability to bring the economic contribution into perspective A moreover likely solution will be reached soon. For this the response of the tourists need to be served as a catalyst, a function to how things should develop in the future. Keeping in mind the factors associated and with the expectation of the tourist who buys and contribute themselves in buying the crafts or accustom in Arts, the factors are enlisted and noted on to bring about a change.

IV.DATA ANALYSIS AND INTERPRETATION

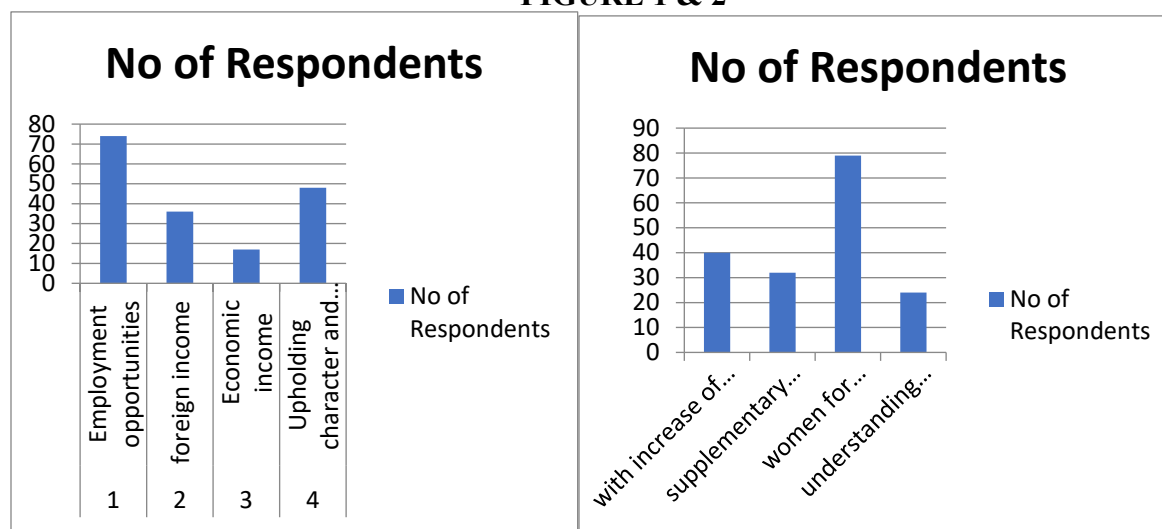
The Researcher have made the analysis of the study based on the way to how the factors pertaining to the question chosen for study through Questionnaire have been answered by the respondents of 175 Samples. Based on the feedback given, the following points are noted and the inference of the study are concluded.

S.No	Factors taken for study	Findings of the study
1	Age of the Respondents	The researcher inferred that 22.7 % of the customers are in the age group of 21- 30 years, while 31.8 % of customers are in age group of 31-40 Years, 18.28 % are in 41- 50 years, 18.28 % are from 51-60 years and 9.14 % are above 60 years.
2	Occupation of the Respondents	The researcher inferred that 13.71% of the customers are self employed, 9.14 % are Professionals, 13.71% are in Public Sectors, 31.8 % are in Private Sectors and a 27.42 % are home makers
3	Impact of Covid with respect to Arts and Handicrafts	The researcher inferred that 89.15. % of the respondents have the impact of covid that have affected the arts and Handicrafts development and 10.85% do not feel the covid 19 Impact with regards to Arts and Handicrafts .
4	Frequency of purchases of Arts and Handicrafts post covid 19	The researcher inferred that 27.42 % of the customers will travel highly frequently to purchase arts and Handicrafts, and 10 % frequently purchase, while 45.45 % will purchase sometimes and 17.27 % will purchase rare occasions

5	Form of Art noticed as important gateway	The researcher inferred that 9.14 % of the respondents have felt wooden art as gateway, 27.42 % in Paintings, However 28.18% feels Gems and Jewellery as a gateway. 4.5 % as Pottery and the remaining 30.9 % to textiles .
6	Skill set of an art towards a successful career	The researcher inferred that 18.28 % of the respondents depend on problem solving skills, 22.7 % see perseverance, 13.71 % look at collaboration developing, another 18.28 % in non verbal, 27.42 % look at focus for a successful career
7	Importance of Art to tourism	The researcher inferred that 10.9 % of the respondents , saw motivation people to travel, 34.54 % see facilitating communication with cultures, 18.28 % towards contribution to economy and the remaining 36.3 % towards enhancing social pride.
8	Promotion of Indian Art to tourism	The researcher inferred that 10.9 % of the respondents found by website of swadesh darshan, whereas 36.3 % provide scholarship to young artist in emerging fields. A further 28.18 % said promotion of museums as a benefit and 24.5 % saw promotional schemes through different art forms
9	Significance of Art to tourism	The researcher inferred that 33.63 % of respondents are Highly significant, 21.8 % as Significant, 23.6 % as Neutral, 12.7 % as insignificant and 8% as highly insignificant.
10	Common Handicrafts in our country	The researcher inferred that 28.18 % going for textile and leather, 26.3 % are for wood, metal and clay, 30 % for paper and canvas, 6.36 % are for plants and 9.71 % for others
11	Factors changing the outlook of Handicrafts in our country	The researcher inferred that 42.72 % are towards employment opportunities, 20.90 % towards prominent foreign income, 9.71 % towards say of economic development, 27.42 % are towards upholding character and traditional values
12	Essential home made items demand in our country	The researcher inferred that 28.18 % demand is Jewellery, a further 17.27 % towards bath bombs and soaps, 15.45 % in planners and notebooks and the remaining 39.14 % in gift and subscription items
13	Steps to promote Handicrafts in our country	The researcher inferred that 22.7 % is with increase of interaction of local communities with consumer, 18.28 % recognize supplementary income, 45.45 % as using women for employment and the remaining 13.71 % as understanding different promotional strategies.

COMPARATIVE ANALYSIS

FIGURE 1 & 2



From the above figure , it is clear that on comparison with the various factors, Employment opportunities is seen as a factor for the improvement of the sector. One of the key facts is that tapping the women sector as a forward step towards providing employment opportunities. It is clear from the opinion collected from the tourist infers the same that has been shown as a huge boost for the sector. It also remains a fact that the income generation is also seen as a gate away to the difference the sector of Arts and handicrafts are to provide with respect to the country's economic generation.

TABLE SHOWING THE FACTORS INVOLVING SKILLSET OF AN ART AND THE COMMON HANDICRAFTS IN OUR COUNTRY TO SUSTAIN TOURISM

Factors	Problem Solving skills	Perseverance	Collaboration developing	Non Verbal	Focus	Total
Skills of Art	32	40	24	32	47	175
Common Handicrafts in our country	49	46	52	11	17	175
Total	81	86	76	43	64	350

Null Hypothesis:

There is no significant difference with respect to the contribution of Skills of the Art and the common Handicrafts found in our country with regards to the improvement to the sustainability of tourism

Alternate Hypothesis :

There is a significant difference between with respect to the contribution of Skills of the Art and the common Handicrafts found in our country with regards to the improvement to the sustainability of tourism

Degrees of Freedom =

$$(R-1)(C-1) = (2-1)(5-1) = 4.$$

The practical value is 9.48.

The Theoretical value is found to be **38.61**. Since the theoretical value is greater than the practical value, the null hypothesis is rejected and the alternate hypothesis is accepted.

There is a significant difference between with respect to the contribution of Skills of the Art and the common Handicrafts found in our country with regards to the improvement to the sustainability of tourism

SPEARMAN RANK CORRELATION :

Comparing the questions where you are taking the idea of the factors in with the reason to why art is considered so important in our country and the way to how it can be promoted to the source of Indian tourism and what is its significance

Based on the responses, the value of R is found as 0.911 with regards to the comparative study to various opportunities present and the factors in which it is considered to be on the positive side that is an improvement in the significance of Art tourism in the future aspects

Similarly the value of R is found as 0.927 with regards to the common Handicrafts found in our country and the home made items that are so popular in our country and the factors which would make the association with changing the outlook in our country.

SUGGESTIONS

- Most of the Art developed and the Handicrafts made are constituting the rural areas. One should try and galvanize the infrastructure for the places

- The local community should be given more employment opportunities to showcase their talents with regards to their products. For this role of Government is necessary to promote the same
- Stakeholders role with regards to providing the right amount of Technology and connectivity plays a crucial role in transforming development activities
- It is very important that local communities, particularly tribals must learn to exhibit their communication and knowledge on the product and sales development. For this, it is important for the hospitality should be stepped up with gateways opened accordingly
- Proper space must be given so as to develop a good network of supply chain so as to make the products reach the tourist better in remote places
- Sentimental aspects and emotions will play a huge role in tourist approaching a unknown destination to buy the art and crafts. It becomes important that the attributes and style of the product suits them accordingly
- It becomes important to tap the potential of Women Sector for the source of development and promotion of the art and crafts sector
- The products are upholding the traditional values and customs. It is important that financial assistance is always provided for the people involved and building a secure getaway.

V. CONCLUSION

The paper is based on needs to be taken by the Contribution of Arts and Handicrafts that has been spread across Our country towards resurrecting the Tourism Sector post Covid 19 . The Impact of the pandemic, Corona Virus has bought the tourism sector to a Complete halt for the past 18 Months , the sector which is looked as an asset towards the generation of our country economy every year round. It was observed by the expert committee who says that the losses has gone upto over \$ 64.1 billion, with an average of around 75 less travel in these period since the Lockdown in March 2020. Also the way forward is Uncertain thus making things a little in the unknown as we move towards the future path of resurrection the Sector. Tourism Sector has started in its slow recovery post the pandemic . Many a tourist spot has started opening to the General Public keeping in mind the SOP offered by its state Government. One of the Important Segment is the Arts and Handicrafts segment, the one that has the habit of attracting tourists all over at the places of Destination.

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A STUDY ON CONSUMER AWARENESS OF ORGANIC PRODUCTS IN CHENNAI

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ABSTRACT

Organic goods received substantial customer perception. They depend on items that are produced, stored, and processed without utilizing chemical residues or artificial fertilizers. A substantial association between motivations for choosing organic goods and benefits of utilizing organic products is determined in this study, which is empirical research. The data was analyzed using a Likert scale ranging from 1 = Strongly Agree to 5 = Strongly Disagree. The data are examined with SPSS 13.0. The survey found that customers agreed that organic goods benefit their health, followed by the product quality and preference for taste/texture/feeling. Customers chose organic products over non-organic items for health reasons, followed by taste/texture/feeling and product quality. Assisting the government in rationalizing regulatory mechanisms such as giving subsidies and grants would help accelerate the growth of organic farming. Moreover, beginning an organic farm requires more capital, and the government might assist the farmer in this regard.

Keywords: consumer, organic products, organic food, artificial fertilizers, fertility

I.INTRODUCTION

In today's global scenario, industrial development has accelerated to meet rising population demands. Agricultural has also been pressed to enhance crop yields. Farmers began using chemical fertilizers, insecticides, herbicides, and other compounds available on the market to boost crop yields a few years ago. However, the growing use of fertilizers and pesticides began to affect both humans and the environment. People are progressively becoming aware of the negative impacts of inorganic crops and foods and the positive advantages of organic foods. Demand for organic products begins with consumer knowledge of organic foods (Briz and Ward, 2009). Nowadays, consumers care more about quality than money. Environmental, health, and lifestyle concerns, product quality, and subjective norms are all important reasons for purchasing organic foods. (Basha et al 2015.) Organic is defined differently by each country's criteria for items to be labeled as "Organic". Organic foods are ostensibly processed to remove synthetic ingredients, additives, and contaminants. Organic items are found using eco-friendly agricultural practices that research the final product and the producing process. Demand for organic food is progressively growing in both developed and emerging nations, at a pace of 20-25 percent each year. Organic farming is rapidly expanding in agriculture. These advantages prompted conservative farmers to switch to organic farming.

Organic products have grown rapidly in the last decade. Organic foods have grown in importance among health-conscious customers in India and internationally. There are numerous definitions of organically cultivated food goods, however, the one listed here accurately conveys the true meaning of Organics. Soil biological activity, biodiversity, and biological cycle are all improved and supported by organic agriculture. Organic farming relies on management approaches that restore, preserve, and improve ecological balance while using minimum inputs.

"Organic is a mark that denotes food cultivated following the Organic Foods Production Act. Major organic farming guidelines include using procedures and materials that enhance the biological balance of natural species and integrate farming structures into a natural whole. "Agricultural Organic techniques disregard the certainty of residue-free organically cultivated goods; nonetheless, measures are taken to

minimize soil, water, and air pollution.” “Organic handlers of food, processors, and merchants protect the integrity of organically cultivated produce. Organic farming aims to improve the health of symbiotic communities of humans, animals, plants, and soil life.

Organic Industry Globally

In 2016, the global organic food industry was valued at around \$ 110.25 billion, and it is expected to grow at an exponential rate of 16.15 percent over the next five years. Compounding on an annual basis, in terms of value, during the period 2017 – 2022, the figure is expected to reach \$ 262.85 billion by the end of the decade. The significant increase in incomes, knowledge levels, health concerns, disposable incomes, technological breakthroughs, aggressive marketing, and product developments, among other things are the primary reasons for this expansion to be occurring. It is estimated that the agricultural land under organic production is around 50.9 hectares, according to the 2015 FIBL and IFOAM year Book. In the year 2015, there were 2.4 million organic food producers who were registered. The country with the greatest number of producers in India, which has 5, 85,200 producers, followed by Ethiopia, which has 2, 03,602 producers, and Mexico, which has 2, 00,039 producers.

Organic Food Industry in India

Metropolitan Indians are becoming increasingly environmentally concerned and health sensitive, resulting in a large embrace of organic foods. Despite this, the market is still in its infancy and will develop rapidly in the next years. According to the TechSci Research Report, the organic food industry in India is predicted to rise by 25% by 2021. India has the best climatic conditions and agricultural culture, making it the best country for organic farming. The excessive use of toxic pesticides, artificial fertilizers, and other chemicals has prompted people to explore healthier options and lifestyles. Governments have been heavily promoting organic foods, launching different plans and measures to enhance the area under organic farming.

The Indian government's National Programme for Organic Production (NPOP) has been extensively recognized. This initiative has been recognized by Switzerland and the EU as similar to national criteria for unprocessed plant products. The NPOP pacts with the standard for organically cultivated produce, etc. Exports in 2016–17 were over \$298 million. Organic items were exported to Australia, Canada, the EU, Switzerland, and the US. Since 2015, pulses and grains have dominated the organic food sector, and this is predicted to continue until 2021. Organic food is available online in India from Mygreenkart, Organic Garden, Organic Tattwa, Pride of Cows, Farm to Kitchen, etc. A few of the things included are honey & grains & wheat.

Reasons for the Increase in the Demand of Organic Food Worldwide

During the COVID 19 epidemic, consumers regarded organic foods as healthier and immune-boosting. However, demand for organic food continues to grow. Expert Industry Research estimates the Indian organic food market will be worth USD 849.5 million in 2020. From 2021 to 2026, the organic food industry is predicted to increase at a CAGR of over 20%, reaching around USD 2601 million

Trends in growth of organic food market

After the 2020 pandemic, consumers in India started buying more organic foods as a preventive health strategy. This shift in perspective is anticipated to fuel future expansion in the organic food business. The organic food and beverage business has grown globally, especially in fruit and vegetables. Fruits and vegetables dominate the organic food sector, followed by bread, cereals, milk, and meat. Organically farmed fresh fruit leads international commerce. While industrialized nations manufacture and sell organic foods, emerging nations are already producing and exporting organic goods and products. India leads in organic tea, basmati rice, and cotton exports. Organic veggies are another area where India may find export demand.

Organic fruit and vegetables

Organic produce will continue to be in demand until 2026. Organic fruits and vegetables are in high demand both domestically and globally due to their high nutritional content. Fruits and vegetables are loaded with vitamins, minerals, fibre, carbs, and calcium. Also, research has proven that organically cultivated fruits and vegetables taste better. Other research shows that organic foods have more antioxidants than conventionally farmed foods, making them better for your health, including preventing cancer.

Several other reasons for demand

1. Consumers have been increasingly aware of the following advantages of organic foods over the last decade: **Maintaining good health and fitness:** One of the primary reasons to consume organic foods is to avoid harmful chemicals and pollutants that may cause cancer and other serious health problems. Additionally, organic food boosts customers' vitality and fitness levels. Allergies to certain foods, chemicals, or preservatives generally decrease or eliminate when ingested only organically. Pesticides have a detrimental effect on the environment by depleting groundwater and polluting the soil. Organic farming is more environmentally friendly and sustainable than conventional farming since it avoids the use of synthetic chemicals. Additionally, pesticide-free farming aids small animals and people who live near or work on farms.

2. **Antibiotic usage in cattle results in an insufficient immune response in humans.** Antibiotics, growth hormones, and animal by-products are not used in organically produced animals. Additionally, the animals are provided with additional outside space, which promotes their health. **Interested in learning more:** Organic foods are popular because they are free of potentially harmful pesticides, synthetic fertilizers, and genetically modified organisms (GMOs). As a result, organic goods are seen as better and more beneficial to both health and the environment. Additionally, the certification process for organic food assures that the food was grown and processed according to the appropriate standards. Organic agriculture conforms to strict agricultural standards that benefit the land, water, and air. Natural farming practices conserve biodiversity and help preserve the environment's balance. Because organic food is provided locally, it requires less energy to travel, hence reducing CO2 emissions. The benefits of organic food demand are certainly expanding as awareness of its advantages develops. Additionally, organic foods are desired for their nutritional content. They retain their biological value even after extended storage. This simplifies their processing and distribution. This conserves energy. It is pesticide-, heavy metal-, and hormone-free.

3. **Health care that is affluent Indian customers have been more concerned with their health, vitamin content, and food quality in recent years.** As a result of these concerns, they have gradually started to move to organic products, despite the higher price. Consumers are willing to pay higher prices for organic items that benefit their health and fitness. Additionally, consumers who are aware of the safety and quality of organic goods are willing to pay a premium.

Reasons for Growth of Organic Food Industry:

The organic food sector boomed a decade ago and hasn't stopped since. Growing public awareness of the dangers of synthetic chemicals in food production has aided the popularity of organic foods in recent years. Given the level of innovation and expanding demand, the organic food business has yet to fully evolve. But the organic food market is here to stay. E-commerce growth has functioned as a spur for the business to reach customers, and the numbers are only increasing since 2013. Here are some reasons why the organic food business may experience increased demand in the next years. E-commerce and digital literacy.

India's growing use of smartphones and low-cost internet has increased access to information on organic foods. Also, e-commerce platforms worked as a conduit for potential customers across the country. So while Tier I cities benefited initially from the expansion of organic food, the business gradually went out

to prospective customers in Tier II and III cities. E-commerce platforms have also increased competition in the organic food business. Experts foresee growing organic food penetration into Tier II and III cities in the next years, driving up demand for organic food. Small pricing difference. Given the health benefits of organic foods, the price difference between organic and non-organic foods is negligible. Organic food is more expensive, but it protects the body against pesticides and fertilizers. This reduces the danger of health problems and needless medical costs.

India's organic food sector

The Indian government encourages organic farming by providing financial assistance to farmers. Various government programs including NMSA, MIDH, NFSM, and RKVY have been launched to develop the sector. This includes accrediting certifying agencies, setting criteria for organic production, and promoting organic farming. Export growth Indian organic food is in high demand not only in India but also globally. Because of India's favorable agro-climate and hereditary heritage of organic farming, the quality of organic food exported is excellent. According to statistics, global demand for Indian organic food is increasing; India exported organic items worth \$515 million in 2017-18. In the next five years, exports will rise. The organic food business will boom in the next five years. A new and rising industry, it has enormous potential for expansion and may contribute to the country's economic prosperity.

II.LITERATURE REVIEW

Parmar, S., et al (2019). This was followed by the product quality and taste/texture/feel, with mean values of 1.48, 1.92, and 1.92. Health was the most important factor, followed by taste/texture/feeling and product quality, with mean values of 1.48, 2.04, and 2.08. Organic food is becoming a major trend in India and beyond. Organic food is experiencing a seismic shift in consumer perception, leading to significant growth and greater tolerance towards organic produce farmed organic. In Malaysia, Khalid Ismail & Nawawi Ishak (2014) found that customers' opinions of health, animal welfare, environmental, and safety considerations influenced their purchase of organic foods. However, there was no significant influence on customers' perception of organic food items and their reasons for buying them. The primary disparities in purchasing intentions were detected between gender, age, income, education level, and respondents' dwelling location. Similarly, Harper, Gemma C; et al. (2002) indicate that ethical concern is vital for the acceptability and expansion of organic products. Taiwan, for example, has become used to organic foods. Natural content, food safety, health consciousness, and subjective knowledge on attitudes and purchase intentions towards organic foods. All of these variables positively influence the buying of organic foods. According to Thogersen, J., de Barcellos, et al. (2015), emerging economies and developed nations like China and Brazil both contribute to the rise of organic products. The study found a high link between Chinese and Brazilian consumers' shopping habits and those in North America and Europe. The perception of health, environmental friendliness, and flavor influence customer purchase habits.

Emerging Markets for Organic Food

A growing trend in emerging markets like India, according to Mehree Iqbal. Consumer perceptions of organic foods are progressively shifting. Various studies in India reveal a similar pattern. Customers' buying habits are changing dramatically in Punjab according to K.C. Mittal, Anupama Prashar, and Ella Mittal (2011). Growing disposable money, media reach, health awareness, education, urbanization, changing family structures, and lifestyles all contribute. Age, gender, and money have historically influenced food and shopping.

Despite the benefits of organic foods, there are still obstacles to their acceptability. Purushottam Arya, Vishal Laheri (2015) In India, the green market is still young, and consumers are unaware of the benefits of green products and the environment. The writers discuss the facilitators and hurdles to buying organic foods, including price and availability. According to Neena Sondhi (2014), urban Indian customers are particularly safety, health, and environment aware. In Tamil Nadu, M. Gomathi and Dr. S. Kalyani (2013) argue that despite high levels of knowledge, people are not purchasing organic foods due to the following

causes. Inaccessibility of organic foods, Low purity, and high price While knowledge is high in Tamil Nadu, the authors examined willingness to pay in Kerala. Dana K, et al (2009) The study found that customers who were aware of organic produce had higher income levels and were prepared to pay a larger premium for it.

According to a study conducted in Pune, Kumar, Pavan; Chaurasia, Sushil (2017), the young are more worried about their health and the environment, which leads to a favorable attitude towards organic foods. According to Richa Misra and Deepak Singh (2016) of Delhi NCR, customers' conviction in the health and safety of organic goods, certification, trust, availability, lifestyle, and knowledge are important drivers of development. The fundamental reason for the popularity of organic foods is education. According to Vinita Bhatia and Savita Panwar (2016), educated customers buy more organic food. The primary reason for choosing organic food is health, followed by environmental concerns and flavor. Availability comes first, followed by price and authenticity. Quality trumped flavor, freshness, availability, and delivery time.

The determinants influencing buying intention for organically cultivated food are Healthy, Quality, Safety, and Environmental friendliness. The literature helps develop this study and specify the factors to be included.

OBJECTIVE OF THE STUDY

1. To study know about the extent of awareness towards using Organic Products.
2. To determine the significant relationship between reasons for choosing organic products

SIGNIFICANCE OF THE STUDY

People's worries for health and lifestyle are rising, attracting them to organic products. Foods devoid of fertilizers, synthetic chemicals, and pesticides have gained popularity among consumers. Organic food helps keep the creature, other living beings, and the natural environment in harmony. It also preserves the food's freshness without chemical preservatives. This reduces the usage of harmful compounds and thereby protects health.

This study's relevance is that environmental awareness can only arise from a society that values human rights to good health and the environment. However, it is critical to assess customer awareness and expertise. This study's major goal is to increase customer awareness of organic products and their willingness to pay a premium for them.

Variables & Hypotheses

The variables defined by the literature review are as follows. unbiased (Wee, C. S., Ariff, M. et. al. 2014) Health (H): A consumer's health is paramount, hence health relates to their health awareness. Safety (S): Perception that organically farmed food is safer than regular food. Environmentally Friendly (EF): Agricultural products obtained using less harmful procedures. Quality (Q): The notion that the items are superior to generic products. reliant (Chiew Shi Wee 2014). The buying intention expresses the consumer's expectation to buy (Blackwell et.al, 2001). Purchase Activity: A customer's real behavior to buy a thing. Brown (2003) claims that consumers who want to buy a product will buy more than those who do not intend to buy.

H1: Health does not influence the Purchase Intentions of organic foods

H2: Safety has no influence on the Purchase Intentions of organic foods

H3: Environment Friendliness has no influence on the Purchase Intentions of organic foods

H4: Quality has no influence on the Purchase Intentions of organic foods

H5: Purchase Intention has no influence on Purchase Behaviour of organic foods

RESEARCH DESIGN AND METHODOLOGY

This research is descriptive and analytical. We employ convenience sampling. The study included data from 200 people who bought organic products from local stores, retail stores, and online. The survey was conducted from January to March 2021 in Chennai, Tamil Nadu. A standardized questionnaire was administered to food and grocery buyers and consumers in Chennai, collecting responses on a 5-point Likert scale. The instrument's reliability was assessed using Cronbach's Alpha, and the sample's demographic profile was described using descriptive statistics.

Table. 1 - Demographic Profile of the Respondents

Sl. No.	Demographic Profile	Frequency	Percentage
Sex	Married	116	58.0
	Unmarried	84	42.0
Age	18-25 year	78	39.0
	26-40 year	56	28.0
	41-55 year	52	26.0
	56 & above	14	7.0
Marital Status	Married	116	58.0
	Unmarried	84	42.0
Education Level	Undergraduate	50	25.0
	Graduate	74	37.0
	Postgraduate	70	35.0
	Doctorate	6	3.0
Employment Status	In service	80	40.0
	Own Business	46	23.0
	Student	74	37.0
Monthly Income	Less than 10000	72	36.0
	10001-25000	22	11.0
	25001-50000	30	15.0
	50001 & more	76	38.0
A place for buying organic products	Retail shops	44	22.0
	Local shops	30	15.0
	Online	126	63.0
Frequency of buying organic products	Once a week	34	17.0
	Once a month	140	70.0
	Once a year	26	13.0
Kind of organic products customers buy	Food/drink	80	40.0
	Cosmetics	70	35.0
	Clothes/fabric	50	25.0
Reasons for choosing organic products	Prefer the taste/texture/feeling	34	17.0
	Quality of product	128	64.0
	Health concern	38	19.0

Table 1 summarizes the respondents' demographics. The table shows that most responders were male (58%) and female (45%). (42%). The sample clients are generally aged 18-25 (39%) and 26-40 (40%) (28 %). Also, most responders (58%) were married. Graduates (37%) and post-graduates (35%) were the most common replies, indicating a highly literate group. Regarding employment, service and professionals (40%) indicate that respondents are well situated in their careers. The bulk of respondents (38%) earned Rs50000 or more, followed by Rs10,000 (36 %). Most customers (63%) shop online once a month (70 %). The majority of clients buy organic food once a month (70%) followed by once a week (17%) and once a year (1%). (13%). Food/drink (40%) is the most popular product, followed by cosmetics (35%), and clothing/fabric (25%). (25 %). The bulk of customers evaluate the product quality (64%) followed by health concerns (19%) and like the taste/texture/feeling (4%). (17 %).

Table 2: Reliability and Convergent Validity

Constructs	H	S	Ef	Q	PI	PB	Eigenvalues	% of Variance	Cumulative %
H	0.749						2.42	28.61	28.61
S	0.231***	0.871					2.62	20.49	49.1
EF	0.312**	0.501***	0.744				2.43	18.31	67.41
Q	0.349**	0.546***	0.434**	0.809			2.32	14.27	81.68
PI	0.331**	0.423**	0.433***	0.499***	0.812		2.44	13.38	95.06
PB	0.272***	0.532***	0.341**	0.442**	0.321**	0.827	2.66	4.94	100

The highest probability factor loadings indicated that the underlying structures were legitimate, which was significant (Wixom and Watson, 2001). As a result, all factor loadings were more than 0.5 and were highly significant (p.001). Discriminant validity refers to the fact that each latent variable represents a distinct notion (Scott and Robert, 1998). This was determined by correlating the object's loading to its cross-loading factor on other variables. Each factor's load was greater than its cross-load on unintended variables (Henseler and Chin, 2010). Discriminant validity was further confirmed by the fact that the similarities between the variables were less than the square root of the corresponding AVE, as seen in Table 3's diagonal values. 1981 (Fornell and Larcker)

Table 3: Discriminant Validity

Variables	Items	Means	SD	Item Loading	CR	AVE	Cronbach's
Health	4	3.203	0.632	0.76-0.93	0.786	0.672	0.923
Safety	4	4.152	0.434	0.81-0.91	0.890	0.669	0.789
Environment Friendly	3	3.104	0.675	0.83-0.92	0.787	0.672	0.842
Quality	3	3.201	0.775	0.79-0.89	0.890	0.602	0.769
Purchase intentions	4	4.323	0.878	0.86-0.91	0.932	0.647	0.885
Buying Behaviour	5	3.232	0.897	0.80-0.93	0.893	0.657	0.902

Table 4 - Reason for Choosing Organic Product and Benefits of using Organic product

Statements	Prefer the taste/texture/feeling	Quality of product	Health concern	Sig.	F
Organic products can contribute to better health.	1.92	1.92	1.48	.00*	5.88
I prefer organic products over non-organic products.	2.04	2.08	1.48	.00*	14.31
The production of organic products is totally environmentally friendly.	4.29	2.83	2.25	.00*	45.94
Organic products and inorganic products are alike.	3.85	3.12	3.80	.00*	21.13

The manufacturing of organic products must be highly subsidized so that more companies can enter into the manufacturing of organic products.	3.75	2.53	2.03	.00*	44.33
Using organic products gives a sense of satisfaction.	2.51	1.50	2.22	.00*	52.63
I want to be a part of the organic movement by using organic products.	1.53	1.98	1.58	.02**	3.84
I would agree to pay an even extra price for environment-friendly products to save our environment.	3.92	2.41	2.35	.00*	25.84

Table 4 shows that all components are significant, and buyers prefer organic items over inorganic in food and cosmetics. In addition to finding organic items more eco-friendly, respondents said they believe organic and inorganic foods to be similar. However, users of organic products favored subsidizing organic products so that they could be afforded by everybody.

Customers agreed that organic goods benefit their health, followed by the product quality and preference for taste/texture/feeling, with mean values of 1.48, 1.92, and 1.92. Customers chose organic products over non-organic items for health reasons, followed by taste/texture/feeling and product quality, with mean values of 1.48, 2.04, and 2.08. Health was the most important issue, followed by quality (2.25 and 2.83), although customers differed on taste/texture/feeling (4.29). Customers were indifferent to product quality, followed by health concerns and taste/texture/feeling, with mean values of 3.12, 3.80, and 3.85. In conclusion, organic products are difficult to distinguish from non-organic items unless they are certified. Customers agreed that organic goods should be subsidized for their health, so that more firms may manufacture them, followed by the product quality and taste/texture/feel, with mean values of 2.03, 2.53, and 3.75. As a result, more enterprises would enter the market, increasing accessibility, availability, and affordability of organic products. More new consumers can afford it. Regarding satisfaction from using organic goods, customers strongly agreed that organic products are of high quality and offered satisfaction when using them, with a mean value of 1.50, and that using organic products leads to excellent health or is not hazardous to health, with a mean value of 2.22. Customer support for the organic movement was strong, with a mean score of 1.53, 1.58, and 1.98. Customers agreed to pay more for environmentally friendly products, but were indifferent on flavour, texture, and emotion, with mean values of 2.35, 2.41, and 3.92.

DISCUSSIONS & DIRECTION FOR FUTURE RESEARCH

The results show that health influences the consumer's intention and behavior to buy organic food in Chennai. Research by Vinita Bhatia and Savita Panwar (2016) found that health benefits are a major motivator for urban Indian consumers to buy organic foods. When it comes to buying organic food, the Indian urban consumer does not prioritize safety. Purchasing organically farmed items is viewed as safe. This contradicts the findings of Shu-Yen Hsu, Chiao-Chen Chang, et. al (2015), who found that safety influenced the purchasing of organic products in Taiwan. Given that both India and Taiwan are rising economies, greater research into the Indian urban, semi-urban, and rural markets will be beneficial. This study found that organic food purchase intentions are positively influenced by environmentally friendly products, but not by actual purchases. When it comes to spending their Rupees, buyers certainly require additional confidence regarding the genuineness of the methods that are eco-friendly. Further research is

needed to determine what characteristics help people trust that items are really organic. Marketers and businesses may position themselves properly. However, unlike Vinita Bhatia, Savita Panwar (2016), and Kumar, Pavan, and Sushil (2017), these findings do not emphasize the real buying behavior of urban Indian consumers. However, studies of the Malaysian market (Wee, C. S., Ariff, M. et al. 2014) show that the Indian consumer is becoming more quality concerned. The Indian urban market consequently offers enormous potential for organic product expansion.

The consumer's buying intention directly affects their actual purchase. Customers today are health concerned and will buy organic products if they are certain that the procedures used are eco-friendly and will generate high-quality items with distinctive qualities. The findings of this study point us in the direction of exploring further factors that impact Organic food buying intentions and behavior. This will help businesses and marketers target the increased demand for organic foods. Because the urban Indian market is ripe for organic products, marketers will profit from a deeper understanding of their demographics and psychographics. To make the delivery and fulfillment to the client, an in-depth analysis of the channel is vital to the industry's success. Marketers may reach consumers utilizing online e-commerce platforms as mobile and internet usage grows rapidly in India. An in-depth analysis of online organic customer behavior will give a roadmap for the whole business.

V.CONCLUSION

The purpose of this study was to shed important light on the degree of awareness and satisfaction of organic consumers on the types of organic goods and the reasons for choosing organic products in Hisar city. The survey demonstrates unequivocally why people choose organic food for health reasons, product quality, and texture/taste/feeling. Organic products such as clothing/fabric, cosmetics, and food/drink are frequently preferred by consumers. Thus, it can be argued that customers were receiving organic products in a restricted range and with very little stock; if they were subsidized, more companies would join, organic products would become more affordable, and a greater variety would be available. Government efforts to streamline regulatory mechanisms, such as offering subsidies and incentives for the advancement of organic products, and increased awareness among local customers about home consumption, will pave the way for a more rapid spread of organic farming. Furthermore, the initial cost of organic farming is greater, and the government can assist farmers in growing organic products.

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EMOTIONAL INTELLIGENCE AND EMPLOYEES' PERFORMANCE – AN EXPLANATORY RESEARCH IN A MULTINATIONAL COMPANY IN INDIA

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ABSTRACT

Emotional intelligence (EI) has become one of the new management 'buzz' terms and been considered as an important constituent for improved organizational performance as it offers several benefits to the employees as well as organization. Emotional Intelligence, as concerned with how an individual recognizes and regulates his or her emotions has been in attention quite recently. E.I is a good predictor of "success" and suggested that this is the missing ingredient that separates average from top management performance. This study intended to find out "The Impact of Emotional Intelligence on Employees' Performance" using Goleman Mixed Model. Twelve most important factors have been considered, six from each category i.e. Personal competencies and Social Competencies. Two separate self-administered questionnaire have been designed to measure the scores of E.I categories, one is for management cadre another is one for Non – Management cadre. The personal competencies are measured based on the self - assessment of the respondents from management cadre employees and the social competencies are measured based on the opinion of the respondents from non- management cadre. This paper also examines the contribution of Transformational Leadership over Emotional Intelligence in the organization. The transformational leadership is said to be comprised of the following four dimensions: Idealized Influence, Inspirational Motivation, Intellectual Stimulation and Individual Consideration. Statistical analyses such as Correlation, Rank- Correlation, Weighted Average Method, t test and Gap analysis have been performed to interpret the results and some suggestions are also offered. Keywords: Personal Competencies, Social Competencies, Transformational Leadership

I.INTRODUCTION

Emotional Intelligence:

Emotional intelligence (EI) is defined as the ability to identify, assess, and control the emotions of oneself, of others, and of groups and can be divided into *ability EI* and *trait EI*. Self-awareness, Self-regulation, Motivation, Empathy and Social skills are the five important elements of emotional intelligence (Goleman, D., Boyatzis, R. E., & McKee, A. 2013).

Models of Emotional Intelligence:

Ability Model of emotional intelligence is the ability to perceive emotion, integrate emotion to facilitate thought, understand emotions and to regulate emotions to promote personal growth. The Goleman's A Mixed Model of Emotional Intelligence outlines four main constructs viz. Self-awareness, Self-management, Social awareness and Relationship management. The self-awareness and self-managements are the personal competencies where the former one comprises of emotional self-awareness and accurate self-assessment and the later one comprises of adaptability and emotional self-control. Personal competencies also include initiative, achievement orientation, trustworthiness and optimism. Social awareness and relationship management are the social competencies in which the former includes the components of empathy, service orientation and organization awareness whereas the later one includes inspirational leadership, developing others, change catalyst, conflict management, Influence and teamwork and collaboration. There is a conceptual distinction between the ability based model and a trait based model of EI. Trait EI refers to "a constellation of behavioral dispositions and self-perceptions

concerning one's ability to recognize, process, and utilize emotion-laden information" (K. V. Petrides, Adrian Nov, 2008)

Transformational Leadership:

A transformational leader use to stimulate interest in the peer group, inspires a different view point on the work, brings awareness about organizational goals, helps others to attain higher levels of ability and motivates others to consider the interests of the group over their own interests. Transformational leadership is comprised of the four dimensions namely idealized influence, inspirational motivation, intellectual stimulation, and individual consideration

Benefits of Emotional Intelligence:

Emotional intelligence helps us to better understand others; helps to take care of others need and concern; helps to understand different personalities and others problems; helps to display right kind of behavior at the right place; to be ready to take initiative, to help others and listen others; to develop adaptability to cope up with changes and uncertainty; helps to maintain good interpersonal relationship, helps to have good working atmosphere and lead to job satisfaction.

The study has been carried out in a multinational company at Puducherry. Its portfolio encompasses a comprehensive suite of power management solutions, including uninterruptible power supplies (UPSs), surge protective devices, power distribution units (PDUs), remote monitoring, software, power factor correction, airflow management, rack enclosures and services.

II.REVIEW OF LITERATURE

1. Kulkarni, P. M., Janakiram, B., & Kumar, D. N. S. (2009) in their study on Emotional intelligence and employee performance in an automobile industry as an indicator for promotion, understood the performance level of managers and supervisors by focusing on their emotional intelligence. The study indicates that emotional intelligence has a direct impact on the performance level of the managers and supervisors on their jobs and also suggests that the organization might be profitable by recognizing the emotional intelligence levels of managers and supervisors and taking measures to develop emotional intelligence among the employees in the organization.

2. Jorfi, H., Jorfi, S., & Moghadam, K. (2010) in their study 'Impact of emotional intelligence on performance of employees in educational administrations of Iran' recognized that Emotional intelligence is an essential factor in improving the interaction between superiors and subordinates in the work environment. The study aimed to understand the level of performance of managers and employees which result in their level of performance on their jobs. The findings of the study portrays that emotional intelligence of the managers and employees has a positive impact over their level of performance.

3. Kumar, R. (2014) in his study on the Impact of emotional intelligence on employees' performance: A study of employees working in Himachal Pradesh University at Shimla examined the performance of employees working in the university. The emotional intelligence of the employees had been studies with four dimensions namely self awareness, self management, social awareness and relationship management. Primary data was collected using five point scale and the hypotheses were tested by using correlation analysis and analysis of variance. The study results helped in recognizing the impact of emotional intelligence and suggest the ways how the employees' performance at work place can be improved. Moreover, the role of emotional intelligence in order to achieve productivity, performance, teamwork and interpersonal efficacy was also suggested based on the study results.

4. Deshwal, S. (2015) in his study on the 'Impact of emotional intelligence on employee engagement' attempted to contribute in a new perspective with respect to the impact on emotional intelligence on employee engagement to the field of human resources and behavioral sciences. Primary data was

collected from a sample of 60 respondents and interpreted with Yule's coefficient of association. The study concluded with the finding that high emotional intelligence and low employee engagement are having negative association.

5. Permadhy, Y. T., & Ayuningtyas, F. (2021) in their quantitative research 'The Impact of Emotional Intelligence to Employee Performance at PT WKR' using explanatory approach and stratified sampling method identified that emotional intelligence contributes 18% on the employees performance.

6. Krén, H., & Séllei, B. (2021) in their research 'the role of emotional intelligence in organizational performance' examined whether Emotional intelligence affect organizational performance in the case of financially successful organizations. Online survey and interviews were used to derive the information about leaders using Genos EI from 22 leaders working in successful companies in Hungary and data gathered about the success of organization from the national TAX system. The study proved that the influence of emotional intelligence of the leaders in the performance of organization is significant.

7. Maloba, Y. A., & Wamwayi, S. (2021) in their research on the 'influence of emotional intelligence on employee performance in the insurance industry in kenya' with the objectives of establishing the effect of self-awareness on the performance of employees and determining the effect of self-management on employee performance. The study used descriptive explanatory research design. It is found through the Correlation analysis that employee performance has a strong relationship with self-awareness and self-management. It is suggested from the findings that organization should consider emotional self-awareness and accurate self-awareness to improve employee performance.

8. Vrontis, D., Chaarani, H. E., Nemar, S. E., & Dib, H. 2021 in their research established that Emotional intelligence has emerged as an important and inevitable factor across all the sectors to gain a competitive edge over the competitors in a very dynamic business environment to acquire stakeholders' satisfaction. This study found the relationship between emotional intelligence of the managers and employees performance and analyzed the impact of the components of emotional intelligence on the employees' performance. It is also found that a high degree of self-awareness perception of the managers had a negative impact on the performance of employees.

NEED AND IMPORTANCE OF THE STUDY

In the present scenario, to face and to cope up with the cut throat competition, it is inevitable to be emotionally intelligent for any organization for the survival and growth. In this organization also there is a need to overcome the tough competition by improving the organizational performance through effectively managing the emotions of the executives as well as the employees for having a better working atmosphere, good interpersonal relationship, high employees' satisfaction, effective conflict management, improved leadership and so on. This study aims at the effect of emotional intelligence on the organizational performance based on the important factors influencing emotional intelligence. From the research the organization can assess the Emotional Intelligence (E.I) of its employees at managerial levels and various outcomes and benefits of Emotional Intelligence (E.I) can be identified based on employees' perception. Moreover, the study would be helpful for the management for mapping of training needs for its employees towards Emotional Intelligence. Further, if the suggestions and recommendations provided by the researcher are properly implemented, the organizational performance may be improved.

OBJECTIVES OF THE STUDY

1. To recognize the Personal Competencies of the employees
2. To know the perception and management of Emotionally Intelligent Individuals at Managerial Levels
3. To identify the factors dominating Emotional Intelligence
4. To ascertain the contribution of Transformational Leadership over E.I
5. To find out the Impact of Emotional Intelligence on Employees' Performance

III. RESEARCH METHODOLOGY

Descriptive explanatory research design has been used in this study with a total sample size of 100 selected through stratified sampling technique in which 36 are from the management cadre and the remaining from non-management cadre to study the impact of emotional intelligence on employees' performance using Goleman mixed model. Totally twelve most important factors (six from each category i.e Personal Competencies & Social Competencies) have been chosen to measure the Emotional Intelligence. Two separate self- Administered questionnaires have been designed to measure the scores of E.I categories, one is for Management Cadre another is one for Non – Management cadre. Each questionnaire contains demographic questions; questions used to measure the competencies and questions used to measure the Employees' Performance. The Personal Competencies are measured based on the Self - Assessment of the respondents of from Management Cadre employees and the Social Competencies are measured based on the opinion of the respondents from Non- Management Cadre. Based on the scores obtained various analyses have been done to interpret the results for each objective framed.

Statistical tools used / Analyses carried out to study the impact of Emotional Intelligence on Employees' performance:

1. **Weighted Average** for the expected ranks of the E.I components for each component.
2. **Correlation analysis** on Employees' Performance factors for each questionnaire.
3. **Rank Correlation** between the expected and perceived ranks of E.I components for each questionnaire.
4. **'t' Test** for comparing means of Transformational leadership vs. E.I Components.
5. **Gap Analysis** for E.I Components for each questionnaire to identify the gap between Perceived and Expected Rank.

Apart from the above, analyzing and interpreting results of E.I components are carried out based on the overall Picture and the mean scores of E.I and employees' performance have also been compared and interpreted.

IV. ANALYSIS AND INTERPRETATION

I. WEIGHTED AVERAGE METHOD

Table:1 Overall Picture Of The Personal Competencies Of Emotional Intelligence Based On The Self Assessment Of The Respondents Of Management Cadre

Weight	Self – Confidence		Emotional Self-Control		Adaptability		Responsibility & Commitment		Motivation of Achievements		Optimism & Innovation	
	No. of Responses	Score	No. of Responses	Score	No. of Responses	Score	No. of Responses	Score	No. of Responses	Score	No. of Responses	Score
5	60	300	37	185	46	230	56	280	51	255	25	125
4	43	172	39	156	35	140	41	164	44	176	28	112
3	3	9	12	36	11	33	5	15	5	15	28	84

2	2	4	11	22	9	18	6	12	6	12	15	30
1	-	-	9	9	7	7	-	-	2	2	12	12
Total		485		408		428		471		428		363
Avg.		4.5		3.8		4.0		4.4		4.3		3.4
Rank		1		5		4		2		3		6

Inference:

Competencies viz. Self confidence, adaptability, responsibility & commitment and motivation of Achievements are strengths whereas Emotional self control and Optimism & Innovation need improvement.

Table:2 Overall Picture Of The Social Competencies Of Emotional Intelligence Based On The Opinion Of The Respondents Of Non - Management Cadre

Weight	Empathy		Leadership & Developing Others		Conflict Management		Communication		Influence		Teamwork & Collaboration	
	No. of Responses	Score	No. of Responses	Score	No. of Responses	Score	No. of Responses	Score	No. of Responses	Score	No. of Responses	Score
5	21	105	82	410	20	100	95	475	23	115	77	385
4	55	120	60	240	32	128	60	240	32	28	56	224
3	78	234	28	4	66	198	25	75	68	204	31	93
2	30	0	15	30	48	96	7	14	45	90	22	44
1	8	8	7	7	26	26	5	5	24	4	6	6
Total		627		771		548		809		561		752
Avg.		3.5		4.0		2.6		4.2		2.9		3.9
Rank		4		2		6		1		5		3

Inference:

Competencies viz. Leadership & Developing others, Communication and Teamwork & Collaboration are considers as strengths where as Empathy, Conflict Management and Influence need improvement.

Table: 3 Analysis of the Opinion of the Respondents towards the Expected Personal Competencies of Emotional Intelligence Ranked by the Respondents

Weight	Score	Self - Confidence		Emotional self- Control		Adaptability		Responsibility & Comm		Motivation of Achievements		Optimism & Innovation	
		No. of Res	Score	No. of	Score	No. of	Score	No. of	Score	No. of	Score	No. of	Score
6	1	18	108	1	6	3	18	14	84	-	-	-	-
5	2	11	55	1	5	16	80	8	40	-	-	-	-
4	3	6	24	1	4	13	52	14	56	1	4	1	4
3	4	1	3	18	54	4	12	-	-	10	30	3	9
2	5	-	-	10	20	-	-	-	-	12	24	14	28
1	6	-	6	5	5	-	-	-	-	13	13	18	18
Total		36	296	36	94	36	162	36	180	36	71	36	59
Rank			1		4		3		2		5		6

Table: 4 Analysis of the Opinion of the Respondents towards the Expected Social Competencies Of Emotional Intelligence Ranked by the Respondents

Weight	Score	Empathy		Leadership & Developing Others		Conflict Management		Communication		Influence		Teamwork & Collaboration	
		No. of Respondents	Score	No. of Respondents	Score	No. of Respondents	Score	No. of Respondents	Score	No. of Respondents	Score	No. of Respondents	Score
6	1	35	216	12	72	13	78	-	-	-	-	3	18
5	2	15	75	15	75	25	125	2	10	-	-	9	45
4	3	9	36	23	92	13	52	5	20	-	-	14	56
3	4	4	12	11	33	12	36	7	21	2	6	28	84
2	5	-	-	2	4	1	1	32	64	21	42	7	14
1	6	-	-	1	1	-	-	18	18	41	41	3	3
Total		64	339	64	277	64	293	64	133	64	89	64	220
Rank			1		3		2		5		6		4

II. RANK CORRELATION

1. PERSONAL COMPETENCIES OF EMOTIONAL INTELLIGENCE

Table: 5 Analysis of the Rank Correlation Between The Perceived And Expected Ratings

Factors	Perceived Rank (X)	Expected	d	(d) ²
Self – Confidence	1	1	0	0
Emotional Self-Control	5	4	1	1
Adaptability	4	3	1	1
Responsibility	2	2	0	0
Motivation of Achievements	3	5	2	4
Optimism & Innovation	6	6	0	0
				$\Sigma = 6$

$$r_s = 1 - \frac{6(\Sigma d^2)}{n(n^2 - 1)} = 0.83$$

HYPOTHESES:

Null Hypothesis (H₀): $r_s = 0$ (The ranks of the two variables are not associated)

Alternate Hypothesis (H₁): $r_s \neq 0$ (The ranks of the two variables are associated)

The t statistic is

$$t = r \sqrt{\frac{n-2}{1-r^2}} = 2.976$$

The table t value, at half of the significance level ($\alpha/2=0.025$) and 6 Degrees of freedom (d.o.f. = $n-2$) is **2.778**

Inference: Since the calculated t value is more than the table value, the null hypothesis is rejected. The ranks of the two variables are associated.

2. SOCIAL COMPETENCIES OF EMOTIONAL INTELLIGENCE

HYPOTHESES:

Null Hypothesis (H₀): $r_s = 0$ (The ranks of the two variables are not associated)

Alternate Hypothesis (H₁): $r_s \neq 0$ (The ranks of the two variables are associated)

Table: 6 Analysis of the Rank Correlation between the Perceived and Expected Ratings

Factors	Perceived Rank (X)	Expected Rank (Y)	(X-Y)	(X-Y) ²
Empathy	4	1	3	9
Leadership & developing others	2	3	1	1
Conflict Management	6	2	4	16
Communication	1	5	4	16
Influence	5	6	1	1
Teamwork & Collaboration	3	4	1	1
				$\Sigma = 44$

$$r_s = 1 - \frac{6(\sum d^2)}{n(n^2 - 1)} = -0.2571$$

The t statistic is

$$t = r \sqrt{\frac{n-2}{1-r^2}}$$

$$= -0.5321$$

The table t value, at half of the significance level ($\alpha/2=0.025$) and 6 dof = $n-2 = 2.778$

Inference: Since the calculated t value is more than the table value, the null hypothesis is rejected. The ranks of the two variables are associated.

III. CORRELATION ANALYSIS

1. Analysis of Opinion of the Respondents' Belong To Management Cadre towards the Working Atmosphere & Job Satisfaction

Table: 7 Working Atmosphere of the Respondents

S. No.	Response	No. of Respondents	Percentage (%)
1	Highly Satisfied	10	28
2	Satisfied	18	50
3	Moderate	6	17
4	Dissatisfied	2	5
5	Highly Dissatisfied	0	0
Total		36	100

Table: 8 Job Satisfaction Level of the Respondents

S. No.	Response	No. of Respondents	Percentage (%)
1	Highly Satisfied	9	25
2	Satisfied	15	42
3	Moderate	7	19
4	Dissatisfied	5	14
5	Highly Dissatisfied	0	0
Total		36	100

HYPOTHESES:

Null Hypothesis (H_0):

There is no significant relationship between the Working Atmosphere and Job Satisfaction level of the respondents.

Alternative Hypothesis (H_1)

There is significant relationship between the Working Atmosphere and Job Satisfaction level of the respondents.

Table: 9 Correlations

		Job Satisfaction	Working Atmosphere
Job Satisfaction	Pearson Correlation	1	.907**
	Sig. (1-tailed)		.000
	N	36	36
Working Atmosphere	Pearson Correlation	.907**	1
	Sig. (1-tailed)	.000	
	N	36	36

** . Correlation is significant at the 0.01 level (1-tailed).

Inference: As the Correlation is significant at the 0.01 level, the null hypothesis is rejected. Since $r=0.907$, it can be inferred that both the variables have strong positive correlation.

2. Analysis of Opinion of the Respondents Belong To Non-Management Cadre towards The Working Atmosphere & Job Satisfaction

Table: 10 Working Atmosphere of the Respondents

S. No.	Response	No. of Respondents	Percentage (%)
1	Highly Satisfied	9	14
2	Satisfied	37	58
3	Moderate	11	17
4	Dissatisfied	4	6
5	Highly Dissatisfied	3	5
	Total	64	100

Table: 11 Job Satisfaction Level of the Respondents

S. No.	Response	No. of Respondents	Percentage (%)
1	Highly Satisfied	9	14
2	Satisfied	32	50
3	Moderate	11	17
4	Dissatisfied	7	11
5	Highly Dissatisfied	5	8
	Total	64	100

HYPOTHESES:

Null Hypothesis (H_0):

There is no significant relationship between the Working Atmosphere and Job Satisfaction level of the respondents.

Alternative Hypothesis (H_1)

There is significant relationship between the Working Atmosphere and Job Satisfaction level of the respondents.

Table: 12 Correlations

		Job Satisfaction	Working Atmosphere
Job Satisfaction	Pearson Correlation	1	.939**
	Sig. (2-tailed)		.000
	N	64	64
Working Atmosphere	Pearson Correlation	.939**	1
	Sig. (2-tailed)	.000	
	N	64	64

** . Correlation is significant at the 0.01 level (1-tailed).

Inference: As the Correlation is significant at the 0.01 level, the null hypothesis is rejected. Since $r=0.939$, it can be inferred that both the variables have strong positive correlation.

IV.COMPARING MEANS USING ‘t’ TEST

Analysis of Comparing the ‘Means’ to Ascertain the Contribution of Transformational Leadership Components over Emotional Intelligence

Table: 13 Emotional Intelligence Components

Factors	Mean Score	X - Mean	(X – Mean) ²
Self - confidence	4.5	0.7	0.49
Emotional self - control	3.8	0	0
Adaptability	4.0	0.2	.04
Responsibility & Commitment	4.4	0.6	.36
Motivation of Achievements	4.3	0.5	.25
Optimism & Innovation	3.4	0.4	.16
Empathy	3.3	0.5	.25
Leadership & Developing Others	4.0	0.2	.04
Conflict Management	2.6	1.2	1.44
Communication	4.2	0.4	.16
Influence	2.9	0.9	.81
Teamwork & Collaboration	3.9	0.1	.01
	$\Sigma= 45.3$		$\Sigma=4.0$

Table: 14 Transformational Leadership Components

Factors	Mean Score	X - Mean	(X – Mean) ²
Motivation	4.3	0.7	0.49
Leadership	4.0	0.4	0.16
Empathy	4.3	0.7	0.49
Influence	2.9	0.7	0.49
	$\Sigma=15.5$		$\Sigma=1.63$

$$\bar{x} = \frac{\sum_{i=1}^n x_i}{n} = 3.625 = 3.6$$

$$\text{Variance} = 1.63/4 = 0.41$$

$$\bar{x} = \frac{\sum_{i=1}^n x_i}{n}$$

$$= 3.8$$

HYPOTHESES:Null Hypothesis (H₀): $\mu_1 = \mu_2$ Alternative Hypothesis (H₁): $\mu_1 \neq \mu_2$

$$s_p^2 = \frac{(n_1 - 1)s_1^2 + (n_2 - 1)s_2^2}{n_1 + n_2 - 2}$$

$$s_p^2 = 0.123$$

$$\text{Standard Error} = s_p \sqrt{\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}$$

$$= 0.07$$

$$t = \frac{(\bar{x}_1 - \bar{x}_2) - (\mu_1 - \mu_2)}{\sqrt{\frac{s_p^2}{n_1} + \frac{s_p^2}{n_2}}}$$

The 't' distribution is $= (3.6-3.8) / 0.07 = -2.85$ **Inference:**

The table value of $t_{\alpha/2}$ with 14 degrees of freedom ($n_1+n_2 - 2$) is -2.145 and 2.145. The calculated value -2.85 is the rejection region. Hence, the null hypothesis is rejected. Both the means are not equal. The contribution of Transformational Leadership is not significant over Emotional Intelligence.

IV. COMPARISON BETWEEN E.I Vs EMPLOYEES PERFORMANCE**Analysis of Impact of Emotional Intelligence on Employees Performance Based on the Opinion of the Respondents****Table: 15 Average of Emotional Intelligence**

MANAGEMENT CADRE		NON – MANAGEMENT CADRE	
COMPONENTS	SCORE	COMPONENTS	SCORE
Self confidence	4.5	Empathy	3.3
Emotional self control	3.8	Leadership & Developing others	4.0
Adaptability	4.0	Conflict Management	2.6
Responsibility & Commitment	4.4	Communication	4.2
Motivation of Achievements	4.3	Influence	2.9
Optimism & Innovation	3.4	Teamwork & Collaboration	3.9
AVERAGE	4.1		3.5

Table: 16 Employees Performance

MANAGEMENT CADRE		NON – MANAGEMENT CADRE	
FACTORS	SCORE	FACTORS	SCORE
Working Atmosphere	4.0	Working Atmosphere	3.7
Interpersonal Relationship	3.6	Interpersonal Relationship	3.3
Job Satisfaction	3.8	Job Satisfaction	3.5
AVERAGE	3.8		3.5

Overall Score:

Emotional Intelligence: 3.81

Employees' Performance: 3.65

Inference:

It is observed that the overall score obtained from emotional Intelligence is not reflecting on the employees' performance.

V. GAP ANALYSIS**Table: 17 Gap Analysis for Management Cadre**

Personal Competencies	Expected Rank (E)	Perceived Rank (P)	GAP (E-P)
Self confidence	1	1	0
Emotional self control	4	5	-1
Adaptability	3	4	-1
Responsibility & Commitment	2	2	0
Motivation of Achievements	5	3	2
Optimism & Innovation	6	6	0

Inference:

From the **Gap Analysis** for Management Cadre, it is observed that Motivation factor has positive gap, factors namely Self confidence, Responsibility & Commitment and Optimism & Innovation have zero gap and Adaptability has negative gap.

Table: 18 Gap Analysis For Non - Management Cadre

Social Competencies	Expected Rank (E)	Perceived Rank (P)	GAP (E-P)
Empathy	1	4	-3
Leadership & Developing others	3	2	1
Conflict Management	2	6	-4
Communication	5	1	4
Influence	6	5	1
Team work & Collaboration	4	3	1

Inference:

From the **Gap Analysis** for Non-Management Cadre, it is observed that factors namely Communication; Leadership; Influence and Teamwork have positive gap and Conflict Management and Empathy negative gap.

FINDINGS OF THE STUDY

- From the overall picture it is found that,
 - The Organizational Strength Personal Competencies are Self-Confidence, Responsibility & Commitment, Motivation of Achievements and Adaptability.
 - Factors need to be improved are Emotional Self Control and Innovation & Optimism.
- From the overall picture it is found that,
 - The Organizational Strength Social Competencies are *Communication, Leadership & Developing Others, and Teamwork & Collaboration*
 - Areas need to be improved are *Empathy, Influence & Conflict Management*.
- From the **weighted average method**, the Social Competency 'Empathy' has been ranked as the first and 'Influence' has been ranked as last by the respondents.
- From the analysis of **rank correlation** between the perceived and expected ratings assigned by the respondents for the Social Competencies of emotional intelligence, it is found that, the rank correlation coefficient of the problem is not significant.
- From the **weighted average method**, the Personal Competency 'Self-Confidence' has been ranked as the first and 'Optimism & Innovation' has been ranked as last by the respondents.
- From the analysis of the **rank correlation** between the perceived and expected ratings assigned by the respondents for the personal competencies of emotional intelligence, it is found that, the rank correlation coefficient of the problem is significant.
- Based on the values obtained from the **Correlation analysis** of opinion of the respondents towards the Working Atmosphere and Job Satisfaction of the management cadre employees, it is known that there is a strong positive correlation exists between Working Atmosphere and Job Satisfaction level of the respondents.
- From the **Gap Analysis** it is observed that factors like Motivation; communication; Influence and Teamwork have positive gap; Conflict Management; Empathy; Adaptability and Self control have negative gap and others have zero gap.

Transformational Leadership Vs Emotional Intelligence:

Based on the analysis it is found that both the means are not equal significantly, which means, the contribution of Transformational Leadership is not significant over Emotional Intelligence.

Impact of emotional intelligence on Employees' performance:

It is observed that the overall score obtained from emotional Intelligence of the employees is not reflecting on their performance.

SUGGESTIONS & RECOMMENDATIONS

- ❖ From the study it is observed that the personal competencies such as emotional self- control & adaptability and social competencies such as empathy & conflict management have to be improved.
- ❖ **Transformational Leadership Vs Emotional Intelligence – suggestion:**
The difference between the means of transformational leadership and emotional intelligence is significant due to the laggard component 'Influence'. Therefore, the organization has to improve the mentioned factor.
- ❖ **Impact of emotional intelligence on Employees' performance – suggestion:**

The overall score obtained from the emotional intelligence is not reflecting on the employees' performance. And this may be due to the gap between the expected and perceived scores of the emotional intelligence competencies such as Empathy and Conflict Management. So it is suggested that the management may focus to improve those competencies which in turn will improve the overall organizational performance.

❖ **Training the employees on Emotional Intelligence – suggestion:**

From the overall picture and from the gap analysis, it is suggested that the organization may train the employees to improve their EI for sustainable performance as they will be emotionally more stable to handle different situations.

❖ **General Suggestion:**

The organization may hire employees with high level of emotional intelligence, who will be more of emotionally balanced and can perform very well under challenging circumstances. Moreover, the organization may time to time check the level of EI of its employees; provide feedback to get better performance out of them.

CONCLUSION

This study aimed to identify the impact of emotional intelligence on the employees' performance. The personal emotional intelligence competencies were measured with self assessment questionnaire from the management cadre respondents and the social competencies were measured from the opinion survey from the non-management cadre respondents. The employees' performance was measured based on the important benefits arrived out of emotional intelligence like good working atmosphere, interpersonal relationship and level of job satisfaction of the respondents. From various analyses, it is identified that the organization is having a good overall emotional intelligence but it is not entirely getting reflected on the performance. This may be because of the low score of some critical competencies which may have a direct influence on raising the employees' performance. The researcher hereby concludes that if the organization focuses on the critical competencies for improvement and if the recommendations like training the employees towards emotional intelligence and reducing the gap between the expected and perceived ratings of emotional intelligence are properly addressed, the employees' performance will be improved to a greater extent through the developed emotional intelligence of the employees.

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CONSUMER BUYING BEHAVIOUR TOWARDS E-COMMERCE DURING COVID-19

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Abstract

The nature of the job and the impact of E-commerce businesses on consumer behavior are pushing widespread use of consumer behavior analysis as a way of attracting new customers and enhancing their shopping experience. There has been a noticeable shift in shopper attitudes and buying behavior, however, the majority of these are expected to persist post-pandemic. The lockout has compelled customers to reconsider their buying behaviors, which include cost awareness, a preference for neighborhood things, and an emotional shift toward online commerce. The Influence extent has the epidemic shifted consumer purchasing behavior toward internet purchases. So that approach, traditional or online, is more likely to be followed during a pandemic. They are content with e-commerce websites and their offerings.

Keywords: *Consumer buying behavior, E-commerce, Post pandemic, Online shopping.*

I. INTRODUCTION

The Coronavirus disease 2019 (COVID-19) outbreak had a significant impact on consumer behavior not only in Saudi Arabia but globally. Saudi Arabia's economic productivity declined as the 37 million people living in various regions and cities were quarantined. The COVID-19 outbreak had a limited socio-economic impact. Effective measures like curfew forced people to change their daily habits, making them more proactive in dealing with sudden situational change. As a result, many people were forced to work from home. Since the COVID-19 outbreak, the Saudi government has imposed an embargo on gatherings by suspending workplace attendance. Workplaces, government agencies, schools, and universities are all on lockdown. Beaches, parks, and resorts are closed. All cities have strict curfews, and any gathering is illegal and subject to a fine. Notably, restaurants allowed to operate had to disable in-house service and only allow take-out. Despite these efforts, COVID-19 cases have continued to rise. Despite the Saudi government's precautionary measures to discourage citizens and residents from leaving their homes, the Saudi Arabia Monetary Agency [1] reports that transactional payments at POS in shopping malls did not drastically decrease around March 2020. This implies that some people still shop in malls, despite the risk of contracting COVID-19. Similar shopping can be done efficiently online from the comfort of their homes, without any risk of pandemic infection. The SAMA report indirectly reflects public opinion on e-commerce. The approach is harmful to the government's attempts to reduce COVID-19 spread. Shopping malls stimulate human relationships and bodily touch, which is a prelude to pandemic disease propagation.

India will have 700 million internet users by 2020, and 974 million by 2025. (Keelery, 2020). By 2034, Indian e-commerce is predicted to surpass US e-commerce. Online shoppers reached 120 million in 2018, and 220 million by 2025. (IBEF, 2020). E-commerce contributed 0.76 percent to GDP in 2017 and 0.9% in 2018. (Jaganmohan, 2020). Due to the pandemic, retail sales are down 5.7%, but e-commerce sales are up 2% in only 2 weeks after easing partial lockdown limits (Davis & Toney, 2020). (Thakare, 2020).

Customer behavior is dynamic. Customer preference changes on time (generation) This is fast-growing research, and marketers need to understand customer purchasing habits, preferences, and how well products meet consumer expectations. This is a process. To aid marketers, internet sales and purchases are launched, allowing customers to buy products from anywhere in the globe at any time (Dr.M.Vidya & Dr.P.Selvamani, 2019). The report explains why customers purchase, sell, pay, and receive online.

II.LITERATURE REVIEW

E-commerce (electronic commerce) may be described as "the use of the internet to buy, sell, or support items and services, not only as an economic transaction but also as an information exchange and post-sale support," as Garn-Munoz and Perez-Amaral (2019) stated. Pestek, Resic, and Nozica (2011), on the other hand, defined e-trust as "the consumer's commitment to trust that an offeror will complete your online transaction, defined as successfully as in compliance with established conditions."

After defining the major concepts to be studied, the literature review is divided into three sections: the first section is about the use of ICT and the online market because before people can buy or trust on the Internet, they must be able to participate in the web and have businesses on it; the second section is about e-commerce, and the third section is about e-trust.

Numerous references exist on e-commerce, such as Laudon and Guercio-Traver (2008), who published the first book on business, technology, and society about e-commerce in 2008 and are currently presenting the updated version for 2020–2021. (Laudon & Guercio-Traver, 2020). Qin provides an overview of e-commerce (2009). The relevance of e-commerce on society and economies is discussed by Qin (2009) and Laudon and Guercio-Traver (2008, 2020). While recent research on e-commerce has focused on its patterns during COVID-19 (Bhatti et al., 2020), this study will examine what occurred before the epidemic.

According to G.D. Blasio, online shopping is a method of conducting business on the Internet in which clients legally acquire things or administrations from a merchant using an internet browser (Blasio, 2008). Amazon, Flipkart, and Snapdeal are among India's largest online merchants. However, web-based commerce has evolved over 35 years, with the pace of acceptance

speeding up in India a decade ago. The adventure into web-based buying demonstrates, in fascinating detail, how the evolution of innovation is always shaping the final fate of web-based purchasing.

According to G. Hofstede, consumer behavior refers to "the way purchasers think and act while making purchase decisions." It is defined as 'the examination of how the purchaser makes decisions about how to use his or her limited assets, for example, time, effort, and cash for purchasing. Apart from the use of technology in purchasing decision-making, this notion is also applicable to online consumer behavior. A buyer's decision is often influenced by his or her own, social, psychological, and sociological aspects. (2001, G).

The objective of the study:

1. To investigate and analyze the influence of socioeconomic variables on consumer behavior.
2. To gain a better understanding of the effect of Covid-19 on customer behavior.
3. To analyze aspects like economic, social, and marketing contexts, as well as other stimuli that influence customer behavior and purchasing decisions.

III.RESEARCH METHODOLOGY:

As part of our study, we gathered both secondary and primary data to determine the extent to which the pandemic altered customers' perceptions of e-commerce. We gathered data for the needed conclusions from newspapers, journals, reports, blogs, magazines, and conference papers, among other sources. Primary research is conducted directly in the field, in the absence of existing data. This information may be gathered using an online questionnaire, such as Google forms. To accomplish the study's goals. Data are gathered from individuals of all ages, as well as various working professions and students. We performed a survey of 200 consumers to determine whether the COVID-19 influenced their purchasing behavior toward e-commerce. Arriving at the research location. Because the study was done online, data were gathered from a variety of locations, though mostly from Chennai and Coimbatore. The trial will last two weeks.

IV. ANALYSIS AND DISCUSSIONS

The following table summarises the respondents' demographic information, including their gender, occupation, age, and annual income.

Table 1-Demographic Profile of the Respondents

<i>Particulars</i>	<i>Classification</i>	<i>Number of Respondents</i>	<i>Percentage</i>
<i>Gender</i>	Male	116	58
	Female	84	42
<i>Age (in years)</i>	18-25	65	32.5
	26-30	50	25
	31-40	45	22.5
	Over 40	40	20
<i>Education</i>	Intermediate/High School	50	25
	Bachelors	55	27.5
	Masters	40	20
	Doctoral/PhD	30	15
<i>Others</i>	Others	25	12.5
	Many times a day	120	60
	Several times a day	50	25
	Once a day	30	15
<i>The frequency level of buying</i>	>1 Year	35	17.5
	1 – 2 Years	45	22.5
	3 – 4 Years	55	27.5
	< 4 Years	65	32.5
<i>Online Shopping Experience through the researcher Chat</i>			

Source: Primary data

Table 2: Sample decision of the Respondents

<i>Sl.No</i>	<i>Respondents & occupation</i>	<i>Number of Respondents</i>	<i>Percentage</i>
1.	Private Sector	85	42.5
2.	Government service	30	15
3.	Self-employed including startup entrepreneurs	25	12.5
4.	Business	20	10
5.	Homemakers	40	20
	Total	200	100

Source: Primary data

Table. 3.-Socio-economic characteristics and level of satisfaction &Chi-square and co-efficient of contingency.

No.	Characteristics	x2	0.05	df	Result of x2	“c”	Result of “c”
1	Age	6.91	5.991	2	Significant	0.18	Low Degree
2	Education	57.98	11.070	5	Significant	0.474	High Degree
3	Marital Status	112.5	3841	1	Significant	0.6	High Degree
4	Gender	8	3.841	1	Significant	0.19	Low Degree
5	Nature of family	72	3841	1	Significant	0.51	High Degree

6	Occupation	74.36	9.488	4	Significant	0.52	High Degree
7	Size of the family	123.99	5.991	2	Significant	0.61	High Degree
8	No. of earning Members	49	5.991	2	Significant	0.44	High Degree
9	Annual income	40	7.815	3	Significant	0.40	High Degree
10	Annual Expenditure	70	7.815	3	Significant	0.50	High Degree

Table 3 illustrates the effect of Covid-19 on customer behavior. These effects range from a shift in value and basics to a trend toward a homebody economy. 89 respondents strongly agreed with the authors' comments in the table, followed by 66 who agreed, 10 who agreed slightly, 15 who disagreed, and 20 who strongly disagreed. The ANOVA statistical test confirms that considerable variance exists in the data for Economic Factors - Family income, Disposable personal income, Individual discretionary income, Standard of living, and Double Income. Economic aspects change according to family income level and double income level. Out of 200 respondents, 90 strongly agreed with the author's claims about economic considerations, followed by 65 who agreed, 10 who agreed slightly, 15 who agreed moderately, and 20 who strongly disagreed. The ANOVA statistical test indicates that there is substantial variation in the data, reiterating that money is the primary determinant of consumer behavior.

Social Environment: Influence of Family, Influence of Society, Influence of Job and Colleagues, Influence of Friends and Relatives, Influence of Neighbors. These influences in the social environment range from family influence to neighbor influence. 90 respondents out of 200 expressed strong agreement with the above claims, followed by 70 who agreed, 10 who agreed slightly, 13 who disagreed, and 17 who strongly disagreed. The majority of respondents said that altering consumer behavior is being influenced by their near and dear ones. ANOVA statistical analysis verifies this.

Table 4: Impact of Covid-19 on Consumer Behavior.

Factors impacting higher education	SA	A	SWA	DA	SDA	T
Shift to value and essentials	20	18	2	4	5	49
Flight to digital and omnichannel	15	8	1	2	4	30
Shock to loyalty -Supply chain disruptions	13	14	2	2	3	34
Health & caring economy	21	13	3	3	3	43
Homebody economy – Not comfortable resuming their normal out of game activity	20	13	2	4	5	44
Total	89	66	10	15	20	200

*Note: SA - Strongly Agree, A - Agree, SWA - Somewhat Agree, DA- Disagree, SDA - Strongly Disagree

Consumer behavior is influenced by marketing and other stimuli such as product and service, price, distribution and communication, technological concerns, political considerations, cultural considerations, and social status. These motivations range from product service to social standing. Out of 200 responses, 85 strongly agreed with the claims, followed by 70 who agreed, 10 who agreed slightly, 15 who disagreed, and 20 who strongly disagreed.

The ANOVA statistical test validates the existence of variance in the data, indicating that external stimuli have a significant impact on defining the elements influencing consumer behavior. The following factors influence purchasing decision prices: problem recognition, information seeking, alternative evaluation,

alternative purchasing, and post-purchase behavior. These variables range from recognition of an issue through post-purchase behavior. 90 responders out of 200 agreed strongly, followed by 52 who agreed, 15 who agreed slightly, 18 who disagreed, and 25 who strongly disagreed. ANOVA verifies the existence of variance in the data.

Table 5: Factors Influencing Consumer Buying Decision

Criteria(Features)	Pearson Chi-Square Value	df	Asymp. Sig. (2sided)
Quality	24.234	15	.046
Price	17.033	15	.229
Service	26.547	15	.003
Durability	29.080	15	.044
Consumption pattern	24.005	15	.050

Pearson To determine the link between dependent and independent variables, and to evaluate the researcher's hypothesis. The one-way ANOVA test is used to validate consumer education and the criteria (features) used to purchase electronic devices. The chi-square table above shows that criteria 1, 3, 4, and 5 are statistically significant with values 0.046, 0.003, 0.044, and 0.050, respectively. The four criteria (features) for selecting electronic devices support the hypothesis, while the fifth criterion (price) does not, with a result of 0.229. The first four aspects are the most important to every customer since these are the features they prefer most in electronic devices.

Most people choose e-commerce platforms to buy basic things (essentials). Electronics and clothing were equally valued. Most of them advised people to purchase online during a pandemic to minimize danger. Based on the scenario, 21% said so. Consumers are increasingly inclined to buy online. Post-COVID additionally produces hassle-free efforts and purchasing with numerous deals. Some were unsure, while others desired to return to old purchasing methods, believing in the human touch. Consumers will be delighted with the shopping experience if the items are of good quality and reasonably priced. During the epidemic, e-commerce sites served a large number of clients. Only 1% were unsatisfied. However, highly satisfied and neutral are practically equal in proportion.

V.CONCLUSION

E-commerce business locations have the attractiveness to keep a strategic distance from hazards in the COVID-19 era. Purchasing preferences shifted toward E-commerce sites by around 46% during the epidemic. Amazon is the most frequently selected site during COVID, followed by Flipkart, as essentials are strongly desired, as Amazon has the most stake in the essentials sector. Individuals prefer to pay using a debit card (which has the biggest transaction volume), followed by a COVID. Consumers are more inclined to make additional purchases online. Post-COVID, as well as online buying, facilitates hassle-free efforts and makes it simple to shop with a variety of offers. Customers' expectations will be met by a high degree of uniformity of things at a reasonable price. Throughout the pandemic, web-based business places provided services and products to a large number of clients. Only 1% were unsatisfied. Though, exceptionally satisfied, and unbiased almost all have an identical degree of rate. When the dust settles, some customers may revert to their old habits, but many who find value and fulfillment via their online experience will continue to use it. In the long run, this will be a tipping moment for digital transformation throughout the ecosystem.

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CHALLENGES AND PROSPECTS OF WOMEN MICRO-ENTREPRENEURS IN THIRUVALLUR DISTRICT OF TAMIL NADU

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ABSTRACT

Indian women have come a long way from being just a homemaker to business, inventions and leading new ideas. Women entrepreneur is one who creates an organization with her innovative and creative ideas and manages the enterprise, especially a business. Now a day's woman enters the workforce in greater numbers, they gain professional experience, and managerial skills, both necessary to be successful entrepreneurs. As per the 2019% IFC report 98 of women-led MSME in micro category. This study analyzes the enabling factor, prospects and challenges faced by micro women entrepreneurs in Tiruvallur district of Tamilnadu.

Key Words: Women Entrepreneurs, Challenges, Prospects, growth and innovation.

I. INTRODUCTION

Women in India have had a long history of playing second fiddle to men. Time has changed and the nation has moved ahead. Today, women stand shoulder in many professions but this number is still negligible. There is a slow but steady revolution in the rural areas as compared to a contrasting scenario in big cities. Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures.' Finally, 51 respondents from various Taluks in Thiruvallur district who have involved in small business with their own resources were chosen and included in the study. An extensive literature review of secondary data sources was undertaken as relevant to the stated objectives of the study. The focus areas for research works has been kadambattur, Thiruvallur, kakkalur, Veppampattu, sevvapet, pattabiram , Avadi, Ambattur and also the outskirts of Thiruvallur District.

CONCEPT OF WOMEN ENTREPRENEURS

Women entrepreneurs are defined as individuals or groups of individuals who start, organize, and operate a business. Women entrepreneurs, according to the Indian government, are businesses owned and operated by women that have a minimum financial stake of 51 percent of the capital and employ women at least 51 percent of the time. Women entrepreneurs are motivated to start businesses by a combination of forces that urge them to work independently and stand on their own two feet. The driving force behind this desire is a sense of autonomy in making decisions in their lives and careers. Women who are burdened with household tasks and domestic responsibilities yearn for independence. Women entrepreneurs are influenced by these characteristics.

II. REVIEW OF LITERATURE

Kollan and Parikh (2005) in the working paper 'A Reflection of the Indian Women in Entrepreneurial World' narrates the evolution of women entrepreneurs in India from the era of fifties to 21st century and identifies that how transformation has occurred in women's role. While enumerating the problems faced by women entrepreneurs in India in current scenario the problems surfaced are lack of self-confidence among women entrepreneurs, lack of working capital and socio-cultural barriers like preference to male child over female child in case of accessing formal education or any other form of training debar women from working world.

Sarvamangala (2006) in her doctoral work 'Institutional support system and development of women entrepreneurship in Karnataka a special focus on Bangalore District' after conducting an empirical work by surveying 100 women entrepreneurs with an objective to examine the nature of support system existing for 79 entrepreneurs in general and women entrepreneurs in particular and comes to the Conclusion that women entrepreneurs in this region are highly concerned about appropriate work- life balance. According to them increasing rates of divorce is the result of not maintaining work- life balance. Positive vibes from positive family plays important role in the performance of an entrepreneur. Many highly educated women entrepreneurs opined of discrimination in the conduct of government authorities especially at the time of allotment of tender. Even if women entrepreneur's eligibility outranks the male counterpart and the tender is allotted to her firm only 40 per cent to 50 per cent of the task is actually given to her. Women entrepreneurs conveyed of huge loss they have to incur because after giving orders many customers do not return to receive their orders. This becomes a problem when women entrepreneur has taken credit from market to complete the order. 40 per cent of women entrepreneurs who have registered their firms in DIC (District Industries Commission rate) are not aware of different institutions which are established to extend support to them. The various bank officials informed that women do not take interest in attending the training programs organized for their benefit.

NEED FOR THE STUDY

Women make up almost half of the world's population, and their proportion of total entrepreneurship is much larger than men's. According to statistics, women entrepreneurs own micro businesses 90.3 percent of the time compared to 82.3 percent of the time for males. As a result, there are a lot of opportunities for women to improve their entrepreneurial skills, not only to close the gender gap, but also to add diversity to the creative process. Because entrepreneurship is influenced not only by man's natural nature, but also by society's store of knowledge, a gender dimension emerges in this subject. It is in this study's background plan.

OBJECTIVES OF THE STUDY

- To identify the various enabling factor for women community to enter in entrepreneurship
- To study the challenges faced by the women entrepreneurs
- To examine the prospects of women entrepreneurs in Thiruvallur district.

III. RESEARCH METHODOLOGY

The objective of the research is to find the prospects and challenges faced by female entrepreneurs in the study area. A sample size of 51 women entrepreneurs was chosen for gathering primary data by adopting a convenient sampling method. Simple ranking method was used for data analysis. The primary data collection was undertaken with the help of Google form. Books, publications, journals, magazines, and websites were used to gather secondary data. Primary and secondary data were used to compile this study.

LIMITATIONS

- The study is only open to a select group of female entrepreneurs. As a result, the findings cannot be applied to other situations.
- The study is based on the assumption that respondents are being truthful and honest in their responses.

IV. FACTORS, CHALLENGES AND PROSPECTS OF WOMEN ENTREPRENEURS VARIOUS ENABLING FACTOR

Women micro-entrepreneurs have various enabling factor to enter into entrepreneurship. A survey was performed from this perspective. A total of 51 Women Micro-entrepreneurs were surveyed. The various enabling factor have been ranked and furnished in the following Table 1.

TABLE NO: 1 -Various enabling Factors to women micro-entrepreneur

FACTORS	NO OF RESPONDENT	PERCENTAGE	RANK
Education	17	33	I
Prior Experience	16	31	II
Family	10	20	III
Society	4	8	IV
Finance	2	4	V
Competition	2	4	VI
TOTAL	51	100	

SOURCE: Primary Data

The above table indicates that education and prior experience, among other things, are factors that enable women to enter the entrepreneurship world.

Challenges of Women Entrepreneurs

Women micro-entrepreneurs face extra difficulties as a result of their poor economic circumstances. A survey was performed from this perspective. A total of 51 Women Micro-entrepreneurs were surveyed. Women Micro-entrepreneurs are people who work in any type of business. The Challenges have been ranked and furnished in the following Table 2.

TABLE NO: 2 -Challenges faced by women micro-entrepreneur

PROBLEMS		No. Of Respondent	Percentage	Rank
Financial Problems	Limited Working Capital	26	51	I
	Poor Knowledge of financial management	21	41	II
	Ignorance about banking procedures & Formalities	4	8	III
	TOTAL	51	100	
Personal Problems	Lack of risk bearing capacity	26	51	I
	Lack of Self confidence	20	39	II
	Lack of initiative	5	10	III
	TOTAL	51	100	
Social Problems	Dual role in home and business	20	39	I
	Male dominance	10	20	II
	Lack of appreciation in the family / society	10	20	II
	Lack of social contacts	6	12	III
	Lack of confidence in women's ability	5	10	IV
TOTAL	51	100		
Raw Material Problems	Lack of continuous supply of raw materials	23	45	I
	Variations in raw materials prices	20	39	II
	Non availability of raw materials	8	16	III
	TOTAL	51	100	
Technological Problems	Lack of technological skill	24	47	I
	Poor knowledge of modern technology	14	27	II
	High cost of technological acquisition	13	25	III
	TOTAL	51	100	
Infrastructural Problems	Inadequate space of work	30	59	I

	Inadequate power supply	19	37	II
	lack of proper ventilation in work place	2	4	III
	TOTAL	51	100	

SOURCE: Primary Data

The Challenges faced by the respondents have been ranked according to their intensity, as shown in the table above. In some circumstances, women micro-entrepreneurs encounter all of these issues. Financial and societal difficulties are the most pressing concerns.

PROSPECTS OF WOMEN MICRO-ENTREPRENEURS

Knowledge is a benefit to mankind, whereas a person's lack of education is a curse nowadays. Women entrepreneurs have emerged and developed in India, and their overall contribution to the Indian economy is enormous. Women are entering historically male-dominated areas such as trade, industry, and engineering; therefore the involvement of women entrepreneurs in economic development is inevitable today. The industrial structure and businesses are undergoing significant transformations. The basic technique of doing business has been altered by information technology. Individually, owning a business gives women the independence they desire as well as the financial and social success they require. Business ownership is critical for future economic growth on a national level. Women are improving and leading the world at large. The businesses which have the best prospects for growth of women entrepreneurs have been furnished in the following Table 3.

TABLE NO: 3

Growth Prospects of women micro-entrepreneur

GROWTH PROSPECTS	NO OF RESPONDENT	PERCENTAGE
a. Catering	2	4
b. Pre-school	2	4
c. Ready-made garments	5	10
d. Beauty Parlor	12	24
e. Grocery Retail Outlet	2	4
f. Event Management	7	14
g. Making	1	2
h. Tailor	7	14
i. Aari designer	7	14
j. Retail Stores	2	4
k. Image Building Institution	0	0
l. Handicraft Based manufacturing unit	3	6
J. Organic product outlet (oils, veg)	1	2
TOTAL	51	100

Source: Primary Data

The following table shows that women's entrepreneurial activity has a wide range of growth potential. Women's entrepreneurship is on the increase in a variety of industries these days.

FINDINGS

- Women who enter into the world of business with the help of education and prior experience, among other things, this are the factors that enable women to enter the entrepreneurship world.
- This study found out the various challenges faced by women entrepreneurs in some circumstances are financial, personal, social and technological challenges.
- Women entrepreneur has a wide range of prospects in small business field and success in it.

SUGGESTIONS

- The government should provide better educational opportunities and programs for women.
- Every woman entrepreneur who is extensively involved in business affairs requires a suitable setting.
- Women's participation in decision-making should be encouraged.
- To increase the quality of government and financial institutions' services. The government should hold regular training sessions on new production processes, sales strategies, and other topics. Women vendors should be required to complete this training.
- The first big issue for rural women is money. As a result, the government can offer interest-free loans to female entrepreneurs.
- One of the most serious issues facing women is product marketing. Women's cooperative organizations can be formed here to obtain products from female vendors. They will assist them in selling their goods.

V.CONCLUSION

When it comes to starting a business, women entrepreneurs encounter a number of challenges. Aside from success, many businesses face failure since they must overcome numerous obstacles. Promoting micro-entrepreneurship among women is unquestionably a short-cut to rapid economic growth and development, not just at the start-up stage, but also as the business grows and expands. Micro-women entrepreneurs in Thiruvallur confront significant hurdles in training programs due to their socioeconomic background, which includes aspects such as business kind and style of operation. One method to do this is to promote women's entrepreneurship. As a result, there is a constant need for efforts to inspire, promote, and drive female entrepreneurs.

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MOVING FROM CASH TO CASHLESS ECONOMY: A STUDY CONDUCTED IN RURAL ASSAM

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ABSTRACT

Cashless economy is an economic system in which there is little or very low cash flow in a society and all financial transactions are done through electronic media. India had been preparing itself for going cashless since a long time. Reserve of India as well as Government of India was enlightening a number of steps to make India a cash free economy from time to time. Some of them include Electronic Clearing service (ECS), Real Time Gross Settlement (RTGS), National Electronic Fund Transfer (NEFT), National electronic clearing service and many more. Citizens of India especially in urban areas are already equipped with a number of electronic transaction modes and the demonetization drive of the Govt., when on 8th November 2016 it announced that the currency notes of Rs 500 and Rs 1000 are no longer legal tender accelerated the push to go from cash to cashless economy. It has boosted many other means of transacting financial transactions. This movement has shown remarkable result and more and more people are switching to digital modes of conducting financial transactions especially in urban areas. But in India where a majority of population is living in the rural areas, where there exists low literacy rate, less coverage of formal banking system, poor financial infrastructure, less trading and marketing activities etc., it has become quite difficult to implement the idea of cashless economy. This research paper aims to study the awareness level, acceptability, usage rate, and perception of rural population of Assam on cashless economy with special reference to selected villages of Chaiduar Development Block of Biswanath District. It also highlights the conceptual framework on cashless economy and the various Govt. initiatives undertaken for creating cashless economy in India. Moreover, it also seeks to highlight the challenges and opportunities that exist in making a cashless rural economy in India.

Key-words: Cashless Rural Economy, Economic System, Electronic Media, Demonetization, Legal tender

I.INTRODUCTION

Indian economy is one of the fast growing economies of the world. Despite of global turbulences of economic conditions, Indian economy has been focusing on development. In the recent past, significant developments have taken place in the Indian financial system, which has led to huge transformations and changes in the economy. One of such developments is the initiative of the Government to shift from cash to cashless economy. Though the government of India has been focusing on transforming from cash to cashless economy from many years, the actual movement started after demonetization which is aimed to extract liquidity from the system to unearth black money. The depletion in cash due to demonetization has pushed digital and e-transactions to the forefront and e-banking, e-wallets, and other transaction apps are becoming prevalent.

Indian economy has the intrinsic structure of rural and urban economic developments. But majority of it depends on rural economy, which is predominantly been a cash driven economy. Hence only when the digital payment methods would become an integral part of rural economic development, the digital initiatives could be considered as successful. In wake of the government initiatives for transformation towards cashless economy, and many private companies emerging in the space of digital transaction solutions like the E-Wallets, Mobile app solutions (UPIs), payment bank licenses issued by RBI, it is imperative that the market is gearing up towards more transparent and compliance based system, and of digital trends. For successful implementation of digital transactions and digital banking system, certain key processes that are very essential are net/mobile banking, more of e-commerce presence in rural segments, digital transaction solutions like the PoS solutions usage in merchandise, usage of plastic

currency etc. But the crux factor that has to be taken into consideration is about how effectively the system is adaptable in the rural segments of the country, considering the opportunities and challenges of cashless economy. In this research paper, the emphasis is on gaining insights on the opportunities and challenges that are envisaged in the digital payments system penetration in to rural segments.

II. REVIEW OF LITERATURE

Many research studies have been conducted on cashless economy and cashless payment system in the past few years. A brief review of some of such studies is given below:

Thomas Sheetal & Krishnamurthi G. (2017) in their paper explained that there is enormous potential that rural economy in India can become a cashless economy. The rural population is ready to learn it, with one person receiving benefit soon the rest of the village will follow. Keeping in mind the consumption patterns and the recent trends the government can plan for implementation of basic support system like, incentivizing the use of internet through free data and smart phones, distribution of laptops to students taking higher education in nearby towns. Another suggestion for making rural people is to create awareness about digital transactions and financial literacy among them by partnering with different educational and NGO's. It can make the cashless rural economy a reality from dream.

Goel Richa. et.al. (2019) in their study concluded that there is a long way for India to become a cashless economy. People still lack trust and confidence while using digital payment methods. A lot of development in the field of infrastructure is required to make the dream of Digital India a reality. There are many people who are still not aware about the cashless economy not only in India but outside of India. Government has faced a lot of criticism in the past from the public for the various plans implemented on the public. There are a lot of challenges in fulfilling the dream of digital India but in the long run cashless economy will help in growth and will bring a lot of benefits and opportunities with it.

Maurya, (2019) opined that e-banking and e-payment had opened the doors for cashless transactions earlier, but it was not well known. The online modes of payments made it possible to keep an eye on the people who have black money, but at that time, there was a lack of awareness, and people were not well versed with the technology, which was not successful from the government's position. This research analyzes India's cashless transaction system's growth pattern from the year 2006. With the full advantage of technology, there is a way for the government to introduce a new system into the market for modernization and quick payments remittances. The e-banking system also ensures the optimal use of banking services for better availability of funds for banks and customers. The author mentioned that communications networks would be responsible for the new modes of payments.

Gajjar Kiran N. (2019) in his study found that India is not completely ready for cashless economy as the respondents were not familiar with all the electronic payment facilities available and even if they knew, the usage of digital transactions boosted only after demonetization. They realize that the cost of going digital is high and hence expects incentives and discounts for using such electronic payment systems. Consumers and bankers believe security and tech knowhow to be made efficient for effective usage of digital transactions. The preparedness required to become a cashless economy are adequate literacy, strong security, internet facility and effective technical support.

Aggarwal Kartik. et.al. (2021) concluded in their study that the recent trends in technology and supportive Indian government are driving India toward a cashless economy. After demonetization, mobile payment services' popularity has significantly increased in India. Two types of amenities have been trending over the years, viz., wallet-based and UPI based platforms. The online pattern is generally stronger in metro cities, but the Indian government is focusing on extending the rural implementation to the urban environment. Presently government's focus is toward greater use of technology and consequent reduction in cash usage, which will lead to a decrease in corruption, reduce the flow of 'black money', and tracking taxable entries over time.

Thus many studies have been conducted in India on cashless economy and cashless payment system by various researchers. But till date no such study has been conducted on this aspect with reference to the particular study area. Hence the researcher has undertaken the present study.

OBJECTIVES OF THE STUDY

- To study the awareness level, acceptability, usage rate, and perception of rural population on cashless economy.
- To highlight on the conceptual framework of cashless economy
- To focus on the various Govt. initiatives undertaken for creating cashless economy in India.
- To highlight on the strengths, weaknesses, challenges and opportunities that exists in making a cashless rural economy in India.

III. RESEARCH METHODOLOGY

The research design adopted for the study is both descriptive as well as exploratory in nature. In this research both primary and secondary data have been used. Primary data have been collected from the villagers of Chaiduar Development Block of Biswanath District of Assam. For this purpose a sample survey has been conducted in Chaiduar Development Block of Biswanath District of Assam by taking five villages namely GadhariaPathar, Kauripathar, Hangrapathar, Bekijan, Sunariporia. From each village 20 respondents have been taken. Hence the total number of respondents for the study is 100, who are selected by convenience sampling method. The information have been collected through Schedule cum Questionnaire and Personal Discussion method from the respondents. Out of the 100 filled up Schedule cum Questionnaire 4 are rejected. Hence all the data analysis has been made on the responses of 96 numbers of respondents. Secondary data have been collected from the relative websites, journals, books etc. All the data collected have been properly classified, tabulated and represented through various types of diagrams such as pie diagram, bar diagram etc. For the purpose of data analysis, simple percentage method has been used.

SIGNIFICANCE OF THE STUDY

The study will help in creating a general awareness on cashless economic system among the masses as well as it will also highlight on the strengths, weaknesses, opportunities and threats of going cashless. It will help in analysing the effectiveness of cashless movement under studied block. Moreover it will play a very significant role in educating rural masses about cashless transactions. The study will also be an important piece of document to government which can use the information to strengthen the cashless campaign in rural India.

AN OVERVIEW ON CASHLESS ECONOMY

Concept of cashless economy

A cashless economy means an economic state whereby financial transactions are not conducted with money in the form of physical banknotes or coins, rather through the electronic representation of money. In cashless economy digital transactions like net banking, mobile banking, digital wallets, payment through debit cards and credit cards etc. are used to replace the traditional method of payments made via cash or coins. For promoting the cashless economic system in India the Digital India Programme has been undertaken by the Government of India, as a flagship programme with a vision to transform India into a digitally empowered society and knowledge economy.

Modes of digital payments

Cashless India is a great mission launched by the government headed by Prime Minister Narendra Modi to reduce the dependency of Indian economy on cash. The basic objective behind this initiative to

reduce the threat of black or counterfeit money. As part of promoting cashless transactions and converting India into cashless society, various modes of digital payments are available. These modes are:

Banking Cards: Banking cards include credit card, Debit card, and prepaid. Rupay, Visa, MasterCard are some of the example of card payments system. These cards can be used at PoS (Point of Sale) machines, ATMs, microATMs, Shops, wallets, online transactions, and for e-commerce websites. International cards can be used across globe for multiple currencies

Unstructured Supplementary Service Data (USSD): The innovative payment service *99# works on Unstructured Supplementary Service Data (USSD) channel. This service allows mobile banking transactions using basic feature mobile phone, there is no need to have mobile internet data facility for using USSD based mobile banking. *99# service has been launched to take the banking services to every common man across the country. Banking customers can avail this service by dialling *99#. Key services offered under *99# service include, interbank account to account fund transfer, balance enquiry, mini statement besides host of other services

Aadhar Enabled payment System (AEPS): AEPS is a bank led model which allows online interoperable financial transaction at PoS (Point of Sale / Micro ATM) through the Business Correspondent (BC) or Bank Mitra of any bank using the Aadhaar authentication. This system enables services like balance enquiry, cash withdrawal, cash deposit, aadhar to aadhar funds transfer, payment transactions.

Unified Payments interface (UPI): UPI is a payment system that allows money transfer between any two bank accounts by using a smart phone.

Mobile Wallet: A mobile wallet is a way to carry cash in digital format. An individual's account is required to be linked to the digital wallet to load money in it. Most of services such as balance enquiry, transaction history, pay money, managing profile etc are available here. Most banks have their own e-wallets and some private companies introduce such wallets e.g. paytm, freecharge, oxygen, jio money and many others.

Bank prepaid card: here, the user need to load money in advance on the card and spend money up to that limit. One cannot spend more money than the loaded money on the card.

Point of sale: A point of sale is a place where sales made. In broader scope it includes a mall, a city or a market. In narrow retailers consider a PoS to be the area where a customer completes a transaction, such as checkout counter. It is also called as a point of purchase. The most basic POS system consists of a computer, a cash drawer, receipt printer, a monitor, and an input device such as keyboard or scanner.

Internet Banking: Internet banking, also known as online 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.

National Electronic Fund Transfer (NEFT): National Electronic Funds Transfer (NEFT) is a nationwide payment system facilitating one-to-one funds transfer. Six settlements from 8 am to 1 pm on Saturdays.

Real Time Gross Settlement (RTGS): RTGS is defined as the continuous (real-time) settlement of funds transfers individually on an order by order basis (without netting). The RTGS system is primarily meant for large value transactions. The minimum amount to be remitted through RTGS is 2 lakh. There is no upper ceiling for RTGS transactions.

Electronic Clearing System (ECS): ECS is an alternative method for effecting payment transactions in respect of the utility-bill-payments such as telephone bills, electricity bills, insurance premium, card payments and loan repayments, etc., which would obviate the need for issuing and handling paper instruments and thereby facilitate improved customer service by banks / companies / corporations / government departments, etc., collecting / receiving the payments.

Immediate Payment Service (IMPS):IMPS offers an instant, 24X7, interbank electronic fund transfer service through mobile phones.

Mobile Banking:Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct different types of financial transactions remotely using a mobile device such as a mobile phone or tablet. It uses software, usually called an app, provided by the banks or financial institution for the purpose. Each Bank provides its own mobile banking App for Android, Windows and iOS mobile platform(s).

Micro ATMs:Micro ATM meant to be a device that is used by a million Business Correspondents (BC) to deliver basic banking services.

Factors motivating India for initiating cashless transactions:

Basically the idea for cashless transactions arises to overcome the problems faced in cash transactions. Under this system tax evasion will be difficult since it brings accountability and tax base will definitely be increased. Similarly it ensures ease of doing financial transactions because one can avoid the risk of carrying of huge cash or more withdrawals from ATMs since funds are transferred from one person to another in electronic mode very easily. It also helps in fighting against money laundering, criminal activities since such activities are carried out in cash and also control over drugs and human trafficking. Moreover cost of printing and circulating currency can be saved since printing currency also involves cash, ink cost, adding multiple security for which research and development requires.

Bottlenecks in the path of cashless movement

In India mounting inadequate infrastructure facilities has become one of the major barriers in the path of cashless economy. There are very less number of ATMs in the country. Country having population more than 121 crore, have only 114343 on-site ATMs , 97066 off-site ATMs and 5498311 point of Sale Terminals for the Month December 2021. These ATMs and POSs are mostly concentrated in the metro and urban areas. But in India more than 65% of the population is living in the rural areas. Rural economy is characterized by high reliance on cash transactions, low literacy rate, lack of savings habit among masses, poor infrastructure for availing financial services, less trading activities, lack of awareness regarding financial innovation, lower coverage of formal banking system, lack of digital literacy etc. In such circumstances it is very difficult to transform from cash to cashless economy.

GOVERNMENT INITIATIVES TO GO FROM CASH TO CASHLESS ECONOMY

The Government is taking various measures to ensure cashless economy in our country. Some of them are:

DIGISHALA- It is a TV channel broadcasting on DD Free Dish with the aim of imparting education related to the digital payment systems, various modes of payments and processes, especially to semi urban and rural people.

Digital SakshartaAbhiyan(DISHA)-Ministry of Electronics and IT has launched a new scheme entitled “Digital Finance for Rural India: creating awareness and access through Common Service Centres (CCSs)” under Digital SakshartaAbhiyan(DISHA). It is launched with the aim of enabling the CSCs to become Digital Financial Hubs, by hosting awareness sessions on Government policies and digital finance options available for rural citizens as well as enabling various mechanisms of digital financial services such as IMPS, UPI, Bank Pos machines etc. With an outlay of 65.625 crore.

VittiyaSakshartaAbhiyan (VISAKA)- It is initiated by the Ministry of Human Resource Development with the purpose to actively engage the youth/students of Higher Education Institutes to encourage and motivate all payees and payers to use a digitally enabled cashless economic system for transfer of funds.

Other incentives and measures-To accelerate the process of cashless transactions Government has announced a package of incentives and measures, which include

1. Government passed an amendment in the official gazette and prescribed that no Excise Duty on PoS Devices.
2. The Central Government Petroleum PSUs shall give incentive by offering a discount at the rate of 0.75% of the sale price to consumers on purchase of petrol/diesel if payment is made through digital means.
3. To expand digital payment infrastructure in rural areas, the Central Government through NABARD will extend financial support to eligible banks for deployment of 2 POS devices each in 1 Lakh villages with population of less than 10,000.
4. The Central Government through NABARD will also support Rural Regional Banks and Cooperative Banks to issue “RupayKisan Cards” to 4.32 crore Kisan Credit Card holders to enable them to make digital transactions at POS machines/Micro ATMs/ATMs.
5. Railway through its sub urban railway network shall provide incentive by way of discount upto 0.5% to customers for monthly or seasonal tickets from January 1, 2017, if payment is made through digital means.
6. All railway passengers buying online ticket shall be given free accidental insurance cover of upto Rs. 10 lakh. For paid services e.g. catering, accommodation, retiring rooms etc. being offered by railways through its affiliated entities/corporations to the passengers, it will provide a discount of 5% for payment of these services through digital means.
7. Public sector insurance companies will provide incentive, by way of discount or credit, up to 10% of the premium in general insurance policies and 8% in new life policies of Life Insurance Corporation sold through the customer portals, in case payment is made through digital means.
8. Public sector banks are advised that merchant should not be required to pay more than Rs. 100 per month as monthly rental for PoS terminals/Micro ATMs/mobile POS from the merchants to bring small merchant on board the digital payment eco system.
9. No service tax will be charged on digital transaction charges/MDR for transactions up to Rs.2000 per transaction.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Respondents Demographic Profile

Variable	Characteristics	Frequency	Percentage
Gender	Male	75	78
	Female	21	28
Age group	20-30 yrs	17	17.8
	31-40 yrs	35	36.5
	41-50 yrs	32	33.3
	51-60 yrs	12	12.5
Education	Post Graduation	3	3.1
	Graduation	17	17.7
	10+2	24	25
	Matriculation	22	22.92
	Illiterate	30	31.25
Profession	Farmer (agriculture, tea gardener)	45	46.87

	Government Servant	10	10.41
	Student	4	4.17
	Private Sector Employee	2	2.08
	Housewives	7	7.29
	Daily Wage seekers	17	17.70
	Others	11	11.45
Monthly Income(In rupees)	No income	11	11.45
	Less than 5000	17	17.70
	5,000-10,000	20	20.83
	10,000-20,000	15	15.62
	20,000-30,000	19	19.79
	More than 30000	15	15.62

Source: Field Survey, September,2021.

INTERPRETATION: Majority of the respondents (78 %) are male AND A LARGE PERCENTAGE OF THE SAMPLE UNITS (31.25%) are illiterate 22.92% of the respondents are up to matriculation and maximum 46.87% respondents are farmers. Monthly income of the respondents is a factor which directly affects the cash and cashless payment which they made. It is found that a 20.83% of the respondents have monthly income of Rs.5000 to Rs.10,000 and there is a section of the respondents who don't have income at all which basically comprises of housewives and students.

Table 2: Types of bank accounts of respondents

Description		Frequency		Percentage
Savings	Normal	25	26	68
	Under Jan Dhan Yojana	40	42	
Fixed Account		10		10.4
Loan Account		6		6.3
No Bank Account		15		15.7

Source: Field Survey, September,2021.

INTERPRETATION: Majority of the respondents (65 %) have savings account out of which 42 % have opened it under the Jan Dhan Yojana Scheme, whereas 15.7% of the respondents has no account with any bank.

Table 3: Awareness among respondents on cashless Transactions

Description	Frequency	Percentage
Yes	66	68.75
No	30	31.25

Source: Field Survey, September, 2021.

INTERPRETATION: Majority of (68.75%) the respondents are not aware of cashless transactions. They have heard about it but do not know how to transact, available various mode of cashless transactions etc.

Table 4: Respondents Preference over Mode of Transactions

Description	Frequency	Percentage
Cash	69	71.9
Cashless	27	28.1

Source: Field Survey, September, 2021.

INTERPRETATION: Majority of the respondents (71.9%) prefer cash transactions.

Table No.5: Usage of Cashless Mode by the Respondents

Description	Frequency	Percentage
Regularly	Nil	0
Sometimes	21	21.9
Rarely	45	46.9
Never	30	31.2

Source: Field Survey, September, 2021.

INTERPRETATION: Only 21.9% of respondents are of the view that they sometime opt for digital transactions and majority (46.9%) of the respondents very rarely use cashless mode of transactions.

Table 6: Preference of Respondents on various cashless modes of transactions

Cashless Mode	Frequency	Percentage(out of 66)
Cheque	25	37.8
Demand Draft	8	12.1
Online Transfer	3	4.6
Debit Card	26	39.4
Credit Cards	0	00
E-wallets	4	6.1

Source: Field Survey, September, 2021.

Note: Out of 96 respondents only 66 respondents have used cashless modes of transactions. Hence, total number of frequency (66) is less than total number of respondents (96).

INTERPRETATION: Majority of the respondents (39.4%) prefers debit card followed by cheque (37.8%). Only a small % of the respondents (12.1%) prefers demand draft or E-wallets (6.1%) and no respondent has shown preference for credit card.

Table 7: Reasons for Non- preference of Cashless Mode

Description	Frequency	Percentage
Lack of Knowledge to conduct digital transaction	89	92.7
Don't have Smartphone	47	48.9
Do not know how to operate Smartphone properly	52	54.2
Lack of Availability of PoS/swap Machine	55	57.3
Not Secured	81	84.4
Internet Problem	7	7.3
Chances of Making Mistakes	40	41.7
Any Other	00	00

Source: Field Survey, September, 2021.

N.B: Respondents have given multiple responses.

INTERPRETATION: Majority of the respondents (92.7%) do not prefer cashless mode of transactions due to lack of knowledge to conduct digital transaction. They (84.4%) also don't have faith on digital transactions. The other reasons for not preferring the cashless modes are lack of availability of swap

machine(57.3%), followed by the fact that the respondents do not know how to operate smart phone(54.2%), they don't have smart phone(48.9%),fear of making mistakes(41.7%),internet problem(7.3%)etc.

FINDINGS OF THE STUDY

1. Illiteracy is mounting in rural areas of our economy. Lack of income generating activities, solely depending on agricultural activities weaken the path of development of rural India.
2. Deprive from formal banking sector is yet another common feature in rural India. A lion's share of people in rural areas still does not have bank accounts. Though the Jan Dhan Yojana initiated by Modi government is arresting this issue, but it has far away to go.
3. Rural masses have just only heard about cashless transactions. They do not know what exactly cashless system is or the various modes of transacting digitally.
4. Many factors act as barriers in cashless rural. Lack of financial service platform, less number of Point of Sale (PoS), illiteracy etc. is not allowing rural to become a cashless society. Even well educated people fear adopting cashless medium as they think there is high risk factor.
5. Smart phones have captured the rural areas largely. People are using android, but when thing is to transact via smart phone, they fear. The cheque system is the only mode of going cashless here. Moreover they use ATMs only for withdrawing money.

SWOT ANALYSIS ON CASHLESS ECONOMY

<p>STRENGTHS</p> <ul style="list-style-type: none"> • A planned strategy. • Financial inclusion. • Ease of doing financial transactions • Increased tax base. • It will lead to slim wallets as people need not carry hard cash • Printing costs of paper notes, coins and cost on maintenance of paper currency can be eliminated 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Customers' preference and trust for cash payment system. • Absence of E-illiteracy. • Untapped Smartphone market specially in rural areas. • Lack of technological infrastructure. • Sluggish economy.
<p>OPPRORTUNITIES</p> <ul style="list-style-type: none"> • Curbing black money • Ease in Tax collection • Only payment in white money will lead to the end of corruption. • Going cashless will ensure a proper check on bank accounts 	<p>THREATS</p> <ul style="list-style-type: none"> • Threat of cyber-crimes like loss of database, data encryption. • Cash is considered the most convenient and fastest means of payment by rural population. • Difficult to gain trust and faith among rural Indians as there are constant ups and downs in the economy.

LIMITATIONS AND FUTURE SCOPE OF THE STUDY

Due to time and cost constraints only a limited number of respondents have been selected from a particular locality of Chaiduar Development Block of Biswanath District of Assam, which may not be a true representative of the whole population and therefore, the results of the study may not be generalized to the entire State vis-à-vis the whole country . Hence the study can be extended to cover other areas of Assam as well as the other parts of the country. Moreover, the present study may also be used by other researchers who want to conduct research on cashless economy .The study will also be an important piece of document to government which can use the information to strengthen the cashless campaign in rural India.

V.SUGGESTIONS AND CONCLUSION

In India the rate of penetration of digital modes of transitions is still very low, but there is enormous potential that rural economy in India can become a cashless economy. In terms of capitalizing on the opportunities, it is very essential that the solutions has to be more robust and following are certain suggestions that has to be in force for effectively implementing the digital payment solutions across the rural sector

- 1) Banks and NGOs should actively participate in the process of digital literacy, especially in rural areas. They should organise awareness programme on cashless transactions, benefits and importance to have a cashless nation, and the bundle of ways how they can access to cashless nation even through a simple android mobile. Moreover steps should be taken for people who are in informal sector of the economy to bring within the purview of financial system.
- 2) RBI has set up various financial centres in urban and semi-urban areas. They should more actively engage in financial literacy process.
- 3) Small retailers should establish PoS terminals in the rural market so that payments can be made via debit card/credit card. Moreover banks should concentrate on establishing more ATMs on rural areas too.
- 4) Banks should induce more terminals, intent to enhance the reach of internet.
- 5) Post offices, Panchayat offices and even the Block offices should organise awareness programme on cashless transactions.
- 6) Government should go for excessive promotion through radios, newspapers, TVs etc.
- 7) Mobile seller should not drive by the profit motive only. They should teach masses on various cashless wallet apps, their installation process on mobiles and laptops etc.
- 8) Steps should be taken to eliminate illiteracy in rural areas via providing free education, giving vocational training facilities, empowering educated teachers. NGOs, teachers, professors, and other educated person should more positively participate in this regard.

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THE IMPACT OF DIGITAL ADVERTISING ON CONSUMER BEHAVIOR

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Abstract

Today, businesses and brands leverage a variety of media channels and offers to consumers to promote their products and services, differentiate themselves from competitors, and increase consumer preference. Technological advancements create new mediums through which consumers can obtain a variety of different types of information. Prior to purchasing products and services, consumers can read product reviews, conduct price and feature comparisons between products via the digital context, and then make an informed purchase. Today, digital advertising is a cutting-edge, rapid, and remarkable method of generating purchase desire through the use of various and varied offers via advertisements. The primary objective of this study is to examine consumer behaviour toward digital advertising, which are rapidly advancing in today's world of advertising, and to investigate the factors that influence how digital advertisements affect consumers. The data were collected via an online questionnaire with a sample size of 150 people, and the data were analysed using SPSS. Marketing managers can use these attribution concepts to determine the impact of advertising on consumer behaviour and to optimise their advertising strategies. The findings of this study demonstrate how consumers feel about digital advertisements and their impact on consumer purchase decisions.

Keywords: Digital advertising, Technology, Consumer Behaviour, Purchase decision.

I.INTRODUCTION

Technological advancements are altering marketing, transforming the media environment, and, in some ways, redistributing consumer power. To reflect these developments, the integrated marketing communications (IMC) model was recently revised to include customer-centric IMC (Bruhn and Schnebelen, 2017). Nonetheless, implementing a customer-centric strategy has long been a conundrum in advertising. A significant difficulty for advertising is "capturing consumers' attention in the face of a rapidly changing technological world and reaction against perceived advertising overkill" (Perlberg, 2016). Advertisers are compelled to use interruptive formats such as pop-ups and in-stream videos to garner attention as well as highly personalised information based on personal identity and browser history (Doorn and Hoekstra, 2013). While these tactics raise awareness of advertising, they may be detrimental to buy intent owing to heightened perceptions of intrusiveness (Belanche, 2019), accelerated advertisement avoidance (Kelly et al., 2018), and therefore lower purchase intent (Goldfarb and Tucker, 2011). This is most definitely not customer-centric marketing communication. While marketers often feel that increased attention results in increased effectiveness, the relationship between attention and advertising performance has remained ambiguous. While attention is negatively associated with brand attitude (Goodrich, 2011), previous research indicates that advertising messages with limited attentional resources may still have a positive effect due to specific features, such as the emotional word in an ad headline (Nielsen et al., 2010) and the colour composition of the ad's central image (Nielsen et al., 2010). (Wedel and Pieters, 2015).

The quick and broad use of the internet and social media has altered business perceptions, brand communication, and consumer purchase behaviour. Consumer reactions and buying choices are influenced by new advertising forms. In today's consumer environment, an increasing number of

customers get information and fulfil other criteria online and begin to realise their wants more swiftly. New technical advancements provide marketers and advertising with new distribution channels. Parallel to technology advancements, digital advertising has evolved significantly over the years, to the point that it is now employed in nearly every area.

Digital advertising is an efficient technique to reach targeted customers with promotional personalised goods and relevant marketing messaging. Digital advertising is critical for influencing customer preferences, developing a good consumer attitude, and influencing their buying choices about the products/services advertised. Digital advertisements are becoming more attractive as marketing communication tools for reaching targeted customers in a variety of methods and places. Not only does digital advertising include search and display adverts, but also any sort of marketing communication conducted through the web, social media, and/or mobile technologies (Takemura,2012). Advertising have a significant impact on how customers behave and feel about the items featured in the advertisements.

Advertisements not only modify the manner a product is consumed by the consumer, but also impact their attitude about the product. Advertisements have a significant impact on consumer attitudes and behaviour. Attitudes and behaviours toward purchases are impacted by a range of commercials that encompass product assessment and brand awareness (Rai,2013). As the advertising format environment evolves, marketers and advertisers must gather insight into which forms of advertising are most effective at reaching and acquiring customers.

Digital Advertising Concept

Digital advertising is a kind of promotion that makes use of the internet to distribute marketing messages in order to attract clients (Kim, Park, et al., 2012). According to Miller (2012), digital advertising comes in a variety of forms and utilises a variety of technologies. Digital advertising may include video, animation, and music and is at least as engaging as traditional television advertising. Due to the increased use of digital tools and networks by consumers today, digital advertising is the most effective method of reaching and influencing them. Digital advertising has many unique characteristics and benefits: (Gao, Sheng et al, 2013).

- Because digital advertising enable two-way contact between marketers and users, they are more successful.
- Digital advertising establishes a direct link between consumers and goods.
- Digital marketers may employ client targeting approaches to promote both static and dynamic advertising selection, representation, and display.
- Another distinguishing aspect of digital ads is that they are worldwide accessible and available 24 hours a day, 365 days a year.
- Due to the online nature of digital ads, they are quickly transported, shown, maintained, and updated.
- Digital advertisements are incredibly monitorable and evaluable.

Our research is about digital advertising, which is widely described as advertising that occurs via digital media, such as branded material on social media platforms and messaging from businesses through blogs, Facebook posts, or sponsored tweets (Rodgers and Thorson, 2018). To get a better understanding of low-attention processing, we examine two low-attention states: divided attention (DA), in which individuals process many advertisements concurrently, and incidental attention (IA), in which the advertisement is

not the centre of attention. We quantify the impact of low-attention advertising on expressed preferences, namely brand consideration and brand choice. A brand consideration set is a collection of all brands that a customer considers at a certain decision occasion (Roberts and Nedungadi, 1995). Brand consideration eliminates alternatives in a particular consumption circumstance, often limiting the set to one to seven brands (Trinh, 2015), and is commonly utilised in advertising research (Priester et al., 2004). Brand contemplation and selection may be sensitive to both conscious and subconscious influences of attention and hence provide a more accurate measure of advertising performance than sales statistics, which may be skewed by non-advertising factors (Wright, 2016). Given consumers' limited cognitive resources, including consideration sets into the choosing process helps to better explain their choices (Shocker et al., 1991). Low-attention effects may also have an influence on brand consideration, since accidental exposure to advertising reduces retrieval of competitor brands, hence increasing the promoted brand's accessibility.

Brand assessment is a function of brand utility, and consumers make choices based on perceived key features (Nedungadi, 1990) or on environmental inputs and information recovered from memory (Lee, 2002). These inputs work as retrieval cues for the brand by amplifying the brand node's activation power in memory (Anderson and Bower, 1974). According to this approach, the customer deliberates over the brands included in the consideration set before making a final selection (Shocker et al., 1991). An alternate view known as hedonic-marking of processing fluency postulates that when cognitive resources are few and little information can be gleaned from the brand message, consumers prefer to depend on their emotions as a source of judgment-relevant information (Schwarz et al., 1991). Thus, in the scenario of low-attention processing, when brand information encoding is limited and brand cognitions are absent, consumers will more likely make a final decision based on emotion rather than brand cognitions. For numerous reasons, we chose Twitter as the media setting for the research. Twitter is a prominent microblogging network with over 152 million daily active users globally (Clement, 2020). To begin, Twitter is a low-attention environment for advertising. Daily, over 500 million tweets are sent, with 92 percent of businesses tweeting several times and 19 percent tweeting up to ten times daily (Clement, 2020). Second, no extra considerations are necessary to minimise clutter or intrusiveness, since branded tweets seem to be regular tweets and may therefore be simply disregarded by study participants, eliciting no negative effect. Third, since branded tweets are constantly short and straightforward, their effects are unaffected by variances in how stimuli are presented.

Types of Digital Advertising

Digital advertising formats are continuously evolving in today's digital world, and they target customers in a variety of ways. Although digital advertisements come in a variety of forms, the most fundamental and popular five are addressed below.

Banner Advertising

Banner advertising is a kind of digital advertising that is served via an ad server. Banners are advertisements that are embedded inside a web page. The purpose of banners is to drive visitors to a website by connecting to the advertiser's website. There are several banner applications, and they may be static, animated, or interactive. Banners are distinguished by the fact that the outcomes of marketing campaigns may be tracked in real time and can be customised to the viewer's interests. Banner advertisements provide a number of benefits. They are often more affordable than more conventional means of advertising. Second, when a customer clicks on an advertisement, the consumer's web browser is sent straight to the advertiser's web sites, which may include a range of items and services (Li & Bukovac, 1999). According to several studies (Briggs & Hollis, 1997; Luo, Cook, & Karson, 2011), some styles of banner advertising increase brand recognition. Drèze and Hussherr (2003) find that even while click-through rates (the proportion of times an ad is clicked divided by the % of times it is shown) are

low and consumers often avoid looking directly at banner advertising, commercials nevertheless have an influence on brand knowledge and recognition. Briggs and Hollis (1997) asserted that exposure to banner advertisements for clothes boosts both the attraction and perceived worth of the clothing brand. Additionally, consumers say that they are more inclined to hunt for the brand the next time they purchase for a similar product. These studies indicate that banner advertisements may have an effect on customer perceptions. (Flores, Chen & Ross, 2014).

E-Mail Marketing

E-mail marketing communications are sent in a variety of ways – such as a web page in the mail box, a product catalogue, or a newsletter – and, depending on the format selected, the e-retailer may add a variety of interactive elements and hyperlinks to maintain potential consumers' interest. Sustaining attention or "engagement" with an e-mail message seems to be the most successful approach, followed by personalisation, interactive elements, and linkages to online sites. In comparison, the spoken content, particularly the body copy, seems to be less critical for email marketers that choose for a catalogue strategy, in which the body copy is often limited to a short description of each product. Personalization also has an effect on the look and feel of email marketing communications. While some shops create short, snappy, anonymous promotional messages with the intent of eliciting a quick reaction, others create lengthy, sophisticated, sender-identified communications with the intent of engaging the potential client in a more engaging engagement. (2012) (Chadwick & Doherty). Email marketing is a powerful tool for establishing and maintaining tighter ties with customers. Companies swiftly communicate information about their services, newscasts, and proposals to current and prospective consumers and get consumer feedback on the new product development process (Chaffey et al., 2003, Pavlov 2008).

Social media platforms have emerged as a new venue for internet advertising. Businesses may get increased notoriety for their goods and brands via the products and brands of network users and through the advise of friends by using more than viral marketing (Zuckerberg, 2007). With the growth of social media advertising, marketers are establishing more personal connections with their consumers. Numerous social networking sites enable users to customise their interests and information, segmenting them for marketers. Social media enables businesses to maintain timely and direct touch with their customers at a lower cost and with a better degree of efficiency than is possible with more conventional communication platforms. As a result, social media is significant not just for major international corporations, but also for small and medium-sized businesses. Businesses are use social media not just for digital advertising and marketing, but also for customer service concerns, innovation ideas, and consumer engagement. There is tremendous variation among the many forms of social media, which include blogs, social networking sites, and content communities. User-generated content is a critical mechanism through which consumers express themselves and engage with one another online; it is both the product of social interaction and the object around which social interaction happens. User-generated content takes in a variety of formats, including Twitter tweets, Facebook status updates, and YouTube videos, as well as product evaluations and adverts created by consumers. Notably for marketers, a significant amount of user-generated material across many media is brand-related and has the ability to affect consumer brand perceptions. Understanding these distinctions is critical for marketers concerned with the co-creation of their brands across several social media platforms (Smith, Fischer & Yongjian, 2012).

Mobile Advertising

The fast adoption of all types of mobile devices, advancements in mobile technology, and increased mobile penetration have resulted in the creation of new delivery platforms for marketers and advertisers. Consumer adoption of digital mobile telecommunications has been quicker than that of the Internet in the majority of nations. New mobile apps and services for mobile phones have evolved and are already being utilised by marketers. These include multimedia messaging (MMS), gaming, music, and digital photography. Short Messaging Service (SMS) has grown more significant as the usage of mobile devices grows. SMS texts were the primary mode of communication for mobile marketers. The primary drawback

of SMS is that it is limited to 160-character text messages, while MMS messages may incorporate images or video clips. Nonetheless, both SMS and MMS channels have the potential to positively impact customer brand connections. Mobile advertising is often seen as obtrusive, despite the fact that relevancy and additional value (e.g., discounts or special offers) may boost customer acceptability. Consumers carry their mobile phones practically everywhere, which presents marketers with new chances. This is advantageous for marketers as well as customers. It has been proposed that when customers use mobile services or get mobile advertising messages, they perceive value in terms of time and location consumption. For instance, with location-based mobile services, the precise position of a single customer at any one moment may be determined, and contextually relevant mobile advertising can provide value for the consumer (Merisavo et al,2007, Bauer et al, 2005).

Due to the growing penetration rate of mobile phones, the usage of mobile devices to provide marketing for goods and services has increased. Mobile advertising is the sending of a message about goods, services, or views through mobile devices for promotional reasons (Li and Brian, 2007, Yang, 2007). Mobile advertising is interactive and may be targeted to a specific person. Given the very personal nature of the mobile phone, which enables an individual to be evaluated practically at any time and from any location, mobile advertising must be increasingly individualised and take on a variety of forms. Wireless marketing may be permission-based, incentive-based, or location-based, depending on the strategic application. Permission-based advertising is distinct from conventional advertising in that it sends messages about particular goods, services, or information to only those who have expressly stated their desire to receive the message. When consumers are interrupted by an advertising, they often disregard the message. Individuals that consent to receive marketing and campaigns earn special cash advantages (Chowdhury, et al, 2006, Tsang, Ho & Liang, 2004).

Mobile advertising's popularity and relevance have grown fast as a result of the continued growth of mobile technologies and the high penetration rate of mobile handhelds. Due to various intrinsic properties of mobile phones, such as being "exceptionally personal," "always on," "always connected," and "always with the user," mobile advertising is unique in terms of building direct, pervasive, and customised connections with consumers. Due to its relative freshness, distinctive characteristics, and expanding financial potential, mobile advertising has piqued the attention of practitioners and scholars alike. (2012) (Varnal et al.)

Advergaming

Branded entertainment is growing in popularity as conventional advertising forms lose effectiveness. Advergames are digital games created particularly to serve as ads for businesses, services, or goods. Advergaming is described as the practise of using interactive gaming technology to communicate with customers through integrated advertising messages (Cauberghe&Pelsmacker, 2010, Chen & Ringel, 2001). Advergaming is a kind of branded entertainment that encompasses both the incorporation of a brand into the gaming environment and the development of more intricate virtual experiences incorporating that brand (Wallace & Robbins, 2006). The majority of advergames, which are produced particularly to promote a company's brand or goods, are built with the primary goal of establishing positive customer associations with the game and the brand. Advergames research has shown an overall beneficial effect of playing the game on brand behaviour (Waiguny, Nelson &Marko, 2013). Online advertisement games are referred to as "immersive advertising" by industry professionals, and they are getting more popular as internet connection becomes more accessible. These interactive brand-centered games help to reinforce a brand's image and may be customised for certain target groups, such as age and gender (Mallinckrodt & Mizerski, 2007). Firms use advergames, which are often customised, for the sole purpose of advertising their brands, and they may also be accessed through their corporate or brand websites. Customers are captivated and retained by the gaming setting, and as a result, good relationships and sentiments developed via game play should transfer to the sponsored brand (Okazaki & Yagüe, 2012).

When compared to other sorts of websites, games are less vexing, which is why users use them for fun, social interaction, social relationships, and leisure.

Consumer Behaviour

Consumer behaviour is the study of how, why, and where individuals purchase or do not purchase items. It is a synthesis of psychological, sociological, social anthropological, and economic concepts. It examines consumer attributes like as demographics and behavioural data in order to have a better understanding of what people desire. The study of customer behaviour is centred on consumer purchasing behaviour, with the customer assuming three separate roles: user, payer, and buyer. Relationship marketing is a powerful tool for customer behaviour analysis since it is invested in rediscovering the underlying purpose of marketing via reaffirmation of the customer's or buyer's value. Additionally, client retention, customer relationship management, personalization, customization, and one-to-one marketing are given a higher priority. Social functions may be classified into two categories: social choice and welfare.

All of these previous research imply that gadget use may have an effect on a variety of characteristics of consumer behaviour. As a result, the authors hypothesised that the kind of device used for online search would alter consumers' proclivity to click on the top paid search advertisement, as well as their sensitivity to changes in the position of paid search advertisements.

Predilection for clicking on the top Advertisement for Paid Search Costs associated with search have a significant influence in understanding customer behaviour (Seiler, 2013). Economic theory distinguishes two kinds of search costs that have an effect on search behaviour: external and cognitive search costs. External search costs refer to the resources that customers spend in searches, such as the monetary expenses associated with information acquisition or the opportunity costs associated with time spent acquiring information. Cognitive search expenses refer to the mental effort customers exert to guide their search. The internet search environment offers a conduit for external search that considerably cuts search expenses (Chiang, 2006). Therefore, in the context of internet searching, the term "search cost" refers mostly to cognitive expenditures.

Previous research has shown that screen size is a significant predictor of cognitive expenses associated with internet searches. A tiny screen lacks the necessary room to show information and may result in data chunking (Chae and Kim, 2004; Ghose et al., 2012). When compared to a big screen, a tiny screen needs users to scroll more often to receive the same amount of information (Sweeney and Crestani, 2006), imposing a greater cognitive cost on customers. Users with a smaller screen must additionally recall the content and context of previously seen search engine results pages due to information chunking (Ghose et al., 2012), which results in increased cognitive costs. Consumers are less inclined to explore on mobile devices due to the increased search costs associated with smaller displays (Chen, Ma, and Pan, 2016). According to statistics, smartphone users spend an average of 20 seconds less time viewing the search engine result page than desktop users (Song, Ma, Wang, and Wang, 2013). Due to the fact that various devices have varying screen widths, the researchers speculated that customers' proclivity to click on the top sponsored search advertising would vary by device.

II.LITERATURE REVIEW

Numerous studies have examined the factors that influence click-through rates in paid search advertising (e.g., Jeziorski and Segal, 2015; Kim, Qin, Liu, and Yu, 2014; Richardson, Dominowska, and Ragno, 2007; Wang, Bian, Liu, Zhang, et al., 2013), with a particular emphasis on how the click-through rate varies with advertisement position. Using a variety of various methodologies and datasets, these research

consistently discovered that click-through rates decrease as advertising placements in the paid listing go from top to bottom (Agarwal et al., 2011; Ghose and Yang, 2009; Rutz et al., 2012; Rutz and Trusov, 2011). However, none of the available research has examined in detail if and how the advertising location impact varies depending on the device used by consumers to do online searches.

In comparison, a growing corpus of research has explored the impact of mobile devices on many elements of consumer behaviour in various settings of nonpaid search advertising. According to one research, customers place a higher value on things while purchasing on a mobile device since the touch interface boosts the user's notion that they already own the object (Brasel and Gips, 2014). Another research discovered that although desktop use elicits instrumental objectives, which may result in a preference for utilitarian items, tablet use elicits experience goals, which may result in a preference for hedonic products (Liu and Wang, 2016).

Even more intriguing is the association between meal orders and smartphone use that has been documented. Consumers prefer to purchase less-healthy meals through smart phones since their orders are less likely to be seen by others; users are therefore less concerned with what other people think of their order (Benartzi, 2017). A more recent research found that tablet use may result in more casual browsing, which can result in more impulsive purchases and a larger selection of purchases (Xu, Chan, Ghose, and Han, 2016). Additional research indicates that mobile users are more likely to engage in straightforward decision-making activities and shop for items for which they have a purchasing history (Maity and Dass, 2014; Wang, Malthouse, and Krishnamurthi, 2015).

All of these previous research imply that gadget use may have an effect on a variety of characteristics of consumer behaviour. As a result, the authors hypothesised that the kind of device used for online search would alter consumers' proclivity to click on the top paid search advertisement, as well as their sensitivity to changes in the position of paid search advertisements.

Statement of the Problem

Digital advertising, which has recently been used by all businesses due to its accessibility and wide coverage over traditional media, appears to be the most recent means of advertising given the increasing online world and the increasing trend of people using the internet for shopping and searching. It's now up to us to see whether the digital advertising is as successful as conventional advertising. Is the internet a factor in people's purchasing decisions?

Scope of the study

As businesses strive to improve the acceptability of their advertising among consumers, we believe it is critical to determine if customers are more accepting of marketing on sites they are acquainted with or like, such as blogs and communities, than on sites that are not specifically targeted. As a result, some organisations are using more targeted advertisements in order to accomplish their objectives, and we will investigate this topic in connection to opinions toward personalised commercials. Furthermore, past studies have failed to reach an agreement on whether men and women vary in similar situations. The majority of blogs and communities are started by individuals with a particular purpose in mind. Some websites are more popular with men than women, while others are more popular with both sexes.

Objectives of the Study

1. The purpose of this research is to examine the impact of digital advertising on consumer buying behavior.
2. To establish a link between digital advertising and customers' buying behaviour.
3. To evaluate an examination of the link between consumer buying behavior and purchase decision-making..

III.METHODOLOGY

The factors used to assess respondents' attitudes about digital advertising were collected from similar, prior research and adapted to the purpose of this study. On a five-point Likert scale ranging from 1 (strongly disagree) to 5, respondents were evaluated (strongly agree). To assess consumer behaviour about digital advertisements, a 22-item scale was developed from past research (Brackett & Carr, 2001; Ducoffe, 1996, Elliot & Speck, 2005, Yang 2004, Mehta,2000). The scale included indicators for informativeness, irritation, customisation, and motivation for digital advertisements. Informativeness was described as the capacity to deliver required information to target consumers in order to assist them in making more informed judgments. The items used to assess informativeness were derived from earlier research (Ducoffe, 1996, Elliot & Speck, 2005, Ranganathan & Ganapathy 2002). Annoyance is another factor that affects behaviour toward internet advertising, and the items used to measure annoyance were derived from earlier research (Ducoffe, 1996). Customization elements were based from Xu's (2006) scales.

Data Collection and Sample

The study results were gathered using an online questionnaire administered to a random sample of 150 respondents. The data for this research were gathered through a survey. A total of 22 characteristics were quantified using a questionnaire. The first section of the poll addressed respondents about the elements that influence digital advertising and their responses to purchasing choices. The second section of the poll inquired about respondents' demographics and other personal information. To begin, a pilot test with 30 questionnaires was undertaken to pretest the questionnaire. SPSS software was utilised to evaluate the study data.

IV.RESULTS AND ANALYSIS

In order to understand the consumer preferences and effects of consumers' purchase decisions by digital ads, online surveys was conducted in March 2021. 150 respondents participated in the online survey. The study was designed to investigate the effects of digital ads. The demographic characteristics were measured in terms of gender, age, education and income level. Table 1 presents the demographic profile of respondents in this study. Out of 478 usable surveys, 53,8% of the sample was female and 46,2% of the sample was male. 43,5% of the sample was between 29-40 years old and more than half of the respondents who answered the survey indicated education as university degree (52,1 %). According to the income level distribution, 64 % of respondents have monthly income between 1000-4999TL.

Table 2: Reliability and Convergent Validity

Variables	Items	Means	SD	Item Loading	CR	AVE	Cronbach's
Informativeness	4	4.152	0.434	0.81-0.91	0.890	0.669	0.789
Annoyance	3	3.104	0.675	0.83-0.92	0.787	0.672	0.842
Motivator	3	3.201	0.775	0.79-0.89	0.786	0.672	0.923
Customization	4	4.323	0.878	0.86-0.91	0.830	0.647	0.885
Informativeness	5	3.232	0.897	0.80-0.93	0.786	0.672	0.923

The highest probability factor loadings indicated that the underlying structures were legitimate, which was significant (Wixom and Watson, 2001). As a result, all factor loadings were more than 0.5 and were highly significant (p.001). Discriminant validity refers to the fact that each latent variable represents a distinct notion (Scott and Robert, 1998). This was determined by correlating the object's loading to its cross-loading factor on other variables. Each factor's load was greater than its cross-load on unintended variables (Henseler and Chin, 2010). Discriminant validity was further confirmed by the fact that the similarities between the variables were less than the square root of the corresponding AVE, as seen in Table 3's diagonal values. 1981 (Fornell and Larcker).

Table 4.1: Demographic Variables

SL. No	Particulars	Classifications	Frequency	Percentage
1	Gender	Male	63	42%
		Female	87	58%
2	Age	18-25	25	16.7%
		26 - 35	52	34.7%
		36 - 45	27	18%
		46 - 55	46	30.7%
3	Education	Primary School	3	2%
		High School	79	52.7%
		University	53	35.3%
		Graduate	15	10%
4	Income Level	Below 999 TL	15	8%
		1000-2999 TL	20	16.7%
		3000-4999 TL	30	34.7%
		5.000-6999 TL	27	18%
		7000 and above	36	30.7%
		Total	150	100%

In this study, respondents were asked to mention the categories that digital ads prompt to unplanned purchases. The results of the analysis for the top categories of product/service that are purchased by consumers after they got /saw digital ads are different for female and male consumers.

Female consumers stated that they make unplanned purchases mostly for fashion/ apparel items, cosmetics and discount coupons. Male consumers stated technological products, food and tickets for sport and entertainment.

Respondents were asked to list the most effective contents that digital ads lead them to make unplanned purchases. These contents are; Real-time offers (34,7%), Price Discounts (28,8%), Location-based campaigns (19,2%), Customized e-mails and SMS (17,3%).

TABLE 2: Shows the correlation coefficient matrix between the study variables

Variables	Informativeness	Annoyance	Motivator	Customization
Informativeness	1			
Annoyance	.391**	1		
Motivator	.327*	.314*	1	
Customization	.027	.438**	.291	1

*correlation is significant at the 0.05 level (1-tailed) **correlation is significant at the 0.01 level (1-tailed)

A Pearson R correlation statistical technique was used to find the relationship between online accessibility and consumer buying behaviour among cadets of the Nigeria police academy. The result and correlation coefficient is shown in table. From Table 2 above, it is observed that there is a significant relationship between online accessibility and consumer buying behaviour. The relationship between online accessibility and consumer buying behaviour was significant, $r = .314$, $p = .024$. This is indicated as the calculated significant (p) value of 0.025 is less than the 0.05 alpha level of significance at a correlation index r level of .314. This is a positive relationship, showing that the more cadets score on the online accessibility measure, the more the score on buying behaviour.

Multiple Linear Regression

In order to determine the most important factors of digital ads in purchase decision, multiple linear regression model constructed. The four independent variables (informativeness, annoyance, motivator, customization) and the dependent variable (purchase decision) were analysed using multiple regression analysis. The value of is $R^2 = 0.612$ and illustrates that 61 % of the variation of purchase decision is explained by the variation in the independent variables. 3 independent variables (Informativeness, Motivator, Customization) are positively associated with the dependent variable.

Table 4. Multi linear regression results for purchase decisions

Model	Unstandardized coefficients		Standardized Coefficients	t	Sig.
	β	Std. Error	Beta		
Informativeness	.398	.060	.262	6,258	.000
Annoyance	.083	.074	.058	0,027	.711
Motivator	.261	.082	.246	1,379	.000
Customization	.184	.041	.153	4,522	.000

$R^2 = 0.612$ Dependent Variable: Purchase Decision

As shown in Table 4, according to regression coefficient indicate a significant relationship for only three of four variables. Informativeness, motivator, customization features of digital ads have an impact on consumers' purchase decisions. Based on overall analysis accepted. ($\text{sig}=0,000<0,05$). A comparison of the values clearly indicates that the factor informativeness has the most influence on purchasing decision, followed by motivator and customization.

V.CONCLUSION

Globally, digital advertising is accelerating its growth. Newspapers and television advertisements used to be the primary channels for reaching customers, but the internet and digitalization have altered the mediums of consumer communication. Digital advertisements are an essential source of information for disseminating news and alerting customers about new goods, services, and campaigns. They can reach customers with a variety of diverse material at any time and from any location. Consumer attitudes and behaviour toward advertisements are critical markers of an advertisement's efficacy. The goal of this study is to ascertain customers' perceptions on digital advertisements. The findings of this study demonstrate how consumers feel about digital advertisements and their impact on consumer buying decisions. According to this study, the majority of consumers view digital advertisements as educational tools, but they also view them as bothersome and distracting. Consumers' behaviours about digital advertisements were significantly influenced by demographic characteristics (age, income, and gender). In compared to male consumers, female consumers have a more favourable attitude toward digital commercials, are more influenced by them, and purchase much more products/services as a result of seeing or receiving digital ads.

Limitations

There are significant limitations to this study and its findings. The fundamental weakness of this study is that it seeks to investigate all digital advertisements. More research should be done on each of the negative effects of digital ads. Also, the factors investigated were limited to informativeness, annoyance, motivator, customization.. Future research should focus on examining the various effects of digital ads, as well as developing more measurements.

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A STUDY ON CUSTOMER OPINION TOWARDS TVS MOTORCYCLES WITH SPECIAL REFERENCE TO CHENNAI CITY

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ABSTRACT

The purpose of this research is to investigate the variables influencing customer purchasing behaviour for TVS motorcycles. As an outcome, the researcher determined to title the research "A study on customer satisfaction with TVS motorcycles." The study's primary goal is to ascertain the most significant factor influencing consumer satisfaction with TVS motorcycles. To identify the factors that influence consumer decisions to purchase TVS motorcycles and customer satisfaction with TVS motorcycles. It can have after-sales and servicing expertise from the business. TVS motorcycles will be subjected to economic and demographic analysis. It is used for simple percentage analysis, which was utilized in this paper. Most client recommendations are to improve the non-availability of replacement parts, allowing the business to increase its spare parts factor. Certain consumers anticipate that all vehicles should be accessible for test drives in showrooms..

Keywords: Customer Opinion, Marketing, customer preference, Satisfaction

I.INTRODUCTION

The TVS Group dates back to the 1960s. The TVS Group is a leader in every sector of India's economy. The business was founded in 1913 by the late T.V.Sundram Iyenger. It is regarded as the 15th largest industry in the nation and one of the major conglomerates in South India. In India, the TVS business provides a high-quality two-wheeler to the middle-income segment. TVS constantly strives to meet its customers' needs when it comes to purchasing a two-wheeler. The TVS business provides a diverse range of motorcycles for men and women in a variety of styles. Today's rivalry among car manufacturers is fiercer than ever before, as demand for two-wheelers grows daily. As the necessity for transportation rises, demand for two-wheelers also increases. The purpose of this research is to determine the degree of customer opinion in the city of Chennai.

CUSTOMER

A customer is not an interruption of our work. He is the purpose if we are not doing a favor by allowing us to do so. A customer is not someone to argue or match. Nobody ever won an argument with a customer. A customer is a person who comes to us with their wants and needs. It is our job to handle them profitably for him and ourselves. Today, more companies are recognizing the importance of satisfying and retaining customers. A satisfied customer constitutes the company's relationship capital. If the company were to be sold, the acquiring company would have to pay for the plant and equipment and the brand name and the delivered customer base, namely the number and value of the customers who would do business with the new firm. A customer is an individual or business that purchases the goods or services produced by a business. Attracting customers is the primary goal of most public-facing businesses because it is the customer who creates demand for goods and services.

CUSTOMER OPINION

In recent years, many companies have shifted their attention from products and services to customer care. Maintaining a privileged relationship with the customer has become an absolute priority

nowadays. It is widely acknowledged that such a relationship presupposes full knowledge of customer orientation, opinion, wishes, etc. This is true whether the customer is a current or potential one. The Customer Opinion survey takes a snapshot of your customers' opinions and provides insight into how well your company provides customer service. It emphasizes customer satisfaction, loyalty, and service quality, which have been identified as key areas to understand why customers buy your products and services.

IMPORTANCE

We have heard that the customer is always right. You may or may not agree with that statement, but everyone ought to agree that customers and their opinions hold a very important place in our lives. After products and services, our businesses close down, and we all pack up to go home. The faster you can adapt to accommodate customer needs, the stronger your company's reputation will be. Listening to your customers is the only way to guarantee you create a product or service that they want to buy. Customer feedback is commonly used throughout the product development process to ensure that the end product solves a customer's problem or fulfils a need.

The most innovative companies globally are the best at creating products that meet their customers' needs and exceed expectations. Think of Apple, Virgin and Dell. In today's competitive business world, these companies who can intertwine product development and customer feedback will be the ones that reap strong competitive advantages, have sticky customer loyalty and earn raving customer advocates. Measuring customer satisfaction helps you determine whether your product or service meets or surpasses customer expectations. Customer feedback surveys help you measure customer satisfaction. Improving the customer experience should be the primary reason you gather customer feedback.

The process of winning new business and retaining existing customers is getting harder and harder. Offering an amazing experience that keeps your customers coming back and referring their friends to you is the best way you can stand out from your competition. Customer feedback offers a direct line of communication with your customer, so you can determine if they are not happy with the product or service you are delivering before you lose their business. The best business decisions are based on data, not hunches. Too many times, business owners and marketers make big calls based on inaccurate data. Customer feedback is the holy grail of real data. You can gather real insight into how your customers feel about the product or service you deliver. Customer advocates are your best marketing campaigns. They offer tremendous value at very little cost. But how do you identify advocates? Customer feedback. When you gather feedback from your customers, advocates are the ones who give you high scores. Contact these customers and build stronger, mutually beneficial relationships.

TYPES OF CUSTOMER OPINION

There are a variety of ways you can collect opinions from users and customers. Please think of the popularity of social media and comparison websites, where people express their opinion on websites, apps, (online) products and services. There are also lessons to learn from people's conversations with the web care team or chat service. It often comprises feedback that has not been specifically requested but which you can obtain from analysing various sources.

There are five types of tools you can use for collecting this sort of feedback into various categories.

- Website feedback forms
- Community feedback
- Visual feedback
- Reviews of websites
- Old-Fashioned Surveys

These are tools with which you can obtain an instant opinion from the customer or user of the website or the app (at the critical moment) or enable you to send an invitation to them to share their opinion after the purchase.

1. Website Feedback Forms

These are the familiar feedback forms that you will often see on a website. Although they often appear on the side or at the bottom of the screen, they are usually utilised through the well-known floating feedback buttons.

2. Community Feedback

Community feedback tools offer the option of a feedback form. That is to say: you automatically submit the feedback that you collect with these tools to a public forum.

3. Visual Feedback

Visual feedback tools are also frequently referred to as usability feedback tools. Marketers and other user experience specialists use this type of feedback tool to improve the usability of a page. With these tools, you can point to specific page elements (such as a form, image, button, or paragraph) to give feedback there. The tools then save a screenshot of the page element with the user's feedback.

4. Reviews of Websites

The Websites review is another popular method for gathering online feedback that is frequently used by websites. With this tool, you send the customer an invitation via email to leave an evaluation behind after buying a product. The invitation to express an opinion is also contained in the confirmation email you receive following the purchase.

5. Old-Fashioned Surveys

The *traditional survey tools* also offer options for collecting feedback on the website or app from the user. Naturally, we can use these tools for a wide variety of purposes. In some cases, just like the first type of feedback tool (website feedback forms), they offer the option of obtaining feedback via a feedback button. Still, they also regularly take the form of an emailed invitation to express an opinion on the website.

II. REVIEW OF LITERATURE

H. Huggie Basavaraj (2016) investigated the variables that influence consumers' decisions to buy TVS two-wheelers. The study examined just TVS two-wheelers. It did not include other two-wheeler manufacturers in the study; nevertheless, the data indicates that 21% of people are aware of TVS Two due to television advertising.

Charles-Henri Gros (2012) explains how social media influence is reflected in consumers' purchasing decision-making process and whether this influence varies at various stages of this process. Non-probabilistic sampling is used to collect data from 50 consumers. According to the study, the impact of social media varies according to cultural backgrounds, such as nationality. Indeed, the research found that customers seemed to be more or less affected by social media at different phases of their buying decision-making processes, depending on their nationality.

In their study, Tripathy, Debasis, and Mani, Ronald (2014) revealed the degree of satisfaction among customers who ride bicycles. The data was gathered via a questionnaire distributed throughout the city of Allahabad. The data was gathered via the publishing of many books. A total of 600 existing customers were chosen at random from Allahabad.

OBJECTIVE OF THE STUDY

1. To assess customer satisfaction with TVS motorcycles.

2. An economic and demographic analysis of TVS motorcycles will be evaluated.

NEED OF THE STUDY

The motorcycle segment has been especially responsible for the hyperactivity in the industry. The TVS segment, in contrast, has witnessed sluggish growth with a marked shift in consumer preference to motorcycles. TVS has its segment of the market, and over the years, it has served its purpose. The study helps the researcher to find out whatever the customers of TVS are satisfied with the vehicle. The manufacturers of two-wheelers have a good market for their products. TVS is a four-stroke vehicle introduced to cater to the needs of unique customers.

SCOPE OF THE STUDY

The scope of the study is to find out the customer's opinions towards TVS motors. To identify the sources and features that influence the purchase of a TVS motor, To identify the customer's views regarding maintenance and spare parts availability. The study is intended to obtain suggestions from customers about the product. To find out the impact of the product on the customer's mind for after-sales service.

ANALYSIS OF RESULTS

The researcher's study is descriptive, with data gathered from both primary and secondary sources. Primary data was collected via a structured interview schedule; secondary data was obtained from books, journals, newspapers, published sources, and websites.

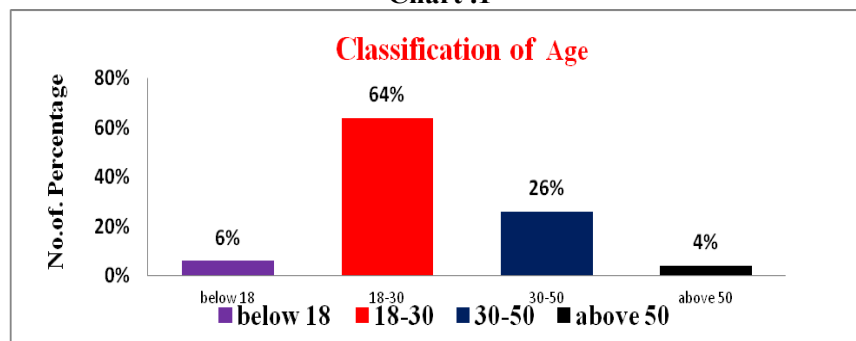
Design of Sampling

The research is titled "A study on consumer opinion towards TVS two-wheelers in the Chennai city." A poll of 50 respondents was performed by using a planned, structured interview technique.

Table. 1-CLASSIFICATION OF AGE

S.No	Particulars	No. of Respondents	Percentage
1	Below 18	3	6
2	18-30	32	64
3	30-50	13	26
4	Above 50	2	4
	Total	50	100

Chart .1



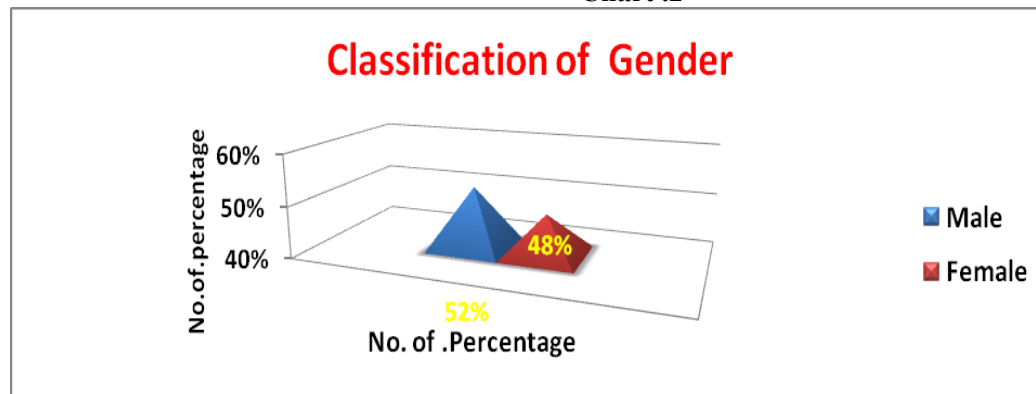
Interpretation

From the above table and chart, it is understood that 64 percent of the respondents are 18-30. Only 4% of those polled are over the age of 50. Therefore, it shows that youngsters are very much involved in buying TVS bikes.

Table. 2-CLASSIFICATION OF GENDER

S.No	Particulars	No. of respondents	Percentage
1	Male	26	52
2	Female	24	48
	Total	50	100

Chart .2



Interpretations

According to the above table and chart, 52 percent of the respondents are male. Females make up only 48% of those polled. Therefore, it shows that males are much more involved in purchasing TVS bikes.

FINDINGS

- A majority (46.5%) of respondents are feeling good about the TVS motorcycle.
- Most of the 32.5% of respondents said that yes, they always buy only branded products.
- It shows that 57.5% of respondents are. Yes, they are loyal customers to the products they buy.
- According to the majority of the 40% of respondents, it is the TVS motorcycle's average brand position.
- The majority of respondents, 47.5%, are satisfied with the price of the TVS motorcycle.
- The majority of respondents (37.5%) agreed that TVS motorcycle advertisements and sales promotions are effective.
- It shows that 32.5% of respondents are using Apache.
- The majority, 47.5%, of respondents, are comfortably willing to spend 80k on TVs motor
- Most of the respondents said yes that they were buying the accessories from the same store where they bought the bike.
- The majority of the respondents said that the 100cc engine is the one they like.
- Most of the respondents said that black is their favorite color.
- Most of the respondents are satisfied with the mileage of the TVS motorcycle.

SUGGESTIONS

- There is a high demand for TVS motorcycles in the market. Therefore, their supply has to be drastically improved to meet the demand of the customers.
- A considerable number of respondents opined that there is a need to improve the technology of TVS bikes only.
- The company should have provided a way to maintain the long ride, stylish and comfortable maintenance cost, and alternative media message. Spare parts should be made available at a reasonable price.
- Many customers come to know about the company from friends, and the company can
- Improve company market advertising.

CONCLUSION

The purpose of this research was to determine consumer opinion of TVS bikes. The sample was drawn from consumers who own TVS two-wheelers and are familiar with the TVS brand. The majority of respondents in this research had a favorable view of TVS motorcycles, and the study's findings and recommendations will assist the business more effectively and efficiently. As a result, the business may develop new ideas for enhancing its goods and services via collaboration with marketing professionals and advisers. However, the product's strength is that the majority of consumers are intimidated by TVS motorcycles. It is kept in the vehicles, thus increasing customer satisfaction and advertising. Customer perceptions of the TV's motor's resale value are lower when compared to rivals'.

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A STUDY ON DEVELOPMENT AND EVALUATION OF VIRTUAL REALITY DRIVING SIMULATION

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ABSTRACT

In the history the term "Virtual Reality" (VR) has been used back in the 1960s, VR has evolved in different manners becoming more and more similar to the real world. There are two classifications: non-immersive and immersive. The first one is a system-based environment that can simulate places in the real or imagined worlds; the second one takes the idea even further by giving the perception of being physically present in the non-physical world. The non-immersive VR could be based on a standard computer, whereas the immersive VR is still evolving as the needed devices are becoming more user-friendly and accessible economically. Previously there was a lot of difficulty about using equipment such as a helmet with goggles, while currently new devices are being developed to make usability better for the user. VR, is on the basis on three basic principles: Immersion, Interaction, and User involvement with the environment and narrative, offers a very high potential in education by making learning more motivating and engaging. As on date the use of immersive-VR in educational games has been limited due to high prices of the devices and their limited usability. Currently new tools like the commercial "Oculus Rift", aids the possibility of accessing immersive-VR in lots of educational situations. This paper reports a survey on the scientific literature on the benefits and potentials in the use of Immersive Virtual Reality in Education in the past. It shows how VR in general, and immersive in particular, has been used mostly for adult training in special situations or for university students. It also focuses on the possible advantages and drawbacks of its use in education with reference to various sections of users like kids and some kinds of cognitive disabilities (with particular reference to the Down ailment). It signs off outlining strategies that could be carried out to verify these ideas.

Keywords: Simulation, Virtual Reality, 3D Technology, Computers

I. INTRODUCTION

The explanation of virtual reality comes, naturally, from the definitions for both 'virtual' and 'reality'. The precision of 'virtual' is near and reality is what we experience as human beings. So the term 'virtual reality' basically implies 'near-reality'. This could, of course, mean anything but it usually refers to a specific type of reality emulation. It is understood that the world through our senses and perception systems. In our lower education we all learned that we have five senses: taste, touch, smell, sight and hearing. These are almost only our most obvious sense organs. The reality of fact is that humans have many more senses than this, such as a sense of balance for example. All the other sensory inputs, along with some special processing of sensory information by our brains makes sure that we have a rich flow of information from the environment to our minds.

All that we know about our reality comes by way of our senses. If we put otherwise our entire experience of reality is simply a combination of sensory information and our brains sense-making mechanisms for that information. It gives a strong reason that if you can present your senses with made-up information; your perception of reality would also change in response to it. We will receive with a version of reality that is actually non-existent, but from your perspective it would be perceived as real. It would be referred to as a *virtual reality*. Hence to summarize this, virtual reality aims presenting our senses with a computer generated virtual environment that we can explore in some fashion.

WHY – Virtual Reality is the topic of the town?

- ✓ Older technology doesn't deliver images crisply and quickly enough leaving users with a slightly disoriented, nauseated feeling
- ✓ Technology has finally caught up, and today's processors are fast enough to deliver a seamless experience for the user, one that is inexpensive enough to make mass adoption of VR feasible.
- ✓ Real VR creates completely immersive experiences for users
- ✓ VR offers a barrage of opportunities in almost every facet of our world including education, tourism, gaming, designing and commerce.

Benefits of VR:

- ✓ Be one step ahead of competitors
- ✓ Services can be showcased to potential customers in advance
- ✓ Offers enhanced user experience
- ✓ VR marketing helps to boost sales
- ✓ It is an accurate tool for content marketing

How to see virtual reality in technical terms:

Virtual Reality is used to describe a three-dimensional, computer generated environment which can be explored and interacted with by an individual. That individual becomes a part of this virtual world or is immersed within this environment and whilst there, is able to manipulate objects or perform a series of actions.

PRACTICAL APPLICATIONS OF VIRTUAL REALITY:

Entertainment:

The potential of VR in entertainment is clear and huge as the entertainment industry is a multi-billion dollars and consumers are always interested on its novelty. The VR video game world was popularized already by the Disney Movie Tron in of the 1980s.

Education:

In addition to creating social awareness, the first-person perspective could revolutionize education scenario we have today. Anything that is too dangerous, expensive, or impractical to do in reality, virtual reality is the solution. VR gives visualization of geometric relationships in difficult concepts or data that are hard to interpret. For instance, flight simulation or fire fighting, nuclear power plant safety, medical procedures etc are the training in VR which are useful for education. Not to stop with these common uses, VR education includes history, anthropology and foreign language acquisition. Students can inspect the streets in 17th-century, on different era rather than just reading a book.

Health:

VR technology can also help improve today's distributed health care system, in which doctors train to perform routine medical procedures in remote communities around the world. Doctors can immerse

themselves in 3D organ models that were generated from medical scan data for better planning and preparation for a medical procedure. It can also be used to explaining the patient and his family so that they make more informed decisions. VR can also provide therapy to people suffering from mental illness.

Tourism and Advertisement:

Virtual Reality has been used to create documented sites, which then enables users to experience it with comfort from your house. For instance you can even create the war that happened at and location and feel being in war.

Virtual reality is also used in manufacturing and military.

NEED OF THE STUDY

As of now the need for people is to increase the chances of experiencing the availability of any product or service utility. The want satisfying need for both could be achieved only when a customer experiences the demonstration in which he or she involves himself in full-fledged manner. But still the reality here is time flexibility, availability of the product and feasibility of suitability which may just stop the customer from just merely hearing about a product or service. But virtual reality makes impossible to possible. This has increased the satisfaction that will be brought by robotics technology.

SCOPE OF THE STUDY

Virtual Reality plays an important role in healthcare, education, gaming and movie sector. Not only in these four sectors is Virtual Reality utilized in all most in every sector. Virtual Reality plays a crucial role in the everyday lives of the world's population. The products of Virtual Reality now used everywhere in today's world often to test product designs and simulate user interaction. There is an extension for the scope for Virtual Reality that goes beyond today's technology.

LIMITATIONS OF THE STUDY:

- ✓ Time is the main constraint that limits the data collection
- ✓ The technology is trending and is yet to be an established one, hence results may be biased
- ✓ The research outcome may not be suitable for predicting the actual evolution in the industry
- ✓ The research sample size is actually small only 50 respondents have been selected

OBJECTIVES OF THE STUDY

- ✓ To study on the development and evaluation of virtual reality driving simulation
- ✓ To find out the competitive potential of virtual reality
- ✓ To determine the transition change from conventional practice to virtual reality

II. REVIEW OF LITERATURE

In recent times there is an appearance of low cost virtual reality (VR) technologies – like the Oculus Rift, the HTC Vive and the Sony PlayStation VR – and Mixed Reality Interfaces (MRITF) – like the HoloLens – is attracting the attention of users and researchers suggesting it may be the next largest stepping stone in technological innovation. But, the history of VR technology is longer than it may seem: the concept of VR was formulated in the 1960s and the first commercial VR tools appeared in the late 1980s. For this reason, during the last two decades, more than eight dozens of researchers

explored the processes, effects, and applications of this technology producing 1000s of scientific papers. What is the inference of this significant research work? The bibliographic record contained various fields, such as author, title, abstract, country, and all the references (needed for the citation analysis). The present work discusses the evolution and changes over the time of the use of VR in the main areas of application with an emphasis on the future expected VR's capacities, increases and challenges. The study of VR was initiated in the computer graphics field and has been extended to several disciplines (Sutherland, 1965, 1968; Mazuryk and Gervautz, 1996; Choi et al., 2015). In the current scenario, videogames supported by VR tools are more popular than the past, and they constitute valuable, work-related tools for neuroscientists, psychologists, biologists, and other researchers as well. To be sure, for example, one of the main research purposes lies from navigation studies that include complex experiments that could be done in a laboratory by using VR, whereas, without VR, the researchers would have to go directly into the field, possibly with limited use of intervention. The concept of VR could be traced to have coined in the mid of 1960 when Ivan Sutherland in a pivotal manuscript attempted to describe VR as a window through which a user perceives the virtual world as if looked, felt, sounded real and in which the user could act realistically (Sutherland, 1965). As we can notice, these definitions, although different, highlight three common features of VR systems: immersion, perception to be present in an environment, and interaction with that environment (Biocca, 1997; Lombard and Ditton, 1997; Loomis et al., 1999; Heeter, 2000; Biocca et al., 2001; Bailenson et al., 2006; Skalski and Tamborini, 2007; Andersen and Thorpe, 2009; Slater, 2009; Sundar et al., 2010). Specifically, immersion concerns the amount of senses stimulated, interactions, and the reality's similarity of the stimuli used to simulate environments. This feature can depend on the properties of the technological system used to isolate user from reality (Slater, 2009).

Higher or lower degrees of immersion can depend by three types of VR systems provided to the user:

- Non-immersive systems are the simplest and cheapest type of VR applications that use desktops to reproduce images of the world.
- Immersive systems provide a complete simulated experience due to the support of several sensory outputs devices such as head mounted displays (HMDs) for enhancing the stereoscopic view of the environment through the movement of the user's head, as well as audio and haptic devices.
- Semi-immersive systems such as Fish Tank VR are between the two above. They supply a stereo image of a three dimensional (3D) scene viewed on a screen using a perspective projection coupled to the head position of the observer (Ware et al., 1993). Higher technological immersive systems have showed a closest experience to reality, giving to the user the illusion of technological non-mediation and feeling him or her of "being in" or present in the virtual environment (Lombard and Ditton, 1997).

III. RESEARCH METHODOLOGY:

Fundamental to the success of any formal research study is a sound research design. An ideal research design has the characteristics of problem definition, specific methods of data collection and analysis, time required for research project and estimate of expenses to be incurred. The function of a research design is to ensure that the required data are collected accurately and cost effectively. A research design is a pure and simple framework or plan for an analysis of data. It is a skeleton that is followed in completing a study. It resembles the architect's skeleton (map) for constructing a house.

FRAMING RESEARCH DESIGN:

Descriptive research design is also called explanatory design. This is the one that simply describes something such as demographic characteristics. The descriptive study is typically concerned with determining frequency with which something occurs or how two variables vary together.

AREA OF STUDY:

Area of study is marketing management

DATA SOURCES:

After identifying and defining the research problem and determining specific information wanted to provide solution for the problem, the researcher's work is to look the type and sources of data which may yield the desired results. Data sources are of binal throughwhich data is collected.

Data sources may be classified as

1. Primary data – Survey or Questionnaire method
2. Secondary data – Other sources (journals, magazines, reports)

RESEARCH INSTRUMENTS:

The instruments used in the study are

1. Straight questions
2. Close end questions
3. Dichotomous questions
4. Multiple choice questions

SAMPLING:**Non-probability sampling:**

In non-probability sampling, the chance of any particular unit in the population being shortlisted is not known, since randomness is not involved in the selection process. Here it does not mean that the findings obtained from non-probability sampling are of questionable value. If rightly conducted their findings can be accurate as those obtained from probability sampling.

convenience sampling technique is undertaken for collecting samples

Sample frame and design:

Sample design is the theoretical base and the practice means by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen. Twenty-three samples are considered for this study.

HYPOTHESIS TESTING:

Ho – Null hypothesis (there is no significant relationship between the variables). Ha –

Alternate hypothesis (there is significant relationship between the variables).

After analyzing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

INFERENCE:

After testing the hypothesis, the researcher comes out with his conclusion. The explanation of theory can also be considered as inference.

IV.RESULTS AND DISCUSSIONS**Using Percentage Analysis:**

1. Out of the total 23 respondents, a majority (83%) were in the age group below 18 years.
2. Out of the total 23 respondents, a majority (68%) were aware of the term virtual reality.
3. Out of the total 23 respondents, a majority (39%) strongly agreed that healthcare in virtual reality gains more importance globally.
4. Out of the total 23 respondents, a majority (61%) felt that virtual reality is popular only in developed countries.
5. Out of the total 23 respondents, a majority (57%) felt that the important advantage of virtual reality is innovation.
6. Out of the total 23 respondents, a majority (74%) agree with the fact that the technology platform and feasibility in a developing country like India are supportive for the growth of virtual reality.
7. Out of the total 23 respondents, a majority (44%) felt that addiction – health issues may be one of the major disadvantages for virtual reality.
8. Out of the total 23 respondents, a majority (78%) agree that virtual reality revolution will narrow down and optimize information technology and device usage in the future.
9. Out of the total 23 respondents, a majority (57%) felt that economy boost will be the indirect or secondary benefit due to virtual reality for the society as a whole.
10. Out of the total 23 respondents, a majority (48%) felt that virtual reality will become unavoidable at workplace.

Chi Square Analysis:**1. For Gender and awareness about virtual reality:**

H₀: There is no significant difference between gender and awareness of virtual reality

H₁: There is a significant difference between gender and awareness of virtual reality

Since the chi-square value is greater than significant value ($0.066 > 0.05$) we accept H₀ and reject H₁. Therefore there is no significant difference between gender and awareness of virtual reality within the time frame.

2. For Gender and stage of using virtual reality

H₀: There is no significant difference between gender and stage of using virtual reality

H₁: There is a significant difference between gender and stage of using virtual reality

Since the chi-square value is greater than significant value ($0.404 > 0.05$) we accept H₀ and reject H₁. Therefore there is no significant difference between gender and stage of using virtual reality.

3. For Gender and popularity of virtual reality

H₀: There is no significant difference between gender and popularity of virtual reality.

H₁: There is a significant difference between gender and popularity of virtual reality.

Since the chi-square value is greater than significant value ($0.404 > 0.05$) we accept H₀ and reject H₁. Therefore there is no significant difference between gender and popularity of virtual reality.

4. For Gender and hours of usage of virtual reality

H₀: There is no significant difference between gender and hours of usage of virtual reality.

H₁: There is a significant difference between gender and hours of usage of virtual reality.

Since the chi-square value is greater than significant value ($0.383 > 0.05$) we accept H₀ and reject H₁. Therefore there is no significant difference between gender and hours of usage of virtual reality.

5. For Gender and disadvantage of virtual reality

H₀: There is no significant difference between gender and virtual reality disadvantages

H₁: There is a significant difference between gender and gender and virtual reality disadvantages

Since the chi-square value is greater than significant value (0.241 is greater than 0.05) we accept H₀ and reject H₁. Therefore there is no significant difference between gender and gender and virtual reality disadvantages.

6. For Gender and indispensability of virtual reality.

H₀: There is no significant difference between gender and indispensability of virtual reality.

H₁: There is a significant difference between gender and indispensability of virtual reality.

Since the chi-square value is greater than significant value ($0.137 > 0.05$) we accept H₀ and reject H₁. Therefore there is no significant difference between gender and indispensability of virtual reality.

FINDINGS

1. It has been found that this is a premiere format in youngsters and that too very well reached within those who are less than 18 years of age.
2. It has been found that males and females are evenly accessing this.
3. It has been found that healthcare will be mostly influenced in this technology.
4. It has been found that virtual reality is very popular in developed countries.
5. It has been found that innovation is the key advantage of virtual reality.
6. It has been found that respondents are ready to use virtual reality between 2 to 10 hours per week.
7. It has been found that technology platform is feasible for virtual reality revolution in India.
8. It has been found that respondents seem to be comfortable for using virtual reality at leisure time on any day without needing the requirement for special allocation of time.

SUGGESTIONS:

1. Virtual reality should be framed in such a way that it is suitable to be used by people of all ages.
2. Virtual reality usage seems to be disturbing the socializing and will decrease the wavelength of team building and group behaviour since it makes people engaged in such a way that humans get locked with gadgets.
3. Virtual reality should be used according to time allocation for every individual as it may be like an entertainment that steals a lot of time.
4. Virtual reality could be used as a utility boosting technology for daily life.
5. Virtual reality should be used in such a way that there is no addiction and health issues are avoided due to this.

V.CONCLUSION

This study found from the analysis that virtual reality will be a real innovation to the society and will be the standard for the future. It may help to save time and enable realistic environment that gives a clear experience in all portfolios of the industry. Industrial revolution should make sure that it remains safe to use and thereby ensuring that it remains as a part of daily life by frequently updating. It may lead to people believing that make impossible possible in all stages of lifestyle.

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A STUDY ON EFFECTIVENESS OF WEB / MODERN MARKETING SERVICES ON VISTONSOFT TECHNOLOGIES

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ABSTRACT

Web / Modern Marketing is an aggregate name for showcasing action completed on the web, rather than customary showcasing through print media, live advancements, TV and radio commercial. Web / Modern Marketing is advancement of items or brands by means of one or more types of electronic media. This task has been embraced to survey the viability of Web / Modern Marketing administrations on Vistonsoft Technologies. The result of the study would help the administration of Vistonsoft Technologies to comprehend, meet or surpass the desires of the clients who have taken up the site activity building administrations. The essential target is to concentrate on the viability of Web / Modern Marketing administrations on Vistonsoft Technologies. The auxiliary destinations are to examine the effect of advanced marketing in acquiring top positions Google SERP for a site in a natural route by utilizing Search Engine Optimization (SEO) on Vistonsoft Technologies, survey the fulfillment level with Vistonsoft Technologies on the computerized showcasing, comprehend the most favored advanced showcasing procedure to advance the site and distinguish the viability of on the significant point of computerized promoting. Comfort examining strategy has utilized as a part of the exploration work. Numerous decision questions have been gathered the reactions from 120 clients. The information gathered has been dissected through different factual devices like Karl Pearson's Correlation, Chi-square test and One-way Anova test. Various new discoveries has been gotten from this examination has given couple of recommendations to enhance the Web / Modern Marketing administrations for its clients.

Keywords: Web / Modern Marketing, Electronic media, Promotions, Services and Innovation

I. INTRODUCTION

Web / Modern Marketing (additionally Web Marketing, Internet Marketing or Web Marketing) is an aggregate name for showcasing action did on the web, instead of customary marketing through print media, live advancements, TV and radio commercial. Computerized Marketing is advancement of items or brands by means of one or more types of electronic media. For instance, Marketing mediums that may be utilized as a feature of the advanced showcasing methodology of a business could incorporate special endeavors made by means of the Internet, web networking, cell telephones and electronic boards, and in addition by means of computerized and TV and radio stations. The fast development of Web / Modern Marketing Industry is an immediate result of the worldwide wonder that is the Internet, and adequacy of Web / Modern Marketing diverts in producing income and mindfulness. Contrasted with customary techniques for promoting, Web / Modern Marketing offers rather practical expenses (especially vital for little and medium-size organizations and new businesses), for exact focusing on and superb reporting.

The three essential classes required in Web / Modern Marketing are:

- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Social Media Marketing (SMM)

STATEMENT OF THE PROBLEM:

For any website on the web, approaching connections is vital particularly for Search Engine Optimization. The one great approach to guarantee that our site gets connected is having a decent substance. In any case, numerous individuals give less significance to approaching connections. So Writing a remarkable substance will helps our site. It is imperative that to make our site available, as this will web

index robots to get to our webpage. Remember that Google is visually impaired. This means we ought to utilize legitimate headings, sections, and records, and abstain from utilizing anything which may meddle with the internet searchers' creepy crawlies.

A couple of clients have pulled out Web / Modern Marketing administrations given different obscure reasons. So this study has been attempted to know the different desires of the clients, address their issues, and hold them for a long haul business with Vistonsoft Technologies.

NEED FOR THE STUDY

Web / Modern Marketing are likewise imperative for the smooth running of a major site. Sites get profited from Web showcasing in an immediate and roundabout way. Their immediate advantage is to expand the search engine activity and their aberrant advantage is having a typical structure (agendas) to use before distributed substance on the website. Computerized marketing is additionally useful for the social advancement of your site. Individuals who discover your site via looking through Google will probably advance it on Facebook, Twitter, Google+, or other web networking channels.

This task has been attempted to survey the Web / Modern Marketing administrations on Vistonsoft Technologies. The result of the study would help the administration of Vistonsoft Technologies to comprehend, meet or surpass the desires of the clients who have taken up the site movement-building administrations.

SCOPE OF THE STUDY

- Web / Modern Marketing are the power behind an organization's web achievement. Every one of the organizations in India and the world are currently keeping colossal spending plans for web showcasing. Individuals realize that it can bring them new prospects for their items and administrations.
- Web / Modern Marketing give viable results in a brief timeframe if done productively. It is utilized for producing activity to webpage however there are likewise different applications like marking, showcasing and ideological impact of the site.
- Web / Modern Marketing has turned out to be a compelling device in accomplishing various essential showcasing targets, making it an all around advantageous promoting strategy for a wide assortment of associations, paying little mind to their destinations.
- Web / Modern Marketing can dramatically affect the movement that attract to site; the apparent quality, pertinence, and reliability of our image; & the degree of income that can produce done your place.

OBJECTIVES OF THR STUDY:

- To study the effectiveness of Web / Modern Marketing services on Vistonsoft Technologies, Chennai
- To study the effect of Web / Modern Marketing in getting top positions Google for a site in a natural path by utilizing Search Engine Optimization (SEO).
- To distinguish the impression of clients on the real point of advanced marketing.
- To comprehend the most favored computerized marketing methodology to advance the site.
- To evaluate the fulfillment level with Vistonsoft Technologies on the computerized marketing.
- To give reasonable proposals to enhancing the adequacy of computerized promoting administrations and enhance the general consumer loyalty.

II. REVIEW OF LITERATURE

SEO has been characterized in various courses by creators to catch the dynamic way of this idea. For instance, Cheffey et al., (2006) characterized SEO as an organized methodology use to expand the position of an organization or its items in web crawler common or natural results postings for chose catchphrases or expression. Site design improvement (SEO) is an arrangement of methods went for

enhancing the positioning of a site in web search tool postings, in this manner making it more probable that the end client will visit the webpage (Vryniotis, 2015). SEO accumulates the procedures prompting a superior ordering of one's site by one or a few focus on web search tools (Gandour and Regolini 2011). It is additionally characterized as the way toward recognizing components in a site page that would affect web index availability to it and tweaking the numerous components of a site so it can accomplish the most elevated conceivable permeability when a search engine reacts to a pertinent question (Zgang and Dimitroff, 2005).

Its part is to accomplish the most astounding position or positioning on web indexes, for example, Google, Yahoo! what's more, MSN Search et cetera, after a particular blend of watchwords or key expression that is written in. The last objective is for the site to be better positioned by one or a few focus on search engines and along these lines seeming higher in their outcomes records for determining solicitations (Gandour and Regolini 2011). Site design improvement (SEO) is an efficient way to deal with enhancing the enrollment site on the Internet unpaid pay (Organic result), and concentrate on the number of guests to the website and don't on the nature of the web index (Google, Search Engine Optimization Starter Guide, 2010).

SEO variables are famously hard to identify, as web indexes don't uncover the particular elements utilized while deciding the positioning of a site (Lourdes and Paloma 2013). SEO variables can for the most part be ordered into two gatherings (Enge et al., 2009; Evans,2007 SEOMoz, 2009). The main gathering, known as on-page components, incorporates those variables identified with data that can be assembled specifically from the pages of a site whose importance is to be improved, for example, the presence and recurrence of catchphrases. The second gathering, known as off-page elements, incorporates those components identified with data about the site being upgraded that can be gathered from other, outer sites. This study will concentrate on page elements.

III. RESEARCH METHODOLOGY

Crucial to the accomplishment of any formal advertising research task is a sound examination outline. A decent research plan has the attributes of issue definition, particular techniques for information accumulation and investigation, time required for exploration venture and gauge of costs to be brought about. The capacity of an exploration configuration is to guarantee that the require information are gathered precisely and monetarily. An examination configuration is absolutely and basically the system or arrangement for an investigation of information. It is a blue print that is followed in finishing a study. It takes after the architect's blue-print (map) for developing a house. It might be beneficial to specify here that an exploration outline is just the structure for the study guarantees that the study will be pertinent to the issue and the study will utilize prudent methods.

RESEARCH DESIGN

Descriptive research design is also called explanatory design. This is the one that only describes somewhat such as demographic features. The descriptive study is characteristically concerned by defining occurrence by which somewhat occurs or how two variables vary composed.

SAMPLE SIZE

It refers to the number of elements of the population to sample. The sample size chosen for the survey is 120 customers of VISTONSOFT TECHNOLOGIES.

DATA SOURCES

After identifying and defining the research problem and determining specific information required to solve the problem, the researcher's task is to appearance the type & sources of data which might yield the desired results. Data foundations are of two types done which data is collected. Data sources may be confidential as

1. Primary data
2. Secondary data

PRIMARY DATA

Primary data is the original data collected by the researcher first hand. It is composed for the first time done ground survey. These are those that are collected exactly, for the problematic at hand. The various sources for collecting primary data remain questionnaire, reflection, interview etc. The primary source occupied aimed at the study is questionnaire.

SECONDARY DATA

Secondary data is the information which is previously obtainable in issued or unpublished method. When the needed information is collected as of the census of populace obtainable in a library resources then it is a secondary data. It is also use for gathering ancient data. The various bases of secondary data remain books, journals, directories, periodicals, statistical data sources and so on The secondary foundation use aimed at this study is company profile, need, scope, review of literature.

RESEARCH INSTRUMENTS

Research tool are the tools which is use for assembly or collecting info. The tools used in the study are:

1. Direct questions
2. Close end questions
3. Dichotomous questions
4. Multiple choice questions

SAMPLING:

Collecting information close to every and each unit of the world is termed census technique. The method, wherever solely poor units of world underneath study are measured for analysis is termed sampling methodology. There are 2 core categories underneath that varied sampling technique may be place.

The 2 classes are:

1. Likelihood sampling
2. Non-probability sampling

The sampling technique accepted for the study is suitability sampling underneath non-probability choice.

NON-PROBABILITY SAMPLING

In non-probability sampling, the simultaneous of any specific unit within the world being selected is unidentified, since randomness isn't concerned within the choice method. however this fixes not mean that the results obtained from non-probability choice are of questionable price. If properly conducted their findings may be precise as those gotten from prospect sampling. The 3 incidences use non-probability comes are

1. Judgment sampling
2. Convenience sampling
3. Quota sampling

CONVENIENCE SAMPLING:

In this methodology, the sample units are chosen totally on the idea of the convenience to the investigator. The parts designated could also be every one World Health Organization comes across the investigator.

ANALYTICAL TOOLS:

1. ANALYSIS USING KARL PEARSON'S CORRELATION:

2. CHI- SQUARE TEST I – (Ψ^2)

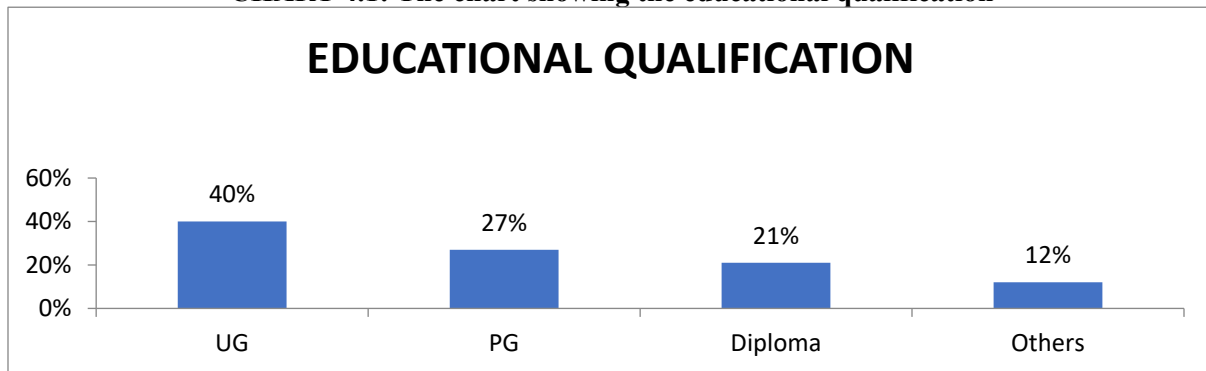
3. ONE WAY ANOVA

IV. DATA PREPARATION AND SUGGESTIONS

TABLE 4.1: The table showing the educational qualification

Educational Qualification	No. Of Clients	Percent Of Clients
UG	48	40%
PG	32	27%
Diploma	26	21%
Others	14	12%
TOTAL	120	100%

CHART 4.1: The chart showing the educational qualification



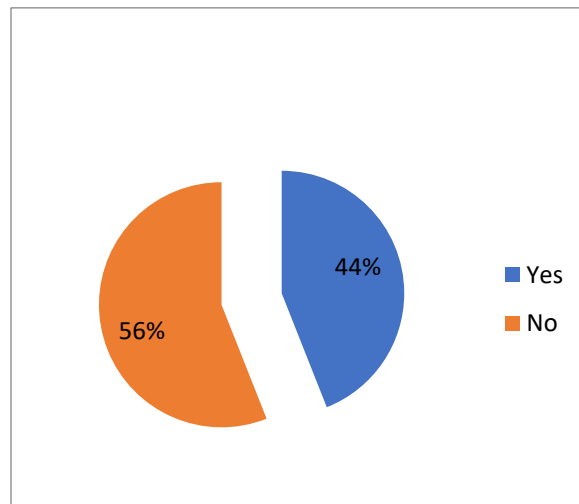
INTERPRETATION

40 percent of the clients are at UG level, 27percent of the clients are at PG level. Therefore most of the clients are at UG level.

TABLE 4.2: The table showing the promoted your website before approaching vistonsoft technologies

Particulars	No. of Clients	Percent of Clients
Yes	52	44%
No	68	56%
TOTAL	120	100%

CHART 4.2: The graph showing the promoted your website before approaching vistonsoft technologies



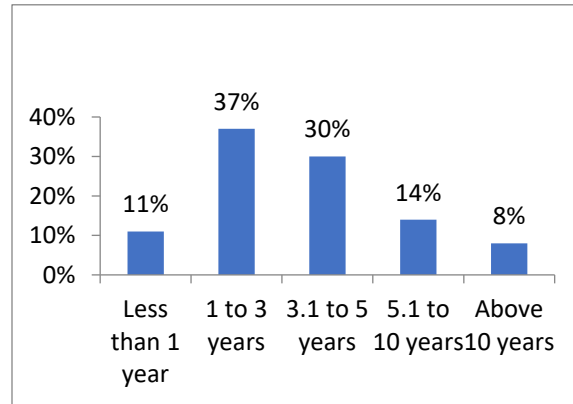
INTERPRETATION

56 percent of the clients say no for promoting their website before approaching Vistonsoft Technologies and 44 percent of the clients say yes for promoting their website before approaching Vistonsoft Technologies. Therefore most of the clients say no for promoting their website before approaching Vistonsoft Technologies.

TABLE 4.3: The table showing the usage of web / modern marketing for your website optimization on vistonsoft technologies

Particulars	No. of Clients	Percent of Clients
Less than 1 year	13	11%
1 to 3 years	45	37%
3 to 5 years	36	30%
5 to 10 years	17	14%
Above 10 years	9	8%
TOTAL	120	100%

CHART 4.3: The graph showing the usage of web / modern marketing for your website optimization on vistonsoft technologies



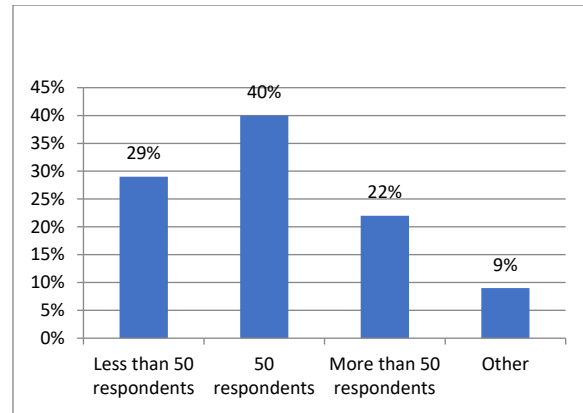
INTERPRETATION

37 percent of the clients use Web / Modern Marketing for the website optimization on Vistonsoft Technologies for 1-3 years, 28 percent of the clients use Web / Modern Marketing for the website optimization on Vistonsoft Technologies for 3-5 years

Therefore most of the clients use Web / Modern Marketing for the website optimization on Vistonsoft Technologies for 1-3 years.

TABLE 4.4: The table Showing leads or customers through vistonsoft technologies

Particulars	No. of Clients	Percent of Clients
Less than 50 clients	34	29%
50 clients	48	40%
More than 50 clients	27	22%
Other	11	9%
TOTAL	120	100%

CHART 4.4: The graph Showing leads or customers through vistonsoft technologies**INTERPRETATION**

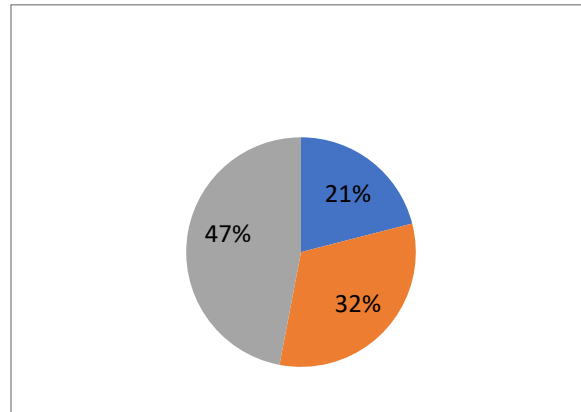
40 percent of the clients mention that 50 clients getting their leads or customers through Vistonsoft Technologies, 29 percent of the clients mention that less than 50 clients getting their leads or customers through Vistonsoft Technologies.

Therefore most of the clients mention that 50 clients getting their leads or customers through Vistonsoft Technologies

TABLE 4.5: The table showing web / modern marketing service offered by vistonsoft technologies gives more traffic/customer to your website

Particulars	No. of Clients	Percent of Clients
Social Media Optimization	25	21%
Search Engine Optimization	38	32%
Search Engine Marketing	57	47%
TOTAL	120	100%

CHART 4.5: The graph showing web / modern marketing service offered by vistonsoft technologies gives more traffic/customer to your website

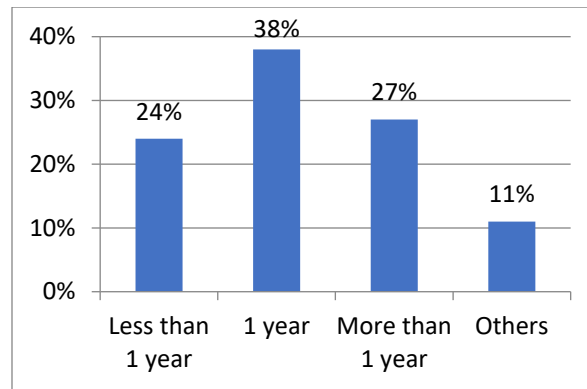


INTERPRETATION

47 percent of the clients mention that Web / Modern Marketing service offered by Vistonsoft Technologies provides more traffic/customer through search engine marketing, 32 percent of the clients mentions that Web / Modern Marketing service offered by Vistonsoft Technologies provides more traffic/customer through search engine optimization.

TABLE 4.6: The table showing the servicing by vistonsoft technologies

Particulars	No. of Clients	Percent of Clients
Less than 1 year	29	24%
1 year	46	38%
More than 1 year	32	27%
Others	13	11%
TOTAL	120	100%

CHART 4.6: The graph showing the servicing by vistonsoft technologies**INTERPRETATION**

38 percent of the clients being served by Vistonsoft Technologies for 1 year, 27 percent of the clients being served by more than 1 year. Therefore most of the clients being served by Vistonsoft Technologies for 1 year.

STATISTICAL TOOLS AND ANALYSIS**CHI- SQUARE TEST I – (ψ^2):**

The Chi-Square Test of Independence determines whether there is an association between categorical variables.

Null hypothesis (H₀):

There is a no association between the Web / Modern Marketing for website optimization on Vistonsoft Technologies and Frequency of website updating.

Alternate hypothesis (H₁):

There is association between the Web / Modern Marketing for website optimization on Vistonsoft Technologies and Frequency of website updating.

Case Processing Summary						
	Cases					
	Valid	Missing	Total			
	N	Percent	N	Percent	N	Percent
Using the web / modern marketing for your website optimization on vistonsoft technologies * Frequency of website updation	324	100.0%	0	0.0%	324	100.0%

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	652.742 ^a	12	.000
Likelihood Ratio	608.195	12	.000
Linear-by-Linear Association	272.098	1	.000
N of Valid Cases	324		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 1.20.

INFERENCE :

There is an association between the Web / Modern Marketing for website optimization on Vistonsoft Technologies and Frequency of website updating.

$$\psi^2 (12) = 652.742$$

$$P = 0.000$$

P value (P = 0.000) which is less than 0.05. So we reject the null hypothesis, between the Web / Modern Marketing for website optimization on Vistonsoft Technologies and Frequency of website updating. Hence, the alternate hypothesis (H1) is accepted.

ONE-WAY ANOVA CLASSIFICATION

The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of three or more independent (unrelated) groups.

Null hypothesis (Ho):

There is no statistical significance difference among the Promoting the website before approaching Vistonsoft Technologies and the revenue generating from organic search.

Alternate hypothesis (H1):

There is a statistical significance difference among the Promoting the website before approaching Vistonsoft Technologies and the revenue generating from organic search.

Descriptives						
Promoted your website before approaching vistonsoft technologies						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Less than 10000	36	1.00	.000	.000	1.00	1.00
10001-25000	80	1.80	.403	.045	1.71	1.89
25001-50000	50	2.00	.000	.000	2.00	2.00
Above 50000	22	2.00	.000	.000	2.00	2.00
Total	188	1.72	.449	.033	1.66	1.79

Descriptives				
Promoted your website before approaching vistonsoft technologies				
	Minimum	Maximum	Less than 10000	
			1	1
10001-25000	1	2		
25001-50000	2	2		
Above 50000	2	2		
Total	1	2		

ANOVA					
Promoted your website before approaching vistonsoft technologies					
	Sum Squares	of Df	Mean Square	F	Sig.
Between Groups	24.817	3	8.272	118.915	.000
Within Groups	12.800	184	.070		
Total	37.617	187			

INFERENCE:

From the ANOVA table, the value of P(0.000) value is less than 0.05. Hence Ho (Null hypothesis) is rejected; So there was a statistical significance difference among the Promoting the website before approaching Vistonsoft Technologies and the revenue generating from organic search.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical instrument use to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of connotation among two variables.

Null hypothesis (H₀):

There is positive relationship among the Web / Modern Marketing service by Vistonsoft Technologies provides more traffic/customer and being served by Vistonsoft Technologies.

Alternate hypothesis (H₁):

There is negative relationship the Web / Modern Marketing service by Vistonsoft Technologies provides more traffic/customer and being served by Vistonsoft Technologies.

Descriptive Statistics			
	Mean	Std. Deviation	N
Through Vistonsoft Technologies Web marketing, how many leads or customers you are getting per year	2.47	.920	279
How long is Vistonsoft Technologies being servicing you	2.72	.886	279

Correlations			
	Through Vistonsoft Technologies Web marketing, how many leads or customers you are getting per year	How long is Vistonsoft Technologies being servicing you	
Through Vistonsoft Technologies Web marketing, how many leads or customers you are getting per year	Pearson Correlation	1	.886**
	Sig. (2-tailed)		.000
	N	279	279
How long is Vistonsoft Technologies being servicing you	Pearson Correlation	.886**	1
	Sig. (2-tailed)	.000	
	N	279	279

INFERENCE:

From the Pearson correlation there was a strong positive correlation between the Web / Modern Marketing service by Vistonsoft Technologies provides more traffic/customer and being served by Vistonsoft Technologies. So there was some positive relationship between the Web / Modern Marketing service by Vistonsoft Technologies provides more traffic/customer and being served by Vistonsoft Technologies.

V. DISCUSSION AND CONCLUSION

Web / Modern Marketing is an umbrella term for the marketing of products or services using Web technologies, mainly on the internet, but also including mobile phones, display advertising, and any other Web medium. Web / Modern Marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail straight marketing, optical disks, display advertising, e-books, & sports, and any other form of Web media. Vistonsoft Technologies can innovate the SEO services to endure the noble services in the website traffic structure and also to get more reference business contact from the existing customers. Keep a close eye on the analytics data, and use this information to inform the customers on the promotional and content strategies. Pay attention to what posts & pages are showing the greatest popular and apprise the client. This will give a improved satisfaction for the clients.

This study has remained assumed to understand the general efficiency of the Web / Modern Marketing services on Vistonsoft Technologies. For this purpose, responses from the customers have been collected and analyzed. Based upon the findings out of the research, few valuable suggestions have been given to the management of Vistonsoft Technologies to improve the overall effectiveness of Web / Modern Marketing services for its customers.

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A STUDY ON WORK LIFE BALANCE OF TEACHING FATHERNITY - COVID AND POST COVID

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ABSTRACT

Working is becoming mandatory for all individuals either to earn for their livelihood or for accomplishing their dreams for their passion. This article is going to through light on the way Teachers work life balance for the past 3 years of Covid situation. The sample is taken from Teachers from both School and Colleges and Conclusions are derived on the basis of the research conducted. Tools are also used to give us a correct conclusion on the Work life Balance

key words: Stress, Commitment, Work Pressure, Long Hours, Learning

INTRODUCTION

Pandemic always is unpredictable. The World has already experienced pandemic several times in the history, but for this generation this was a new concept. The way we handled was also completely new to each and every citizen all over the World. Though we had several warriors who were fighting against this Covid Directly, we had teaching fraternity fighting against this situation indirectly for their Students. The teaching tool has evolved a drastic growth applying all updates in various platforms. Online teaching has become the mantra for the Students all over the World.

Teaching Community and Students constitute of almost 75% of the total population of the World. This major population has undergone the changes in all aspects relating to Technology. The times they have taken to adapt to the changes are the very minimal when compared with all the other changes over the year. When we discuss about the Work life balance, there will be definitely several questions in the mind of people who belong to the other Industry as they have also implemented Work from home options and was toiling for almost more than 18 hours per day. The answer to their question is very simple, they work for the target and the target completion can be monitored and measured, but teaching community worked for the Quality of Student, which can never be monitored online. The stakeholders of the Education field almost covers the entire population of the country as the people who supports, teaches, learns, recruit all belong to the Education Field.

The study should us different version of problems. We shall discuss that in detail. Typing was major drawback for majority of the Staff and especially to the Teachers who handle Practical and Problematic papers had a very difficult time in explaining to the students. The students understanding the concept also was difficult and to know whether they have understood was also a challenging job for the faculties.

Network also played a major role in this teaching field. When staff requires more GB for studying and preparation, to correct the online submission, to attend various online teaching tools through seminars and webinar and most important is to manage device availability with their own folks at home.

For all the teaching fraternity irrespective of people from Urban or Rural, the exposure to Online teaching Platform are totally new. They have to start equipping themselves and also master over it before they could implement it to the teaching process took almost maximum time for preparation.

There were also total risks of avoidance of students learning, keeping their link and video in mute, they can do their personal work, where staff whole heartedly keep teaching the kids for their future. The students who are trained under this online process, unless they are loyal and committed they wouldn't have learned how much ever teachers have taught them

OBJECTIVES OF THE STUDY:

- To understand the struggle they took to understand the Technology.
- To know the availability of Network for the smooth process
- To analyse the time taken to study the technology online and implement it immediately without even a trial.
- The time given for learning, teaching and monitoring their implementation
- To know the risk involved in the Online Teaching.

NEED FOR THE STUDY:

- To know advantages and disadvantages of the Technology.
- To understand the development needed for future
- To know the exact outcome of Online process

RESEARCH METHODOLOGY:

The study was conducted for a sample of 140 Teachers from School and Colleges and various tools like percentage analysis, Chi square and Anova are done to understand the result in a better way.

ANALYSIS AND INTERPRETATION:

1. *The table showing difference of gender in the respondents.*

Gender	Frequency	Percent
male	96	68.6
female	44	31.4
Total	140	100.0

The study comprises of both Male and Female Teachers both from Schools and Colleges in Chennai

2. *The table showing Marital Status of the respondents.*

Marital Status	Frequency	Percent
single	104	74.3
married	36	25.7
Total	140	100.0

The above-mentioned table and graph states that 25.7% of respondents are married and 74.3% are single.

ONEWAY ANOVA

NULL HYPOTHESIS– H₀

There is no significant difference between Marital status and Stress on Work Life Balance

ALTERNATIVE HYPOTHESIS-H₁

There is significant difference between Marital status and Stress on Work Life Balance

ANOVA

		Sum of Squares	df	Mean Square	F	p.
Marital Status and Work Life Balance	Between Groups	3.118	3	1.039	4.459	.005
	Within Groups	31.703	136	.233		
	Total	34.821	139			

Inference:

Since the p value is lesser than 0.05. So reject null hypothesis and accept alternative hypothesis. Hence, there is significant difference between Marital status and Stress on Work Life Balance.

CHISQUARE**NULL HYPOTHESIS -H₀**

There is no significant different between Gender and Work Life Balance

ALTERNATIVE HYPOTHESIS -H₁

There is significant different between Gender and Work Life Balance

Gender and Work Life Balance

			Work Life Balance		Total
			Yes	No	
Gender	Male	Count	82	24	106
		Expected Count	86.3	19.7	106.0
		% within Gender	77.4%	22.6%	100.0%
	Female	Count	32	2	34
		Expected Count	27.7	6.3	34.0
		% within Gender	94.1%	5.9%	100.0%
Total		Count	114	26	140
		Expected Count	114.0	26.0	140.0
		% within Gender	81.4%	18.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Sig.(2-sided)	Exact Sig. (1- sided)
Pearson Chi-Square	4.781a	1	.029		
Continuity Correction b	3.737	1	.053		
Likelihood Ratio	5.772	1	.016	.040	.020
Fisher's Exact Test					
Linear-by-Linear Association	4.747	1	.029		
Nof ValidCases	140		Exact		

Inference:

Since the p values .020 is lesser than 0.05.so reject null hypothesis and accept alternative hypothesis. Hence, there is significant between Gender and Work Life Balance.

CONCLUSION:

The article gave us a conclusion that Teaching Fraternity have suffered a lot during this Pandemic as a loyal employee, but the outcome of it is not that much fruitful, as the person to whom the struggle is made is not in a position to understand. With the Direct warriors we should also salute these indirect warriors for their untiring effort.

A STUDY ON IMPACT OF ONLINE CLASSES ON STUDENTS ACADEMIC PERFORMANCE

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ABSTRACT

Academic was always a challenging task for students. This pandemic made it more challenging. This article helps us to understand the students Online Performance and its impact. The study was conducted on Teachers and Students of Chennai and various tools are implemented to derive at a conclusion on the study made. The Online studies and its impact on the student's career is discussed in this article.

Keywords: Career, Exposure, Learning, Disturbance, Challenges.

INTRODUCTION

Indian Education System always has enormous challenges inbuilt for students. The system gives us an exposure to the entire field from Primary level of their education to the Higher Secondary level. The line in which they think they can shine or apt for their interest will be chosen and will start an in depth study in their Under Graduation and proceed with their Post Graduation and for further Educational Field. The student who gets exposure for the knowledge and quenches their thirst becomes successful in their motivated area.

IMPACT OF ONLINE CLASSES

Students who had studied for 8 hours per day and played for 5 hours per day were completely changed in this pandemic situation. The students were locked inside the room from morning till evening and were completely denied physical exercise and movement. This has made several impacts on the kids mentally and the change in usual routine of their life cycle. The students who were once educated to avoid Mobile device, were forced to use it for education purpose continuously. The learning capacity of students was increased and also their ability to handle technology was also improved more than the teaching fraternity and many students used it in useful way like doing courses online and attending competition. But when we speak about outcome of Education, we have different question in our mind.

When there is a absence of physical sharing of eye contact and observation, students failed to be attentive and started to be playful because of their immaturity nature. The pressure exerted on the Teaching community was not successfully achieved because of the rapport with the immature crowd. On top of it, a process of all pass and online exam has made them to think that they have loop holes to escape from education rather than taking it as a safe guarding act. This is also implemented in college life, where by the Company who wants to pick up employees have denied due to the online impact and most of the students career have become a million dollar question because of all pass concept also.

OBJECTIVES OF THE STUDY

- To understand the Online Class duration and Students Involvement
- The effect of Recruitment on Online Students Batch
- The know the actual thought of Parents and Students towards Online class outcomes
- Teaching Fraternity and their outcome based analysis on students

NEED OF THE STUDY

- To know the outcome of online classes and its impact for future.
- To know how the trend of education changes over a period of time.
- To predict the need for online tutor for future with the Industry Expectation

RESEARCH METHODOLOGY

The study is conducted with a group of 105 samples of Teachers, Parents and Students and their thought, prediction and outcome of Online class and its impact. The article used tools like Percentage analysis, Chi Square, U test and H test.

ANALYSIS AND INTERPRETATION

1. Age of the Respondents

AGE	Frequency	Percent
below30year	44	41.9
30-40year	30	28.6
40-50year	14	13.3
above50 year	17	16.2
Total	105	100.0

Inference: From the above table it is found that age of the respondents are 42% belongs to below 30 years, 29% belongs to 30 to 40 years, 13% belongs to 40 to 50 and 16% belongs to above 50 year.

2. Respondents Position

Qualification	Frequency	Percent
Parents	26	24.8
Students	26	24.8
Teachers	48	45.7
other	5	4.8
Total	105	100.0

3. Performance Analysis of Students in Online Class

Performance appraisal methods are conducted in your Institution	Frequency	Percent
Strongly agree	86	81.9
agree	7	6.7
neutral	11	10.5
disagree	1	1.0
Total	105	100.0

4. CHI-SQUARE

Null hypothesis(H₀): There is no association between Online Class Impact and Knowledge Gained by the Students

Alternate hypothesis(H₁): there is association between Online Class Impact and Knowledge Gained by the Students

Online Class Impact * Knowledge Gained by the Students Count

		Knowledge Gained by the Students				Total
		strongly agree	agree	Neutral	Disagree	
Age	Ratingscales	10	4	3	2	19
	Critical incidents	14	25	9	0	48
	method	9	11	10	0	30
	360degree appraisal other	1	5	0	2	8
Total		34	45	22	4	105

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.513 ^a	9	.002
Likelihood Ratio	25.093	9	.003
Linear-by-Linear Association	2.377	1	.123
N of Valid Cases	105		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .30.

INFERENCE

Since P Value < 0.05 the null hypothesis is rejected. Hence, there is significant association between Online Class Impact and Knowledge Gained by the Students

5. U-TEST

Null hypothesis(H₀): there is no significant difference between Online Class and Recruitment

Alternate hypothesis(H₁): there is significant difference between Online Class and Recruitment

Mann-Whitney Test

Ranks				
	Recruitment	N	Mean Rank	Sum of Ranks
Online Class Knowledge	Campus Drive	52	52.57	2733.50
	Direct	53	53.42	2831.50
	Total	105		

Test Statistics

	Recruitment
Mann-WhitneyU	1355.500
WilcoxonW	2733.500
Z	-.154
Asymp. Sig. (2-tailed)	.878

- a. Grouping Variable:
Recruitment

INFERENCE:

Since $p > 0.05$ the null hypothesis is accepted. Hence, there is no significant association between Online Class and Recruitment

6. H-TEST

Null hypothesis(H₀): There is no significant difference between Online Teaching and Students Involvement

Alternate hypothesis(H₁): There is significant difference between Online Teaching and Students Involvement

Kruskal- Wallis Test

Ranks			
	Online class	N	Mean Rank
	below500000	60	55.58
Students Involvement.	500000 to 800000	19	56.24
	800000 to 1000000	13	49.08
	above1000001rs	13	40.31
	Total	105	

Test Statistics

	The store provides customized design to suit customer needs
Chi-Square	3.549
Df	3
Asymp. Sig.	.315

a. Kruskal Wallis Test

b. Grouping Variable: Online Class Timing INFERENCE:

Since $p > 0.05$ the null hypothesis is accepted. Hence, there is no significant association between Online Teaching and Students Involvement

CONCLUSION

From the study and implementation of tools it is derived that though it is the mandatory for all the educational institution to educate their students in the pandemic they applied various platform, few have really molded themselves towards the technological growth. As usual all new innovations have both advantages and disadvantages, these online application in the education also have faced numerous drawbacks and also more than drawbacks the educational field have touched a milestone of advanced technology during this pandemic situation and have also succeeded .