ISSN 2278 8425

International Journal on Global Business Management and Research

Volume 12, Issue 1, May 2023
A Bi-Annual Journal Published by Rajalakshmi Institutions

Journal writing is a voyage to the interior.
Christina Baldwin

IJGBMR
Published by
Rajalakshmi Educational Trust
Thandalam, Chennai-602105.
Tamilnadu, India.
www. rajalakshmi.org/ijgbmr

May 2023

ISSN : 2278 8425

Published by

Rajalakshmi Educational Trust
Rajalakshmi Nagar, Thandalam,
Chennai-602105.
Phone – 044 3718 1111
Fax – 044 3718 1113
URL- www.rajalakshmi.org/ijgbmr

Printed at

Rajalakshmi Engineering College,
Rajalakshmi Nagar
Thandalam
Chennai-602105. Tamilnadu, India.
www.rajalakshmi.org

International Journal on Global Business Management and Research (ISSN 2278 8425)
Volume 12, Issue 1, May 2023

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From the Editor's Desk

It is a great pleasure to release volume 12, Issue 1 of International Journal on Global Business Management and Research. Unlike our previous issues, this issue also has brought highly productive and standard papers for the benefit of the readers.

Each of the papers discussed is significant in its own way. We are very thankful to our contributors and readers of our journal worldwide, without whose patronage this wonderful journey may be impossible. We welcome innovative contributions from corporate members, academicians, and researchers across the globe to contribute and benefit from our journal.

Thanks and Regards

Dr.Uma Raman M
Dr.Aistė Vitkūnė

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

\- ***Gustave Flaubert***

International Journal on Global Business Management and Research (IJGBMR),

ISSN 2278 8425, Vol, 12, Issue 1, May 2023

PRODUCING LONGFORM WORKS IN VIETNAM'S ONLINE NEWSPAPER: THE IMPACT OF MASS PERSONALIZATION

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ABSTRACT

The appearance of Longform magazine-style articles on online journalism has been a popular trend in recent years. This is considered as an improvement step of press activities in Vietnam. Longforms in online journalism with the ability to quickly impact information to the human brain through visual illustrations is likely to dominate future coverage for both traditional and social media. Therefore, it is very necessary and important to develop a longform theoretical framework; study how information is transmitted on online journalism in Vietnam to see the role and characteristics of longforms in Vietnam.Long-form journalism is back in the digital age with new tools, cyberspace, and technology fueling a new wave of compelling works, like The Snowfall: The Avalanche at Tunnel Creek of The New York Times 2012. In the flow of information, the public tends to choose the simplest and easiest to understand information. If in 2000, the human attention span is 12 seconds, by 2013, that attention span has dropped to eight seconds (Microsoft consumer research in 2016). Thus, the public is gradually reducing the priority of "consumption" of news to be able to do many things at once. Longform meets the requirements of readers who are interested in the most concise and eye-catching news while still ensuring easy-to-understand elements for all audiences. And the Longform trend is a "blooming" trend on onlinejournalism in Vietnam. The research question is what is mass personalization? How strongly it affects the survival of these products. This work provides a more comprehensive analysis of the impact of mass personalization on the production organization of multimedia journalism products.

Keywords: longform, mass personalization, journalism, storytelling, Online Newspaper, e-magazine, Vietnam, Newsroom, production journalism.

I.INTRODUCTION

Online journalism is the one that was born later than printed newspapers, radio and television. But it has more advantages in the ability to interact between the newspaper and the public, among the public, especially in the ability to store and retrieve information quickly and easily. Duong Xuan Son, a Vietnamese journalism researcher, said that "Online journalism is a new form of journalism formed from the combination of advantages of printed newspapers, audio newspapers, and video newspapers, using high-tech elements as a determining factor, the process of producing and transmitting information is based on the global internet". Nguyen Thi

Truong Giang gives the concept of this type of journalism as follows: " Online journalism is a type of journalism built in the form of a website, published on the internet with advantages in transferring information quickly, instantaneously in a multimedia and highly interactive form". (Nguyen Thi Truong Giang, 2010). Online journalism have many advantages in the ability to interact between newspapers and the public, among the public, creating favorable conditions for the establishment of press forums, multimedia capabilities, topicality and ability to update new and key information in a quickly manner.

Due to easy access, there are no obstacles in terms of space, time, geographical distance, only a device with a network connection is required to access the information. Therefore, online journalism plays an increasingly important role in social life. Nowadays, online journalism are developing more and more, a new trend of journalism is being considered as an exit for online journalism in the era of technological breakthrough. It is not certain that this trend will continue for long, but the bright spot of this form has been seen in the immediate future, the public has received it positively and the time on site on each such article has been increased significantly.

Online journalism have created a turning point in the process of information transmission and reception, the public actively receives information and directly participates in feedback, information provision, writing, etc., which strengthens the relationship between journalists, the public and news sources, increases the social effectiveness of journalism.

Therefore, this research is expected to analyze the superiority, and at the same time explain why it is so important to make the product in accordance with the new trend? (1) Reaching more diverse public, (2) Taking advantage of technology and internet to develop journalism, which is the product of new communication technology on the Internet platform, (3) Endless creative opportunities of journalists, (4) Vibrant, attractive, impressive communication capacity, (5) Breaking the mold of traditional works, enhancing multi-sensory, multi-device experiences.

II.CONCEPT OF LONGFORM WORKS

Longform is no longer a strange concept to the world press when since the 1980s, USA Today (USA) has put on its pages many large charts, graphs and images presented with eye catching colors to refresh the attractiveness of the information (compared to the gray newspapers full of words at the time). (Arant, M. D., & Andersen, J. Q., 2001). Later, longforms spread to European countries such as England, Germany, France, Spain (1986).

In Vietnam, Longforms has been noticed by many newspapers such as Vietnamplus, VnExpress, Tuoi Tre Online, Dan Tri, etc. they have also exploited the use of graphics in information transmission and attracted a large number of readers. Success of Vietnam Plus - the pioneer newspaper in implementing special products on the newspaper. Especially in recent years, Vietnamplus has continuously received major press awards and most of those works are done in this style.

Longforms is a type of multimedia article that can include text, still images, videos, animations, audio files, graphic elements designed in a completely new way (Khanh An, 2018). There, people use the title effect (often inserted in the header image - called cover), the text becomes flexible with the beautifully arranged quotes, the image is often designed full screen (horizontal). Longform is a type of multimedia article, which can include multimedia contents such as images, text, audio files or graphic elements designed in a new way. (Boczkowski, P. J, 2004).

Upon approaching a Digital-megastory article, we feel like we are reading a mobile version of a newspaper on a computer, or enjoying a sophisticatedly designed magazine page. In addition, the text of this type of article can be several thousand words long, with general information, a mixture of narrative, commentary and in-depth analysis style.

In the context that most of citizens have smartphones which are connected to social media platforms, longforms have tended to make a breakthrough on Vietnamese online journalism in the past 3 years and is expected as a new journalistic category. Longforms is considered a quality exit for online newspapers which have been equal in terms of information.

Well-investigated works with elaborate language, creative and engaging presentation on longforms are attracting readers in Vietnam. Unlike traditional journalism, longforms can be created from stories anywhere and they continue to make the public understand the essence of what has been conveyed like traditional journalism but with a new style of writing and presentation techniques. Readers can approach in their own way and allow them to have their own thoughts more clearly on the topic.

A longform requires a very elaborate article, the accompanying photo or video must also be very eye catching. Such an article takes a lot of time and effort as well as applying many techniques in presentation (such as photography, video editing, graphic design, interactive graphics...) for complex articles. (Chris Harvey, 2012) That will entail costs in terms of technology.

The first advantage of Longform is the visual aspect. Reading newspapers with eyes, so what meets the eye well will certainly be effective and well received by readers. A special article can be compared to a visual feast because the designer has carefully choosen the images, then arranged the layout accordingly, the title color harmoniously... When the visual part is guaranteed, Viewers begin to "peacefully" ponder the contents.

The second advantage of Longform is the synthesis of multimedia types into one article(Keith

Andrews, 2002). In a sophisticated longform article, it can be a combination of video, infographic, drawing, or styled text. Therefore, statistical information will become easy to understand and compare, stylized letters will highlight a message, a focus that the article wants to emphasize.

Longform is clearly a trend, and whether it is long-term or not, it depends on the change of technology and the habits of readers. Longform article is focused by many newsrooms because it supports the characteristics of online journalism with fast update and rich images. A long form, also known as a longform article, is a type of content-intensive article, highly invested in terms of images as well as graphics, presented in a separate interface style, with the highest focus for readers' reading experience.

Online journalism designed in the longforms style have become popular in Vietnam as a trend in recent years. Although there are still some disadvantages, no one is sure that longform or megastory can last for long, longform or megastory has really become a new category of journalism, attracting a large amount of follow and interaction of audience, which contributes to a vibrant journalism environment, and to some extent, despite the trend in technology, this category is becoming a quality exit for online newspapers that want to get rid of the stereotype that online journalism finds a cheap way to attract view with inaccurate reporting. If they do not take advantage of their advantages and maximize their positive effects on readers, Longforms will quickly become out of date.

Currently, the concept of longform or megastory is used almost exclusively in journalism. But if we look at the specific definition, we can see the different sides and clear contributions of the articles in new trend.

In the first definition, scholars argue that the World Wide Wed is considered to be the basic medium used by news organizations to communicate information to the public. According to Mark Deuze, a researcher from the University of Amsterdam, multimedia journalism refers to news stories published on news websites enhanced by various media elements including text, images, audio, video and other formats.

Long-form is a form of journalism product with long articles and large content. Typically long-form articles are between 1,000 and 20,000 words. Ask two content marketing experts about long-form and you'll hear two completely different statements. The first person may think that making long-form content is risky, as the retention period of readers is often quite short. While the other may think that making long-form content is a great way to engage with readers, as well as giving them real value and real experiences. Although content marketers often have only one principle to follow, in reality, many readers want to reads low journalism, and so some newspapers are ready to respond such demand.

For example, Quartz – a business finance site never publishes articles with number of words between 500-800 words as a rule of "readability". The reason is that Kevin Delaney, Editor-in-Chief of Quartz believes that too many pages are "superstitious" about that number of words. Delaney has even developed a model called the “Quartz Curve” that shows the correlation between article length and Quartz’s content accessibility trends.

Even in the age of technology, but readers not only read short news, many people still tend to switch to more slow journalism with real knowledge. But with the huge amount of information every day, Can long-form articles always be attractive by their length? If it's just text, if the long-form is just a "long article", it will definitely make readers boring. Some high-quality articles but familiar presentation will not optimize the reader's attention. That's why longform with beautiful design combined with long slow journalism is the new trend.

Longform is a type of multimedia article that can include text, images, videos, animations, audio files, graphic elements designed in a completely new manner. There, people use the title effect (often inserted in the header image - called cover), the text becomes flexible with the beautifully arranged quotes, the image is often designed full screen (horizontal). Today, 86% of readers consider graphics to be the first element that attracts customers to read content. Articles with images or videos can increase traffic by an average of 32% compared to regular content. That is why longform - an online magazine product containing many images attracts readers by its outstanding aesthetic among countless articles.

Longform - the name for the new multimedia journalism category, is a form of journalism product with long, slow storytelling journalism combined with many media elements. Many newspapers in Vietnam have applied this trend to their works, they often call it a Mega Story. The longform topics carried out include the non-stop creativity of the reporter team. In which multimedia elements are perfectly combined, thereby enhancing the public's senses.

Longform is a journalistic work that is presented in both content and presentation form (an article integrating multimedia: text, images, video clips, animations, interactive graphics, ...) in a new, lively style. Longform (also known as longform article) is a type of content-intensive article, highly invested in terms of images as well as graphics, presented in a separate interface style, which has the highest focus on the reader's reading experience. This is also reserved for articles with content that is usually non-fiction, narrative or creative.

In the environment of media convergence, the needs of readers to enjoy news also change to a new level, which is a factor for "Mega Story" to be born to attract and keep readers. In 2012, the New York Times (USA) first introduced a famous Mega Story titled "Snow fall" - also known as a Longform work that resonated greatly in the world press community. This Longform attracts an amazing number of readers who followed and interacted when it reached 3.5 million followers and interactions in the first week of its launch on the Internet technology platform. This is one of the first major online stories to be accepted by the general public as a long and engaging piece of journalism -Longform, catering to both the general public as well as 'academic' research readers in the field of journalism.

The New York Times's "Snow Fall" and National Geographics's "Serengeti Lions" have become the first and foremost examples of world journalism of the " Longform " category. These works have attracted the attention and interaction of general readers as well as academic journalists, creating a historic turning point in journalistic activities.

In Vietnam, the trend of producing Longform works appeared not long ago and only in 2016 several newsrooms implemented this new way of doing. But by 2017, many newsrooms experimented and it has become a widespread trend. Of course, each newsroom applied a different method: some agencies owned a team of skilled designers, so they actively created very beautiful and attractive articles, and there were single online newspapers when they did not really invest in technology as well as aesthetics, several products were really high quality while there were also articles that could not be called Longform in the true sense.

As one of the few newsrooms in Vietnam applying this modern technology, VietnamPlus has initially achieved certain successes. Currently many newsrooms are also implementing articles in long-form format, but when it comes to this type, VietnamPlus must first be mentioned as a pioneer. Being known by readers, by colleagues, being honored with awards and more importantly, being recognized for making positive contributions to society is what journalists aim to do. And such value cannot be measured by the number of pageviews.

Longform is mainly a text article written in a beautiful presentation format with a Western writing style, unlike the usual, beautifully presented with graphics in a special form. Today's journalism helps readers focus on not only reading but also visual images. User habits show how the public works: Good technology platform, pay to read newspapers, pay for the newsroom. Paid articles mean good investment in content, images and visuals.

Longfrom - Special product called “Storytelling Communication”, is “Slow-journalism”. A longform article includes text, images, videos, graphics, and in-depth writing. This is an open form of newspaper, which can be viewed and read in full screen, without being entangled with ads like conventional online newspapers.

According to research, readers are more interested in reading graphic information, integrated graphics, infographic:

Why need to produce longform articles?

1) Producing longform articles is not the same as making conventional articles, then adding

images, captions. The longform is often used to serve a series of articles, a series of articles is very important if a journalist or reporter has an opinion on a certain issue. If a series of deep topics has a product presented as a feature, it creates the impression of a product series with a highlight that powers the series.

2) Producing special products will be good for people who are learning journalism, new reporters, journalists who have not tried writing articles like this. When a reporter (student) has a longform article recognized by readers, recognized by the public, and recognized by colleagues, he has a very good capacity and shows his own ability.

The journey to become a good journalist with a mark cannot stop at making news. No matter how fast today, tomorrow someone will get the news faster than you. If you write autobiographical articles, someone will write better than you the next day. You have a good image today, but tomorrow there are many other photojournalists with better images than you. But with a longfrom article on a modern online journalism, it won't be possible in a short time. It's experience, knowledge, a combination of many visual elements to become a journalist, showing the ability and search of the reporter - who made it. That's why it's really fascinating and worth pursuing. And also for the above reasons, the special longform article in the online journalism is worth pursuing, it shows the curiosity of the person who learn to make it.

III. RESULTS AND DISCUSSION

Longform's role with online journalism: Retain the public in the newspaper longer

Longforms is different from conventional media stories in terms of orientation and readers' thoughts. This factor helps the readers connect with the story on a deeper level, influence the reader's curiosity to read and more importantly, the readers can discuss this story with others in their conversation, which creates contagion of story. (Khanh An, 2018).

Another advantage of the Longform article is that it makes the reader’s time on site longer. For example, the reader’s average time on site for an e-newsletter is usually 5 - 10 seconds and 15-20 seconds for longer news, but the viewing time for each Longform article on Vietnam Plus is 5 - 6 minutes, there are even articles up to 10-15 minutes because the information is very in-depth with many images and videos. Longforms make reader’s time on site longer. For example, the reader’s average time on site on an e-newsletter is about 5-10 seconds and about 15-20 seconds for longer news. Although attracting readers is not the sole criterion, the smooth coordination between content and form will also help the work come closer to readers, in addition to its quality and informational value.

According to some analysis, the typeface and font size used on each newspaper are quite diverse. Usually, the common font size used is 18 points for readability. In addition, notable quotes are arranged throughout the article, which can be inserted in images.

In particular, with multimedia news articles, advertising is no longer an annoying factor for readers to read this type of article. There will be no more banners, pop-up ads that suddenly appear to startle them, instead, the content of the article is completely displayed without any trace of the displayed ads. This is considered an improvement to get close to the readers. Longforms is different from conventional media stories in terms of orientation and readers' thoughts. This factor helps the readers connect with the story on a deeper level, influence the reader's curiosity to read and more importantly, the readers can discuss this story with others in their conversation, which creates contagion of story.

Upon approaching a Longform, we feel like we are reading a mobile version of a newspaper on a computer, or enjoying a sophisticatedly designed magazine page. In addition, the text of this type of article can be several thousand words long, with general information, a mixture of narrative, commentary and in-depth analysis style. This is the type of article that catches up with the current trend of journalism, especially online journalism: it is slow journalism. However, articles that are too long designed in the conventional way on websites will not attract readers to read to the end, and it is also very difficult to design articles in an attractive and eye-catching way. The Longform article is the solution to those problems when presenting an in-depth content article.

Besides, advertising is no longer an annoying factor for readers to read this type of article. There will be no more banners, pop-up ads that suddenly appear to startle them, instead, the content of the article is completely displayed without any trace of the displayed ads. Those are all factors that readers want to improve today.

Providing extensive information to the readers

Statistical information will become easy to understand and compare, stylized letters will highlight a message, a focus that the article wants to emphasize. I think there will be many new journalism formats in the near future, but Digital-megastory will still be a form highly appreciated by the readers.

Upon approaching a Longform article, we feel like we are reading a mobile version of a newspaper on a computer, or enjoying a sophisticatedly designed magazine page. In addition, the text of this type of article can be several thousand words long, with general information, a mixture of narrative, commentary and in-depth analysis style. However, articles that are too long designed in the conventional way on websites will not attract readers to read to the end, and it is also very difficult to design articles in an attractive and eye-catching way. The Longform article is the solution to those problems when presenting an in-depth content article.

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Since the appearance of longforms, online journalism have their own way of competing with social networks in terms of information authenticity, many outstanding features in form. It can be seen that this new method has opened a future perspective on the development of the national journalism. This is a new journalistic format, new technology, etc. So readers will experience and connect with stories on a deeper level, impacting their curiosity.

Choosing an attractive topic, a good story, of interest to the public is an extremely important factor. In addition, Longforms require a good writer with flexible and attractive writing style, knowing how to connect stories and lead the story into depth. Boring writing style with disjointed information will create side effects for Longforms.

Innovating the journalist's thinking about making journalism products

Journalism is in fierce competition with social networks, including even online newspapers operating on the same environment and Internet platform. Journalism cannot help but take full advantage of the advantages brought about by social networks, that is, searching for information on social networks, evaluating and choosing to deploy the topic in a methodical and deep manner, and exploitingly verified contents and materials on social networks in an appropriate manner. (Nguyen Thanh Loi, 2014)

For online journalism, developing Longforms is the right way. It will contribute to building and renewing the journalist's production thinking, provide readers with slow journalism combined with multimedia elements. The great advances in technology of the times have made journalism and communication activities with great advantages in meeting the complex and diverse needs of the public, not merely providing information, entertainment that requires high visualization and interaction.

Thanks to the application of technology, journalists can get creative products that satisfy society in different areas in a quick, prompt and convenient manner (Nguyen Thi Truong Giang, 2014). However, with technology, journalists and reporters are required to not be able to specialize in only one field such as photojournalist, news reporter.

In the case of photojournalists, in addition to providing photojournalism, they can also interview, record, film, edit audio, video images, and even graphics design. Technological developments offer unprecedented opportunities to help expand the creative potential of individuals. Those who are active in the press and media in the multimedia era have general skills based on the creative application of information technology achievements (Nguyen Thi Truong Giang, 2010).

Facing the trend of increasingly complex online information, alternating between good and bad news, some newspapers are racing for commercial interests. That requires the press to improve the quality of information to be communicated. Journalists need to have pure political qualities, a sense of civic responsibility, and professional ethics. In the competition between the journalism and social networks, journalists are both information discoverers, verifiers, appraisers, analyzers and interpreters to provide and help the public find sources of honest and reliable information, contributing to building a healthy information environment.

The emergence of longforms - the trend of multimedia journalism has made an important contribution to promoting the country's socio-economic development and media in general and has opened a new door for the journalism industry in the country. If we call the formats on today's online newspapers "regular articles", long-form is a high-quality journalism product. It is a new journalistic format according to multimedia technology.

Most of the conventional journalistic works only use text and still images to convey information to readers(Khanh An, 2018). The competition of various types of journalism requires that journalism and publishing need to be innovated and improved in quality to adapt to the strong development of information and communication technology. Thanks to the appearance of the longform, the work will be combined with a lot of media elements such as images, videos, graphics, ... to make the information more attractive and vivid. Combination of the above things will help article increase the truth, objectivity, the information becomes easy to understand.

In the context of the fourth industrial revolution with the emergence of many modern media as well as diversity, the breakthrough of information has far-reaching impacts on all aspects of social life. New trends in the field of journalism - publishing, such as direct interaction, personalization of information are drastically changing the way information is organized and produced (Dinh Thi Thuy Hang, 2008). The multimedia model allows for a wide range of high-quality journalism products to be born, from long-form articles to slow journalism, from virtual reality products to messaging apps powered by artificial intelligence (AI) to interact with readers. Therefore, longforms' continued development will open new doors for online journalism in Vietnam.

Longform is a type of online article that integrates multiple media, including text, images, videos, animations, audio files, etc. Graphic elements are designed in a completely new way with flexible writing fonts and beautifully laid out quotes, images designed to be full screen. A longform article is a type of multimedia article that can include text, images, videos, animations, audio files, graphic elements designed in a completely new way. There, people use the title effect (often inserted in the header image - called cover), the text becomes flexible with the beautifully arranged quotes, the image is often designed full screen (horizontal). This is the type of article that catches up with the current trend of journalism, especially online journalism: it is slow journalism.

Personalization - What is Personalization?

Modern media is increasingly developing in the digital direction, especially the development of social networks, which makes traditional media such as TVC, outdoor billboards increasingly lose their effectiveness. In addition, customers are fragmented into many different segments. Journalists need to realize that the needs of the modern public are diverse and constantly changing. They actively select the needed information and remove what they find unnecessary and spam. Therefore, personalization and differentiation in media messages is an inevitable trend in producing journalism products.

Personalized interaction helps the press to establish the right message and method to reach the newsroom's target audience. Previously, the message was built in the direction of one-size-fits-all, a brand message that was communicated to everyone. But as mentioned above, the needs of current consumers are extremely diverse, if the enterprises still keep the old approach, they will become blurred and are likely to receive apathy from customers. Only when messages are personalized to each customer do they become engaging.

Second, personalization helps online newspaper agencies save costs because the message goes directly to each specific customer group. Previously, every time talking about customer segments, the market was only 10-15 segments at most, but now, each brand can have hundreds of different customer segments. And each object has a separate purpose of use. Therefore, personalizing the message helps the brand target the right customer insight to create the highest purchase efficiency.

The third very important benefit is that personalization helps the newsroom to answer the question "Why should readers continue to use my newspaper?". Content Creation: A new trend that is starting to emerge and will probably explode in the coming years is the ability of AI to create marketing content. With the ability to learn through machine learning, AI becomes intelligent and able to predict the reader's preferences: type of content, style, conveyed emotion, etc. This ability helps new marketing contents to have higher similarity and becomes more attractive to each individual object. The newsroom exploits this in the production process.

The trend of exploiting personal media channels - Personal Media

Personalization is just one part of Personal Communications. The public individual - each person is a unitary whole, both individual and universal. The generality of social personality governs individual personality through its value system and standards, manifests in worldview and human life, ideology and morality, feelings and beliefs, and behaviors in human activities and behavior in the social community. (Assoc. Prof. PhD. Nguyen Thi Thu Huong Mass communication and the issue of personalization - socialization of human personality in Vietnam, Journalist's Magazine, May 13, 2020)

In the historical development of human thought, man and his nature, the relationship between man and the natural world and society, the historical subject role of man and the issue of human development is the object of research in many scientific disciplines. Humans are born as individuals. But to become human as a special organism-society (in Marx's view), humans need to be fostered, trained, experienced,... in social relationships. .The individual is the subject of labor, social relations and perception in order to perform individual and social functions in a certain historical development period.

Socialization is the process by which individuals join a social community, in which they learn to imitate each other, and learn to play social roles according to behavioral patterns, in order to be accepted by society as a full-fledged member. While learning and perceiving, the individual is both a private person and a social person. There are four most important socializing environments for human: family; schools and social organizations; social groups, friends,... and the mass media.

Mass communication is a special form of communication in human history - when the communicator is able to convey messages to a large number of people and geographically wide - which other former modes of communication previously could not do it. Through the content of information, the duration and the way of conveying messages on the newspaper, values and standards are transferred and socialized, thereby, a new social system is formed and developed.

With new media – The public can be "personalized"

The mass media has created a premise to promote the personalization of people in society, which is most evident in the following aspects: having their own possessions, being able to express their individuality and personality on those objects and items, being able to choose services/products depending on your purposes and needs. Mobile phones with the basic function of social connection are the inseparable possessions of many people in society.

Along with the rapid development of economic life as well as the rapid integration process with the political, cultural and social life of the world, the cultural life of urban people has also changed much more, especially the role of individuals is gradually raised. New media help to accelerate this process by making individuals more aware of themselves through interactions with others by their own media, their own addresses, their own names.

Interactive social media allows users and producers to share and exchange information and ideas through virtual relationships and virtual communities. However, if the traditional mass media causes individuals to separate themselves from social life, confine themselves in their own space, social media and mobile technology keep the individuals always connected, even though this connection is an isolated connection of each individual on a cyberspace network.

The impact of mass personalization on the production of online longform products

When mass personalization poses many problems, it causes three effects:

The first is to eliminate the journalistic category - the theoretical problem of journalism. Journalism practices have destroyed the journalistic category. The public currently does not need news, articles (reflection articles, reportage), they need information collectively called "products". The public needs hot, emotional, beneficial information to them (both positive and negative) through maps and charts. That is information personalization.

Second, the source of revenue (profit) of press agencies changes. In the past, if the revenue of press agencies was provided by the state, or by advertising from the enterprises, but now, under the gradually letting go pressure of subsidies, the press agencies are forced to find a way for their products. their own products, making products for themselves, for individuals.

If a press agency wants to generate revenue, it needs to clarify the issues of interference between: Propaganda - Press - Media. Propaganda is to encourage. Journalism is information. Communication includes event organization, branding, and crisis management.

Third, the special impact is the change in the organization of journalism. In the direction of mass personalization, radio stations and press agencies need a super desk to plan and organize information, (not a management apparatus).The reasons leading to the change in the organization of press production: There are two main reasons: economic factor and technological factor.

Regarding technology: Technology affects the audience, as it consumes, it changes the consumption of news. In the past, people waited for TV, radio, and printed newspapers, now it's all on mobile phones. Technology also affects journalists. In the past, one person could not undertake many functions at the same time to complete a journalism product, because the internet was not available or limited. But now, just one smartphone is the equivalent of one-man television – one person can do everything. Technology also impacts production. Before, there was no toolkit to measure information, no google trends, no quick response as to what the public liked to put in the production organization.

Regarding the economic factor: in the past, just doing enough of the apparatus, the state paid according to the title. But at present, having assigned separate autonomy targets for press agencies, it is the most streamlined and effective, with low revenue, high costs, how to streamline for economic efficiency.

The mechanism of impact changes: Technological and economic factors affect the press production process, it restructures from departments to the super desk, creates journalism products that meet the needs of individuals consuming press production - media. Therefore, there are no hard departments, no more departmental titles. Accordingly, the changing production organization poses personnel and coordination problems. In terms of personnel, one person must undertake multi-tasks. From there, there will be a surplus of a department that does not know what to do. Personnel from the number one in Vietnam were trained based on technology for transparency, making decision on super desk, cost cutting.

Thus, the development of science and technology with the trend of digitization is irreversible in the development of journalism and media, bringing a strong impact on the public:The public participates more actively and proactively in social decisions; The public is independent in receiving information; The public has "high-tech" to receive information and often integrates multimedia elements.

Some types of special products in modern online journalism today have contributed to the creation of new public groups with increasing demands. New media products: Infographics, Longform, Megastory, Data journalism, Rap news, Quizz news, News games...Creative journalism products (Multi-media, Multi-platform ; Mobile Media, Mobile Journalism; Social Media, Social Journalism; Data Journalism; Creative Journalism; Global collaborative journalism; Digital mega-stories; “Wearables”; Artificial Intelligence. Typical Longform products now have many different names such as Megastory, Longform, Multimedia, Cover, Specical longform, Lifestyle story, Signature, Lens, .

Rules in content production for longform

Regarding the content: The selection of an attractive topic, a good story, of interest to the public is an extremely important factor. Besides, a longform requires a good writer with flexible and attractive writing style, knowing how to connect stories and lead the story into depth. Boring writing style with disjointed information will create side effects for Longforms. In addition, under the pressure of depth of matter, avoid exploiting in too much detail sensitive issues, such as baseless conjectures or the private lives of famous people.

In the article "When 'long-form' is bad form", the author mentioned Mrs. Vanderbilt, who committed suicide after her life story was explored too deeply in long-form article. Besides, the arrangement of the article into paragraphs with sub-titles also makes the article more coherent, easy to follow and easier for readers to grasp its contents.

Each means of transmission should be arranged with different content in the whole article, there should be no overlap between videos or charts, graphics and the main text. This will lose meaning and not exploit the power of multimedia post.

Longform is a modern journalism product, so it requires writers with appropriate methods, skills, and journalism style. Here are some general principles that writers should keep in mind:

Have a multimedia mindset: Before writing, think about the best way to present a story, a combination of text, images, and graphics. Develop a plan and use it as a guideline for your entire creative activity, from gathering information to writing and completing the work.

Have the right way to collect information: Longform reporters need to constantly think about many different elements (information, images, ..) and how to link and use them properly. Readers don't just want to know who, what, where and when it is, but why it happened and why it matters.

Images on longforms are important. It not only makes the article better presented, but also increases the value and credibility of the information. The images need to match the contents and clarify more information in the article. Titles on longforms need to be short, strong, impressive, and attractive. The title is 4-8 words long, maximum 12 words to look good and not tangled. The title of the longform must be specific, clear, stating the topic of the article. For readers, short headlines are easy to impress and remember. Sapo, lead is a must for online journalism. Sapo does not need to announce the end of the event, but only needs to stimulate and lead the readers to the whole story. This requires the writer to know how to help readers quickly identify the most important information in the article and why it is necessary to read it. Break up informational content in subheadings to be brief but engaging. Write vividly, convey well with strong verbs and sharp nouns. It is necessary to use graphical elements such as data boxes, charts, .. in conveying information instead of text.

In this age of instant news and quick updates, longform content (longform, e-magazine) continues to thrive. From New York Times, Guardian, BuzzFeed, most mainstream media usually publish longer stories that contain more interactive content, video, audio, data. These are often expensive and time-consuming projects, but they are warmly welcomed by readers. This content category offers more in-depth opinions and reports. An American Press Institute's analysis from 2016 found that long stories get more views and shares than other stories, and last year's Chartbeat 10 most compelling stories list - is chosen by content-based intelligence platform from more than 60 million published works - including at least seven in-depth and featured investigations.

There are many articles about reducing the attention of the masses and that is absolutely true. But we're also seeing signs that things are going in a different direction, said Brendan Spiegel, Co-Founder and Editor-in-Chief at Narrively, a digital media platform specializing in stories of people's interest. Many people are tired of getting all their news from the headlines on social media. The constant flood of information damages our brains and minds. The opening of the article needs to draw the attention of readers, especially written online works. In a movie, the narrator may have 30 minutes or so to keep the viewer interested before they turn it off to watch something else. With a podcast, maybe you have five minutes. With a printed article in The New Yorker newspaper, they can read a full page or so before deciding whether to continue. For an online article, you have a maximum of one paragraph.

Each sentence in the article is written to suggest the next sentence and attract the reader. As he puts it, journalists must not waste a fraction of 1,000 words that are useful for an article, but not interesting to the reader. The risk is to completely lose their attention. "Long" is not a good attribute. The key point is to find the right balance between content that grabs the reader's attention, without getting bogged down in so many details that they get off topic. To make the story more engaging, you may try different storytelling tools and media. "I don't think the future of journalism is for people to read 10,000-word articles on their desktops," he said.

Due to the success of audio stories, for example, Narrively recently released full audio versions of all newly published articles. Spiegel thinks e-readers have plenty of opportunities, too. Treating your writing like a conversation and engaging your audience in the production of journalism can help the media build relationships with readers, bring them together, and create a engaged community to be more likely to support and review the work. For multimedia news stories, a story that captures the public's interest plays a very important role. Besides, it is also a good writing method with a flexible and attractive writing style, connection and guidance to create depth. In particular, the article needs to focus on exploiting the depth of the problem, bringing valid view and assessment for readers.

In terms of form, the arrangement of the article into clear segments, creating coherence and easy to follow is also of necessary requirement. This makes it easy for the readers to grasp the information and easy to follow. Accordingly, each transmission aspect will completely present a different content, creating a unified posture. Design is also an important factor in multimedia news articles. Images and graphic elements as well as the layout of the main title, subtitle or quote are likely to be the first factor that attracts the reader's attention. There should be consistency between content and form. In the longform lesson, the most important element is the image. Photo designers must be fluent in Photoshop as well as have knowledge of the rules of using and coordinating colors in the most effective way. Do not use too large font size, the quotations should also be arranged appropriately.

Requirements for longform product makers: In addition to longform, there are a number of other types of products on online journalism such as:

Signature: The entire longform is done in the video. Signature is a long form in the video format. The video size is long about seven to eight minutes, is similar to a separate series for entertainment, different from Cover –a short video, containing the most unique sentences. The video crew consists of about 4 people dedicated to editing within a week. The most important thing is beautiful presentation, impressed with the presentation that when you click on it, you will see it in seven minutes.

Lens (Show a compelling story through images, unlike photojournalism, Thumb Image must be extremely impressive, very memorable. The whole lens article is very good story),..

Cover: Similar to a longform, but has its own format to specialize in introducing CIP, KOLs, etc. However, instead of the overflowing cover image above, we will make an extremely impressive video. The opening video will quote the character's most special sentences. The video is only one minute thirty minutes but it is interesting to read the whole 3000 word article, but only for special types of characters. Video editing also has more experiences to attract the public, from behind-the-scenes to the way of speech of characters, completely different from news videos.

IV.CONCLUSION

This research has implications for journalists and news media managers. Longform has just appeared and tended to make a breakthrough on Vietnamese online journalism in the past three years and is expected as a new journalistic category, a quality exit for online newspapers which have been equal in terms of information. Longform is a new type of journalistic content that has emerged in the last few years, partly due to the fact that news agencies have found it necessary to return to focusing on producing high-quality contents, rather than racing for news with social networks. That said, it is not that the journalism accepts "losing" on breaking news, but discovering breaking news is no longer the press's prerogative in the context that most of citizens have smartphones which are connected to social media platforms. But most individuals do not have the skills or resources to create in-depth, elaborately presented content - which is an advantage of news agencies. Although personalization has a strong impact on the organization and production of longform, longform is really different from conventional media stories in terms of orientation and readers' thoughts. And this factor helps the readers connect with the story on a deeper level, influence the reader's curiosity to read and more importantly, the readers can discuss this story with others in their conversation, which creates contagion of story.

Therefore, those who study journalism and do journalism in the digital age need to meet their own quality requirements in terms of knowledge, skills and technology. The second way is to popularize longform, instead of one product every 2 weeks, you can design a separate template for each topic, just "pour information" in, and typing format to have a product after two days. Longform is a type of modern journalism that requires appropriate journalism methods, skills and styles. Producing updated longform products with modern writing style will attract the huge attention of readers.

As society develops, people's living standards are improved, so the public's demand for information is also increasing. In a flat world, information has no national borders. Therefore, it requires journalists to have a multi-dimensional view and adhere to professional ethics. The principles and standards of professional ethics exist not only in the consciousness of journalists, in journalistic works but also in specific situations and common relationships in practical activities. Being fluent in foreign languages will be a strength for journalists. With a source of foreign language, they can learn more information and better absorb how to write newspapers in the world, improve design capacity: People with experience in design foster a lot of creativity, refresh the article to be unique and attract the public. Thus, designers always have to learn and improve their knowledge to be able to contribute to the production of multimedia journalistic works.

ACKNOWLEDGEMENTS

This study was supported by a fellowship grant by the TNU- University of Science, Vietnam.We want to express sincere appreciation to Faculty Journalism and Communication (FJC), TNU - University of Science (TNUS), Vietnam for their academic, financial, and moral support. These acknowledgments will not be complete without thanking my co-worker for their useful advice and moral support toward the success of this study.

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RELATIONSHIP BETWEEN CAREER DEVELOPMENT PRACTICES AND EMPLOYEES PERFORMANCE: MEDIATING ROLE OF AFFECTIVE COMMITMENT

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ABSTRACT

The current study investigates whether the relationship between career development strategies and employee performance is mediated by employees' affective commitment. Data from 93 employees of BGR Energy Ltd. were gathered using a questionnaire-based survey and a cross-sectional approach used for the study. The statistical package for social sciences (SPSS) 23 was used to analyze the data, and mediated hierarchical regression analysis was used to test the study model. According to the research, career development techniques including training, mentorship, and counseling have a favorable impact on employee performance. Additionally, the relationship between career development practices and employee performance is mediated by employees' affective commitment. Affective commitment specifically demonstrated complete mediation effects in the association between career development practices like (training and mentoring) and employee performance. Organizations should place a strong emphasis on diverse career development techniques and affective commitment in order to increase employee performance.

Key words: Affective Commitment, Counselling, Training, Mentoring, Performance

I. INTRODUCTION

To meet new and expanded requirements brought on by technological advancement, organizations invest in human resource development operations. Organizations facing global competition must constantly update employee expertise due to the knowledge relevant to their jobs having a decreasing half-life. There is a growing understanding that education and professional development may assist people in meeting the ever-changing demands of the labor market, maintaining their employability, achieving their goals, and contributing to society. The process of planning and managing one's career to accomplish personal and professional goals is referred to as career development. It calls for ongoing learning, skill improvement, career progression, and flexibility in response to opportunities and situational changes.

The strategies and actions that organizations and people can take to encourage and assist career development are referred to as career development practices. Training and development, mentoring, and career counseling are a few typical career development practices. Additionally, in the fiercely competitive industry, employee performance becomes a key element for maintaining a competitive edge over rivals. Modern firms rely on ongoing employee development to help their staff members adjust to changing environments with the least amount of disturbance possible (Okurame, 2014). According to empirical studies, organizational career development for employees boosts employees' confidence in their ability to do their tasks more effectively (Avey et al. 2010). Performance is defined as the results obtained from activities taken in conjunction with an employee's skills in a given setting. Employee effort, skill, and task perception all contribute to their performance. Organizations may create more effective employee development programs by better understanding the connection between career development strategies and worker performance.

Additionally, employee commitment is a type of loyalty extended by the company's staff. Organizational commitment, according to is a psychological bond between employees and organizations that reduces the likelihood of individuals leaving the company on their own (Meyer and Allen 1997). With this dedication, employees are expected to give their all at work in order for both parties to simultaneously achieve their goals. In today's environment of constant competition, organizations' ability to survive depends greatly on their committed workforce. Despite the important role that devoted individuals play in the success of organizations, many business concerns find it difficult to find and keep committed personnel, as observed by Maloni, et al. (2017). An individual's aptitude and involvement in a particular organization are considered to be indicators of organizational commitment. Three different sorts of commitment were put out by Meyer and Allen (1997): emotional, continuance, and normative. According to Demir (2012), devoted employees are less of a financial burden to the company and are more adaptive, productive, and responsible. Employees that have a strong emotional bond with their employer and their work are said to be committed effectively. Employees that are loyal to their employers on an emotional level will accomplish their objectives and wish to continue working for them. Long-term employees exhibit a much higher level of affective commitment (Meyer et al. 1993). Only affective commitment is taken into account in this study because it refers to the employees' strong emotional ties to the company and their participation in its operations.

Understanding these relationships can help firms keep their best employees. Long-term retention rates are higher for employees who believe their employer is committed to their professional development. Organizations can better understand the potential influence of career development on business outcomes including productivity, profitability, and customer satisfaction with the aid of research on this topic. Organizations can present a stronger case for funding career development programs by calculating the advantages of such initiatives. Overall, firms that wish to build a productive, engaged, and motivated workforce capable of accomplishing their business goals must research the impact of career development and employee commitment on employee performance.

II. REVIEW OF LITERATURE AND HYPOTHESES

Career development practices and Employee performance

Career development is crucial for both individuals and the organization because it is not possible to plan for a career without identifying the needs of organization and the competencies of employees. The best instrument for firms to use to advance the careers of their employees and increase workplace productivity is career development. The performance of employees is influenced by several factors. Opportunities for professional development, counseling input into decision-making, job security, training, promotions, and mentoring, among other factors, affect employee performance. Career development has a good and considerable impact on employee performance (Arifin et al. 2020; Muthumbi and Kamau 2021; Sitohang, 2019). Similar to this, Firman, (2021) found a significant link between career advancement and worker performance.

Career development practices and Employee commitment

In the department of children's services, Sitienei et al. (2015) performed research on the effect of training and development on employee commitment. The report suggested that the government emphasize routine employee training to improve skill development. Career development techniques helped to boost employee commitment, according to Srimulatsih (2021). Employee commitment is inversely correlated with how well an organization's career development program is implemented. Additionally, career development techniques have been shown by Rehman (2017) to positively improve three different categories of organizational commitment (affective, continuation, and normative). In a similar vein, Agba et al. (2010) finds that employee commitment was influenced by career advancement.

Employee Commitment and Employee Performance

According to Chen et al. (2002) who investigated the connection between organizational commitment and work performance, there was a favorable correlation between the two. Their research revealed that to improve organizational performance, businesses needed to increase employee commitment. Career development had an impact on performance, according to Agba et al. (2017).

The above discussion, depicts that there is a great deal of research is needed to explore these variables simultaneously. Based on the foregoing, we hypothesize that:

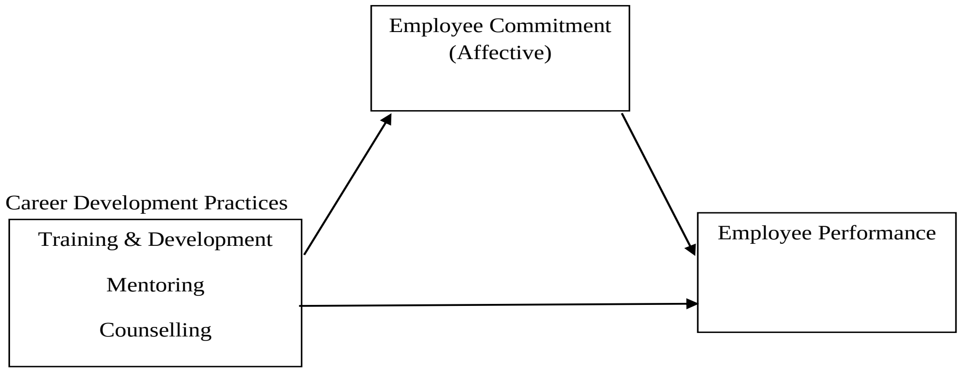
H1: Career development practices were significant and positively related to employee performance.

H2: Career development practices were significant and positively related to employee affective commitment.

H3: Employee affective commitment was significant and positively related to employee performance.

H4: Employee affective commitment acts as a mediator in the relationship between career development practices and employee performance.

CONCEPTUAL FRAMEWORK



III. METHODOLOGY

Sample

The study adopted a non-probability convenience sampling approach. The survey is conducted from all levels of employees working in BGR Energy systems Ltd Chennai. Before administering the questionnaire, we contacted employees in person for their willingness to participate in the survey. A cover letter explaining the study's purpose and the main variables involved in the study. Nearly 140 questionnaires were distributed, and out of that, 109 questionnaires were returned (response rate of 77%). After excluding incomplete questionnaires, the final sample reached 93 participants, consisting of 59 males (63.4%) and 34 females (36.6%) with their ages ranging from 21 to 53 years (M = 27.03, SD = 6.63).

Measures

A structured questionnaire with the 5- points Likert scale was used to measure career development practices (training, mentoring, counseling), employee affective commitment, and employee performance. Items measured in the scale were self-framed and consulted with experts in the study organization. Five points Likert scale ranging from 1(strongly disagree) to 5 (strongly agree) was used to collect data from the respondents. The reliability analysis (Cronbach's Alpha) performed in this study was used to assess how dependable the instruments were for this study. According to Hair et al. (2009), reliability measures above 0.70 are generally regarded as adequate.

Control Variables

We have used three control variables in the current study: gender (0 = female; 1 = male), age (1 = 21-30years; 2 = 31-40 years; 3 = 41-50years; 4 = >50 years), experience (1= <5 years; 2= 5-10years;3=10-15years;4=>15years).

Common Method Bias

The study then utilized a common method variance test with Harman's single factor score to look at variances or bias in response brought on by the instrument. The score was acceptable if it was lower than 40% because it demonstrated that the sample data set was not impacted by CMB (common method bias).

IV. DATA ANALYSIS AND DISCUSSION

Table 1, reports the descriptive statistics, such as mean, standard deviation, reliability, and correlation of all the study variables. That is career development practices namely training, mentoring, counselling, affective commitment, and employee performance.

From Table 1, it is understood that career development practices including training, mentoring, counselling were found to be positively associated with employee performance ($r = 0.496$, $p < 0.001$; $r = 0.675$, $p < 0.001$; $r = 0.596$, $p < 0.001$). Further, affective commitment showed a significant and positive association with employee performance ($r = 0.674$, $p < 0.001$).

Table 1. Means, Standard Deviation, and Correlations Among the Study Variables

variables	M	SD	1	2	3	4	5
1.Training	4.12	0.570	1				
2.Mentoring	3.88	0.688	0.462***	1			
3.Counselling	3.83	0.666	0.417***	0.639***	1		
4.Affective Commitment	3.81	0.687	0.464**	0.657**	0.647**	1	
5.Employee Performance	3.87	0.688	0.496***	0.675***	0.596***	0.674**	1

Based on the hierarchal regression approaches described by Hair et al. (1994), and Baron and Kenny (1986), the four steps to determine whether mediation existed and whether it was partial or full were developed. The procedures were: In Step 1: the control variables were entered as block one, the independent variables (X) were entered as block two, and regressed variables on the dependent variable (Y); in Step 2: the control variables were entered as block one, the mediator variable (Z) was entered as block two, and regressed variables on the dependent variable (Y); in Step 3: the control variables was entered as block one, independent variables (X) entered as block two and regressed on the mediator variable (Z); and in Step 4 was conducted if steps 1 - 3 produced significant models: the control variables was entered as block one, the mediator variable (Z) was entered as block two, the independent variables (X) was entered in block three, and regressed on the dependent variable (Y). The sort of mediation is determined by the outcomes of step 4; if a substantial model emerged, partial mediation was present; otherwise, full mediation was present.

Table 2 depicts the control variables such as gender, age, and experience showed insignificant effects on employee performance. Table 2 reveals that the career development variables such as training (β = .203, $p < .05$), mentoring (β = .458, $p < .001$), and counselling (β = .232, $p < .05$) has a significant and positive relationship with employee performance. Thus, hypothesis H1 is supported. The study model showed 56.5% of variance explained by the predictors (career development practices) towards employee performance. Further, the table reveals that the career development variables mentoring (β = .458, $p < .001$) and counselling (β = .232, $p < .05$) have a significant and positive relationship with employee commitment. However, the variable training and development showed insignificant effects (β = .203, $p < .05$). Thus, hypothesis H2 is partially supported. the study model showed 55.5% variance explained by the predictors (career development practices) towards employee commitment.

Table 2. Mediated Hierarchical Regression Analysis

Predictors	Step 1	Step 2	Step 3	Step 4
Control variables				
Gender	-.147*	-.119	-.054	-.132
Age	-.075	.045	-.159	-.031
Experience	-.028	.005	.054	-.043
Independent variables				
Training	.203*	NA	.160	.158
Mentoring	.458***	NA	.390***	.350**
Counselling	.232*	NA	.336**	.139
Mediating variable				
Employee commitment	NA	.666***	NA	.278**
R^2	.565***	.469***	.555***	.599***
$AdjR^2$	.534***	.445***	.524***	.566***

Note. "NA" represents not applicable, i.e., that variable was not entered into that step.
***significant at $p < .001$; **significant at $p < .01$. *significant at $p <. 05$

Next, the Table 2 reveals mediating variable such as employee commitment (β = .666, p < .001), has a significant and positive relationship with employee performance. Thus, hypothesis H3 is supported. the study model showed 46.9% of variance explained by the mediator towards employee performance. Finally, Table 2 depicts, the career development variables such as training and counselling showed insignificant effects in the presence of mediator employee commitment (β = .158, p = .058; β = .139, p = .162), which represents full mediation exists. However, the variable mentoring showed significant effects (β = .666, p < .001), which represents the existence of partial mediating effects in the study model.

DISCUSSION

This study examined the relationship between career development practices and employee performance. Additionally, the study examined the mediating effect of employees affective commitment on the relationship between career development practices and employee performance.

As expected, all the career development practices such as training & development, mentoring, and counselling showed a positive relationship with employee performance. The study is consistent with previous works (Arifin et al. 2020; Muthumbi and Kamau, 2021). From the study results, mentoring practices showed a higher influence on employees performance, when compared to other practices such as training and counselling. Thus, the findings strongly support the proposed hypothesis H1. Next, the career development practices such as mentoring and counselling showed positive significance with affective commitment. The study results are consistent with previous works (Rehman 2017), thereby validating the existing research by supporting hypothesis H2.

Further, employees affective commitment reveals a significant positive relationship with employee performance and is consistent with previous studies (Chen, et al. 2002). Thus supporting the hypothesis H3. In addition, the study showed a significant mediation effect on the relationship between career development practices and employee performance. The study results depict that employees affective commitment showed a full mediation effect in the model, between the relationship of career development practices such as (training, counselling) and employee performance. Besides, affective commitment showed a partial mediation effect in the model, between the relationship between mentoring and employee performance. Thus, supporting hypothesis H4 partially.

LIMITATIONS

The present study has several limitations. In the first place, because this study was conducted on BGR Energy Systems Limited employees, it is challenging to generalize the results. Second, because the study used a cross-sectional design, we are unable to conclude the causes of the relationships between the variables. An experimental study or a longitudinal design is required to confirm the causal links between the variables.

V.CONCLUSION AND SCOPE FOR FURTHER STUDY

The studies in the literature have reported some of the career development practices demonstrated their significance towards employees performance, so this study uncovered the research gap by examining the mediating effects of employees affective commitment in the relationship between career development practices and employee performance. As, employee retention, contentment, motivation, performance, productivity, succession planning, and employer branding depend on the organization's career development practices. Practices that promote career growth are crucial for both employees and businesses. According to the study's findings, career development techniques including training, mentoring, and counselling have an advantageous effect on employee performance through affective commitment. The study recommends future researchers can test the proposed relationships across several other sectors to enhance the generalization of the results. Several other career practices such as coaching, job oriented can be explored in the present study model.

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International Journal on Global Business Management and Research (IJGBMR),

ISSN 2278 8425, Vol, 12, Issue 1, May 2023

BETTERIDGE'S LAW AND ITS IMPACT

ON SOCIAL AWARENESS AND METHODOLOGY OF JOURNALISTIC WORK

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ABSTRACT

This paper deals with finding the awareness in people about Betteridge's Law. Do they know that a question mark in news headlines can be answered with a "Yes" or "No". Betteridge's Law has given a chance to all the journalist and writers to get their work published even if it lacks figures or facts just by putting a question mark in the end of the headline. These types of article are generally used to defame people or to get public attention towards the articles. It is taught to media students that if they are not sure about the facts and figures they should not publish their work then why this kind of work is being published even if it lacks facts and figures. The question mark also works as a strategy that allures the reader to read the article. Even at times headlines on the web portals are ended with question mark because they follow click byte technique to allure the readers so that they are not able to resist and click on the article link. So in a nutshell this research is about the awareness of people regarding Betteridge's Law.

Keywords: click byte, Betteridge's law, journalism, defamation, journalism

I.INTRODUCTION

Betteridge's law of headlines is a cliché that states any headline that ends with a question mark can be answered by the word no. The sweeping generalization refers to the poor journalistic practice of writing sensational headlines in the form of a question in order to compensate for the author's lack of facts. Much like Murphy's Law -- anything that can go wrong will, and at the worst time possible -- Betteridge's law is rooted in mocking humor.

Betteridge's Law was coined and named after British journalist Ian Betteridge according to him phrasing headlines as a question is a legitimate practice that has become closely associated with fake news due to its misuse. When a headline is phrased as a question to which the answer is "no," the author is free to ask hypothetical questions that are designed to appeal to emotion.

Examples of headlines with Betteridge's law of headline are as follows:

- Could Amazon's Alexa be trusted?
- Should we fear Google Home Assistant?
- Can Siri become your next lawyer?

Question-formatted headlines are often used for linkbaiting, the practice of crafting sensational content in hopes that readers and content providers will share the content with others. Question-formatted headlines are also used to spread disinformation because they can allow an unscrupulous author to imply that a subjective opinion is an objective fact.

Betteridge's law, which is named for technology journalist Ian Betteridge, has been a maxim of online journalism since the 1990s. The misuse of eye-catching questions in headlines to increase circulation, however, can be traced back to yellow journalism, scandal sheets and political tracts of centuries past.

II. LITERATURE REVIEW

In journalistic publication it was written that Betteridge’s Law of Headlines says that “Any headline that ends in a question mark can be answered by the word no.” When applied to the titles of academic publication, the assertion is referred to as Hinchcliffe’s Rule and denigrates the use of the question mark in titles as a “click-bait” marketing strategy. They examine the titles of all published articles in the year 2018 from five top-ranked and five mid-range journals in each of six academic fields.

They describe the form of questions when they occur, and where a title poses a question that can be answered with a “yes” or “no” we note the article’s substantive answer. They do not find support for the criticism lodged by Betteridge’s Law and Hinchcliffe’s Rule. Although patterns vary by discipline, titles with questions are posed infrequently overall. Further, most titles with questions do not pose yes/no questions. Finally, the few questions that are posed in yes/no terms are actually more often answered with a “yes” than with a “no.” Concerns regarding click-bait questions in academic publications may, therefore, be unwarranted

According to Mats Linander Betteridge’s law of headlines famously asserts that any headlines that end in a question mark can be answered by the word “no”. This “law” is of course no law – creating a counter-example is trivial – but should rather be seen as a tongue-in-cheek remark on how poor journalism sometimes hides behind dubious headlines.

According to movie “Sanju” question mark is at times used to hide the lack of facts and figures journalists have for their piece of work and question mark works as a spell that allows them to get their article printed. These articles are published without any issues because firstly journalist thinks articles like this can attract readers and secondly they will also get their name highlighted.

III.METHODOLOGY

Objectives of the Study

- Do people blindly trust on whatever they read?
- Are they aware of Betteridge’s Law of headlines?
- Which medium of media people trust the most?
- According to people why media use Betteridge’s Law and is it right?

- Do they cross check with other sources if they find details of articles odd and if no why?

SAMPLE OF THE STUDY

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size used for the study includes 100 people from urban cities and of various age groups.

TOOLS OF DATA COLLECTION

Both primary and secondary data are used for the project.

Primary Data:

Primary data is that which is collected for the first time and thus happens to be original in character. In this study primary data was collected through a questionnaire.

Questionnaire survey:

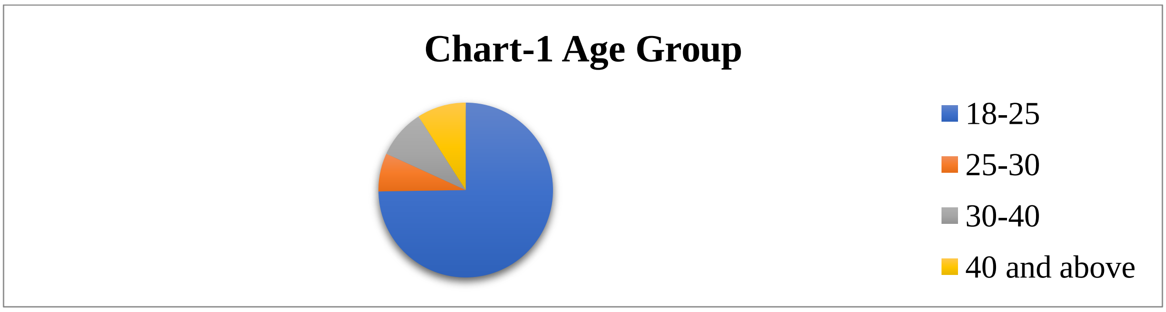
In this study a questionnaire was prepared. The questionnaire consisted of a set of questions that was circulated among the people. The questionnaire utilized for the purpose of research was a quantitative one. The questionnaire dealt with questions related to Betteridge's Law and why media publish fake articles and what are their views about it. The questionnaire wasn't just about media's responsibility but also about the reader's responsibility of cross checking with other sources to know the truth.

Secondary Data:

It refers to the data that has already been collected. The secondary data, which has been used to carry out this study.

IV. ANALYSIS

So below given are the responses given 100 respondents to a questionnaire made by researcher in order to know the awareness of people regarding Betteridge's Law and other things.



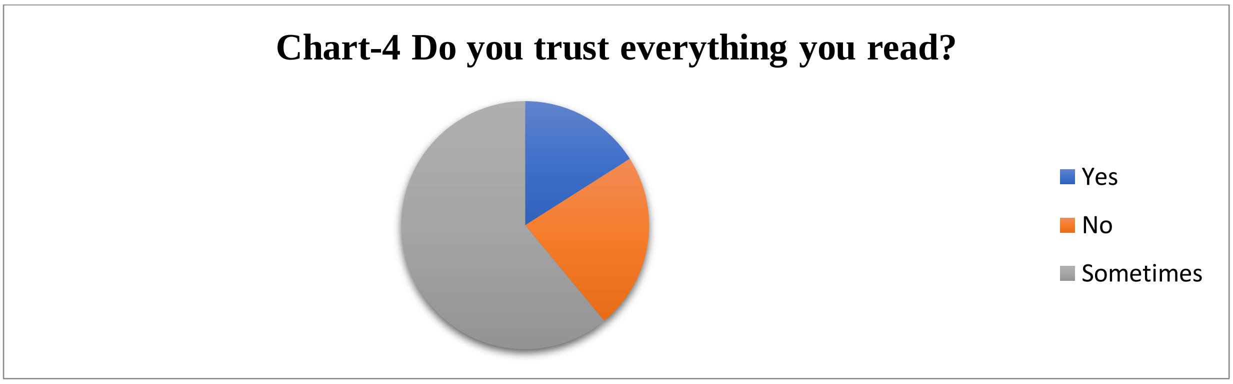
So this pie chart above depicts the age group of people who have participated in research work. Around 75% of people from the age group of 18-25 that have participated in research project and around 7% of people who belong to the age group of 25-30 have participate so in all total around 82% of millennials have given the feedback of the questionnaire forwarded. 9% of people from the age group of 30-40 and 40 and above have participated in research project each. So this means most of the data that we are going to get through this research is given by millennials.

Chart-2 Do you read articles on the Internet or in print media?

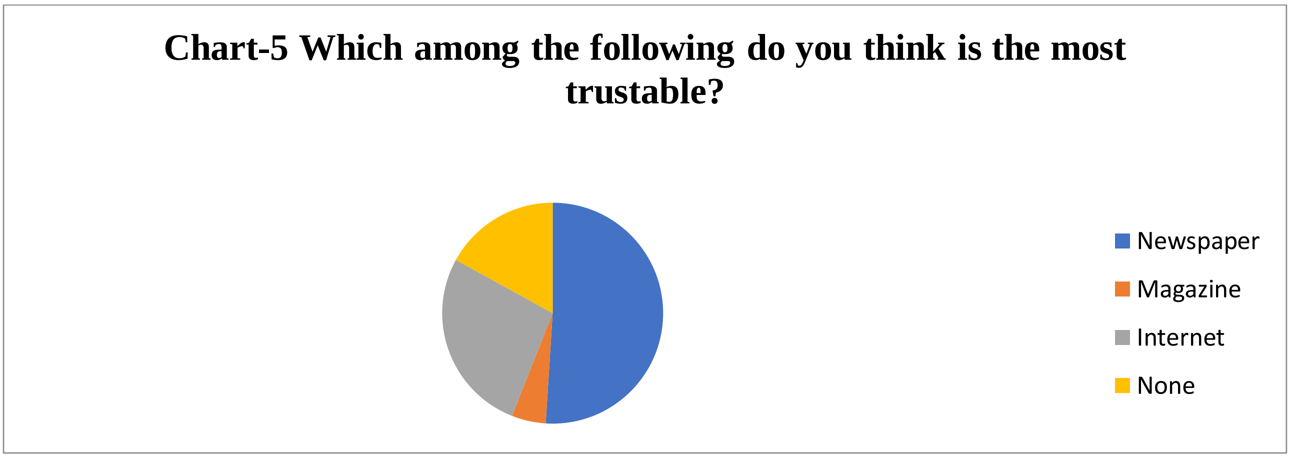
So the above given pie chart shows how many people still prefer to read articles also rather than watching news on TV and Internet. So 95% of people read articles on Internet or in print media 3% don't read articles and 2% selected option others and said they prefer watching videos over reading articles. Asking this question in questionnaire was important because only readers would have noticed a question mark in headlines of the article and further questions were for the readers only.

Chart-3 Have you ever noticed a question mark in the end of a headline ?

The above chart depicts that 87% people have noticed question mark in the end of the headlines where as 13% of people have never noticed a question mark in the headline before. Asking this question was important as further questions are related to this question. Moreover there is still chance that 87% of people who have noticed question mark next to the headline might not know about the Betteridge's Law.

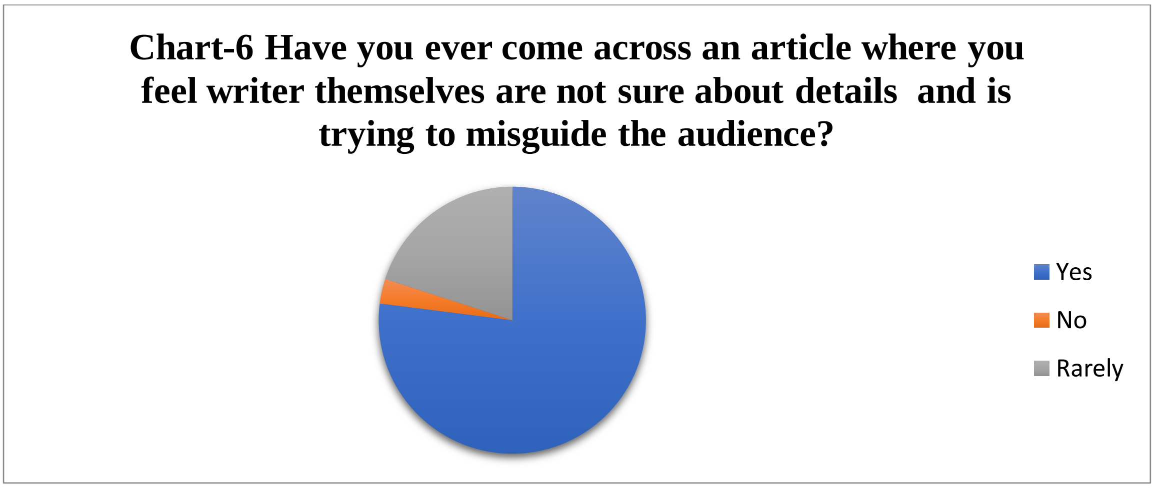


This question was necessary as researcher wanted to how much today people trust the fourth pillar of democracy – Media. Astonishingly surprise around 61% people said that they only sometimes believe everything they read and 23% people said they don't everything that they read and only 16% of people said that they trust media and everything they read. Because of the malpractices followed by media now a day's people are losing their trust from media. The pie chart clearly depicts how people are losing their trust over media. This question clearly directly or indirectly links with the Betteridge's Law because if any article is written to defame a person without proper facts and figures and that too they are using question mark as the shield then that would also be considered as malpractice.

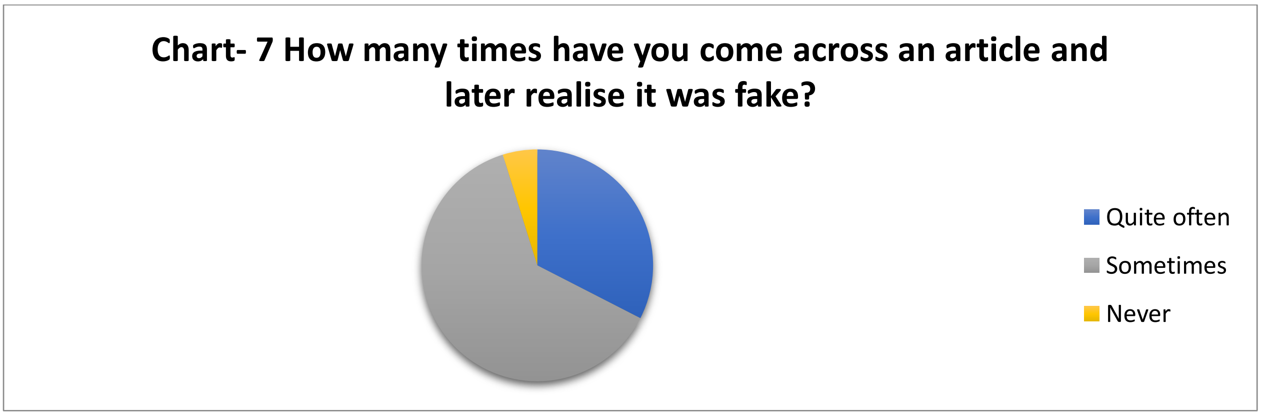


According to the responses given by people, 51% choose newspaper as the most trust worthy one because of the authenticity of newspaper and plus it under goes through long and scrutinized process before publishing which includes re-checking of the new, facts and figures as well. Only 5% choose magazine because they thought that it comes after a huge time gap plus they have more researched information than any other facts and figures. Around 27% people think internet is the most trustable one as they have got various sources to check from plus it includes both text and videos at the same time which magazine and newspaper does not have.

17% people choose none because they think now media is way more corrupted and now people have one more of reason to select none as an option because now there is paid another form of media term is emerged that is known as sponsored or in other words paid form of media that works for money only and frame articles as per the need of the clients. Paid form of media is also used to defame people or to criticize their rivals work with false accusations.



So around 77% of the people agreed to the fact that they have come across articles where writer wasn't sure about the facts and figures and they felt article was written to misguide the people whereas only 3% has never come across article like these and there are 20% people who feel like they rarely come across article like these. If we talk about the majority of people they have come across an article where they found that writer wasn't sure of what the exact details were but why do writers write such articles. According to a journalist from TOI, Bareilly some these articles are written to generate public attention, to get their opinion or just simply to defame.



So around 44% people have many a time have read an article which they later on realize was fake and around 52% people have only sometimes gone through an article and later realize they were fake when contacted personally and asked them to tell about some of them following were the major examples-

- Article on the death of Kim Jong-Un.
- Hollywood and Bollywood scandals.
- Articles of false accusation on election parties and their heads.

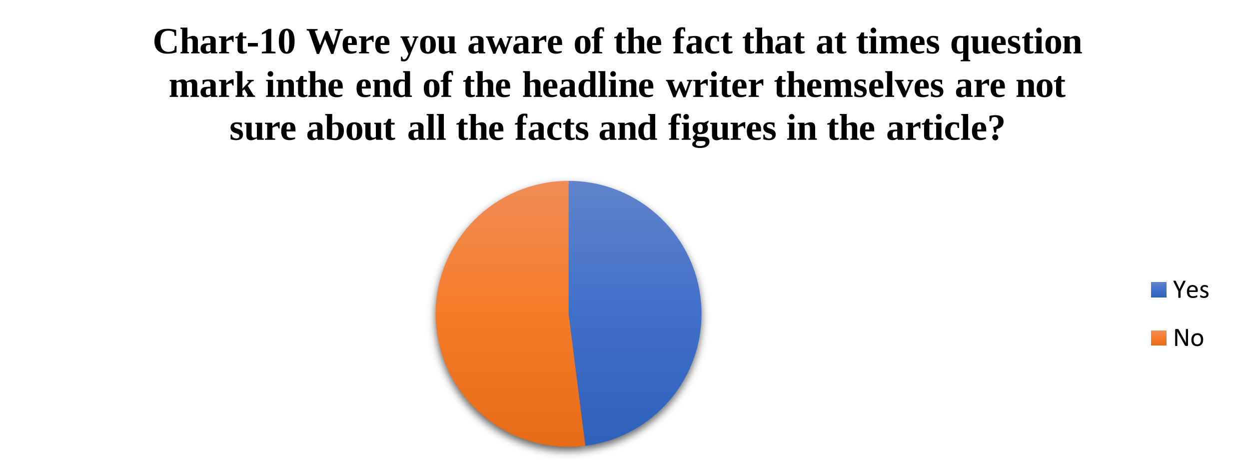
Other than that only 4% of people have never come across an article and later on realize it was fake one. So that means majority of people have read fake articles.

Chart-8 Do cross check with other souces after reading some intriguing article?

So according to above given pie chart 34% people did checked with other sources when they found that the details of the article or articles were intriguing whereas 23% people didn't bother to check with other sources when they found the details of the article odd. 32% people only try sometimes to check with other sources if the found the details of the article odd. Researcher kept others option to know what could possibly the reason people are giving to justify their response on clicking by others and almost all of them had the same response that was if they had time to do so they did otherwise they didn't bother to do so, which brings us to one of the major reasons why at times people don't bother to cross check with other sources because of the lack of time. So the researchers say that people actually don't have time to read the full article they just read the headlines and lead paragraph and move on to another one unless they find something interesting.

Chart-9 Do you feel some articles are written just to defame a person without any proper facts and figures?

So as the above given pie chart shows that 65% people definitely believe that some articles are just written to defame a person without any facts or figures whereas 24% people aren't sure about this thing and only 10% people believe that no this is not true.



Surprisingly 48% of the people knew about this fact that if there is a question mark in the end of the headlines it means writer is not sure about facts and figures and when Researcher contacted them personally to ask how did they come to know about such facts their responses were movie particularly "Sanju" some said through friends and family and some said through internet. Though it ws expected more but turns out 52% people had no idea regarding this alarming topic which is seriously not good as it would be easier to influence people on the basis of fake news article.

What is main reason you believe articles like these are published?

(Under listed are reasons given by people who filled this questionnaire)

- To gain public attention.
- Generate public interest.
- Personal Grudges.
- Sponsored articles.
- To defame people.
- To delusionize people in believing something that is not true.
- To increase readership.
- To get readers opinion.

V.CONCLUSION

In a nutshell this research told researcher about the people general perception about media that till what extent do they trust media and which media do they trust more plus how aware they are about Betteridge's Law. Around 48% of people were aware about this phenomenon but what they didn't know that what this phenomenon is exactly called. Moreover now a days media which was earlier considered as light bearer of the truth is now considered as another money making field. It's just not about the responsibility of the media it is also the responsibility of the readers to cross check with other sources if they find something odd about the article and not to trust blindly whatever they read. This research is eye opener for journalist point of view also because now they have to understand gone are the days when people were completely dependent on media only for news now there are many other options as well so it would be better that journalist start showcasing the truth or otherwise the public will switch.

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A STUDY ON ASSOCIATE HIRING MECHANISM IN RETAIL INDUSTRY

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ABSTRACT

The study is based on how the associate hiring mechanism brings quality-hired candidates using various hiring channels and how human resources function, especially in Recruitment and Selection in this hyper-turbulent environment. The changing economy's aggressive supply of manpower has led to dependence on company referrals, job boards, company websites, and so on. The study also states that HR Managers and other employers are satisfied with their recruitment and how they also help todevelop the organization. The main objective of this research is to study the hiring of sales associates using various hiring channels and how to recruit them in their position. The study also investigates the relationship between associate hiring mechanisms and the quality of candidates hired by organizations, correlates the difference between referral hiring Mechanisms and Retention rate of employees, and analyzes the satisfaction of skill level of associate candidates in current hiring mechanisms. A structured questionnaire was developed for this purpose. Regression tests were performed to determine the results. Thus, it was found that the effectiveness of the associate hiring process helps to hire high-quality candidates for the organization. In conclusion, the associate hiring mechanism is a crucial process for organizations seeking to hire talented individuals for entry-level roles. The mechanism should aim to attract top talentwhile ensuring that candidates possess the necessary skills, knowledge, and aptitude to excel in their position.

KEYWORDS: *Hiring, Sourcing, Retention rate, Quality of candidates hired*

I. INTRODUCTION

In this study, the researchers examine the associate hiring mechanism in retail stores. The Associate Hiring Mechanism integrates the manager and HR, identifying the knowledge of the candidates, know-how, and life skills required for the position. Associate Hiring mechanisms are holistic in nature and support the organization for hiring qualified candidates. The associate hiring mechanism provides information about candidates' skills,and satisfaction in their work is identified while hiring. By this process it helps to identify the quality candidates to the organization. The associate hiring mechanism is a specific process designed to find and select qualified associates who have the skills, experience, and knowledge required to contribute to a project's success. The process typically involves several steps including identifying project needs, recruiting, screening, interviewing, selection, and onboarding.

The first step in the associate-hiring mechanism for a project is to identify the specific skills, experience, and knowledge required to complete the project successfully. This informationis typically outlined in the project plan or job description. Once the requirements have been identified, the next step is to attract qualified candidates through job posts, social media platforms, and referrals. The screening process begins after the candidates have been applied. This step involved reviewing resumes, conducting phone or video interviews, and administering assessment tests to determine their qualifications and fit for the project. Once the screening process is completed, the most qualified candidates are invited for in-person interviews with the project team. The interview process may involve multiple rounds and may include variousstakeholders, including project managers, team members, and senior leadership. After the interviews were completed, the hiring team reviewed the candidates and selected the most suitable ones for the project. The selection process may include reviewing references, conducting background checks, or negotiating job offers.

Finally, once the offer is accepted, new associates are onboard the project team. This may include orientation sessions, training programs, and team introduction. The associated hiring mechanism for a project is critical to ensuring that the team has the necessary talent to complete the project successfully. By following a rigorous process that assesses candidates' qualifications and fit for the role, organizations can improve theirchances of hiring associates who will be successful and contribute to the project's growth and success. By Making a proper Hiring process it helps to hire a proper high-quality candidates to the organisation and also attracts the pool number of candidates through employee referrals, job boards, social websites, job fairs, etc.

II. REVIEW OF LITERATURE

1. Lindsay, S., Cagliostro, E., Albarico, M. et 2018 "A Systematic Review of the Benefits of Hiring People with Disabilities" The authors conducted a comprehensive search of multiple databases, including MEDLINE, CINAHL, and PsycINFO, to identify relevant studies. They included both quantitative and qualitative studies that examined the benefits of hiring people with disabilities in a variety of contexts. The authors conducted a comprehensive search of multiple databases, including MEDLINE, CINAHL, and Psyc INFO, to identify relevant studies. The authors suggest that employers should be encouraged to hire people with disabilities, and that further research is needed to better understand the specific mechanisms through which these benefits are realized.

2. Hannah Van Borm, Stijn Baert (2018) "What drives hiring discrimination against transgenders?" This study aims to investigate the factors underpinning transgender women's hiring prejudice. The authors run a scenario experiment in which fictional employment choices are made regarding female job prospects that are transgender or cisgender. Given the severe workplace discrimination against transgender people identified in prior research, targeted policy interventions are required. This study is novel since it is the first to examine the relative empirical significance of prevalent (theoretical) justifications for transgender women's employment discrimination. The findings imply that negative treatment of transgender people is mediated by preconceptions regarding their health.

3. Angela Kaida, and On behalf of the CHIWOS Research Team (2019) "Operationalizing community-based research principles within epidemiological studies by, with, and for women living with HIV" The literature review focused on operationalizing community-based research (CBR) principles within epidemiological studies involving women living with HIV. The review examines existing research and discusses the importance of involving affected communities in the research process. The article highlights the benefits of CBR approaches and provides insights into how these principles can be applied in epidemiological studies for improved outcomes.

4. Jenna Elomaki (2020) "Recruitment and Selection Guidelines for Viaminnet Oy" In this study, the case firm Viaminnet Oy's present hiring and selection procedures are investigated. Project-based research is used in this bachelor's thesis. Setting up recruiting and selection policies for Viaminnet Oy was the study's main goal. Qualitative interviews with managers and staff members of the commissioning firm were undertaken to learn more about the recruiting and selection process as well as the organisation's needs for development. Based on the results from the qualitative interviews, the recruitment and selection guidelines were established.

5. Lincoln Quillian1 and Arnfinn H. Midtbøen (2021) "Comparative Perspectives on Racial Discrimination in Hiring: The Rise of Field Experiments" They conduct a comparative literature review on racial discrimination in hiring, focusing on the utilization of field experiments. They examine the growing body of research using this method and discuss its implications for understanding and addressing discrimination in employment. The article provides insights into the prevalence and persistence of racial discrimination in hiring practices.

6. Nazia Sabrin (2021) "Recruitment And Selection Process of Aarong Sales Associates (Sa)" This literature review presents on the recruitment and selection process specifically for Aarong Sales Associates (SA). The review examines existing research and practices in the field, providing insights into the strategies and methods employed for hiring SA roles. The article contributes to a better understanding of the recruitment and selection process within the context of Aarong, a well-known retail brand.

7. Yue Li (2022) "Research on Evaluation Method of Recruitment Channel Effectiveness" The study helps in analysing the recruitment effectiveness of different channels & help candidates and recruiters to choose more suitable recruitment channels. The research on the effectiveness of recruitment and the effectiveness of recruitment channels in existing literature originated earlier, and there are many theoretical researches. The main research methods used in this paper are literature survey and comparative research. This paper results that the factors that affect the effectiveness of recruitment mainly include external factors such as economic environment, industry category, corporate image, recruitment channels and internal factors such as personnel factors, evaluation technology, job division, salary and welfare.

8. Olajide ore, Martin Sposato (2022) "Opportunities and risks of artificial intelligence in recruitment and selection" This study's goal is to further understanding of the benefits and drawbacks of using artificial intelligence (AI) in hiring and selection by examining the viewpoints of hiring managers in a multicultural, international business. This exploratory research adopted a qualitative methodology. Ten expert recruiters who worked for a global firm participated in face-to-face, semi-structured, in-depth interviews. The results showed that automation enables AI to enhance the efficient completion of repetitive jobs. However, there are hazards associated with using AI technology in recruiting and selection, which makes recruiters wary of it.

9. Naresh B. and Rajalakshmi M. (2023). "A Conceptual Study on Employer Perception towards Hiring Employee with Online Degree/Certification" The major goal of this study is to examine and quantify the numerous elements that influence how employers view online learning environments during the hiring process. In order to assess the impact, 549 publications were looked at using an integrated literature review method. Research on a quantitative foundation was used. According to the findings, perspective of the employer as to recruiting decisions is mostly influenced by four factors: awareness, readiness, qualifications, and reputation.

10. A. Grace Antony Rose & M. Sandhya. (2023) "A study on candidate engagement in recruitment process" The goal of sourcing is to find and identify matching candidates for a target profile. Research on a qualitative foundation was used. The author suggested that also recommend informing the candidate regarding the process then and there making a friendly and professional relationship with the candidate would be highly recommended.

III. RESEARCH METHODOLOGY

This study is based on descriptive research design in which the researcher aims to get information to describe about the population. Primary and secondary data is gathered by the researchers. The primary data involved was acquired through a self-administered questionnaire. The items pertaining to hiring practices for occupations were constructed as a structured questionnaire with a 5-point scale. A structural questionnaire was utilized for verifying the sample respondents' responses. The distribution of questionnaires to the employers, including the HR Manager, Store leader, and Store Manager, served as the primary source of acquiring data. The respondents' responses were gathered using a five-point Likert scale which range from 1(very dissatisfied) to 5 (very satisfied).The total population comprises 516 employers and employees of all branches at the Reliance Retail, limited to My Jio Store. The sample size was 53 employers and employees from different branches of Reliance Retail Limited in My Jio Store. This study was conducted using a judgmental sampling technique. The researcher determines the units to be sampled based on his or her own prior knowledge or professional judgment in the non-probability sampling approach known as authoritative sampling or judgmental sampling.

IV. DATA ANALYSIS

Impact of associate hiring mechanism on the quality ofcandidates hired by organizations

Hypothesis:

H0: There is no significant impact of associate hiring mechanism on the quality ofcandidates hired by organizations.

H1: There is a significant impact of associate hiring mechanism on the quality ofcandidates hired by organizations.

Dependent Variable: Quality of candidates hired

Table 1 -Model Summary

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate
1	.557[a]	.311	.297	.54529

a. Predictors: (Constant), Associate hiring mechanism

Table 2 -ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	6.836	1	6.836	22.989	.000[a]
Residual	15.164	51	.297		
Total	22.000	52			

a. Predictors: (Constant), Associate hiring mechanisms

b. Dependent Variable: Quality of candidates hired

Table 3 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.772	.430		4.126	.000
Associate hiring mechanism	.538	.112	.557	4.795	.000

a. Dependent Variable: Quality of candidates hired

Results:

The Significant value 0.000 < 0.05

Hence,

- H0 is rejected
- H1is accepted

Therefore, the results show that there existed significant impact of associate hiring mechanism on the quality ofcandidates hired by organizations

CORRELATION

Hypothesis:

H0: There is no significant relationship between Referral hiring Mechanisms and Retention rateof employees

H1: There is a significant relationship between referral-hiring mechanisms and employee retentionrates.

Table 4 - Descriptive Statistics

	Mean	Std. Deviation	N
Referral hiring Mechanism	3.7358	1.11201	53
Retention rate of employees	4.0377	1.03705	53

Table 5- Correlations

		Referral hiring mechanism	Retention rate of employees
Referral hiring mechanism	Pearson Correlation	1	.192
	Sig. (2-tailed)		.168
	N	53	53
Retention rate of employees	Pearson Correlation	.192	1
	Sig. (2-tailed)	.168	
	N	53	53

Results:

The Significant value 0.168 > 0.05Hence,

- H0 is Accepted
- H1 is rejected

Therefore, the results show that there is no significant relationship between the referral hiring mechanism and the retention rate of employees.

Major Research Findings

The following are the results extracted from the descriptive analysis of the primary data collected from structured questionnaire;

- 100% of the respondents are male in this study.
- 41.51% belonged to the age group of 26 – 30.
- 62.3% are married.
- Among the respondents, 64.2% are store leaders.
- Of the respondents, 50.9% used referrals for hiring purposes in the organization.
- A total of 43.4% of the respondents showed a neutral emphasis on employee referrals as a recruitment method.
- 49.06% said that it is very effective and helps in attracting high-quality candidates by using the associate hiring mechanism in the organization.
- 56.6% of the respondents agreed that they always used the organization to use job boards or online job posts to attract candidates for hiring.
- 45.28% of the respondents stated that the organization places employees on using social media and company referrals for candidate sourcing and recruitment.
- 30.19% of the respondents showed that the organization prioritized employer branding and reputation in the hiring process.
- 45.28% of the respondents gave five ratings for the overall quality of candidates that the organization had hired in the past year.
- 58.48% of the respondents gave 5 rating for the quality of the candidates hired througheach of the associated hiring mechanisms used by the organization.
- 56.6% of the respondents stated that career fairs they are most effective in attracting and selecting high-quality candidates compared to boards Board and social media websites.
- Of the managers, 50.94% are satisfied with the overall quality of the candidates hired by the organization.
- Among the respondents, 47.17% are very satisfied with the skill level of associate candidates hired through the organization's current hiring mechanisms.
- Among the respondents, 30.19% are satisfied with the retention rate of associatecandidates hired through the organization's current hiring mechanisms.

- Among the respondents, 98.1% agreed that organization conducted reference checks for allpotential hiring candidates.
- The regression results show a significant impact of the associate hiring mechanisms on the quality of candidates hired by organizations.
- In correlation, the results show that there is no significant association between the referral hiring mechanism and the retention rate of employees.

V. CONCLUSION

In conclusion, the Associate hiring mechanism is a crucial process for organizations that seek to hire talented individuals for entry-level roles. The mechanism should aim to attract top talent while ensuring that candidates possess the necessary skills, knowledge, and aptitude to excel in the position. A successful hiring mechanism includes a well-defined job description, targeted sourcing strategies, structured assessments and interviews, and reference checks. The process should also consider cultural fit and a growth mindset when evaluating candidates. A well-designed Associate hiring mechanism can help organizations build a strong and diverse team that contributes to their success and growth.

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International Journal on Global Business Management and Research (IJGBMR),

ISSN 2278 8425, Vol, 12, Issue 1, May 2023

CHANGING INVESTOR PREFERENCES TOWARDS INSURANCE SCHEMES IN TAMIL NADU DURING POST-COVID

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ABSTRACT

Modern insurance companies have been negatively perceived as of being more interested in making money than in providing insurance. Critics argue that this is evident in the reluctance of insurance companies to take on high-risk cases, the use of exclusion clauses in insurance policies, and the shift to call centers where staffs are unable to provide expert advice. One study found that 60% of people believe that insurance companies are more interested in making money than in providing insurance. The study also found that 70% of people believe that insurance policies are too complex and difficult to understand. The study's findings suggest that there is a need for insurance companies to change their approach even after COVID. Insurance companies need to focus on providing high-quality insurance that meets the needs of their customers. They also need to be more transparent about their policies and procedures. The study is also important because it will help to improve the reputation of the insurance industry. If the insurance industry can show that it is committed to providing high-quality insurance, it will be able to attract more customers and investors.

Keywords: insurance, perceived, critics, exclusion

I. INTRODUCTION

In today's highly competitive world, the insurance industry faces numerous threats from alternative investment products such as shares, bonds, debentures, mutual funds, and commodities. Moreover, the negative brand attributes associated with insurance products contribute to a positive perception among investors after COVID. Recognizing the need to attract investors, insurance companies extensively study the various perceptions investors have towards their products. This project aims to examine the brand attributes of insurance products that influence investors' perceptions after COVID.

Insurance, as defined in law and economics, serves as a risk management tool primarily utilized to mitigate the risk of potential losses. It involves the fair transfer of risk from one entity to another in exchange for a premium. Insurance companies, known as insurers, specialize in selling insurance policies. The insurance rate, also known as the premium, is determined based on various factors to establish the amount of coverage provided. Risk management, which involves assessing and controlling risks, has emerged as a distinct field of study and practice.

Objectives

The study is planned to identify and analyze the factors influencing purchase decisions of Insurance policies after COVID and assess the significance of factors influencing the decisions.

II.REVIEW OF LITERATURE

Shanmugham (2000) conducted a survey involving 201 individual investors to examine their information sourcing habits, perceptions of various investment strategy dimensions, and the factors influencing their decisions to invest in shares. The findings revealed that psychological and sociological factors held more sway than economic factors in share investment decisions.

Anjan Chakarabarti and Harsh Rungta (2000) emphasized the significance of brand effects in determining the competitive position of Asset Management Companies (AMCs). Their study indicated that the brand image factor, though not easily quantifiable through performance measures, influences investor perceptions and consequently their selection of funds/schemes.

Mazhar and Khan (2019) conducted research on the factors influencing customers' preferences towards investing in life insurance policies. The study aimed to explore various factors that impact customers' investment decisions in life insurance. It concluded that consumer decisions to purchase insurance products from different companies are influenced by factors such as age, gender, and income. The study also found that among 150 respondents, 55% favored LIC (Life Insurance Corporation) as the most popular brand among policy users.

Kalaichelvan (2018) conducted a study to assess investor attitudes towards various investment alternatives. The study revealed that investors prioritize safety and have primarily invested in life insurance, bank deposits, and small savings. The findings suggested that increasing awareness of small and medium capitalization companies could be achieved through company efforts. The statistical analysis provided insights into investor demographics and preferences, leading to suggestions for increasing market penetration.

Tati and Baltazar (2018) conducted research on the factors influencing the choice of investment in life insurance policies. The study aimed to present the demographic profile of investors in life insurance policies, explore factors influencing their choice, assess any association between annual income and investment factors, and examine the choice of insurance company for investment.

The COVID-19 pandemic has significantly impacted the insurance industry, as it has affected various other sectors. The pandemic has led to an increased demand for health insurance, life insurance, and property insurance.

A study by the DBS Institute of Research found a substantial rise in preference for insurance schemes after the COVID-19 pandemic. The study identified health insurance, life insurance, and property insurance as the most favored schemes. It also indicated that investors tend to select insurance schemes offering comprehensive coverage and affordability.

Another study conducted by the Max Bupa Foundation observed a shift in investors' perception of insurance due to the pandemic. Investors now view insurance as a means to safeguard their financial security and health. The study also highlighted that investors prefer insurance schemes with digital services and easy-to-understand terms.

These studies collectively indicate a significant shift in investors' preferences towards insurance schemes in the wake of the COVID-19 pandemic. Investors are now inclined to select schemes that provide comprehensive coverage, affordability, and digital services.

III.METHODOLOGY

This study utilizes primary data collected through a questionnaire using survey method to achieve the research objectives. The self-administered questionnaire was designed to gather information on awareness levels and the attributes consumers take into account when purchasing a life insurance policy. The data collection process focused on ensuring alignment with the study's objectives. To process and analyze the data, the Statistical Package for the Social Sciences (SPSS) was employed. ANOVA, Chi Square and Factor analysis were utilized as a technique to uncover and understand the underlying relationships among the variables measured in the study. The study was conducted in Tamil Nadu. It was planned to survey 150 respondents, but only 142 were collected.

Insurance Schemes

Insurance is a form of risk management that helps people protect themselves from financial losses. It works by transferring the risk of a loss from one party (the insured) to another party (the insurer). The insurer charges a fee (called the premium) in exchange for agreeing to compensate the insured in the event of a loss.

The amount of the premium depends on the type of insurance and the level of coverage that the insured wants. For example, car insurance premiums are typically higher for people who drive a lot or who have a history of accidents.

The insurance policy is a contract between the insured and the insurer that specifies the terms of the insurance coverage. The policy will typically include information about the types of losses that are covered, the amount of compensation that will be paid, and the circumstances under which the insurance will be void.

Insurance can be a valuable tool for protecting oneself from financial losses. However, it is important to understand the terms of the insurance policy before purchase it.

Here are some additional details that you may want to include in your rewrite:

- The different types of insurances those are available, such as life insurance, health insurance, and property insurance.
- Reading the insurance policy carefully is important before purchasing it.

IV.DATA ANALYSIS AND DISCUSSION

The data for this study was collected through a combination of primary and secondary sources. Primary data was collected through standardized questionnaires, which were administered to a sample of 142 respondents of Tamil Nadu. Convenience sampling was used to select the sample, which means that the respondents were chosen based on their availability and the researcher's ability to access them. Secondary data was collected from a variety of sources, including reports, academic journals, and news articles. This data was used to provide context for the study and to help interpret the findings of the primary data.

TABLE 1 : WEIGHTED AVERAGE SCORE

Factors	Weighted average Score	Result
Policies/plans should be superior to or more attractive than other investments in the future.	3.67	Neither agree nor disagree
Single premium policies should be appropriate for avoiding lapse.	4.12	Agree
We always prefer to buy new policies with excellent features and let their existing policies lapse.	4.89	Strongly agree
The amount of premium charged in relation to the sum assured should be less.	4.91	Strongly agree
The rate of return on insurance products should be higher than other saving instruments.	3.81	Neither agree nor disagree
Insurance companies should provide information/details about innovations on a regular basis.	4.61	Strongly agree
The future of insurance companies will lie in better services and competitive products.	4.83	Strongly agree
First-year commission on policies should be reasonable and paid on a regular basis.	4.32	Agree
Renewal commission on policies should be reasonable.	4.18	Agree
Performance-oriented incentives should be provided.	4.21	Agree
Agents should be well trained and have proper knowledge of policies/schemes to guide the insurers properly.	4.74	Strongly agree
Agents should provide enough support to solve customers problems.	4.69	Strongly agree
The behavior of the supporting staff should be appropriate.	4.81	Strongly agree
Agents will mostly sell and promote those policies/schemes that are beneficial to them in terms of higher commission.	4.31	Agree

Speedy documentation and processes should be implemented at the time of issuing policies and settling claims.	4.64	Strongly agree
Medical checkup of the customers have to be done properly.	4.21	Agree
Customer service through the Internet will certainly affect the efficiency level to a large extent, besides improving the service quality.	4.14	Agree
The computerized information system should provide the best and quick services to the agents.	4.81	Strongly agree
Flexibility in payment structure will be considered for investing in insurance policy	4.34	Agree
Tax benefits in insurance plan will be considered for investing in insurance policy	4.21	Agree
Benefits on death is important factor considered	4.16	Agree
Benefits on survival is important factor considered	4.4	Agree

Respondents chosen for the study were strongly agreed that the amount of premium charged in relation to the sum assured, excellent features, better services, competitive products, appropriate behaviour of the supporting staff, best and quick services to the agents through CIS, well trained and proper knowledgeable Agents, enough support to solve customers' problems by agents, Speedy documentation and processes at the time of issuing policies and settling claims and information/details about innovations on a regular basis are the key factors influencing choice of Insurance policies after COVID era.

Reliability Analysis:

To check the reliability of the data, Cronbach's Alpha was used, and the results are as follows:

Table 2: Reliability Test

Cronbach's Alpha	No of items
0.761	22

The table above (Table 2) depicts that the reliability value (0.761) is higher than the standard value (0.5), indicating that all items in the questionnaire are reliable.

Data Suitability Test using Kaiser-Meyer-Olkin measure of sampling adequacy

The Kaiser-Meyer-Olkin (KMO) Test measures the suitability of data for Factor Analysis. It evaluates the sampling adequacy for each variable in the model, as well as for the complete model. The statistic indicates the proportion of variance among variables that can be attributed to common variance. A lower proportion suggests that your data is more appropriate for Factor Analysis.

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.791

The KMO measure of sampling adequacy was utilized to assess the sample adequacy, which is an index employed to determine the suitability of factor analysis. The obtained KMO value of 0.785 (Table 2) was higher than 0.5, indicating that the sample was adequate for conducting factor analysis on the data.

Factor analysis

Factor analysis is a valuable tool for examining the relationships between variables pertaining to complex concepts, such as socioeconomic status, dietary patterns, or psychological scales. It enables researchers to explore concepts that are challenging to measure directly by consolidating numerous variables into a few meaningful underlying factors that can be interpreted.

Table 3 : Rotated Component Matrix

Factors	**Component**				
	1	**2**	**3**	**4**	**5**
Policies/plans should be superior to or more attractive than other investments in the future.			0.612		
Single premium policies should be appropriate for avoiding lapse.		0.728			
We always prefer to buy new policies with excellent features and let their existing policies lapse.			0.856		
The amount of premium charged in relation to the sum assured should be less.		0.913			
The rate of return on insurance products should be higher than other saving instruments.					0.956
Insurance companies should provide information/details about innovations on a regular basis.	0.884				
The future of insurance companies will lie in better services and competitive products.			0.814		
First-year commission on policies should be reasonable and paid on a regular basis.		0.741			
Renewal commission on policies should be reasonable.		0.654			
Performance-oriented incentives should be provided.					0.853
Agents should be well trained and have proper knowledge of policies/schemes to guide the insurers properly.				0.547	
Agents should provide enough support to solve customers problems.				0.589	
The behavior of the supporting staff should be appropriate.				0.641	

Agents will mostly sell and promote those policies/schemes that are beneficial to them in terms of higher commission.				0.769	
Speedy documentation and processes should be implemented at the time of issuing policies and settling claims.	0.652				
Medical checkup of the customers have to be done properly.					
Customer service through the Internet will certainly affect the efficiency level to a large extent, besides improving the service quality.	0.784				
The computerized information system should provide the best and quick services to the agents.	0.856				
Flexibility in payment structure will be considered for investing in insurance policy	0.581				
Tax benefits in insurance plan will be considered for investing in insurance policy					0.956
Benefits on death is important factor considered					0.687
Benefits on survival is important factor considered					0.723
Extraction Method: Principal Component Analysis.					

TABLE 4: COMPONENTS CLASSIFIED USING ROTATED COMPONENT MATRIX

Factors identified	Components classified using Rotated component matrix	Factor loading
	Insurance companies should provide information/details about innovations on a regular basis.	0.884
	Speedy documentation and processes should be implemented at the time of issuing policies and settling claims.	0.652
	Customer service through the Internet will certainly affect the efficiency level to a large extent, besides improving the service quality.	0.784
	The computerized information system should provide the best and quick services to the agents.	0.856
Reaching and Processing customer requirements	Flexibility in payment structure will be considered for investing in insurance policy	0.581
Premium and Commission	Single premium policies should be appropriate for avoiding lapse.	0.728
	The amount of premium charged in relation to the sum assured should be less.	0.913
	First-year commission on policies should be reasonable and paid on a regular basis.	0.741
	Renewal commission on policies should be reasonable.	0.654

Strategies required	Policies/plans should be superior to or more attractive than other investments in the future.	0.612
	We always prefer to buy new policies with excellent features and let their existing policies lapse.	0.856
	The future of insurance companies will lie in better services and competitive products.	0.814
Influencers	Agents should be well trained and have proper knowledge of policies/schemes to guide the insurers properly.	0.547
	Agents should provide enough support to solve customers problems.	0.589
	The behavior of the supporting staff should be appropriate.	0.641
	Agents will mostly sell and promote those policies/schemes that are beneficial to them in terms of higher commission.	0.769
Benefits	The rate of return on insurance products should be higher than other saving instruments.	0.956
	Performance-oriented incentives should be provided.	0.853
	Tax benefits in insurance plan will be considered for investing in insurance policy	0.956
	Benefits on death is important factor considered	0.687
	Benefits on survival is important factor considered	0.723

The initial components in Factor Analysis are the numbers assigned to the variables. However, not all 22 variables will be retained. In this research, only 5 factors will be extracted by combining the relevant variables. The percentage of variance indicates the proportion of total variance accounted for by each factor, while the cumulative percentage represents the cumulative proportion of variance accounted for by the current and preceding factors. In this study, the first 5 factors explain 64.517% of the variance.

To identify the core factors, it is examined the Rotated Factor Matrix, which displays the correlations (rotated factor loadings) between the variables and the factors. The factor column represents the rotated factors that have been extracted from the overall factors. These core factors, obtained through data reduction, serve as the final factors. Each group of factors is assigned a name, representing the grouped factor and its constituents.

ANOVA

ANOVA has been used to find the association between different demographic variables and subjective variables.

TABLE 5: ANOVA FOR DIFFERENT DEMOGRAPHIC VARIABLES AND SUBJECTIVE VARIABLES.

S.No	Hypothesis (H_0)	F Value	P Value	Accepted / Rejected
1	The mean score of Educational qualification is same on Training programs, refresher courses and regular meetings with development officers/managers update	0.975	0.443	**Accepted**
2	The mean score of Educational qualification is same on Customer service through Internet certainly affects the efficiency level to a large extent besides improving the service quality	0.306	0.907	**Accepted**
3	The mean score of Educational qualification is same on Speedy Documentation and processes at the time of issue of the policies and settlement of claims	2.078	0.084	**Accepted**

Findings

Respondents are more likely to choose insurance schemes that offer comprehensive coverage. This means that the insurance scheme should cover a wide range of risks, such as hospitalization, surgery, critical illness, and death.

They are also more likely to choose insurance schemes that offer good value for money. This means that the premiums should be affordable and the benefits should be generous.

People are increasingly looking for insurance schemes that offer flexibility. This means that they want to be able to choose the level of coverage that they need and the type of benefits that they want.

V.CONCLUSION AND SCOPE FOR FURTHER STUDY

The most popular type of insurance in India is Life and health insurance. About 60% of all insurance policies in India are health insurance policies. This is followed by life insurance (25%) and motor insurance (15%). The factors that influence people's choices of insurance schemes include: Their income and financial situation, Their age and health, Their family size, Their occupation, and Their risk tolerance.

The choice of purchasing insurance products primarily relies on the customer's annual income. Therefore, regardless of the circumstances, such as the COVID-19 pandemic, the decision to purchase an insurance policy remains consistent. In addition to traditional investment options like real estate, stock markets, and gold, people nowadays are increasingly inclined towards investing in insurance products such as Life Insurance and Health Insurance, as they perceive them as valuable tools for risk management. The pandemic has further emphasized the significance of investing in insurance to effectively address unforeseen situations in the future. There is a growing trend towards online purchase of insurance policies. In 2021, about 20% of all insurance policies in India were purchased online. This trend is expected to continue in the coming years.

Scope for Further Study

This study aims to investigate the factors that influence investors' perceptions of investing in insurance. Due to time constraints and limitations, the study focuses on a specific and defined area. The scope of the study is restricted to Tamil Nadu, considering the region's characteristics for conducting the research. Another constraint relates to the sample size, which is smaller due to limitations in time and other resources. As simple random sampling was not feasible, convenience sampling was employed in this study. Consequently, future researchers have the opportunity to explore a broader range of factors, subject areas, locations, and sample sizes.

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A STUDY ON IMPACT OF COVID-19 ON MARKET VALUE OF EQUITY SHARES OF SELECTED LOGISTICS FIRMS IN INDIA

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Abstract

Logistics is gaining day by day more attention in the business world and in the fields of interest of policy makers. Even so the same people who use this term frequently declare that the concept of logistics is not completely clear to them. The aim of the paper is to study on share performance of logistics sector on pre & post covid period with reference selected logistics companies . The continuous growth in world trade depends on the efficiency of trade support structures such as the logistics services. Despite logistics integral role in supporting commercial activities, there has generally been a low level of analysis and trade policy research focus from trade practitioners. The study aims to find the performance of shares of selected logistics companies in BSE The study was done to find whether to retain the existing companies and also to see whether to add a new company as vendor.

KEYWORDS : *Logistics, share performance, vendor identification, vendor retaining .*

I.INTRODUCTION

Global Logistics Industry includes all activities of the supply chain such as transportation, customer service, inventory management, the flow of information, and order processing. Other activities of the supply chain are warehousing, material handling, purchasing, packaging, information dissemination, and maintenance among others. The Logistics market in terms of revenue was valued at US$ 8185.46 billion in 2015 and is expected to reach US$15522.02 billion by 2023, growing at a CAGR of 7.5% from 2015 to 2024. The market in terms of volume was valued at 54.69 billion tons in 2015 and is expected to reach 92.10 billion tons by 2024 growing at a CAGR of 6% from 2016 to 2024.

The Global Logistics Industry in 2017 is equally subject to global geopolitical machinations but that apart countless disruptions threaten to tip the balance of global trade as we knew it. These could be stated as follows: -

- Robotics, automation, 3 D /4 D printing will offset low-cost manufacturing advantages.
- Rampant protectionism favors localisation and also sustainability.

- Digitisation and demand-driven logistics are pushing supply chains closer to demand.
- Middle-class growth in developing markets is altering supply-demand dynamics.
- Global E-Commerce will challenge traditional borders and boundaries.

Thus there are countless locations with compelling value propositions. Whether it is a pureplay distribution facility, the manufacturing center of excellence, transshipment port, regional E-Commerce hub, or new market to sell in/ source from, retailers and manufacturers have no shortage of options. On top of that if we consider global volatility and hypersensitivity to supply chain exceptions then what emerges is that supply chain modeling, simulation and optimization are fast becoming core competencies.

The Indian logistics sector is valued at USD$ 150 billion, contributing 14.4 % of the country's GDP. With the easing of FDI norms, the proposed implementation of GST, increasing globalization, growth of e-commerce, positive changes in the regulatory policies, and government initiatives such as "Sagarmala", "Make in India", the sector is expected to touch $200 billion by 2020. In the World Bank's Logistics performance ranking 2016, India'sranks have improved from 54 in 2014 to 35 in 2016, jumping 19 places.

Out of this USD 150 billion logistics cost, almost 99% is accounted for by the unorganized sector and slightly more than 1%, i.e. approximately USD 1.5 billion, is contributed by the organized sector. However, the industry is growing at a fast pace and if India can bring down its logistics cost from 14% to 9% of the GDP (level in the US), savings to the tune of USD 50 billion will be realized at the current GDP level, making Indian goods more competitive in the global market. Moreover, growth in the logistics sector would imply improved service delivery and customer satisfaction leading to the growth of export of Indian goods and potential for the creation of job opportunities.

II. REVIEW OF LITERATURE

Sarika Mahajan and Balwinder Singh (2013) studied about return, volume and volatility relationship in Indian stock market: Pre and Post rolling settlement analysis. The study used a bi-variate Vector autoregressive model (VAR) model of order p of the form. To conclude that there was a positive contemporaneous relation between volume and volatility inboth pre and post rolling settlement period for SENSEX but degree of correlation is more in post period.

Benson (2015) observed that a handful of studies have been eager in reviewing the existing literature on stock market liquidity. Analyzed the literature available on liquidity in financial markets. Thestudy reviewed 113 research papers on liquidity and concluded that market liquidity was essentially studied concerning corporate finance, corporate announcements, stock returns, macro policy announcements, and investment management.

Kumar and Misra (2015) evaluated 95 articles and presented a review of literature on various aspects of stock market liquidity like measurement of liquidity, determinants of liquidity, intraday movements, and liquidity effects on firm value.

Narayanasamy and Thirugnanasoundari (2016) conducted to carry out the analysis of risk and return relationship in the Indian stock market. From the study it was able to ascertain the market price and trading of the stocks and to determine the right choice of a security it depend upon the level of risk and return factor. It knows exactly to predict price behaviour of market and measure of trading whether it may me highor low cost of the stock.

Shaini Naveen and Mallikarjunappa (2016) covered 12 listed companies with the Benchmark of NSE. This study was conducted on banking sectors to identify the return and. The statistical tools are used such as standard deviation, correlation, beta and alpha. Beta it measures the variability of returns. It carried out the movement in the stocks return and risk in the bank. The calculation is done based on investor should completely know about the market on a continuous basis which it helps them to invest their funds in right companies.

Suresh and Harshitha (2017) compared risk and return relationship of stocks by using Markowitz and Sharpe's model. The study aims to identify thelevel of deviation in returns by comparing these two models and to check whether the results obtained are constant or not. The result of beta will allow the investors to know about the market risk of the particular investments. The research shows that both the models give almost the same value for both individual return and risk and also portfolio.

Diaz and Escribano (2020) reviewed 177 articles and discussed the dimensional liquidity measures which have been used by researchers over the years in determining the liquidity of equity, bond, and treasury markets.

Roni Bhowmik and Shouyang Wang (2020) studied about stock market volatility and return analysis. The aim of the study was to examined effective GARCH models recommended for performing market returns and volatilities analysis. The study founded that there has been a significant change in research work within the past 10 years and most of researchers have worked for developing stock markets.

III. RESEARCH METHODOLOGY

Objectives of the Study

- To study the share performance of logistics companies before and after covid.
- To analyze the competitive share price on various logistics companies and understand how the shares are performed before and after covid.

Hypotheses of the Study

H0 : There is no significant difference between returns of select logistics companies before and after covid

H1: There is significant difference between returns of select logistics companies before and after covid

Research Design

Descriptive research design is used in the study

Type of Data

Secondary data is used in the study. The data is collected BSE website. Data is collected for a period of 2years from 1st April 2019 to 31st March 2020 and 1st April 2022 to 31st march 2023 from logistics Sector listed in BSE.

IV DATA ANALYSIS AND DISCUSSION

The returns of the shares were calculated for the period 1st April 2019 to 31st march 2020 to find the performance of the shares before COVID-19. Again the returns of the shares were calculated for the period 1st April 2022 to 31st march 2023 to find the performance of the shares after COVID-19.

Table 1- Returns of the shares before and after covid

COMPANY NAME	**RETURN BEFORE COVID**	**RETURN AFTER COVID**
Blue Dart	**-1,090.65**	**-776.95**
CCIL	-161.55	-52.35
DHL	-6.02	1.14
FED EX	-68.2	21.09
GATI	-32.75	-65.75
AEGIS	-55.7	150.45

Source : Computed data

Table 1 shows the returns of the shares before and after covid . The returns of almost all the companies shows and increase except for GATI. Even though the returns is negative for Blue dart and CCIL for both the periods the after covid period shows an increase. When seeing the return of AEGIS , it shows a tremendous increase.

Table 2- Result of T-test

	Variable 1	*Variable 2*
Mean	-235.8116667	-120.395
Variance	178167.101	109365.2883
Observations	6	6

Pearson Correlation	0.971163666	
Hypothesized Mean Difference	0	
Df	5	
t Stat	-2.207379483	
P(T<=t) one-tail	0.039181239	
t Critical one-tail	2.015048373	
P(T<=t) tw*.369o-tail	0.078362478	
t Critical two-tail	2.570581836	

Source : computed data

The significant value is 0.03,Therefore the null hypothesis is rejected.There is a significant difference between the returns of the select logistics companies before and aftercovid.

V.CONCLUSION

The research on share performance of selected logistics firms during pre & post covid is clearly defined that there is increase in share prices of logistics after covid. Based on the top 6 logistics companies secondary data analysis is clearly said that the overall performance of the share prices increases on after covid. We are living in a fastest movingworld, so people who are doing their business on logistics is based on the customer preferences is giving more growth in business. And also making some developments like convert the supply chain management completely as blockchain technology. Many top companies are doing this, it will make the supply chain process become more faster and ease of access on anywhere in the world. While doing multinational logistics to every regions of the world it will more helpful. So, the technologies are one of the major part of the growth of the business.

SCOPE FOR FURTHER STUDY

The study can done for companies from other sectors of BSE and NSE

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A STUDY ON BUILDING BRAND AWARENESS OF A SOLAR PANEL DIGITAL MARKETING COMPANY WITH REFERENCE TO CHENNAI CITY

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ABSTRACT

This research study aims to assess the level of brand awareness of Solar panel Digital marketing industry and its feasibility among the target audience. The objective of this research is to identify whether people are ready to choose solar energy as an alternative and to suggest ideas for improving brand awareness. The research will be conducted through a survey, which will include questions related to the awareness of the brand and its services, the feasibility of the services offered, and the readiness of the target audience to adopt solar energy as an alternative. The data collected from the questionnaire is to be analysed using Statistical tools and techniques. The research will help Solar panel Digital marketing industry to understand the level of awareness of its brand and services and identify the potential market for its services. The study will also provide insight into the feasibility of Solar panel Digital marketing services among the target audience and suggest ideas for improving brand awareness like use of search engine optimization (SEO) techniques to improve the website's visibility in search engine results, this can help increase website traffic and improve brand visibility and Solar panel Digital marketing should have celebrity brand awareness so that it will reach in wider range. Overall, this research study will be beneficial for Solar panel Digital marketing industry in making informed decisions and devising effective strategies to enhance its market share and profitability.

Key Words: Brand awareness, Search Engine Optimization, Digital Marketing, Solar Panel

I.INTRODUCTION

Effective brand awareness plays a pivotal role in the initial phases of a business, encompassing the recognition, familiarity, and knowledge that the target audience possesses about the brand. It is vital to enhance and promote your brand through strategic marketing efforts in order to foster successful brand awareness. This makes it easy to establish your business and make it popular and trustworthy.

Brand awareness, although lacking a readily quantifiable metric, holds significant value and is crucial for achieving marketing goals. Despite the challenge of measuring it with easy numbers, marketers cannot overlook its importance. In today's highly globalized market, where brands compete for consumers' attention and engagement, substantial investments are made in global advertising and distribution. This trend is driven by the impact of capitalism and global transportation on consumer behavior. Consequently, marketers diligently track brand awareness levels, recognizing that if they dip below a predefined threshold, it is necessary to intensify advertising and promotional efforts until awareness reaches the desired level once again. In the realm of marketing planning and brand management, establishing objectives to enhance brand awareness becomes indispensable as it serves to inspire consumer motivation and encourage purchases of the brand's products.

IMPORTANCE OF BRAND AWARENESS

FOSTERS TRUST

Establishing brand trust is crucial for consumers who often engage in thorough research and consider the opinions of others before making a purchase. When a consumer forms a connection with a brand, they are more likely to make repeat purchases effortlessly and without hesitation. Similar to cultivating relationships with people, building trust between humans and brands is of utmost importance. The key lies in gaining the loyalty of customers by prioritizing trust-building efforts.

CREATES ASSOCIATION

Effective brand awareness establishes strong associations between brands and their products or services, to the extent that we unintentionally use the brand names instead of generic terms. For example, we instinctively say OLA or UBER instead of referring to a transportation service provider, or Band-Aid instead of simply calling it a bandage. This phenomenon highlights the power of brand awareness in creating subconscious word associations, where brands become synonymous with their respective actions and services.

BUILDS BRAND EQUITY

Brand equity refers to the intrinsic value of a brand, which is shaped by consumer experiences and the overall perception of the brand. Consequently, favorable experiences and perceptions contribute to a positive brand equity, while negative impressions can lead to a negative brand equity. Brand awareness serves as a fundamental element in establishing brand equity. Positive brand equity yields several advantages, such as an elevated stock price, amplified social influence, and the ability to command higher prices based on the enhanced perceived value, among others.

THE DIFFERENT TYPES OF BRAND AWARENESS

These are different ways to help your customer identify your brand. Here are the different and common types of brand awareness.

✓ Brand recall

✓ Brand recognition

✓ Top-of-mind awareness

II.REVIEW OF LITERATURE

- **Tulay Girard, Penn State University - Altoona M. Meral Anitsal (2013), The Role Of Logos In Building Brand Awareness And Performance: Implications For Entrepreneurs,** This conceptual paper aims to establish a comprehensive model that examines the relationships between brand/logo awareness, prior consumer shopping experiences with a retailer, consumer sentiments towards logos, and consumer shopping intentions, and their favorable impact on the brand/logo. The study focuses on evaluating the performance of the top 100 US retailers by considering various metrics such as retailer revenues, profits, store count, employee count, sales per employee, and earnings per share. Brand awareness based on logo recognition is assessed by identifying the top 100 US retailer logos that respondents accurately recall without assistance. The significance of this research and its implications for businesses are thoroughly discussed.
- **Wasib B Latif , Md. Aminul Islam And Idris Mohd Noor (2014), Building Brand Awareness In The Modern Marketing Environment: A Conceptual Model ,** In today's highly competitive marketing landscape, it has become increasingly important for companies to actively pursue strategies that enhance brand awareness. A consensus has emerged among businesses that establishing a strong brand provides a significant competitive advantage, bolstering credibility and reputation. Consequently, brand awareness research has gained considerable traction as one of the latest trends in modern marketing. Recognizing this evolving landscape, our conceptual paper delves into existing literature to explore the concepts and methods employed in brand awareness. By distilling the essential components of brand recognition, our aim is to empower businesses to enhance their marketing effectiveness. To this end, we present a viable framework that outlines sequential steps derived from past endeavors for increasing brand recognition.
- **Abdelbaset Alkhawaldeh, Marwan Al-Salaymeh , Fathi Alshare , Bilal Mohammad Eneizan (2017) The effect of brand awareness on brand loyalty: mediating role of brand commitment – European Journal of Business and Management ,** This study aims to contribute to the ongoing debate in academic literature regarding customer behavior and branding, specifically focusing on the topic of brand loyalty. By conducting an empirical analysis, the study examines the relationship between brand awareness and brand loyalty while also investigating the potential mediating role of brand commitment in the initial relationship. The data for this research were collected from customers of an Islamic bank brand located in the Mafraq Governorate of Jordan. To test the proposed hypotheses, PLSP-SEM techniques were applied to a sample of 90 customers. The findings of the study indicate a significant and positive relationship between brand awareness and brand loyalty. Furthermore, brand commitment was identified as a mediator in the relationship between brand awareness and brand loyalty. This paper thoroughly discusses the obtained results, compares them to previous findings, and presents implications for future research. Additionally, it provides recommendations for further exploration in this field.

- **Anna Makrides1 , Demetris Vrontis1 And Michael Christofi., (2020) The Gold Rush Of Digital Marketing: Assessing Prospects Of Building Brand Awareness Overseas**

This study examines the impact of digital marketing on brand-consumer relationships and its transformative effects on companies. It explores various effective digital platforms and practices, aiming to evaluate their potential in increasing international brand awareness. Through a survey methodology approach involving 200 respondents, the study reveals that digital marketing holds significant opportunities for small- and medium-sized enterprises, providing them with a dominant digital attribute for internationalization. Furthermore, the findings highlight the rapid emergence of diverse digital marketing techniques tailored to different market segments. The study concludes by discussing the theoretical and managerial implications of the results and suggesting avenues for future research.

OBJECTIVES OF THE STUDY

- To study on building brand awareness of Solar panel Digital marketing industry.
- To study the level of brand awareness of Solar panel Digital marketing industry
- To determine feasibility of the services of Solar panel Digital marketing to the audience.
- To suggest the ideas for improvement of brand awareness

III. RESEARCH METHODOLOGY

Research methodology is an essential aspect of a research paper as it encompasses the "how and why" behind the study. By developing a well-structured research methodology, researchers can ensure the validity of their research, reliability of results, and successful achievement of study objectives. The methodology outlines the practical implementation of the research and justifies why it is the most suitable approach. It serves as a roadmap that researchers follow to complete their study and reach meaningful conclusions.

Upon completion of the study, the methodology section of the paper provides crucial details on the study's design, data collection sources, methods employed for data collection, and the data analysis techniques utilized to draw conclusions. The primary goal of research methodology is to establish the framework for the research process and provide tools and strategies that align with the project's objectives. By meticulously designing a study, researchers can ensure the production of accurate and reliable results that effectively address the research aims and objectives.

Research design

A research design involves formulating a systematic plan to address a research question by gathering and analyzing empirical data. It encompasses decisions concerning the overall goals and approach of the study, the specific type of research design to be employed, and the criteria or methods for selecting participants. An effectively crafted research design ensures alignment between the research objective and the chosen methods, facilitating appropriate analysis of the collected data.

Descriptive research design

This type of research design emphasizes a theoretical foundation, where the researcher conducts data collection, analysis, preparation, and presentation. It represents a broad and encompassing approach to research design.

Data Collection

Data collection is a systematic process of acquiring, assessing, and interpreting information in order to address research inquiries or inform decision-making. Various methods such as surveys, interviews, experiments, and observations are employed to gather a range of data including statistics, measurements, opinions, and experiences. This data can be sourced from individuals, organizations, databases, and the internet. The quality of data hinges on factors such as accuracy, completeness, and the reliability and validity of the methods employed. Therefore, meticulous planning and execution are essential to ensure the acquisition of high-quality data that aligns with the research objectives.

Convenience Sampling

Convenience sampling, while offering researchers a quick and resource-efficient way to gather data, has inherent limitations that need to be acknowledged. This sampling method selects participants based on their availability and willingness to participate, which can result in a sample that may not accurately represent the entire population. Consequently, the findings derived from convenience sampling may lack generalizability and introduce biases, compromising the validity of the study. Therefore, researchers must exercise caution when interpreting the results, recognizing the traits of the sample and their potential influence on the findings. Adequate statistical techniques should be employed to analyze the data and mitigate any potential shortcomings associated with convenience sampling.

IV.DATA ANALYSIS AND INTERPRETATION

Table -1 Level of Awareness towards Brand Solar Panel

LEVEL OF AWARENESS	RESPONSES
VERY AWARE	40
NEITHER AWARE NOR UNAWARE	27
UNAWARE	16
VERY UNAWARE	7
TOTAL	**90**

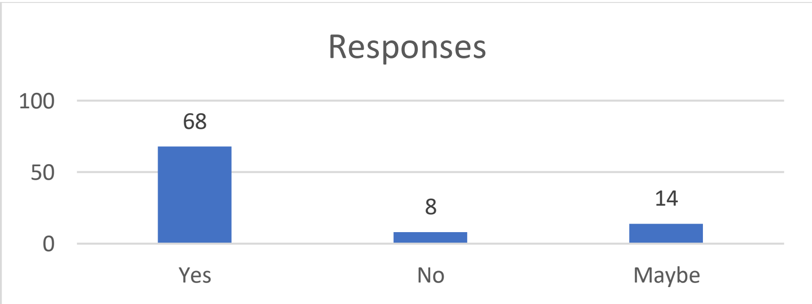
It is observed from Table-1 that 44.4% of respondents are very aware, 30% of respondents are neither aware nor unaware, 17.8% of respondents are unaware,7.8% of the respondents are very unaware.

Table -2 Familiarity of the brand

LEVEL OF FAMILIARITY	RESPONSES
SOMEWHAT FAMILIAR	31
FAMILIAR	22
VERY FAMILIAR	18
UNFAMILIAR	11
VERY UNFAMILIAR	8
TOTAL	**90**

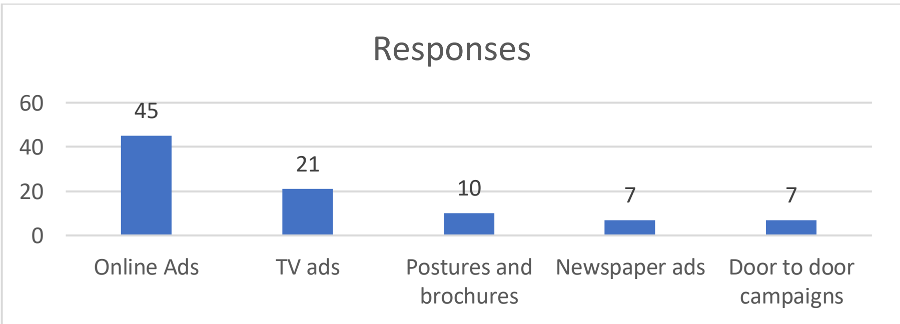
It is identified from Table-2 that 34.4% of respondents are Somewhat Familiar, 24.4% of respondents are familiar, 20% of respondents are Very familiar,12.2% of the respondents are unfamiliar,8.9% of the respondents are very unfamiliar.

Chart-1 Awareness About Solar Energy Will Reduce The Electricity Bill And It Has No Maintenance



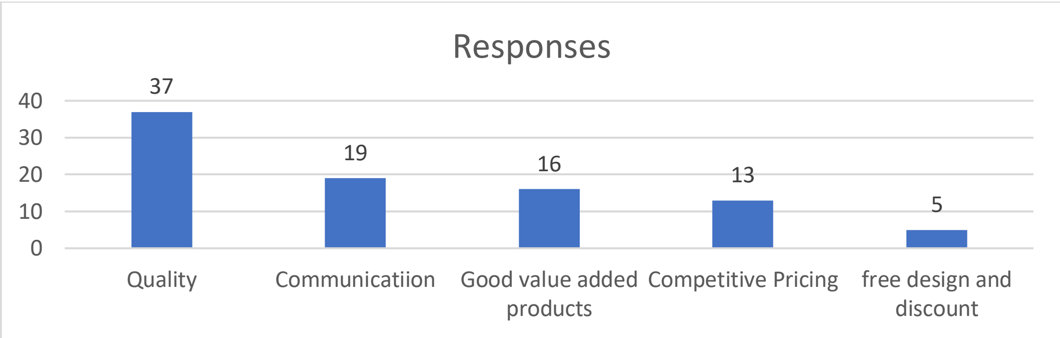
Above Chart-1 shows that 68 respondents know it has no maintenance, 14 respondents maybe they know, 8 respondents they don't know that solar can reduce the electricity bill and has no maintenance.

Chart-2 The Mode of Customer Awareness Campaign



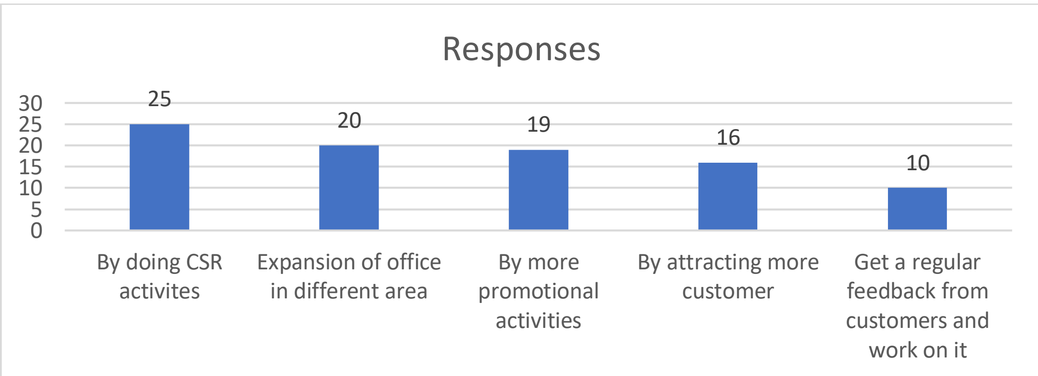
Above Chart-2 shows that 45 respondents say online ads, 21 respondents say TV ads, 10 respondents say postures and brochures,7 respondents say newspaper ads and 7 respondents say door to door campaigns.

Chart- 3 Factors Which Help to Build a Good Brand Image



Above Chart-3 shows that 37 respondents say quality will help to build a brand image, 19 respondents say communication will help to build a brand image, 16 respondents say good value-added products ,13 respondents say competitive pricing will help to build a brand image and 5 respondents say free design and discount.

Chart-4 Factors Which Helps The Growth of Solar Panel Digital Marketing Industry



Above Chart-4 shows that 25 respondents suggest growth by doing CSR activities ,20 respondents suggest expansion of office in different areas, 19 suggest by doing more promotional activities,16 by attracting more customer and 10 suggest by getting regular feedback.

Correlation Analysis

H0: There is no significant relationship between experience and loyalty of respondents

H1: There is a significant relationship between experience and loyalty of respondents.

Table-3 Correlation Between Experience and Brand Loyalty of the respondents

Correlations			
		experience of the respondent	Loyalty of the respondents
Experience of the respondent	Pearson Correlation	1	.083
	Sig. (2-tailed)		.439
	N	90	90
Loyalty of the respondents	Pearson Correlation	.083	1
	Sig. (2-tailed)	.439	
	N	90	90

The significant value is 0.439, so there existed no significant relationship between experience and loyalty of respondents

CHI SQUARE TEST

H0: There is no significant association between age and services offered by the company.

H1: There is a significant association between age and services offered by the company.

Table – 4 Chi-Square Test between Age and Services Offered By The Company

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.170[a]	8	.518
Likelihood Ratio	8.134	8	.420
Linear-by-Linear Association	.021	1	.884
N of Valid Cases	90		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .90.

From the table-4, it is interpreted that the significance value is 0.518 which is greater than 0.05. Hence the null hypothesis is accepted and the alternative hypothesis is rejected. So there is no significance association between age and services offered by the company.

V. CONCLUSION

Establishing brand awareness is an indispensable aspect of any effective marketing strategy. A robust brand has the power to differentiate your business, foster customer loyalty, and generate sales. This research has underscored several pivotal approaches to cultivate brand awareness. These include formulating a compelling brand positioning strategy, harnessing the potential of social media, investing in influencer marketing, organizing events and activations, and continually measuring and optimizing marketing initiatives. Such strategies are instrumental in enabling businesses of all sizes to enhance their visibility, engage their target audience, and cultivate enduring brand value.

Furthermore, it is crucial to recognize the significance of storytelling, forging partnerships with other brands, optimizing websites for search engines, and prioritizing customer experience. These supplementary tactics empower businesses to distinguish themselves from competitors and forge strong connections with customers.

Importantly, it must be emphasized that building brand awareness is an ongoing endeavour that necessitates consistent effort and vigilance. By monitoring brand awareness levels over time and proactively adapting strategies, businesses can ensure their relevance and responsiveness to the evolving needs of their target audience. Through the implementation of these strategies and a commitment to continuous improvement, businesses can effectively foster brand awareness and propel growth for the long term.

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CONSUMER BUYING BEHAVIOUR TOWARDS PACKAGED DRINKING WATER WITH SPECIAL REFERENCE TO AVADI, CHENNAI.

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Abstract

The goal of the current study is to examine socio-economic status, consumption patterns, contentment with packaged drinking water, attitudes towards purchasing packaged drinking water, and the effects of satisfaction with packaged drinking water on those attitudes. For the present study, the data was collected with the help of a structured questionnaire from 278 respondents. Data were analysed using percentage analysis, Chi-Square test, Regression and one-way ANOVA test. The study brought to the fore that consumers are students, salaried, self-employed, homemakers and retired who prefer various brands of packaged drinking water such as Aquafina, Bisleri, Kinley, Bharrath Aquaa etc, prefer to buy 1 litre, or 2 litres to 3 litres,4 litres or above 4 litres depending on income. The purchase pattern of packaged drinking water varies for consumers such as every day, twice a week, weekly, and monthly. Generally, customers spend a low amount to purchase packaged drinking water. The detailed findings and implications are discussed in the paper. The study's findings would be a driving force behind the growth of marketing for businesses, organisations, and distributors of bottled drinking water.

Key words: Buying behaviour, packaged drinking water, purchase decision, consumer preference

I. INTRODUCTION

The sales of bottled drinking water in India are increased by high awareness of safety and cleanliness. Consumers are concerned about safety due to an increase in waterborne infections and are willing to pay money for bottled drinking water. The need for packaged drinking water has increased when travelling. The bottled water business has developed its own water culture. To inform current and upcoming marketing initiatives, bottled drinking water needs in-depth research on customer purchasing habits much like any other consumer good. This is particularly true because the bottled drinking water industry is one of the beverage category's fastest-growing industries. In short, the bottled drinking water business is expanding globally and locally and is quickly taking over the beverage industry.

Consumer Buying behaviour refers to the study of individuals, groups, or institutions and the processes they use to select, protect, utilize, and dispose of products, services, insights, or ideas to satisfy needs, as well as the effects it has on consumers and society. A company's marketing success or failure is determined by individual and group reactions expressed in the form of purchasing patterns among its target consumers. Because the consumer is the reason for the existence of any organization, it is necessary to understand the customer and study the pattern of purchase decisions.

II. LITERATURE REVIEW

Kohila & Dhanalakshmi (2019) This study examined and evaluated the phenomenal growth of packaged drinking water, to evaluate the factors affecting the purchase of packaged drinking water, and to evaluate the level of pre-and post-buy consumer knowledge and satisfaction with packaged drinking water. Both primary and secondary sources were used to get the data. A total of 60 respondents provided information. People utilise bottled drinking water whether they are at home, on the go, or staying somewhere else. The reason is that in today's climate, individuals are more worried about their health.

Selvam (2019) Investigated the degree of consumer knowledge of packaged drinking water and to discover the variables encouraging the customer to purchase packaged drinking water. Primary data is used to obtain research data. Surveys were the primary source of this information. The basic data for this study came from a questionnaire. According to the findings of this study, consumers decide the development, prospects, and even the existence of a firm. As a result, manufacturers must feel the pulse of their customers. Companies should arrange their manufacturing and distribution activities based on consumer wants and convenience.

Maeena (2018) The study's goal is to uncover the strategies utilised by customers to determine quality. Concentrating on improved bottle design that is portable: According to the consumer awareness study, people favour bottles that are simple to carry (1ltr, 500ml, and 250ml). Because they are portable. Consumers favour packaging and bottle designs that are easy to carry, according to the findings.

Sangeetha & K. Brindha (2017) The study's purpose was to discover the factors that influenced people's purchases of bottled water. Bottled drinking water is a product that people buy when they are at home as well as when they travel or stay somewhere else. The cause is that people are becoming more concerned about health in today's environment. The results revealed that satisfaction with numerous elements of bottled drinking water varies depending on the brand chosen and educational level.

S Shalini & R Lavanya (2016). The investigation's objective is to learn how well-liked bottled water is among consumers. Both primary and secondary data were used in the investigation. The phrase "sample size" refers to how many objects were selected from the total universe for this investigation; the sample size was 120. People buy bottled water not only for vacation or while they are away from home, but also for use at home. One of the reasons is that people in today's society are growing more concerned about their health. The PDW is well-known to the great majority (76%) of responders.

III.METHODOLOGY

Objectives of the Study

- To study the respondent's usage history and socio-economic situation.
- To examine respondents' opinions towards buying bottled water.
- To determine what influences consumers' purchasing decisions.
- To learn about the consumer's preferences for branded water bottles.

Need for the Study

The current study makes an attempt to look at the socio-economic status and packaged drinking water usage profile of the respondents in order to understand the life expectancy of the population in the study area. It gauges the respondents' satisfaction with bottled drinking water in the study area based on their selected socio-economic status. Additionally, it examines how respondents' views regarding buying packaged drinking water differ depending on their choice of socio-economic status and the relationship between those attitudes and the respondents' preferred socio-economic status.

Limitations of the Study

The study solely takes Chennai's packaged drinking water consumer behaviour into account. Consequently, the current research has several drawbacks. They may,

1. The study was limited to Chennai. The study's findings and suggestions can only be used in one district thus, they cannot be generalised.

2. The study primarily employed a convenience sample method rather than a census. As a result, the study's findings cannot be broadly applied.

3. In terms of consumer Buying Behaviour, the survey only examined buying behaviour towards purchasing packaged drinking water.

Research Design

Descriptive research design has been adopted and covers survey method. Sources of data refers to the places or methods from which researchers can obtain information for their research projects. In general, there are two main types of data sources: primary sources and secondary sources.

Secondary sources of data, on the other hand, refer to information that has already been collected, analysed, and published by other researchers, institutions, or organizations.

Sample Size

Population of the study is unknown and sample was taken as 278 as per Krejcie and Morgan table. Samples were collected though questionnaire which were distributed to the sample respondents as per the convenience sample method.

Area of Survey

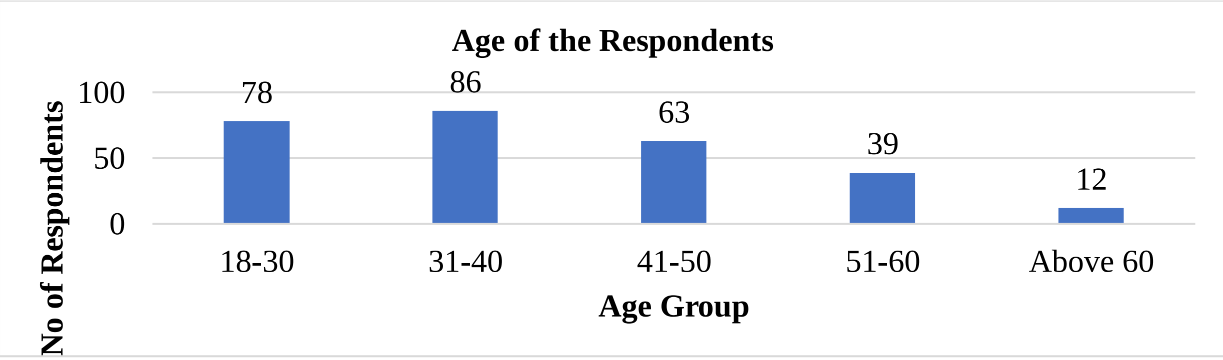
The study takes into account only the consumers' buying behaviour towards packaged drinking water at Avadi, Chennai.

Statistical tools & Techniques

Statistical methods involved in carrying out a study include planning, designing, collecting data, analysing, drawing meaningful interpretations and reporting research findings. Statistical tools were used percentage analysis, Chi-square test, Regression and One way ANOVA.

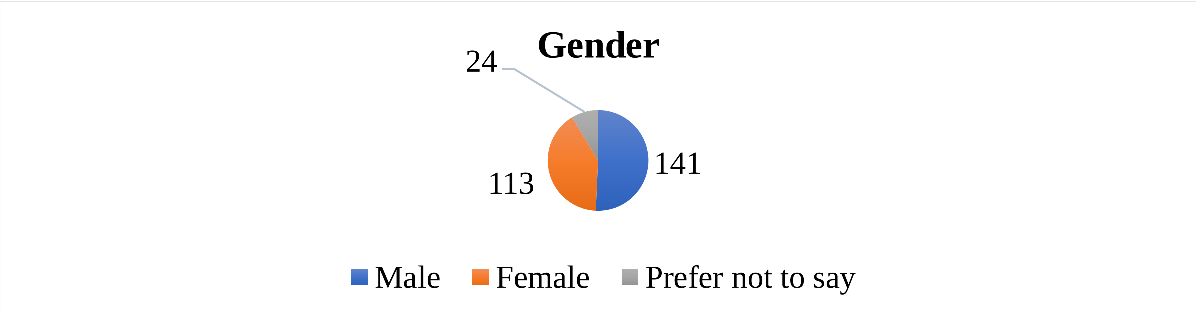
IV DATA ANALYSIS AND INTERPRETATION

Figure 1: Age of the respondents



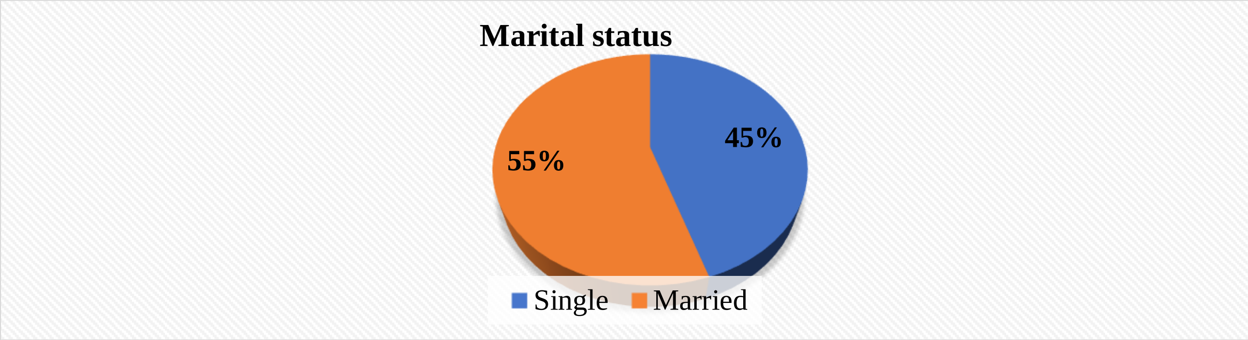
The above figure-1 states that 30% of them were between 31-40 age group, 28% of respondents were between 18-30 age group, 22% were between 41-50 age group, 14% were between 51-60 age group and the remaining respondents were above 60 age group.

Figure 2: Gender of the Respondents



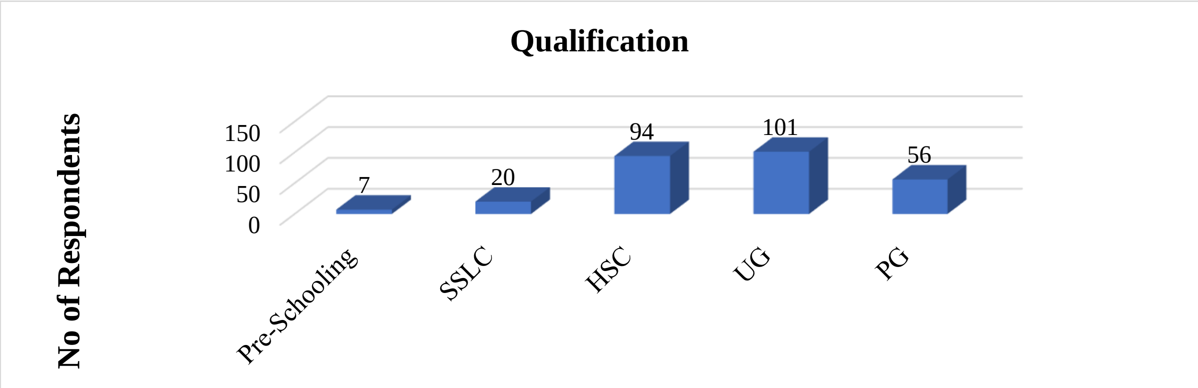
The above figure 2 states that 50% of them were male and 40% of them were female and then the remaining 8% prefer not to disclose their gender.

Figure 3: Marital status of the respondents



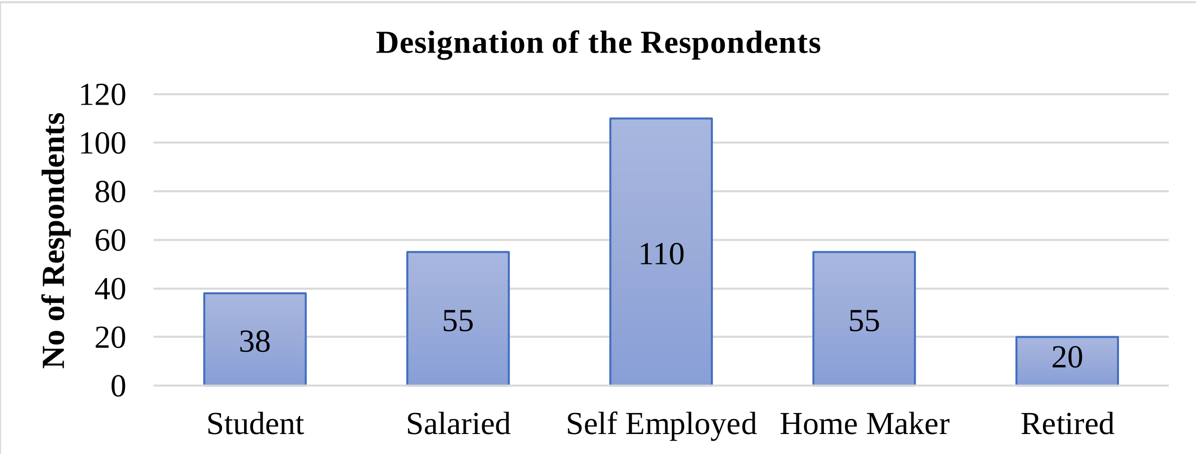
The above figure 3 states that 55% of the respondents were married and the rest 45% of the respondents were single.

Figure: 4 Qualification of the respondent



The above figure -4 states that maximum number of respondents were Under graduates that is 36% followed by HSC Which is 33%, Post graduates 20%, SSLC 7% and Pre-schooling 2%.

Figure 5: Designation of Respondents



The above figure-5 states the maximum of respondents were self-Employed that is 39%

followed by equal percentages of 19% of respondents were salaried and Home Maker, 13% of respondents were students and the rest 7% were Retired.

4.2.1 CHI Square Table Showing the association between Gender and Brand Preference of the respondents.

H_0: There is no significance association between Gender and brand preference of the respondents

H_1: There is significance association between Gender and brand preference of the respondents.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender of the Respondents * Brand of the Respondents	278	100.0%	0	.0%	278	100.0%

Gender of the Respondents * Brand of the Respondents Crosstabulation

Count

		Brand of the Respondents					Total
		Aquafina	Bisleri	Kinley	Bharrath Aquaa	others	
Gender of the Respondents	Male	41	55	45	0	0	141
	Female	0	0	32	67	14	113
	Prefer not to say	0	0	0	0	24	24
Total		41	55	77	67	38	278

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.489E2[a]	8	.000
Likelihood Ratio	357.915	8	.000
Linear-by-Linear Association	192.176	1	.000
N of Valid Cases	278		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 3.28.

It is observed from the analysis that significant value is less than 0.05 hence it is inferred that there is significance association between Gender and brand preference of the respondents.

ONE WAY ANOVA Showing the Relationship between Annual Income of the respondents and Money willing to spend on Packaged Drinking water.

H_0: There is no significance difference between annual income of the respondents and money willing to spend on packaged drinking water.

H_1: There is a significance difference between Annual Income of the respondents and Money willing to spend on Packaged Drinking water.

Descriptives

Annual Income of the respondents

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Rs 10	55	1.31	.466	.063	1.18	1.44	1	2
Rs 15	62	2.39	.491	.062	2.26	2.51	2	3
Rs 20	96	3.10	.307	.031	3.04	3.17	3	4
Rs 25	32	4.00	.000	.000	4.00	4.00	4	4
Rs 30	33	4.61	.496	.086	4.43	4.78	4	5
Total	278	2.87	1.104	.066	2.74	3.00	1	5

ANOVA

Annual Income of the respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	294.046	4	73.511	463.562	.000
Within Groups	43.292	273	.159		
Total	337.338	277			

INTERPRETATION:

H_0 < H1 (i.e.) H0 is rejected

H_1 is accepted

Calculated value of .000 is less than the table value at 5% level of significance. So, the null hypothesis is rejected. Hence there is a significance difference between Annual Income of the respondents and Money willing to spend on Packaged Drinking water.

V.CONCLUSION

In conclusion, the study on consumer buying behaviour towards packaged drinking water sheds light on several important findings. Firstly, health and safety concerns are the primary drivers behind consumer preferences for packaged drinking water, with the majority of consumers prioritizing water quality, purity, and safety. Secondly, packaging and branding play a significant role in influencing consumer buying decisions, with consumers showing a preference for visually appealing and convenient packaging options. Additionally, factors such as price, brand reputation, and availability also impact consumer buying behaviour, with consumers seeking affordable options from reputable brands that are easily accessible.

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VIETNAMESE ONLINE NEWSPAPER DEVELOPMENT TREND IN THE CONTEXT OF SOCIAL MEDIA

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Abstract

The emergence of multimedia journalism is an important step towards shaping the new type of digital storytelling and the future of journalism. In the process of renovation, the Vietnamese press is also gradually transforming and approaching new media products (Long-form/E-Magazine/Mega Story) that show long, in-depth stories and multi-purpose writing, photos, audio, video, photographers, etc. According to Vietnamplus-a press agency leading this trend, when you first bring this type of work to the public, it is unexpected that these works are received more strongly than other types of media. We use questionnaires to build public perceptions and observations as journalists working for five major online newspapers in Vietnam. The data is taken from in-depth interviews with journalists, editors, editorial staff, and editors-in-chief of five major online newspapers in Vietnam. We choose the sample according to the sampling method of the case. Questionnaires are used in the process of collecting information from different ethnic minority groups. The content of the questionnaire focused on information on the public's awareness of ethnic minorities, their behaviour, and their interest in information on the policies of ethnic minorities in the media. These findings will enrich and have a typical impact by clarifying two key contradictions that exist in Vietnam's online newspapers. From there, look at how Vietnam's online newspaper is going to grow, how it uses visual reporting, and how excited journalists and press managers are about it.

Keywords: Multimedia, Digital-megastory; long-form, e-magazine, press, social media; Vietnam.

I.INTRODUCTION

Immediately after the advent of the Internet, the world's first online newspaper, the Chicago Tribune, was born in May 1992, and then in 1994, Hotwired's online version of the first banner ads set the stage for a number of famous US press agencies to publish online versions of newspapers such as the Lost Angeles Times, USA Today, ... Online newspapers were born later than newspapers were born. Printing, radio and television. However, it has more advantages in terms of interoperability between the newspaper and the public and between the public. And the ability to quickly and easily store and retrieve information.

Author Duong Xuan Son said, "Online newspapers are a new form of journalism that combines the advantages of print, audio, and video newspapers, using high-tech elements as a decisive factor. The process of producing and transmitting information is based on the global internet platform. [Son, D.X, p.234) In the book 'Online Newspaper-Basic," the definition of "online newspaper" is given as "a type of journalism built in the form of a website, published on the Internet, which has the advantage of conveying information quickly, instantly, multimedia, and highly interactive.' [Giang N.T.T, p. 53]

Due to easy access, with no barriers in terms of space, time, or geographical distance, information is accessible as long as the device is connected to the network. Online newspapers therefore play an increasingly important role in social life. Online newspapers have many advantages in interacting, interacting between newspapers and the public, between the public and the public, facilitating the establishment of press forums, multimedia capabilities, up-to-date news, and the ability to update information quickly, new, hot, and centrally.

In the burgeoning context of social media, studies have shown that when newspapers want to enter the online world for the first time, they believe that the public prefers concise, concise content. It's a long time coming, because it's going to save time. But a few years ago, they realized how long narrative writing combined with multimedia elements could be: images, sound, graphics, video,... It's going to make it interesting for readers.

The online newspaper public is interested in the shortest and most eye-catching news, but still maintains an element that is easy to understand for all audiences. This study therefore expects the results to show that Vietnam's online newspapers are developing rapidly, with a variety of multimedia products, maximizing the creativity of the home. Modern newspapers and technological applications to the social network's major challenge.

II.LITERATURE REVIEW – CONTRIBUTION

In the US in the 1980s, USA Today included a variety of charts, graphics, and large images presented in eye-catching colours to refresh the appeal of information compared to the gray newspapers and many words from that era. Later on, the way in which information is transmitted through graphic distribution to European countries such as England, Germany, France, and Spain (1986).

Mark Deuze-a scholar from the University of Amsterdam, is one of the few researchers who are trying to identify multimedia journalism and the challenges it poses in the content of stories to be covered by journalism. In 2004, he argued in "What is Multimedia Journalism" that multimedia journalism constitutes a new professional identity for journalists, sometimes defining what the public sees or hears and reviewing the definition of multimedia journalism.

In another article, he also analyzes news websites and defines the three main characteristics of online journalism: hypertext, interoperability, and multinationals (Deuze, 2004).

LITERATURE REVIEW – CONTRIBUTION 1.0

The first newspaper to start producing this content was the New York Times with John Branch's work-"Snowfall-Snowfall" in 2012, which tells the story of a group of skiers lost in the snow slides. This work combines long text and some multimedia elements such as photos, videos, audio, info graphics, etc. This super work attracts a large number of readers to follow and interact when it reaches 3.5 million followers and interactions in the first week of online technology platform launch. It's one of the first major online stories to be accepted by the public as a long and engaging piece of press work. The project became so popular that it made waves in the United States, Russia, and a number of other countries. The work became an international hit in 2013 and received the Pulitzer Prize. A number of newspapers then applied this trend of multimedia journalism to their articles (Directorate of John, 2012, Snowfall).

In 2014, the article "Story First—Publishing Narrative Long-Form Journalism in Digital Environments" by Maria Lassila was analyzed by Atavist, a US publisher, in 2011, and by Long Play, an e-book publication. The debut of Finland in 2013 was marked by long non-fiction works and surveys of international publishers. The results show that the digital online environment offers the press new opportunities for narrative-style articles, such as multimedia elements and online presence, which increase the authenticity and accuracy of the story and undermine its role-playing effects due to too much sensory stimulation.

In June 2016, two researchers, Cornelia Wolf and Alexander Godulla,'s dissertation "Potentials of Digital Long-Form Journalism" showed readers the potential of long-form journalism today. They conducted a survey among mobile Internet users on the level of online devices. This article proposes to integrate the concepts of Internet-specific quality and user relevance into quality in order to focus on content innovation potential in media management research. They rely on the relevance of Internet devices in the recipient's communications directory for basic information and the use of digital long formats. Second, the author is based on user expectations about the specific qualities and attitudes of the Internet towards paid advertising and content. Filtering and intuitive usability, you do not want to be part of the story with interactive and engaging features. Another thing to note is that users are willing to pay for a long-term press that meets their needs, but media companies should give people the option to buy instead of paying for a subscription.

LITERATURE REVIEW – CONTRIBUTION 2.0

In July 2018, Kate Kartveit conducted a survey on how audiences react to the structure, the design of visuals, and the narrative flow of a multimedia story entitled "They never made it to the end: Reader uses a multimedia narrative." Research news sites using eye-tracking experiments, the case in this study represents a new phenomenon for the investigation of long-term multimedia features. It is particularly interesting to explore how the reader interacts with this kind of storytelling, because the story is constructed as a multimedia story presented by the author. The findings of this study show that the reader follows along with the author's story flow in a chapter.

Kobie Van Krieken's "Literary, Long-form, or Narrative Journalism" study from 2019 analyzed and clarified the structural and stylistic characteristics of press stories as well as their impact. current suggestions for future research with a focus on audience assessment of narrative journalism in terms of subjective perception and honesty.

Also in 2019, "Analysis Ketertarikan Generasi Millennial Pada Long-form Journalism Visual Interactive Kompas," by Kompas. In 2016, Kompas launched a new journalism product, namely news writing, a long press type called the Virtual Interactive Compass (VIK). This platform is designed in such a way as to present in-depth news and enrich interactive elements from a multimedia perspective. The Millennials are one of the younger generations living in the digital and online era. The Indonesian Internet Service Providers Association (APJII) announced the most Internet users of this generation in October 2016. purposes The purpose of this study is to determine which factors are becoming of annual interest to VIK through four aspects, namely: method, accessibility, interactivity, and navigation. This study is a descriptive qualitative study using the case study method. The data collection techniques used in this study were in-depth interviews, document studies, and online data searches. The results of this study are the changes in the millennial generation of in-depth news writing, the VIK long-format press presentation considered informative and interesting with millennial multimedia elements, and millennia proven in the everyday use of gadgets, as well as in the search for information.

LITERATURE REVIEW – CONTRIBUTION 3.0

Manuel Menke's "Multimedia Journalism" study of 2019 also analyzed and discussed the new type of journalism. Multimedia journalism is a term for many phenomena involving three aspects: production, presentation and news consumption. The long story covers a number of media platforms and media formats. This study provides a general overview of what multimedia journalism does and provides a brief history of its appearance. According to the three aspects, both the development of multimedia journalism in practice and the research program on the type of multimedia have been discussed to date. The reader will get an overview of how journalists and media companies integrate and create multimedia stories, how they are reflected in multimedia work across devices and platforms. Background and insight into the use of effects related to the consumption of multimedia news and potentially long stories for the public to experience.

Thus, it can be seen that the above studies have provided a great deal of experience and profound and practical solutions to the type of multimedia journalism, but some studies are not really comprehensive. There are certain limitations here. On the other hand, the themes referred to above are mainly surveys, analysis of information in the international press to see the advantages and guidance for the future development of multimedia products.

The book A Practical Guide to Graphic Reporting-Information Graphics for Print, Web, Broadcast (2006) by Jennifer George-Palilonis systematically examines the issue of images in digital media. At the same time, the work also provides the most basic theoretical system and concept in this field.

There have also been a number of studies on the type of multimedia journalism in the world, studies selected to survey many newspapers, many stages, many different focus issues to create a system of issues. Rich and diverse talents. This shows that multimedia products are interested and have high expectations for the future development of the global press.

LITERATURE REVIEW – CONTRIBUTION 4.0

In Vietnam, information processed through car charts and photos has been seen online by Vietnamplus since 2005, up to now, besides Vietnamplus, VnExpress, Tuoi Tre Online, Dan Tri, ... They've also been exploited. Use graphics to convey information and attract a large number of readers to follow.

The book Design-Modeling & Layout (2010) by author Roger C. Parkers provided an overview of the illustrations in the form of an online newspaper and suggested ways to best promote the advantages of this reporting format.

The report on the results of graphic research in the newspaper Reporting and editing of news graphics by Kelly Barry-Assistant Editor of the US Graphics Division today provided very specific statistics on the importance of visual elements in news design, where photographs and graphics are the most important. From there, the author gives the best overview of the methods used to represent diagram information through a number of vivid examples.

Vu Quang Hao's book "The Language of Journalism" (2001-re-published in 2012) carefully and systematically explores the language of journalism (specifically, the book deals with theoretical issues and the language practices of print and broadcast newspapers) and the language of advertising and advertising reporting. In journalism, the author quoted the language of non-textual information in the tenth part of the book as follows: "The life that exists around us sometimes has many miracles. It's strange. The bird on our roof sings every day, and we never pay attention to letting the day vibrate naturally with every holy voice. The wildflower that has been forgotten for many days without anyone looking at it suddenly blames you for why it's careless not to see that it's so beautiful. The same applies to non-textual information..."[p.235]. In terms of non-textual information, the author, Vu Quang Hao, also points out another way of calling it that time, the online newspaper; at the same time, the author has also succeeded in providing initial theoretical foundations for non-textual information (with many forms, such as charts, graphs, diagrams, maps, tables, etc.).

The book Content Organization and Print Presentation Design (2006) by Phuong H.H, the author outlines principles and methods for organizing content and designing, presenting newspapers and magazines; using informatics software for newspaper design and magazine design such as Photoshop, Quarkexpress, and In addition to the knowledge content mentioned above the author also considered and studied information graphics as an important form and direction for the future development of journalism.

LITERATURE REVIEW – CONTRIBUTION 5.0

"The Online Newspaper-The Basic Issues" (2010) by Giang N.T.T clearly set out the process of Internet formation and development; the history of the birth and development of the online newspaper. At the same time the author also outlined the most basic features and characteristics of online newspapers, how to write and present information on online newspapers; the editorial model and the process of producing information for online newspapers, in particular some online newspapers in Vietnam.

The book "Journalism in the Modern Media Environment" (2014) by Loi N.T referred to press issues in the media convergence environment, such as social media; internet communication, and media theories such as "gatekeeper," "silence spiral," "use and satisfaction," "planning;" converging communication; converging newsroom and multimedia writing skills. In particular, the author has systematically researched the term "infographic" or "visual graphic" in the section on multimedia writing skills. From a conceptual interpretation point of view, the author has introduced an infographic design process with three main steps: information interpretation-frame formation-concept design.

The article *Using graphic information on Vietnam's online newspaper* (2015) by Dao Canh, published in The Journalist Magazine, clarified the concept of the category of infographic and graphic information. Since then the author has pointed out the current situation of using graphic news for Vietnamplus-the first newspaper to use the category of graphic news. Finally, the author also proposed a number of recommendations to improve quality and quantity. Graphic news genre in today's news speed update contest.

Graphics in Journalism Works on Vietnamese Online Newspapers Today (2013), author Dao Thu Trang, has a theoretical basis for general media graphics and online newspaper graphics. Since then the author has investigated, analyzed and assessed the current situation of the use of graphics in the press work of the online newspapers VnExpress, Dantri,..; at the same time, he has proposed a number of solutions to improve the graphic quality of current Vietnamese online newspapers.

Graphical Information in Printed Newspapers and Graphic Information in Media (2012) by Hang N.T.T; Improving the efficiency of the use of Graphic Information in the 19-hour news program on VTV1 (2014) by Mac Thi Yen has inherited the theoretical system from the works previously studied in such a way that specific research into a newspaper or a specific television channel is still broader in the field of communication.

In 2010, Pham Thi Hong, Institute of Journalism and Propaganda, gave a dissertation on The Way to Report Multimedia Today on Online Newspapers in Vietnam." On the online newspaper, provide facts and solutions to improve the efficiency of the long-form method.

In 2017, "Today's method of organizing and managing the production of multimedia products for online media in Vietnam," by Nguyen Chi Thieng, Institute of Press and Propaganda. By means of theoretical research and practical surveys on the organization, management and production of multimedia products in a number of press agencies and online newspapers in Vietnam, the thesis contributes to the reinforcement of the theoretical framework of organizational modality, production management of multimedia products and experience, the organization and management of the production of multimedia products in Vietnam. Knowledge and capacity to organize and manage the production of multimedia products in our country's online newspaper publishers.

In addition to the research work, there are also a few long-form works on how to view content, as well as on how to implement a multimedia product in online newspapers in Vietnam.

LITERATURE REVIEW – CONTRIBUTION 6.0 - ENCIRCLING

Intensive, interesting, and comprehensive is a way to retain readers of Hang Nga, published in the newspaper Cong Luan on 9 2017, which quotes an interview with the editor-in-chief of Vietnamplus, -The journalist Le Quoc Minh. This work shows that Vietnam plus is a pioneering newspaper for multimedia journalism and how to operate a product. It is also a way to retain readers, providing a lot of interesting and comprehensive information. Vietnamplus has many ways to do this, and innovating for the long term is a highlight that we are focusing on developing. And the hard part is always the gray matter and the dedication, the use of it. As far as human resources are concerned, we are still implementing the policy of doing so on our own, promoting the strengths of each pen, encouraging them to be more creative and passionate about creating their own as well as publishing many new stories. It's unique.

The article "Writing for Longform is extremely interesting" by author Hang Nga was published in the Cong Luan newspaper on 18 January 2017. The article that records the interview with journalist Cam Tho is an emotional, energetic journalistic pen that is carefully prepared, deep and multidimensional. She said that a long-form article allows readers to measure the effects and interactions with readers. With the characteristics of both content and form, long-form articles provide readers with new experiences in reading online newspapers.

The work "The press is looking back on itself and a New Direction" by Khoa An, published by Thanh Hoa Newspaper's Person on January 18, 2017. The article summarizes the views of journalist Nguyen Ba, Deputy Editor-in-Chief of Infonet newspaper, on the tendency to make positive journalism, and to explore social issues in a mature and kind manner. However you need to know how to make the most of it and deepen it to attract readers.

Article: "What is the length of time? Is Long-form and E-Magazine different? "Published on the 10th of June 2019. This article sets out the concept of Long-form and provides evidence to readers that the methods of Long-form and E-Magazine are the same.

Previous studies have focused on online newspaper research in Vietnam on many aspects such as online media, data journalism. As mentioned, there have been a few studies related to the work of multimedia journalism related to the work of multilateral journalism, referring to different aspects of media work in order to develop and guide the new direction of journalism. In fact, however there is no complete document on how and how to apply the modern long-form form of online journalism to the production process of online journalism. Even the development of Vietnamese online newspapers in the context of social media has been mentioned by very few researches mentioned above. It can be seen that the use of Long-form articles in online newspapers in Vietnam is becoming a new step for the press, especially online newspapers.

With the objectives set out above, this article is based on the theory of setting the agenda in such a way that on the basis of meeting the information and communication needs of the social public, the media displays the social link method, thereby creating the strength and the society to participate in addressing public needs. From the social intervention theory of the media, it is possible to understand the social interference of the media-the media is the media providing information and knowledge and creating a public-social forum for the sharing of knowledge, skills and experience on the basis of actual programs or needs for a specific purpose relating to current events and issues in question; on that basis, to help the public; In addition, this paper also applies the "information society" theory of Canadian media theorist Marshall McLuhan (1911-1980) to the analysis of the social impact of media technology. From a historical point of view, communication techniques (software, technology) have a more social impact than the content of the media itself (online newspaper articles). Communication technology, communication technology and the influence of social networks play a very important role in influencing media content in online newspapers in Vietnam. The content of the media in the current online newspaper must be changed to suit the technology and to meet the information needs and the way in which it is received by the public.

This study has three contributions to press managers, press agency leaders, journalists and reporters. Firstly, this is one of the few examples of the development of Vietnamese online newspapers under the influence of social media. The findings of this study have significant implications in the context of the growing welcome of technology in modern newsrooms and journalism, as well as the efforts of journalists to maintain a balance between work and life. Secondly, this study identifies the main boundary of the relationship between technological stressors and work-life balance. Specifically, it shows that differences in certain personal resources (job performance in this case) could explain the difference in a journalist's work-life balance experience. Faced with technological stressors, in particular, this study not only fills important gaps in the literature, but also sheds light on how to pursue a work-life balance in the face of inevitable technological tensions in the field. A modern press and newsroom.

III.DATA AND METHODS& CASE STUDY FOCUS

To answer the research question, we use a variety of research methods to study long-form products that have been published in online newspapers: *Zing, Vietnamplus, Laodong, ThanhNien* to see the application of technology to long-form production. The survey method is used to encircle long-form products in the three periodicals surveyed. From there, there are grounds for assessing the current situation, content and form of this product in the current online newspaper. At the same time, we interviewed journalists' experts in the field of journalism, learned about the long-standing trend, or exploited a group of journalists who participated in the production of multimedia newspapers in each of their works.

The quantitative survey method is used to evaluate the responses of approximately 270 full-time journalists who are reporters and editors directly producing this product. However, because the research direction of the subject is not intended to provide solutions to improve the quality of long-form products. However, we focus on recognizing the current state of content and form of the long-form production process in newspapers, thereby providing a standard process for the production of products. Therefore all the information obtained from the interview did not include the appendix at the end of this article. From the results of the survey, the authors will conduct the analysis-synthesis method in order to analyze in depth the characteristics, limitations and advantages of the long-form in order to see its role in the media.

IV.RESULTS AND DISCUSSION – SHOW MUST GO ON – INDEFINATELLY

Characteristics of the growth of online newspapers in Vietnam today

Graphics overwhelm the text in the first feature.

Research by the authors has shown that one thing is the disadvantage of text in online newspapers in Vietnam, rather than the dominant graphic part, that even graphic information is 100 per cent.

Some researchers from Western countries believe that graphics are a field of communication in which messages are perceived through the visual path. Graphic design is the creation of visual solutions to the problems of communication. That's why there are two terms for information graphics (information graphics) and graphic news (new graphics). This is because the information includes information in general and information intended for the press in particular. "Graphic news is an information format that graphically describes events or problems. Pictures can be combined with text or photos for full details, details, events'[Phuong Ha Huy, p. 96].

In the book Language of Journalism, the author Vu Quang Hao uses the term graphically to indicate this element in a group of non-textual languages. The author stated that "information in the press is not published in the form of text but in the form of graphics such as photographs, illustrations, tables, graphs, diagrams, maps ..." [Hao Vu Quang, p.236]. Author Roger C. Paker said, "Graphic description is one of the best ways to help readers understand your message quickly is to replace long, cumbersome texts. With short easy-to-understand charts. You can choose from a variety of presentation styles, such as flowcharts, organizational charts and timelines"[Roger C. Paker, p.151. According to author Nguyen Thanh Loi in the book Journalism in the Modern Media Environment, Graphic Information Visual Graphics "uses images to present information, data or knowledge to form data. Statistics are accurate, specific and clear, making it easy for readers to follow, read and understand"[Loi Nguyen Thanh, p.202].

In the opinion of Jennifer George-Palilonis in A Practical Guide to Graphic Information Reporting Graphics for Printing, Web & Broadcasting, Graphic Information often promotes more brainstorming because it is attractive to both visual and awareness. Graphic information can tell stories at a level of detail that would not normally be possible. It provides the public with an amazingly rich 'r.

Thus, Main Graph Information is one of the media reporting tools capable of turning large chunks of data into graphic images on any information subject of public interest. It not only acts as a supplement, but can stand alone as a complete article.

According to statistics from the Ministry of Information and Communications, as of December 2017, there were 849 printed newspapers and magazines across the country; 195 newspapers, online magazines. It is easy for the public to check the names of long-term online newspapers and major readers such as VnExpress, Dan Tri, Vietnamplus, Vietnamnet, etc.

Infographic is an esthetic design activity of a media nature. In fact, graphics are a form of application rendering and an effective type of information art. Each design concept conveys a message, that is, information and beauty.

Vietnamese e-newspapers have all three forms of graphic information in newspapers-traditional, interactive, and video. Due to the diversity and completeness of this graphic format, it is difficult for any mass media to compete with online newspapers for the attractiveness of images and graphics.

Graphic information on Vietnam's online newspaper is the ability to extend graphics because it is not limited in terms of paper size and capacity. This advantage helps online newspaper graphic designers to be more creative and comfortable in terms of information logic because they are not limited to a certain framework. This is very appropriate for storytelling-how to report in data journalism when it comes to a specific framework.

In the Vietnamese online newspaper, graphics include: interactive graphic information (this is a form of graphic information based on the interactive and multimedia content of online newspapers. With traditional infographics, the reader has a proactive ability to receive information. In order to produce this infographic, the design team needs programming skills to use the Flash or e-software tool.

Financial content, securities, consumer prices ... are often accompanied by graphic images for statistical purposes and the comparison of figures. The frequency of bar graph information in this content is very frequent and continuous. In addition, forms such as graphs and tables appear in the economic contents.

In particular, interactive graphic information in the form of bar charts is used in almost all types of charts that appear not only in economic information but also in other contents that include statistics. Info on VnExpress and Vietnamplus online newspapers. For example, data on graduation test scores for the 2018 National High School (High School) exam has been updated continuously by VnExpress in the form of charts and interactive graphs (number graph is used less than the chart).

The presentation of graphic details on Vietnam's online newspaper involves charts, maps, graphs, tables, illustrations. Each representation, such as charts, maps, diagrams, graphs, illustrations and tables, provides distinct effective values for the information to be processed and transmitted to the graphics. Survey findings from online newspapers are diverse and inclined to take advantage of interactive graphic knowledge. This helps infographics to be easier, more portable and smarter (without interaction) than the previous conventional graphic design. In addition, interactivity also enables readers to actively organize layers of information on graphics by opening any interactive positions before or after that, from passive reading to active reading. Select and manipulate the graphic image of the issue or case that readers are interested in.

Illustrative images also appear a lot in online newspapers, especially in the social and technology categories. It has an explanatory, descriptive, comparative or statistical function. Vietnamplus is a newspaper that frequently produces items in a modern direction, able to stand independently and closely observe current domestic and foreign issues that are of great concern to many people.

In the Infographics section of Vietnamplus, on average, about 4 images and modern graphics such as independent long-form are created per day. This is a very high number in the application of graphic details to Vietnamese online newspapers today because it takes a lot of time for an independent reporter to create a super press work product. Please complete a daily press release.

In addition to diversifying the way of reporting, online newspaper editors do need to ensure that information competition is speeded up every hour, even every minute. In addition, these independent items have brought the infinite area of the online newspaper interface into full operation.

With VnExpress, the infographics segment is primarily educational material that provides the public with more scientific awareness on many different aspects of life.

Most of the Vietnamese online newspapers are built in a conventional way. They are primarily described in the form of graphs, illustrations, tables and diagrams. These are fairly simple ways of presentation for each of the supplementary graphics for the post. In online newspapers in general and in Vietnamplus in particular, tables are the most commonly used type due to easy, fast production and direct service of posts. Charts that are used frequently, most of which are vertical/horizontal bar charts. Bow-shaped or rectangular diagrams hardly appear in Vietnam's online newspaper.

The majority of online newspapers in Vietnam used to be used in posts. Then in some posts, using charts when figures need to be listed, but the manner in which they are presented is very clear, they can be taken from the design staff or exported from the Excel file. In recent years, there have been a range of press agencies that are more interested in Graphic Information and follow the following lines: 1/independent graphic files (each graphic is an independent material, a title, a lead, complete content, up-to-date news, oriented towards graphic news); 2/Common type of information (infographics) on a specific subject; 3/A simple illustration.

As a result, Vietnam's online newspaper is evolving in a modern direction, mainly by transmitting message content or statistics, comparing data within and outside Vietnam is very important in the online newspaper as it comes in a wide range of graphic formats, from traditional to interactive and video.

The second feature is the inconsistency between on the one hand, the very compact product and on the other hand, the big product (super product) of the online newspaper.

Quite compact items in the latest online newspaper are news and photo articles as usual. Along with that there's a huge commodity that co-exists in the online newspaper-long-standing. it's

Nowadays the definition of long-form or e-magazine or mega-story is almost seen as journalism. But if we look at the same meaning that we can see from the various sides, there is a strong contribution to the current trending article style.

Multimedia journalism (long-form) is operated using two or more media formats over the Internet or is spread through various media outlets. It's a fusion of communication technologies. The term is used to characterize the rise of modern media. Researchers describe interactive journalism in two ways, both to illustrate the rapid advancement of technology.

In the first definition, scholars argue that the World Wide Web is considered to be the basic tool used by news media to transmit information to the public. According to Mark Deuze-a researcher at the University of Amsterdam, digital journalism relating to news stories reported on news websites is enhanced by a range of media influences, including literature. Versions, pictures, audio, video, and other formats.

Long-form is a form of a press product with long articles and a broad material. Generally long-form papers have between 1,000 and 20,000 words. Ask two marketing content experts about the long-form, you'll hear two entirely different perspectives. The first person might argue that making long-form content is dangerous, where the reader's attention span is typically relatively low, whereas the other might argue that making long-form content is a perfect way forward.

It's nice to connect with your readers and give them real value and experience. The articles were in-depth and a variety of newspapers were also available to reply.

Even in the technology age, readers not only read short news, but many people also prefer to turn to more in-depth articles that carry real information. Can long-form posts always be desirable in terms of length? If it's just writing, if the long form is just a "long post," the reader would definitely be bored. Some papers are of high quality, but the presentation is not novel and will not optimize the attention of the reader. That's why the latest trend is e-magazine with a beautiful design combined with a long in-depth content.

Longform is a multimedia article that may include text, photographs, videos, animations, sound files, and graphic elements built in a completely different way. There, people use the impact title (typically placed in the opening image-called cover), the text becomes versatile with beautifully arranged quotes, the image is usually rendered full-screen Today, 86 percent of readers consider graphics to be the first aspect that attracts consumers to read content. Items containing photos or videos will increase traffic by 32 percent on average.

Now of course, the definition of long-form or e-magazine is used almost as one or the post format is often known by other names such as mega story, special...), so long-form articles are certainly required. The lovely concept of the e-magazine.

Longform-the name of the modern genre of multimedia journalism. It's a journalistic product style, with lengthy, in-depth posts, telling stories coupled with many media elements. Many newspapers in Vietnam have applied this pattern to their jobs, and they often call it a journalistic super job. The long-standing subjects discussed include the tireless imagination of the group of reporters. In which the multimedia aspect is perfectly integrated, the public senses are thus enhanced.

Long-form is a press work that is seen both in content and in presentation form (an integrated multimedia article: text, pictures, films, animations, interactive graphics, ...) in a modern, vibrant design. Reading the Reader's View. It is often reserved for papers of stories that are typically non-fiction, narrative or artistic journalism.

Long-form is a "mega journalism work" or a new journalism genre in the digital media age, offering the public a vibrant virtual reality environment to explore and engage with journalistic work. It can be said: Long-form is a press work that is delivered in both material and presentation form in a modern format in order to draw attention on a wide scale and to have the potential to spread rapidly.

In the sense of the converging media climate, the need for readers to appreciate news often shifts to a new level, which is the element that attracts and retains "super press functions" (Mega Story). For the first time in 2012, The New York Times (USA) launched a well-known press work entitled "Snowfall"-also known as the popular Longform work resonates in the world press culture. This Long-form attracts a large number of followers and interactions with 3.5 million followers and interactions in the first week of its launch on the Internet network.

This is one of the first big web articles to be embraced by the public as a lengthy and engaging piece of news-Long-form, appealing both to the general public and to 'scholarly research readers in journalism.

In Vietnam, the production pattern of Long-form works appeared not long ago, and it was only in 2016 that newsrooms introduced this new way of counting their fingers. But by 2017, many newsrooms were experimenting, and the practice became widespread. Of course, and newsroom takes a different approach: there are agencies that own a team of professional designers, so that they deliberately produce quite beautiful and appealing stories, with online newspapers making it very easy. And not really investing in technology as well as in art, there are really high-quality goods, but there are also articles that in the true sense, cannot be considered Long-form.

As one of the few newsrooms in Vietnam to use this latest technology, *VietnamPlus* has initially achieved some successes. Although several editors are now introducing long-form articles, *VietnamPlus* must first be listed as a pioneer when it comes to this type of article. Knowing the identity of the reader, the name of the colleague, being rewarded with awards and most importantly, making a positive contribution to society is what journalists aspire to do. And the number of page views cannot be counted for that value.

Long-form is a form of online articles that incorporate multimedia, including text, images, videos, animations, audio files... Graphic elements are built in a completely new way, versatile font with beautifully organized quotations, images are usually designed in full screen. E-magazine articles are interactive articles that can include text, images, videos, animations, sound files, and graphic elements built in a completely different way. There, people use the effect title (usually placed in the opening image-called the cover), the text becomes versatile with beautifully arranged quotations, the image is usually full-screen (horizontal). This is the type of article that has caught up with current journalism trends, particularly online newspapers: slow journalism.

Through the verification process, the author found that two major contradictions of the above-mentioned Vietnamese online newspaper (Graphics overwhelms the text-The pattern between compact and bulky products). This is an essential and pervasive contradiction for the creation of Vietnamese online newspapers.

MEANINGFULL FOCUS

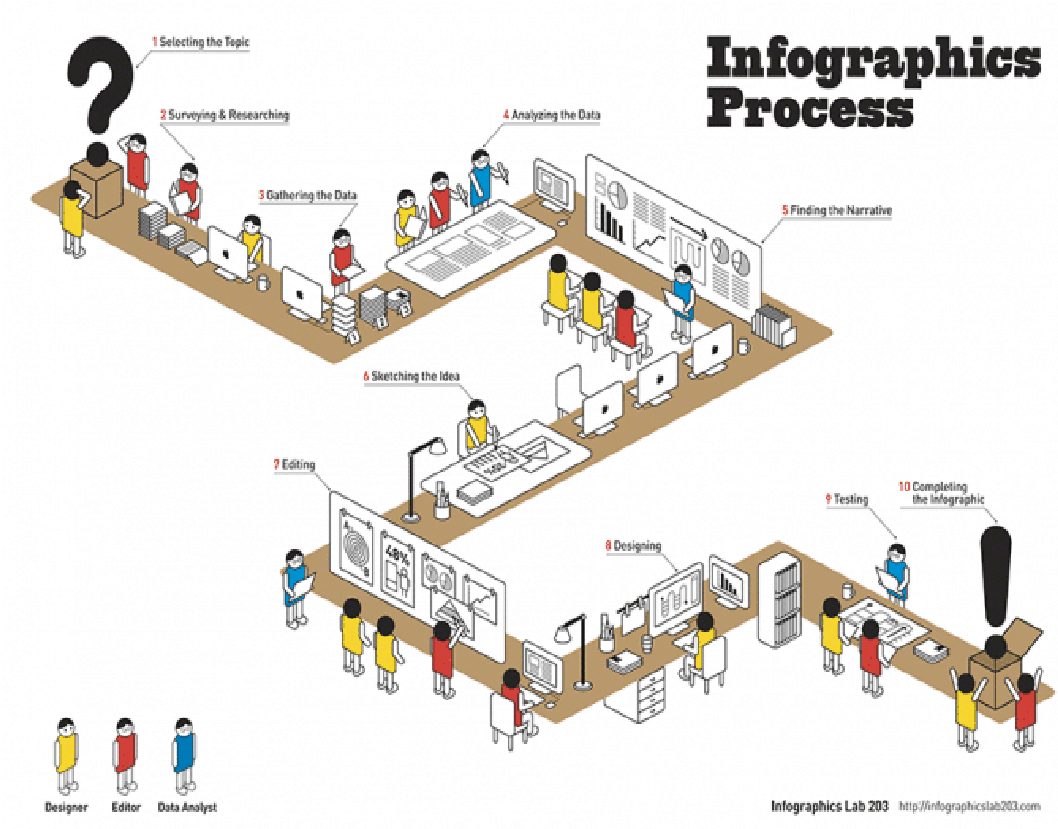
In order to satisfy the need to rapidly and easily understand the information presented by the public, modern information-oriented articles are the means of distributing news (statistics, contrasts, explanations, storytelling, etc to add high productivity to the press.

Modern e-newspapers with the greatest potential for rapid human brain impact through visual illustrations can dominate the future coverage of both traditional and internet media. Online newspapers have created a turning point in the process of sending and receiving information actively receiving information and personally engaging in input, supplying information, writing posts, etc. Enhancing the relationship between journalists, the public and the media, and increasing the social efficiency of the press.

Newspapers will need to be unceasingly imaginative in terms of the type and quality of graphic information in order to establish their own freedom and in part, to restrict the retrieval of sources from elsewhere. Creativity and autonomy in long-form development often help to establish a distinctive identity for every newspaper, not organized graphic "recipes" that have become stereotypical.

Even if a press agency has developed a standard procedure that simplifies the creation of graphic material, it is like a written press, a photograph or a video, a complete work and a good job. These are two distinct definitions. And while there are some modules, the graphic designer must always be imaginative and alter, or it would produce dull images because they are relatively identical.

The basic graphical information development process consists of the following 10 steps: (1-Selecting the Topic); (2-Research); (3-Collecting the Data); (4-Data Analysis); (5-Finding the Narrative); (6-Sketch the Ideas); (7-Editing); (8-Designing the Idea);(9 - Testing); (10 - Completing the Infographic).



The method of infographic creation in the newsroom

In the 10-step phase shown, the graphic designer is shown as the figure in the yellow shirt, the red shirt writer, and the blue shirt data analyst. The functions of the graphic designer and editor appear in almost all of the 10 steps of the process and sometimes function together while the data analyst appears in only four steps, analyzing the data, seeking expression, editing, and testing. There are phases in the graphic design process that just sketch designs and design ideas. This method describes each stage in depth, but some of the steps are more centered in reality.

In the book Journalism in the Modern Media Climate, author Nguyen Thanh Loi said There are three key steps to create an Information Map: Information Interpretation-Framework Formation-Concept Design."

Information interpretation and structure formation: in fact the two phases of the interpretation of information and the formation of independent structures, after the information has been fully clarified, are generally clear to the reporter. Attention should be paid to the following issues in the process of explaining information and creating a framework:

Explain in depth the knowledge structure that the reporter needs to illustrate, that is, the aggregate relationship (the main concept separated into small ideas) or the comparison relationship. This should be as simple as when writing posts, knowing the material to be shown so that reporters can create a concise, detailed and coherent information system.

The internal logic of each knowledge is very important, what is the relationship between the contents of each component, the logic of time or the logic of geographical place, the mathematical logic, etc.?

Clarifying the relationship between the contents allows the production team to find the most suitable type of knowledge. For example, if the majority of this is mathematical logic, then the expression form is graph if it is geographical logic, the map should be used more.

In a case where two or more logical relationships coexist, it is important to clearly identify what is the main logic or logical emphasis that the reporter would like to point out For example, where there is both a logical relationship between geographical location and mathematical logic, where the main logic or logic that the reporter would like to point out is the geographical position, the most suitable type.

Concept Design: Define the key color spectrum for infographics, the color scheme for infographics, and then define the design style.

In order to be more and more full in terms of content and the type of graphic information on online newspapers in the coming century, the key priority factors that publishers need to equip are human capital. exports; a clear long-term plan for developing and continuously updating world trends.

Building a special infographic development team to study, develop and design a range of modern and colorful graphic formats is the most basic prerequisite for enhancing the quality of online Graphic Knowledge for the home country newspaper. Infographic production machines must be increasingly skilled with the involvement of reporters, editors and data scientists, data processing experts, graphic design experts.

In the flow of information on the Internet from conventional media and social media, the public appears to want to have access to information that is the shortest and easiest to understand. If historically, in 2000, human attention span was 12 seconds, then by 2013, the attention span had fallen to 8 seconds (Microsoft Market Research 2016).

IV.CONCLUSION

Nowadays, online newspapers are evolving day by day, a modern media trend is seen as the departure of an online newspaper in a technology boom. It is not clear that this trend will continue for a long time, but for the time being, seeing the bright spot of this medium, the public is positively welcomed and the time spent on each of these articles has been increased.

This analysis is a meaningful target for individual journalists and news media managers. The findings of this study indicate that Vietnam's e-newspapers are required to pursue the evolution of the use of infographics, images, and news content for a long time. When approaching articles in this format, the audience will believe that they are reading the Mobile version on the computer or that they are enjoying the enjoyment of the news content.

Long-form's arrival has opened a new door for Vietnamese journalism. If current formats of online newspapers are called daily articles, long-form is a high-quality journalism product. It's a new media format based on multimedia technology. Most media currently only use text and still images to transmit information to readers.

It can be seen that Long-form is the development of Vietnam's online newspaper, articles of this kind are also creating a trend in the Vietnamese newspaper industry, as a range of newsrooms deploy long-form articles with different names such as E-Magazine, Mega-story, ... social networks are increasingly evolving, forcing the media to find their own way, preventing blurring in front of readers.

ACKNOWLEDGEMENTS

This study was supported by a fellowship grant by the Thai Nguyen University of Science, Vietnam.

We want to express sincere appreciation to TNU- University of Science (TNUS) for them academic, financial, and moral support. I thank Faculty Journalism - Communication (FJC), University of Science, Thai Nguyen University for their academic, and moral support. These acknowledgments will not be complete without thanking online offices for their useful advice and moral support toward the success of this study.

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A STUDY ON STRESS MANAGEMENT AMONG HEALTH CARE PROFESSIONALS

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ABSTRACT

Stress is a prevalent issue in healthcare, and hospital employees are particularly susceptible to experiencing high levels of stress due to the demanding and emotionally charged nature of their work. This study aims to explore stress management practices among hospital employees, including doctors, nurses, and administrative personnel. The research will investigate the sources of stress, the coping mechanisms employed, and the relationship between stress management and employee well-being. An empirical study has been carried out with primary data collected using structured self administered questionnaire. The findings reveals that the causes of stress among nurses are more due to their job demand as evident from JBD theory. Coping mechanisms are being suggested to handle the stress .

Keywords: Stress management, hospital employees, causes of stress, Job demand

I.INTRODUCTION

Healthcare workers take the lead in mental stress-related claims. The term stress according to (Hans Selye 2009) defined stress as "a non-specific response of the body to any demand for change" different authors have defined the term stress in several ways as an automatic physical response to any Stimuli that require you to adjust to change" (Benson and Casey 2006); as a state of mental or emotional strain or tension resulting from adverse or demanding circumstances; as a state of tension one experiences when one's side of coping are insufficient as a dynamic condition in which an individual is confronted with opportunity, constraint or demand related to which he or she desired and for which outcome is perceived to be both uncertain and important (Robbins and De Cenzo 2008).

Stress thus results from an imbalance between demands being made upon an individual and the resources available to help that individual cope with the demands, this luring us to the definition of stress as " any condition in which there is a marked discrepancy between demands placed on worker's capacity or perceived capacity to respond" (Howard .F. 2008, p105). Since healthcare environment requires changing continuously, stress is common in the life of the healthcare professionals work, environment is not derived of this imbalance between demands being made upon an individual and the resources available to help them cope with the demands. But if the demand is seen as overwhelming and exceeds the individual's capacities or resources they become stressors and this will trigger mental and physical stress (Howard. F.2008, p 106) the emotional and physical demand involved within the healthcare environment can strain even the resilient healthcare professional.

The health care industry is tremendously important to people around the world as well as to the national economies. It is one of the fastest-growing industries in the world. Consuming over 10 percent of gross domestic product (GDP) of most developed nations, a correlation exists between income levels and expenditure on health care in various countries.

II.LITERATURE REVIEW

Stress prevalence among healthcare professionals ranges from 27−87.4%. Occupational stress is a significant reason for physical and mental health, substance use, work-related delay, absenteeism, and emigration rate. Additionally, it can lead to patient safety concerns and poor quality of care. Several studies had been carried out on stress in healthcare industry are as follows:

Preventing occupational stress in healthcare workers" The cognitive-behavioral training as well as mental and physical relaxation all reduces stress moderately. Changing work schedules can also reduce stress, but other organizational interventions have no clear effects. There was low-quality evidence that cognitive-behavioral training decreased stress with about 18% when compared to no intervention and when measured at follow-up periods ranging from less than a month up to two years. It is unclear how relevant this reduction is for a person with stress, (Ruotsalainen et.al, 2014) .Stress among healthcare professionals has gained more and more attention due to the negative consequences on their and patients' health. As a result of intense working hours, night shifts, responsibilities of care and emotional contact with patients, healthcare workers experience stressful conditions. Interventions to prevent and manage their wellbeing are needed, in order to reduce the risks of onset of burnout syndrome,(Cristina Sestili, Rosario Andrea 2018).

The need for brief, low-cost, easily disseminable, and effective interventions to promote healthy lifestyles is high. This is especially true for mental health providers. The authors developed two studies to compare the impacts of Cognitive Behavioral Stress Management (CBSM) and Yoga-Based Stress Management (YBSM) interventions for health care professionals. YBSM and CBSM appear to be useful for health care professionals' mental and physical health. YBSM demonstrates some benefit above and beyond the extremely well studied and empirically supported CBSM, including increased physical activity, overall mental health, and decreased secondary traumatic stress benefits.

Healthcare professionals are exposed to several job stressors that can adversely affect both their mental and physical health, decrease their efficiency at work, for a successful intervention, the causes and management of stress in any healthcare unit or among healthcare professionals must be diligently documented. The aim of this study is to explore issues on specific occupational stress related to job performance, the role of healthcare in stress management and the effects of job resources on job demands, and also to create awareness for health care professional on how to manage stress. Two research questions were used for this study which are: (1) what are the strategies of coping with stress? (2) What are the health benefits of stress management? In this study literature review research was used. A review of 15 articles from scientific journals was carried out. The theoretical framework used for this study was change and work en-engagement. Qualitative methodology was used to analyze the data,(Odigie, Anita 2016). To examine the effects of a stress management program on stress perception and coping strategies for healthcare-related undergraduates with at-risk mental state (ARMS). A randomized experimental design with pretest and posttest was used. Of the 2812 students screened, 65 were identified as having ARMS, 52 enrolled in the study, and 49 (75%) completed the study. Significance was found for subjects with schizotypal traits in emotion expression and problem-avoidance coping strategies. Subjects with trait anxiety improved significantly in interpersonal deficits after the program, **(**Fong-Gang Wang, Mei-Ling Lou RN, Siang-Han Lu RN 2020).

The viability of the nursing workforce depends on addressing human resources issues associated with workplace stress and job satisfaction (Stewart et al., 2011). The literature demonstrates that the challenges of rural northern practice, which initially attracts nurses, become a source of occupational stress, job dissatisfaction, lower work ability scores, and absenteeism (Nowrouzi et al., 2014). From a recruitment and retention perspective, it is crucial that administrators and health policy makers foster environments that appreciate the realities of northern and rural nursing practice and uniquely affect the quality of work environments for nurses. A literature search was conducted using the keywords nursing, nurses, stress, distress, stress management, burnout, and intervention. All the intervention studies included in this review reported on workplace intervention strategies, mainly individual stress management and burnout interventions. Recommendations are provided to improve nurses' QWL in health care organizations through workplace health promotion programs so that nurses can be recruited and retained in rural and northern regions of Ontario. These regions have unique human resources needs due to the shortage of nurses working in primary care, Shapiro, S. L, Astin J.A, Bishop, S. R. & Cordova M 2015)

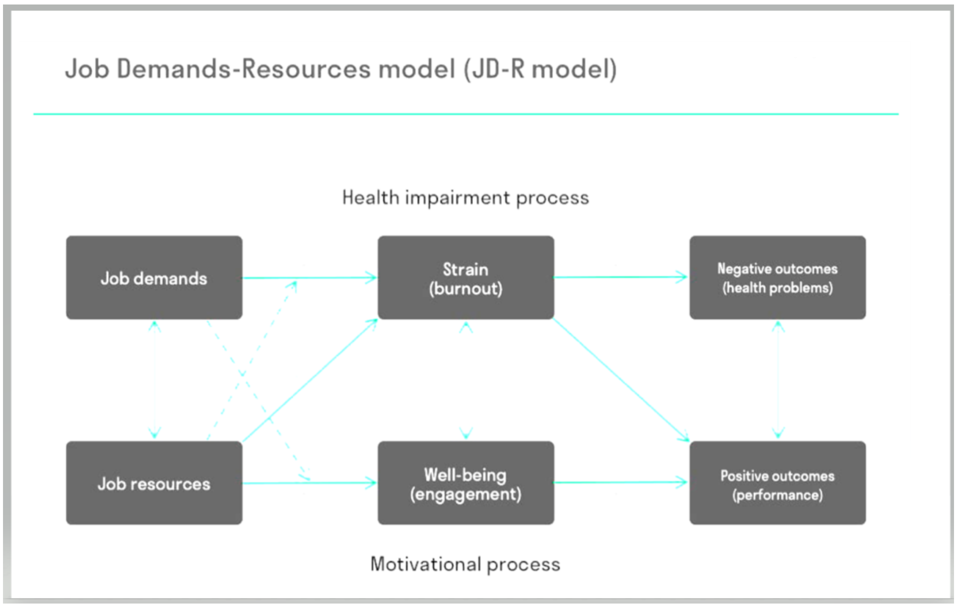
III. METHODOLOGY

A qualitative research method is used to conduct the research, using structured questionnaire. The responses have been collected from 95 employees out of total 700 employees of all levels. Samples are selected using Judgmental sampling technique to arrive at the meaningful representation of data sets. Self -administered structured questionnaire was used to collect survey inputs from the intended target group.

Objectives of the Study

- To study about the stress management among health care professionals
- To identify the situations that causes stress among health care professionals
- To know the level of stress among the health care professionals
- To study about the effect of stress on health care professionals
- To identify measures to manage stress among the health care professionals

Research framework



Based on the Job Demand Resource Model (JDR Model), it is proposed to conduct research with following relationship model.

CAUSES OF STRESS

Physical Work environment
Problems faced in the team
Time Pressure
Demise of patients
Salary and perks
Lack of support from family
Handling non-cooperative patients
Age of employees
Health issues

→ **Employee STRESS**

Employee Stress=CR1+CR2+CR3+CR4+CR5+CR6+CR7+CR8+CR9

CR1 Physical Work environment

CR2 Problems faced in the team

CR3 Time Pressure

CR4 Demise of patients

CR5 Salary and perks

CR6 Lack of support from family

CR7 Handling non-cooperative patients

CR8 Age of employees

CR9 Health issues

Job requirements or Job Demands concern the physical, social or emotional characteristics of the job and the work environment. This mainly concerns factors such as time pressure, work pressure, relationships, stressful environments and leadership. These often demand long-term physical and/or psychological effort and skills and The job resources, also called positives, are the physical, organizational or social factors that help the employee to achieve the established objectives and reduce stress. All resources that are used to reduce the job requirements fall under the job resources.

The balance between the job resources in de JD-R Model and the job requirements determines the degree to which employees feel energized by their job. If the balance is negative, and the work demands more in terms of energy than it yields, this leads to a burnout or physical symptoms. The balance is positive when the job yields more energy than it costs. This leads to an engagement visible in the attitude and behavior of employees.

The negative outcomes which can be witnessed from the following outcomes: Relatively unproductive, Lack of focus, More mistakes, Negative working atmosphere ,More absence. All of these will lead to stress among employees.

IV. FINDINGS AND DISCUSSIONS

From the analysis it has been found that majority of the factors which causes stress among employees leads to lower productivity and lesser efficient work environment. This can be observed from the following findings.

Most of the nurses experiences more stress in the hospital than other employees due to overtime duty. About 29% of the employees are experiencing stress due to various factors such as physical environment problems (temperature, dust, infrastructure, lack of privacy, noise level), less wages, overtime etc. Employees become easily demotivated due to lot of stress and burnout that occurs in the working environment.

Employees easily get irritated by small problems such as miscommunications between their co workers or due to any argument between their team. Major cause of stress among employees is due to physical environment problems (temperature, dust, infrastructure, lack of privacy, noise level) in the workplace. Some doctors and nurses get stress due to the death of their patients which also affects their mental health.

The lack of satisfaction with salaries is one of the causes of mental stress; the majority of employees are stressed because they feel that they are highly undervalued for their work. Majority of the employees feel frustrated due to non cooperative patients who increases their stress level and causes health issues among them. Most of the employees experiencing frequent headaches, fatigue, loss of appetite and hard to fall asleep that causes low performance, absenteeism, disengagement, ill health.By providing a Training and development programs such as EAP (Employee Assistance Program), cognitive behavioral training to reduce overall stress in the workplace.

Physical exercises, yoga and meditation encourage mental and physical relaxation, which helps reduce stress and anxiety among employees. Also it is evident that most of the employees don't get distracted while working and have full concentration which makes them productive.

Nurses are the one who experiences lot of stress due to overtime so the management should provide proper leisure time facilities so that they can relax their mind and they can concentrate properly in their work. The management can provide an opportunity for social interaction among employees so that a cordial relationship can be created among employees.

Stress management Programme shall be conducted for all the workers on a regular basis. The management should establish work schedules that are compatible with demands and responsibilities outside the job. The management can share information with employees to reduce uncertainty about their jobs and futures.

Nurses can be trained to have appropriate sleep, make them listen to music to reduce stress. The Management can take steps to conduct frequent health checkup to gauge the health level of the employees from time to time. If the health of the employee is fine then it can be inferred that the degree of stress in the organization is less or negligible. Also regular conduct of yoga classes enhances the awareness, boosts the concentration, and centers the mind of employees.

V.CONCLUSION

The study on stress management among employees in Neomed hospital has been carried out to identify the stressors among different category of employees: nurses and doctors of varying age group. The study revealed that the work place environment , the particular team in which they are working and the shift duration especially the repeated shifts were leading to stress. And it was also evident that the pressure from the family side and social commitments also reasons for causing stress. The hospital also employs methods like conducting yoga , performing regular health check up etc. to cope up with the stress.

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A STUDY ON THE EFFECT OF INDUSTRIAL RELATION ON WORKMEN AT AUTOMOTIVE FIRMS

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Abstract

This study investigates the effects of industrial relations on workmen in modern industrial settings. The study highlights the crucial role that industrial relations play in determining the working conditions, job satisfaction, and overall well-being of workmen. The report emphasizes the impact of positive industrial relations on improved wages, better working conditions, and increased job satisfaction, while poor industrial relations can lead to increased stress, reduced job security, and lower job satisfaction. Additionally, the study highlights the potential impact of industrial relations on the health and safety of workmen. Overall, this study report emphasizes the importance of establishing positive industrial relations to ensure fair and respectful treatment of workmen.

Keywords: Industrial Relations, workmen, Health and safety, job satisfaction

I.INTRODUCTION

The Manufacturing Industry is one of the biggest industries in the country, one can say that they are one of the pillars of Indian Economy. The concept of Industrial Relations among Manufacturing Industry is a Vital Part in the workings of the System. “Industrial Relations” refers to all types of relations between employers and workers, be they at national, regional or company level; and to all dealings with social and economic issues, such as wage setting, working time and working conditions.

Industrial relations imply the relation between both employer and employees during the period of employment in an industrial organization. However, the concept of industrial relations has a broadermeaning. In a broader sense, the term industrial relations refers to the relation between various unions, state and union, and between employers and government.

Relations of all those associated with the industry may be known as industrial relations. According to the International Labour Organization (ILO), industrial relations deals with relationships betweeneither state and employers and workers organizations or the relationship between the occupation organization themselves. Industrial Relations is an vital part of any organization working in today’s environment but it was not always like this, In classical economics, workers were regarded as commodities that were subject to the natural laws of supply and demand. Although classicaleconomists readily acknowledged that workers are not motivated by money alone, their abstractionswere based only on the economic aspects of reality. This led them to consider workers as undifferentiated and passive instruments in the production process. Karl Marx in the mid- 1800s challenged this view of labour. He rejected the notion that workers should bear the costs of market forces and went so far as to argue that all the value of production comes from workers' inputso therefore, he insisted, labour should own the means of production. Since under a capitalist system the means of production are not owned and controlled by workers, the workers would be exploited. Eventually, suggested Marx and his followers, the injustice of this exploitation wouldlead to a revolutionary overthrow of the capitalist system and its replacement by a socialist state. Later, around the turn of the century, many more political economists like Sidney, Beatrice Webb, John R. Commons etc and many more joined this debate by arguing that a combination of worker and community forces would gradually achieve a state individuality. As the problems of labour– management relations came to the public's attention (largely through strikes), a number of American universities formed industrial relations research and teaching programs. The goal of theseprograms was to draw together the theories and insights of economists, labour and management specialists, and other social scientists to find ways to encourage greater cooperation and improved conflict resolution among workers and employers. Thus, the modern field of industrial relations wasborn. IR is dynamic in nature. The nature of IR can be seen as an outcome of complex set of transactions among the major players such as the employers, the employees, the trade union, and thestate in each socio-economic context. In a sense, change in IR has become sine quo non withchange in the socio-economic context of a country. Other aspects of industrial relations include human resources management, which involves the development of job descriptions and organizational structures; recruitment, training, and general oversight of employees; and negotiationof terms of employment, planning, and the study of managerial styles.

II. REVIEW OF LITERATURE

Yoder, D. (1992) Personnel and labor relations, the predecessor of this book, appeared in the midst of widespread depression and unemployment. Today manpower is at a premium. The whole field ofindustrial relations is highly dynamic. Under such circumstances, the most essential characteristic ofeffective personnel administration is its constant self-appraisal and evaluation. Policies and practices must be constantly scrutinized and weighed in terms of their appropriateness and effectiveness. The continual testing of each phase of the industrial relations program, as a basis for constant readjustment, innovation, and adaptation, is the elementary requisite of a satisfactory program in these years of rapid change. The present book reflects the valuable suggestions of those

who made extensive use of Personnel and labor relations. The techniques of statistical materials, excepting for a preliminary chapter on the simpler devices, have been brought together at the close of chapters in special sections. Another change involves the more extensive reference, throughoutthe book, to psychological contributions to the field, while another is the expansion of the discussion of collective bargaining. Throughout, additional questions and exercises on each chapter have been provided. They have proved especially useful in classes made up of adults, who find them helpful as a check-list to apply to their reading. Finally, a new chapter on personnel records seemed necessary to round out the description of present practice.

Debasish Biswas (2013) Productivity is one of the most important aspects and has become a deep concern to the management of an industrial undertaking. Productivity is related to the morale of the respective employees of an organization. If the morale of the employees becomes high, then it is expected that productivity of the workers will also be high. So, it is the utmost drive of the management to increase the productivity of its employees to the maximum possible extent. Productivity has got a direct linkage with the industrial relations that is the relationship between the management and its workers. If the industrial relations are cordial then it can be stated thatproductivity will also become high and if the individual productivity of the workers go on increasing then it is expected that the overall productivity of the industrial organization undertaking will also become high.

Ramprakash Balaji (2022) All industrial civilizations share the fundamental trait of widespread wage employment. Workers/employees and employers/management are two separate categories of people who are looking for wage employment, respectively. Known variously as labour- management relations, labour relations, industrial relations, or employer-employee relations, these two groups' relationships are structured. Except for the first, these definitions indicate that the relations are at minimum inclusive on the part of the employees. In regards to all problems that concern its members, the labour union negotiates with employers and management. Consequently, the two groups' relationships are structured.

Nur putri Hidayah, Ratika Septa Amanda (2022) The COVID-19 pandemic has resulted in manyemployers terminating their workers, which has led to an increase in cases of industrial relations disputes. Mediation is one method of settling industrial relations disputes. The purpose of this studyis to determine the role of the mediator in the mediation process, and efforts to strengthen this roleto maximize the occurrence of fair industrial relations dispute settlement process. The research method used is normative. The study results show that the mediator's role is still considered a mere arbiter, with recommendations that the parties can easily ignore. Therefore, the mediator should be given a strengthening role in the mediation dispute resolution process. Strengthening can be done through 1. Efforts to increase literacy regarding industrial relations and settlement of industrial relations disputes, to obtain appropriate recommendations; 2) Mediators have the primary function of reconciling the two parties, so it is necessary to make special regulations regarding the professionof the mediator to continuously improve skills through direct training to mediators who have reconciled many parties to the dispute; 3) There must be a positive law that contains the obligations of the disputing parties to come to the mediation event.

Yogo Pamungkas (2023) The process of resolving industrial relations disputes in Indonesia can basically be carried out through bipartite followed by mediation or conciliation or arbitration and carried out with industrial relations courts. This normative settlement provides a way out with an orderly state. Industrial relations can arise due to several related matters such as: employment agreements, positive laws and differences in interests. The focus of the problem is whether the definition of the concept of industrial relations conflict has been clearly defined? Has the resolution of industrial relations conflicts been achieved? Is the purpose of closing the company achieved according to its legal objectives? Is the closure of the company to resolve industrial relations conflicts achieved? What limitations are there in court decisions in examining and resolving industrial relations disputes before or after the closure of a company? This study uses the systematicstudy method of verdict. The results showed that the closure of the company was not effective in resolving industrial conflicts.

Sam Warner (2021) The aim of this chapter is to provide a critical reappraisal of the Industrial Relations Act of 1971 and its legacy, drawing on documents now released at the National Archives and Modern Records Centre. The chapter argues that the Act's association with policy failure and the infamous U-turns of the Heath premiership mask its long-term influence on the reform of industrial relations in the British context. In assessing its longer-term significance, the chapter identifies the existence of continuities in the industrial relations policy of the Conservative Party, as the crisis of Keynesianism was superseded by a neoliberal approach to the management of British capitalism. More significantly, the chapter identifies the lessons learnt by the Conservative Party and the move towards 'step-by-step' reform in an attempt to ensure greater policy success in the post-Heath era. As such, this chapter demonstrates how the contemporary industrial relationslandscape has been shaped by the impact of this, albeit short-lived, Act.

OBJECTIVES OF THE STUDY

- To study the state of industrial relation and its effect on the quality of life of workmen at Automotive Firms.
- To analyze the satisfaction level of the workers regarding welfare facilities, working conditions andIndustrial relation at Automotive Firms
- To understand the factors that offer industrial peace.
- To identify the extend of safeguarding interests of workers by the management.
- To study the factors that relates to workers production efficiency.

III.RESEARCH METHODOLOGY

In this the researcher studies about the various steps that are generally adopted in studying is researchproblem along with logic behind them. Research methodology has many dimensions and research methods to constitute the part of the research methodology. It is necessary for the researcher to know not only the research methods/techniques, but also the methodology. The descriptive research design used in this research is a scientific method which involves observing, and describing the behaviour of the subject without influencing it in any way. Primary data collected through structured questionnaire and secondary data gathered from published manuals. Sample size considered for this study is 120. Simple percentage analysis, correlation and chi-square have applied to the data collected.

Hypotheses of the study

H01: There is no significant association between the WorkPressure and JobSatisfaction.

H02: There is no significant association between the Communication lineand Conveying of Goals and Objective.

H03: There is no significant Difference between Age and DiscriminationFaced.

IV. ANALYSIS AND DISCUSSIONS

Table-1 Correlation between the Work Pressure and JobSatisfaction

Correlations

		WORKSTRESS	JOBSATISFACTION
WORKSTRESS	Pearson Correlation	1	-.234
	Sig. (2-tailed)		.010
	N	120	120
JOBSATISFACTION	Pearson Correlation	-.234	1
	Sig. (2-tailed)	.010	
	N	120	120

Since P value is 0.010, therefore $P < 0.05$ so we Accept H1 and Reject H0. From this one could conclude that there is significant relationship existed between the Work Pressure and Job Satisfaction.

TABLE-2 CORRELATION BETWEEN COMMUNICATION LINE AND CONVEYING OF GOALS& OBJECTIVE

Correlations

		COMMUNICATIONLINE	CONVEYING GOALS
COMMUNICATIONLINE	Pearson Correlation	1	.202
	Sig. (2-tailed)		.027
	N	120	120
CONVEYINGGOALS	Pearson Correlation	.202	1
	Sig. (2-tailed)	.027	
	N	120	120

Since P value is 0.027, therefore $P < 0.05$ so we Accept $H1$ and Reject $H0$. From this it is interpreted that there is significant association between the communication line and conveying of goals and objective.

Table-3 Chi -Square between Age and Discrimination Faced

AGE * DISCRIMINATIONFACED Crosstabulation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.630a	16	.004
Likelihood Ratio	45.261	16	.000
Linear-by-Linear Association	2.900	1	.089
N of Valid Cases	120		

One could observe that the Significance Level is $0.04 < 0.05$, therefore Accept H_1 and Reject H_0. Therefore, there is significant association between Age and Discrimination Faced.

V.CONCLUSION

The effects of industrial relations among workmen can have both positive and negative impacts on organizations and their employees. When there are good industrial relations, it leads to a harmonious work environment, reduced conflict, and increased productivity. This can benefit both the organization and the workers, as they are able to work together effectively to achieve common goals. On the other hand, poor industrial relations can lead to conflicts, strikes, and other forms of industrial action, which can disrupt the operations of the organization and negatively affect the employees. This can result in reduced productivity, increased costs, and damage to the reputation of the organization. In this research discussed the effect of industrial relation on workmen within the automotive firms, in this research many factors relating to industrial relation of such as job satisfaction, Work Stress, Personal Development and Communications within the Hierarchy of the Employees. It is found that the company is filled with various demographic age groups, and employees with various backgrounds of Education Qualification. The employees areprovided with good working conditions and are rewarded according to their performances, but at the same time the employees feel unsatisfactory with the amount of work pressure along with this often feel like there are unfair treatment towards them and this has resulted in a joint feeling among the employees that the organization is not concerned about the well- being of the employees. This is further supported by a lack of strong superior subordinate relationship, as from the survey it is concluded that the communication line can be improved and employees should be engaged more when it comes to dispute resolving and collective bargaining. Overall, the company must take efforts to make the employees feel valued or else it will result in lack of efficiency in shop floor and the employees must be and that can be done through improving communication and care towards the employees and their queries regarding work life within the organisation.

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IN-STORE RETAIL SHOPPING EXPERIENCE AT A SUPERMARKET IN CHENNAI

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ABSTRACT

The entire impression that a customer receives when making a purchase at a brick and motor store is in-store shopping experience. Research on the in-store customer buying experience is both extensive and important. It entails examining the different elements that affect a customer's perception and behaviour when making purchases in a physical retail store. A descriptive study on in-store retail shopping experience is done in a supermarket in Chennai region through questionnaire method with questions on variables - merchandise variety, internal shop environment and in-store emotions, interaction with staff, presence of and interaction with other customers, satisfaction and repatronage intentions. The analysis is done through percentage method and the results are presented. Companies may enhance the entire customer experience and raise customer satisfaction by understanding in-store shopping experience.

Key words: in-store shopping experience; customer experience; supermarket; customer; Chennai

I. INTRODUCTION

Shopping involves much more than just buying goods and services. It is a method to express oneself, strengthen one's sense of self, and engage in social activities that may enhance the value that customers associate with going to the shop (Ekici et al., 2018; Picot-Coupey et al., 2021; Sirgy et al., 2016; Terblanche, 2018). Customers' experiences in the shop are also influenced by how the items, environment, and other people interact, which results in a pleasurable and fulfilling shopping experience (Babin et al., 2000; Puccinelli et al., 2009; Leroi-Werelds et al., 2014).

The phrase "shopping experience" refers to the entire impression that a customer receives when making a purchase at a brick-and-mortar store, online store, or in any other kind of shopping setting. All the elements that go into a customer's pleasure, such as how simple it is to locate what they want, how well they're made, how well they're serviced, and how the business feels overall, are all included.

A satisfying in-store shopping experience gives a consumer a competitive edge that increases the value they receive from a trip to the supermarket. Customers must be offered a pleasant in-store shopping experience in order to keep them patronizing a supermarket in the future because of unfamiliar and complicated competitive environments, well-informed customers who continually seek value, and other key pressures (Sánchez-Fernández et al., 2009). Supermarkets first concentrated on giving additional services to clients in order to provide them a good in-store shopping experience. Later, when other food retailing forms emerged, supermarkets were forced to broaden their offerings in order to successfully compete with these newcomers.

Although most purchases are made based on practical congruity, people also shop to express themselves and improve their well-being. (Ekici et al., 2018; El Hedhli et al., 2021). Beyond the purely practical aspect, shopping is connected with enjoyment and leisure. (Guiry et al., 2006; Picot-Coupey et al., 2021). Shopping must thus be examined for its capacity to provide people an opportunity to exhibit their unique personal identities as well as from the utilitarian/hedonic dichotomy. (Guiry et al., 2006). Unfortunately, despite the fact that self-expressive activities have been shown to have long-lasting and beneficial effects on life satisfaction, we still know very little about how an enjoyable and meaningful shopping experience, specifically a self-expressive shopping experience, contributes to self-satisfaction. (Leroi-Werelds et al., 2014; Picot-Coupey et al., 2021; Sirgy et al., 2000).

Customers' happiness with brands, brand preferences, and buy intents are influenced by the subjective experience created when shopping when a product or brand they purchase is consistent with how they view themselves. This also encourages favorable product word-of-mouth and attitudes. (Sirgy et al., 2016). A causal relationship between customers' self-concept and their purchasing behaviors has been discovered in prior studies (Chebat et al., 2009; Kaltcheva et al., 2011; Sirgy et al., 2000), which is mediated by the store environment. (Babin and Darden, 1995). Actually, some environmental signals influence how consumers shop (Picot-Coupey et al., 2021). This, in turn, has an influence on how each person evaluates things (Chebat and Michon, 2003; Morrin and Ratneshwar, 2000), as well as how much fun shopping is (Baker et al., 2002; Guiry et al., 2006). However, the in-store shopping experience is influenced by different cognitive and affective cues (Grewal and Roggeveen, 2020; Manthiou et al., 2020; Puccinelli et al., 2009; Visentin and Tuan, 2021).

II. REVIEW OF LITERATURE

Angelo Bonfanti, Georgia Yfantidou (2021), in their study on 'Designing a memorable in-store customer shopping experience', identify the aspects of the in-store customer shopping experience from the viewpoint of the sports merchant and look at how the function of sports equipment stores is evolving.

According to Camila Bascur, Cristian Rusu (2020), the customer experience (CX) is a concept that has been closely studied by companies in recent years. This is because it is one of the most important factors in maintaining a competitive advantage. In addition, it is customers who seek to create an experience that goes beyond the acquisition of a product. In their article, they present a systematic literature review of the CX in retail. They reviewed articles published over the last ten years related to (1) the definition of the CX; (2) dimensions, attributes, and factors that influence the CX in retail; (3) methods used to evaluate the CX in retail; and (4) potential heuristics to evaluate the CX in general and, in particular, in retail. They analysed 67 articles, and the obtained result in relation to multiple definitions exist in different contexts; the dimensions, such as the conceptualization of the CX, vary depending on the context; the evaluation methods found do not comprehensively evaluate the CX; there is no evidence of heuristics used to evaluate the CX.

In their study Marlon Dalmoro, Giuliana Isabella, Stefania (2019), intended to explore an understudied but important topic: how physical and sensory environmental triggers combine with consumers' subjective judgements to produce shopping experiences.

The study done by Phang Ing, Liew Ru Ven Ivan, Zaiton Osman (2019), makes the case that satisfied supermarket customers should be willing to spread good word of mouth. The impact of customer satisfaction and its mediating role in the relationship between in-store experiences and positive Word-of-Mouth were investigated. The effects of Malaysian supermarket in-store experiences (convenience, merchandise value, internal shop environment, interaction with staff, merchandise variety, presence interaction with other customers, in-shop emotion) were examined. The findings indicate a strong link between customer happiness and readiness to propagate favourable word of mouth. The link between convenience, product variety, staff engagement, and in-store mood with good Word-of-Mouth was mediated by customer satisfaction. In order to better understand their target audiences and promote more positive Word-of-Mouth, supermarket merchants can benefit from understanding in-store experiences. Abhey Sehrawat, Akshit Yadav, Hemanth Kumar, Pankaj Deshwal (2018), in their study on effect of customer's demographic factors on In-store experience perception in Superstores researched on the factors of the in-store experience (merchandise variety and value, internal shop environment and in-store emotions, interaction with staff, presence of and interaction with other customers) and they are connected to the customer's demographic characteristics, such as gender, age, family income, frequency of visits, and store discovery.

Nic S. Terblanche (2018) described that customers' experiences are recognised as a differentiator by marketing scholars and practitioners. For retailers, the customer experience is a challenge because it is influenced by both factors they can control and factors they cannot. They examined the in-store consumer shopping experience at a supermarket and discovered a strong positive and significant association between the overall customer happiness and the product selection, staff interactions, internal shop environment, and in-store emotions of the customers. Consumer satisfaction and customer retention intentions are strongly correlated.

III. METHODOLOGY

Research on the in-store customer buying experience is both extensive and important. It entails examining the different elements that affect a customer's perception and behavior when making purchases in a physical retail store.

Analysing the shopping experience of customers may assist firms in identifying pain areas in the consumer journey, such as protracted wait times, subpar customer service, or trouble locating items. Companies may enhance the entire customer experience and raise customer satisfaction by addressing these pain areas. Businesses may learn more about consumer behavior by researching client buying experiences. They may utilize these patterns and trends to generate more successful marketing tactics and enhance the entire client experience.

Customers are, first and foremost, the lifeblood of every company. Customers are important because they drive revenues; without them, no company can survive. Customers' feelings about the company's products and services can make or break any business. The larger the number of satisfied customers, the better the chance, that the company will have long-term and sustainable success. The purpose of this study is to understand the factors and variables which contribute to the positive or pleasant shopping experience in a Supermarket and identify the areas of improvement.

We used Descriptive Research Design for the research for collecting, interpreting, and presenting data. In our research, we used Non-Probability Sampling - Convenience sampling. It is used because of the simplicity with which the researcher can conduct it and contact the subjects. 105 customers from a Supermarket were approached for the study. Questionnaire method was used to collect data for the study. There were thirty five questions in the questionnaire. Six questions pertain to demographic details. Apart from demographic questions, target questions relating to merchandise variety, internal shop environment and in-store emotions, interaction with staff, presence of and interaction with other customers, satisfaction and repatronage intentions were asked.

IV. **DATA ANALYSIS AND DISCUSSION**

Demographic details

- 76.2% of the respondents are in the age of 18-30 Years, 5.7% of the respondents are in the age of 31-40 Years, 9.5% of the respondents are in the age of 41-50 Years and 5.7% of the respondents are in the age of 51-60 Years and 2.9% are above 60 Years.
- 52.4% of the respondents were Male and 47.6% of the respondents were Female.
- 77.1% of the respondents were Single and 22.9% of the respondents were married.
- 9.5% of the respondents were SSLC, 4.8% of the respondents were HSC, and 3.8% of the respondents Diploma, 41% of the respondents were under graduate, 41% were Post graduate.
- 47.6% of the respondents were salaried, 18.1% of the respondents were self-employed, 5.7% of the respondents were home maker, 2.9% of the respondents were retired, 4.8% were business owners and 15.2% were unemployed.
- 46.7% of the respondents are getting below 2L Per annum, 29.5% of the respondents are getting 2L-4L Per annum, 17.1% of the respondents are getting 4L-6L Per annum, 2.9% of the respondents are getting 6L-8L Per annum and about 3.8% of the respondents are getting above 10L Per annum.

Table 1 - Merchandise Variety

S.No.	Question	SDA	DA	N	A	SA
1	Supermarket offers a good selection of well-known brands	1	1.9	34.3	42.9	20
2	Supermarket offers a wide variety of products	1.9	4.8	27.6	41.9	23.8
3	Supermarket offers a variety of brand names that are available in many different sizes	2.9	4.8	28.6	41.9	21.9
4	Supermarket's products function the way they are supposed to	0	6.7	34.3	40	19
5	Supermarket's products are free from defects and flaws	5.7	9.5	34.3	31.4	19
6	Supermarket offers a choice of different brand names	1	4.8	29.5	43.8	21
7	They offer product whose prices represent good value	1.9	3.8	34.3	38.1	21.9

From the above table, we can understand that more than 60 percentage of people, either agree or strongly agree that variety is there in the supermarket. More than 25 percentage of respondents are in neither agree nor disagree level.

Table 2 - Internal Shop Environment and In-Store Emotions

S.No.	Question	SDA	DA	N	A	SA
1	Supermarket has attractive product and promotional displays	4.8	3.8	30.5	40	21
2	Supermarket has attractive décor	1	3.8	28.6	45.7	21
3	Supermarket has attractive in-store physical facilities (check-out counters, shelves, etc)	2.9	2.9	30.5	42.9	19
4	Supermarket has attractive materials associated with their service (shopping bags, brochures, etc.)	1.9	6.7	32.4	39	20
5	It is a pleasure to experience the atmosphere of the shop	2.9	1	24.8	50.5	21
6	Shopping at Supermarket satisfies my sense of curiosity	2.9	5.7	36.2	29.5	25.7
7	Shopping at Supermarket offers exciting experiences	1.8	2.9	39	35.2	21

The above table shows that more than 55 percentage of people agree or strongly agree about positive internal shop environment and in-store emotions exist in the supermarket. Around 25 percentage of respondents are in between agree and disagree responses.

Table 3 - Interaction with Staff

S.No.	Question	SDA	DA	N	A	SA
1	Supermarket's staff gives me personal attention	4.8	10.5	28.6	31.4	24.8
2	Supermarket's staffs are always willing to help me	1.9	7.6	30.5	35.2	24.8
3	Supermarket's staffs provides me with prompt service	1	5.7	27.6	42.9	22.9
4	Supermarket's staffs are knowledgeable to assist me	1.9	4.8	26.7	41	25.7
5	Supermarket's staffs are never too busy to assist me	1	6.7	30.5	34.3	27.6

It can be inferred that around 25 percentage of respondents strongly agree and have positive emotions in their interaction with staff in supermarket. Thirty to forty three percentage agree that they have positive interaction with staff by them helping, providing service and assisting the respondent. More than twenty six percentage of respondents are in the neutral response on their interaction with staff.

Table 5 - Presence of and Interaction with Other Customers

S.No.	Question	SDA	DA	N	A	SA
1	I like to speak to other customers in the Supermarket	4.8	10.5	26.7	35.2	22.9
2	I appreciate the suggestions offered by other customers in the shop	4.8	6.7	28.6	41	19
3	I enjoy the contact with other customers in the shop	3.8	5.7	41	29.5	20
4	The other customers in the Supermarket are friendly towards me	1.9	5.7	36.2	33.3	22.9

The above table shows that more than fifty percentage of people agree or strongly agree about positive interactions with other customers in the supermarket. Up to forty one percentage of respondents do not enjoy contact with other customers in the shop.

Table 6 - Satisfaction

S.No.	Question	SDA	DA	N	A	SA
1	I am very satisfied with the service provided by the Supermarket	1.9	4.8	30.5	37.1	25.7
2	Supermarket does a good job with the satisfaction of my needs	1.9	1.9	27.6	44.8	23.8
3	The experience that I have had with the Supermarket has been satisfactory	2.9	2.9	34.3	38.1	21.9

It can be inferred that twenty to twenty five percentage of respondents strongly agree and are very much satisfied with the supermarket. Thirty seven to forty four percentage agree that they are satisfied with the supermarket. Around twenty seven percent are neither satisfied nor dissatisfied.

Table 7 - Repatronage Intentions

S.No.	Question	SDA	DA	N	A	SA
1	I consider the Supermarket as my first-choice shop for	6.7	8.6	28.6	35.2	21
2	I intend to visit the Supermarket again in the future	2.9	2.9	32.4	41.9	20
3	I will continue to shop more at the Supermarket in future	1	3.8	33.3	42.9	19

This brings out the repatronage of respondents to the supermarket. More than fifty five percentage of respondents are sure of their visit again to the supermarket. Others are not sure whether they will visit the supermarket again.

Discussion:

- Merchandise variety: More than 25 percentage of respondents are in neither agree nor disagree level. More research can be done to understand their tastes and preferences.
- Internal Shop Environment and In-Store Emotions: Around 25 percentage of respondents are in between agree and disagree responses. This percentage is higher and needs to be looked into. More research can be done to understand the customer and make changes in the internal shop environment. By making changes in the environment, emotions and experience can be enhanced.
- Interaction with Staff: More than twenty six percentage of respondents are in the neutral response on their interaction with staff. Understanding customers and giving training to the sales force will help the supermarket in enhancing the relationship between staff and customers.
- Presence of and Interaction with Other Customers: Up to forty one percentage of respondents do not enjoy contact with other customers in the shop.
- Satisfaction: Around twenty seven percent are neither satisfied nor dissatisfied. Research on understanding the tastes and preferences of the customer will enhance customer experience and also increase repatronage intentions.
- Repatronage Intentions: Around thirty seven percent of respondents are not sure whether they will visit the supermarket again. Sufficient interest and care should be done in understanding the reasons for their response. This would help enrich customer loyalty and commitment to the supermarket.

V. CONCLUSION AND SCOPE FOR FURTHER STUDY

In conclusion, the study on in-store retail shopping experience at the Supermarket sheds light on the importance of providing an exceptional shopping experience to customers. The findings of the study suggest that customers value a range of factors, including the store layout, product availability, customer service, and checkout experience. Retailers should strive to create a welcoming and convenient shopping environment that meets the needs and preferences of their customers.

Furthermore, the study highlights the need for retailers to embrace new technologies and innovative solutions to enhance the shopping experience. By leveraging technologies such as mobile applications and self-checkout systems, retailers can provide customers with a more personalized and efficient shopping experience, which can result in higher levels of customer satisfaction and loyalty.

Overall, the findings of this study provide valuable insights for retailers seeking to improve the in-store shopping experience. By listening to the needs and preferences of their customers and embracing new technologies, retailers can stay competitive and ensure long-term success in today's ever-changing retail landscape. Further research can be done on specific customer behaviour can be done to shed light on shopping experience. Similar studies can be extended to online shopping to understand the customer better.

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A STUDY ON ONLINE SHOPPING AMONGST SELECTED BUYERS IN CHENNAI.

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ABSTRACT

This study aims to investigate the manner in which consumers behave when making purchases online and to investigate potential barriers to that behaviour. The study's goal is to discover the difficulties clients have when making purchases from internet merchants. A survey of 100 respondents was conducted by the researcher, who is interested in understanding customer preferences, to learn more about their preferences for online purchasing.

Keywords: Online Shopping, Consumer preference, Consumer Behaviour, Online payment

I.INTRODUCTION

Online purchasing has developed dramatically, revolutionising the retail sector and altering customer behaviour. An enormous ecosystem has grown out of what was once just a straightforward transactional procedure, driven by factors such as internet accessibility, mobile technologies, and allure of convenience. Consumers can now explore and buy things whenever and wherever they want thanks to the development of smartphones and mobile applications. Online markets enabled the global connection of customers and sellers, and technological developments like virtual reality, augmented reality, and artificial intelligence improved the personalisation and visualisation of products. Online shopping promises a future that of limitless possibilities, influencing how we shop and engage with companies as it develops with new delivery options and technology improvements.

Online Shopping

Online shopping involves the act of browsing the internet to make purchases of goods or services. You can browse through websites and online marketplaces that offer goods using your computer, smartphone, or other internet-capable device instead of going to physical storefronts. The products can be ordered online, paid for electronically, and then delivered right to your door. You can purchase conveniently from the convenience of your home or from any location with an internet connection.

The Online Shopping Process:

The following steps outline a summary of the process for purchasing goods or services on the internet:

1. Open an online store by connecting to the internet.
2. Browse the website and select what you want to buy.
3. Add the product to your shopping basket.
4. Continue shopping
5. Checkout and order submission
6. Register or log in to the website.
7. Pick the delivery speed and mode of transportation
8. Select a payment method
9. Enter your contact information, such as your mailing address, phone number, and email.
10. Verify the order(s) and finish the payment.
11. Logout after a successful purchase

II.REVIEW OF LITERATURE

Abhishek Chilka and Sandeep Chauhan (2018) The actions encompassing the distribution, purchase, sale, promotion, advertising, and customer support of products utilizing the internet and computer networks are collectively known as online shopping, commonly known as internet shopping. Online purchasing has significantly increased in India recently. This study focuses at recent developments in online shopping in India, including the most popular product categories and the most popular payment options. Today's online retail platforms provide a wide range of customer-focused promotions that draw customers and boost sales. Online buying can, however, present some difficulties, such as issues with quality control and security. The market for online shopping in India is still expanding steadily and significantly.

Aishwarya Goyal (2015) The popularity of online shopping is being driven by India's increasing internet adoption. Consumers are using electronic platforms more frequently to buy their daily essentials. Online retailers in India have good prospects thanks to the younger generation's growing internet usage. This research study intends to provide a theoretical contribution by analysing the condition of internet buying today and illuminating customer preferences and behaviours. The findings of this study will provide valuable insights into the possibilities for enhancing online shopping websites and the challenges faced by e-commerce businesses operating in the Indian market.

Angamuthu. **R** (**2020)** A overview of Indian online purchasing is given in this study report. It investigates what online purchasing entails, how it works, as well as the benefits and drawbacks related to it. It also covers the prospects for Indian online purchasing in the future. The act of buying goods or services online is referred to as online shopping. It involves going to a seller's website, choosing what you want, and setting up delivery. Payments can be done online with debit or credit cards or in person at the time of delivery. Consumers choosing to utilise the internet as a medium for their purchases is what is meant by the term "online shopping."

Kothari, (2016) The researcher focused on finding the variables Indian online shoppers take into account when making purchases online. After conducting their research, the researchers found that the five main factors that affect consumers' opinions of online transactions are cognition, perceived usefulness, simplicity of use, a sense of fulfilment and security. The study's findings suggest that consumers' occupations are unrelated to their online buying behaviours.

Leyiaro, (2015) The aim of the study was to analyse how employees of Geothermal Development Company (GDC) viewed risks, rewards, psychological factors, and website design in relation to their online purchasing behaviour. This study used a descriptive survey as its research strategy. The research findings showed that among GDC employees, perceived risk explained 39.94% of the disparity in online purchasing behaviour.

Muthumani. A, Lavanya.V& Mahalakshmi,R (2017) Although online shopping has become a prevalent means of purchasing, not everyone feels completely at ease with it. The practice of purchasing online is increasingly pervasive, presenting a plethora of product options that cater to diverse customer preferences. In terms of age, background, and gender, online shoppers are diverse. In order to decide what is most suitable for their clients, researchers have to carefully assess the benefits and drawbacks of online buying. In this essay, we will look at the things that customers have purchased from online shops and discuss the difficulties they have had to deal with. The investigation is founded on first hand data obtained through interviews, employing an interview schedule as a means of conducting them. The data from respondents were gathered through convenient sampling. This paper offers recommendations for resolving the issues that internet shoppers encounter.

Rajendra Kumar.R & Srikanth.J (2017) Both the market-based and warehouse-based models were given a SWOT analysis, and it was shown that both models are equally important. When it comes to product selection, pricing structures, and delivery alternatives, the market-oriented approach has demonstrated greater benefits in comparison to the warehouse-centric strategy. Therefore, it is advised that online retailers choose the warehouse-based approach in the context of India. This analysis suggests that the warehouse model be used as the preferred strategy.

Sharma D. R., (2014) The objective of this research was to learn more about Indian customers' online purchasing habits. In addition, the study sought to learn more about possible areas for development of online storefronts. It used a descriptive method to comprehend how Indian consumers behaved when shopping online. The data analysis produced generalised results that obviously show the expanding significance of online retailers in Indians' lives, even if the statistical significance of many characteristics was not explored.

Sharma R. K., (2015) This study examined the correlation between different attributes of online shopping and customer purchasing behaviour. The findings shed light on customer behaviour in relation to online shopping and provide insights into the future of e-commerce in India.

Sivanesan, (2017) The business landscape in Indian is undergoing rapid and substantial transformation. The prevalence of mobile usage is increasing, and professionals are embracing the internet as a fundamental tool. As more individuals spend an increasing amount of time online each year, the growth of digital channels remains steady and robust. Their daily lives continue to involve more and more digital devices, apps, and websites. Recognising the significance of this transition, forward-thinking marketers strive to match their marketing touchpoints and strategies to where customers are spending their time.

Vaghela, (2014) The primary objectives of this study were to investigate consumers' opinions on internet purchasing and to analyse these opinions in light of gender. A practical sample technique was used to gather information from 150 respondents using a structured questionnaire. The data analysis showed that most customers thought online buying was a better choice than conventional purchasing techniques. Additionally, the majority of customers said they were satisfied with their online buying experiences. Customers were seen to mostly access the internet from their homes and workplaces/colleges. According to the findings, buyers primarily bought clothing, electronics, and accessories.

III.RESEARCH METHODOLOGY

This study used descriptive research as its method of investigation. The study focuses on how a specific buyer group shop online. This descriptive study's primary goal is to examine consumer attitudes and their purchasing patterns. Customers were given questionnaires to complete, and convenience sampling was used to gather the primary data. Various websites were used to get secondary data. Although a sample size of 384 was anticipated for this investigation, only 284 observed samples—of which 100 were considered suitable for analysis—were actually collected. The study made use of chi-square testing, correlation techniques, regression analysis, simple percentage analysis.

OBJECTIVES OF THE STUDY

1. To examine online shopping behaviour of consumers.
2. To investigate the variables influencing consumer’s attitude towards online shopping.
3. To evaluate positive and negative aspects of online shopping.

NEED FOR THE STUDY

- In today's society, traditional shopping has become obsolete. Instead, people now have the opportunity to utilize e-commerce websites, which provide round-the-clock service, seven days a week, at their convenience. This not only saves them money, time, and effort but also offers a convenient shopping experience. This study primarily focuses on public awareness of e-commerce website.
- Women’s online behaviour must also be analysed based on the age group of users and the most products to learn which method of payment online shoppers prefer to us.
- To learn which method of payment online shoppers prefer to use.

LIMITATIONS OF THE STUDY

- Due to their hectic schedules, it was hard to find respondents, and data collecting was also challenging.
- As a result, the study must be conducted using respondents who are available.
- The sample size does not provide a comprehensive representation of the entire population.
- A portion of the respondents were unwilling to complete the questionnaire.
- A subset of the respondents hesitated to express their opinions openly.

IV.RESULTS & DISCUSSIONS

Table 1: The categorization of respondents based on gender:

GENDER	NO. OF RESPONDENTS
Male	38
Female	62

The table above displays the percentage of respondents categorized by gender. It reveals that 62% of the respondents are female, while 38% are male. These figures clearly indicate a significantly higher proportion of women consumers in online shopping.

Table 2: The categorization of respondents based on age:

AGE	NO.OF. RESPONDENTS
18-24	82
24-34	14
35-44	3
Above 44	1

The table above presents the percentage distribution of respondents based on age. It highlights that 82% of the respondents belong to the age group of 18-24. These findings suggest a predominant presence of participants from the Gen Z generation.

Table 3 - Preference of online shopping website:

APPLICATIONS	NO.OF. RESPONDENTS
Amazon	51
Flipkart	21
Myntra	11
Meesho	5
Others	6

The table above illustrates the percentage distribution of respondent preferences for online shopping websites. The majority of respondents, 51% prefer Amazon due to its convenient payment options, speedy delivery, and extensive range of available products.

Table4- Factors which are important to make purchase decision in online shopping:

FACTORS	NO.OF. RESPONDENTS
Price	40
Delivery time	31
Description of products	20
Guarantee & warrantee	9

The interpretation of the data indicates that a significant portion, 40% of the respondents, consider price as a crucial factor when making purchase decisions in online shopping. This suggests that competitive pricing plays a significant role in influencing consumer behaviour and decision-making in the online marketplace.

Table 5 - Barrier which keeps away from online shopping:

BARRIERS	NO.OF. RESPONDENTS
Low trust	45
Delay in delivery	29
Safety of payment	15
High shipping cost	11

The table above displays the percentage distribution of barriers that keep respondents away from online shopping. It reveals that 45% of the respondents have low trust in online stores. This indicates that a considerable portion of respondents concerns regarding the trustworthiness and reliability of online retailers, which serves as a barrier to their engagement in online shopping.

Table.6 - Problems faced while shopping online:

PROBLEMS	NO.OF. RESPONDENTS
Low quality products	45
Wrong products received	24
Product arrive at damage condition	21
Product did not arrive at all	10

The presented table highlights the percentage of problems encountered by respondents during online shopping. It reveals that 45% of the respondents have faced the issue of receiving low-quality products. These results imply that a notable proportion of participants have expressed dissatisfaction with the quality of products they have bought online, indicating a need for improvement in ensuring product quality and customer satisfaction in the online shopping experience.

Table 7 - Modes of payments preferred while shopping online:

PAYMENT MODE	NO.OF. RESPONDENTS
UPI	49
Debit /Credit cards	21
Cash on delivery	20
Mobile wallets	7
EMI	3

Based on the analysis of the data provided in the aforementioned table, it can be inferred that 49% of the respondents prefer making payments through UPI (Unified Payments Interface) while shopping online. This finding suggests that a substantial portion of participants in the study favours the convenience and ease of using UPI as their preferred mode of payment during online transactions. It is perceptible that UPI has outshined other payments in India to dominate the digital platform.

Chi -square

Null hypothesis (H_0): There is no significant difference between gender and their preference of online shopping sites.

Alternative hypothesis (H_1): There is a significant difference between gender and their preference of online shopping sites.

Table 8 - Chi Square gender and their preference of online shopping sites

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
GENDER * APPLICATIONS	100	99.0%	1	1.0%	101	100.0%

GENDER * APPLICATIONS Cross tabulation							
		APPLICATIONS					Total
		Amazon	Flipkart	Myntra	Meesho	Others	
GENDER	Female	26	17	9	5	5	62
	Male	25	10	2	0	1	38
Total		51	27	11	5	6	100

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.697[a]	4	.069
Likelihood Ratio	10.699	4	.030
Linear-by-Linear Association	7.445	1	.006
N of Valid Cases	100		
a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.90.			

Significance = 0.069 > 0.05

Null hypothesis (H_0) is Accepted.

Alternative hypothesis (H_1) is rejected.

There is no significant difference between gender and their preference of online shopping sites.

Correlation

Null hypothesis (H_0): There is no significant relationship between age of online shoppers and level of comfort in online shopping.

Alternative hypothesis (H_1): There is a significant relationship between age of online shoppers and level of comfort in online shopping.

Table 9 - Correlation age and level of comfort in online shopping

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE * COMFORT	100	100.0%	0	.0%	100	100.0%

AGE * COMFORT Cross tabulation

		COMFORT				
		Extremely comfortable	Quite comfortable	Moderately Comfortable	Not comfortable	Total
AGE	18-24	23	33	25	1	82
	25-34	1	7	5	1	14
	35-44	2	1	0	0	3
	Above 44	1	0	0	0	1
Total		27	41	30	2	100

Symmetric Measures

		Value	Asymp.Std. Error[a]	Approx. T[b]	Approx. Sig.
Interval by Interval	Pearson's R	-.060	.106	-.591	.556[c]
Ordinal by Ordinal	Spearman Correlation	.024	.102	.242	.809[c]
N of Valid Cases		100			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

r= -.060< 1

There is a negative correlation.

Significance = 0.556 > 0.05

Null hypothesis (H0) is accepted.

Alternative Hypothesis (H1) is rejected.

There is no significance relationship between age of online shoppers and level of comfort in online shopping.

Regression

Null hypothesis (H_0): Educational qualification of online shoppers does not affect the choice of payment mode.

Alternative hypothesis (H_1): Educational qualification of online shoppers does affect the choice of payment mode.

Table 10 -Regression education and their preference of payment mode

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.469	1	12.469	8.124	.005[a]
	Residual	148.884	97	1.535		
	Total	161.354	98			
a. Predictors: (Constant), EDUCATION						
b. Dependent Variable: PAYMENT						

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.278[a]	.077	.068	1.239
a. Predictors: (Constant), EDUCATION				

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.469	1	12.469	8.124	.005[a]
	Residual	148.884	97	1.535		
	Total	161.354	98			
a. Predictors: (Constant), EDUCATION						
b. Dependent Variable: PAYMENT						

F- Statistic= 8.124

Significance: $p= 0.005 < 0.05$

Null hypothesis (H_0) is rejected

Alternative Hypothesis (H_1) is accepted

Therefore, educational qualification of online shoppers affects the choice of payment mode.

V.CONCLUSION

In conclusion, enhancing online shopping behaviour necessitates paying attention to a number of crucial elements. In order to draw clients and maintain market dominance, one must first offer competitive prices. Consumer decision-making is heavily influenced by price, so offering competitive prices can increase the attraction of online shopping platforms. Building dependability and trust is yet another essential component. Fostering client confidence among internet buyers requires responding to complaints and building a reliable reputation. Building confidence in online retailers is facilitated by open business practises, secure transactions, and dependable customer service. Enhancing product quality is equally crucial. It might also be beneficial to modify marketing tactics in accordance with customers' levels of education. There may be a wide range of preferences and expectations among educational groups. Promoting the use of digital payment options simplifies transactions and provides customers with a smooth experience. The experience of purchasing online can be considerably enhanced by putting these recommendations into effect. Online retailers can reach a wider audience, build consumer trust and reliability, guarantee product quality, target particular customer demographics, and offer simple payment choices. his holistic approach contributes to a positive online shopping experience and helps drive the growth of the e-commerce industry.

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A STUDY ON EMPLOYEE ENGAGEMENT AND WELLNESS IN SELECTED CORPORATE RETAIL OUTLETS

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ABSTRACT

"Employee Engagement and Wellness" is an initiative that aims to increase workers' general happiness, well-being, and productivity inside an organisation. Work-life balance, opportunity for career advancement, recognition, and rewards are some of the aspects that will be identified and addressed as part of the study. Through programmes including mental health assistance, stress management strategies, and health and wellness activities, the study also strives to encourage employee wellness. The initiative aims to use these tactics in order to develop a productive workplace that promotes employee engagement and wellbeing, resulting in decreased absenteeism and enhanced employee retention. Employee engagement aims to enhance the general wellbeing of workers inside a company by fostering a positive workplace environment and encouraging active participation in various wellness initiatives. By encouraging a sense of belonging, building a supportive work environment, and offering chances for both personal and professional advancement, the study seeks to improve employee engagement. Organisations can boost productivity and work satisfaction while lowering absenteeism and turnover rates and boosting staff morale with this programme. Additionally, the study stresses the value of mental health and exhorts staff members to practise self-care and seek assistance when required. The study's overall goal is to develop a healthier and happier workforce, which will have long-term advantages for both the workers and the company. The initiative entails tasks including delivering health programmes, setting up team-building exercises, advocating for work-life balance, and giving employees chances to further their careers. Organisations may enhance employee retention, lower absenteeism, and boost overall productivity by putting employee well-being and engagement first.

KEYWORDS: Employee engagement, Work-life balance, Job Satisfaction, Wellness

I INTRODUCTION

The degree of a worker's involvement and dedication to their organization and its principles is known as employee engagement. An engaged employee understands the business environment and collaborates with co-workers to enhance performance on the job for the organization. The staff has a positive attitude towards the company and its ideals. By linking organizational members' elves to their job responsibilities, Kahn (1990) defined engagement at work. When performing roles, people engage and express themselves physically, mentally, and emotionally. When employees have a favorable attitude towards the company and make a commitment to stick around, the company is said to be engaged. An individual's attitude towards his or her job indicates that they are engaged in it. Job engagement is the quality of approaching one's work with passion, vigor, commitment, and focus. As a result, one is fully present in one's work and is able to contribute their full potential to the work effort.

Organizations use employee engagement and wellness studies to make sure that their staff members are content, healthy, and motivated to do their jobs as well as they can. These initiatives are intended to foster a supportive workplace culture that encourages workers to feel more engaged to their jobs, their co-workers, and the business as a whole. Employee commitment and investment in their work and the organization are gauged through employee engagement. Employees who are engaged are more likely to be effective, creative, and devoted to their employer. Employees, who are disengaged, on the other hand, are more prone to be absent, disinterested, and even to quit their jobs.

II REVIEW OF LITERATURE

Han and Park (2019) studied the connection between the JD-R model, job performance, and work engagement. The results showed how important workplace characteristics and resources, individual resources, and intention to leave a job are in affecting work engagement and job performance.

Othman and Mahmood (2019) found that large and positive effects on job performance were caused by high prospective employee involvement. The study emphasized the significance of encouraging employee engagement in the workplace because it was linked to an improved capacity to carry out job activities successfully. The results highlighted the value of the theories of social engagement and social cognitive pathways in comprehending employee performance.

Wang and Chen (2019) identified that positive work engagement has a beneficial impact on job performance whereas poor customer behaviour at work increases burnout and intents to quit. The results emphasize the value of encouraging workplace involvement in enhancing job performance and reducing the harmful consequences of consumer behavior.

Adrianto and Riyanto (2020) examined employee engagement and found a positive correlation between it and individual performance. Employee engagement has been linked to increased levels of commitment, productivity, and work satisfaction, according to the study. More engaged employees have been noticed in organisations that prioritise employee engagement through communication, recognition, career growth, and a pleasant culture.

Malik, T., & Azam, R. (2021) determined how employee health programmes and engagement in the workplace relate to one another. The authors discovered through their examination of the literature that employee wellness programmes are closely related to employee engagement.

III METHODOLOGY

Descriptive research design is used in this study as it is used to try and determine the characteristics of a population on a particular phenomenon. Through the distribution of questionnaires to employees, primary data collection includes Sales Associates, Store leader and Store Manager. A total of 81 Employees from all a corporate retail branches considered as sample for this study. This research was conducted using judgmental sampling technique. The instrument used in collecting data was a self-administered questionnaire. A structured questionnaire with the 5- points scale was developed for the items related to hiring mechanism relation to job. The study has used statistical tools such as percentage analysis, regression and correlation to analyse the data.

Objectives of the Study

- To study the Employee Engagement, Wellness and organizational performance Practices in Corporate Retail outlets
- To find out the Engagement levels of the Employees.
- To understand the relationship between employee engagement and wellness and

how it impacts organizational performance.

- To analyze the association between Growth & Development and communication & Collaboration.

Hypothesis

H0: There is no Significance difference between Employee Engagement and Wellness and Organizational Performance.

IV DATA ANALYSIS AND DISCUSSION

Table 1 -Frequency of Feedback Received & Recognition For Employees Contributions

Option	**No of Respondents**	**Percentage Analysis**
Never	0	0
Rarely	0	0
Sometimes	5	6
Often	52	64
Always	24	30
Total	**81**	**100**

From the Table it is identified that 64% of the respondents opted often to the statement and 30% of the respondents opted always to the statement.

Table 2-Level of Satisfaction Towards the Opportunities for Growth & Development in the Current Role

Option	**No of Respondents**	**Percentage Analysis**
Very dissatisfied	0	0
Dissatisfied	0	0
Neutral	6	7
Satisfied	51	63
Very satisfied	24	30
Total	**81**	**100**

From the table it is identified that 63% of the respondents opted Satisfied to the statement and 30% of the respondents opted Very satisfied to the statement.

Table 3 - Frequency of Engagement in Wellness Activities by the Employees

Option	No of Respondents	Percentage Analysis
Very frequently	26	32
Frequently	48	59
Occasionally	7	9
Rarely	0	0
Never	0	0
Total	**81**	**100**

From the above table one could observe that 32% of the respondents opted not well at all to the statement, 59% of the respondents opted somewhat poorly to the statement, 9% of the respondents opted Neutral to the statement.

Table 4-Opinion about the Organization's Adaptability to Changes in the Business Environment

Option	No of Respondents	Percentage Analysis
Never	0	0
Rarely	0	0
Sometimes	11	14
Often	12	15
Always	58	71
Total	**81**	**100**

From the above table one could identify that 14% of the respondents opted Sometimes to the statement, 15% of the respondents opted often to the statement and 71% of the respondents opted always to the statement.

Table 5 Level of preference towards recommending the organization as a good place to work, considering its overall performance

Option	No of Respondents	Percentage Analysis
Highly Not Preferable	0	0
Not Preferable	0	0
Neutral	7	9
Preferable	10	12
Highly Preferable	64	79

From the above table one could observe that 79% of the respondents opted Highly Preferable to the statement.

Regression Analysis:

Hypothesis:

H0: There is no significance impact of Employee Engagement and Wellness on Organizational Performance.

H1: There is a significance impact of Employee Engagement and Wellness on Organizational Performance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805[a]	.647	.643	.35504

a. Predictors: (Constant), employee engagement and wellness

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.282	1	18.282	145.027	.000[a]
	Residual	9.958	79	.126		
	Total	28.240	80			

a. Predictors: (Constant), employee engagement and wellness

b. Dependent Variable: organisational performance

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.872	.308		2.827	.006
	Employee engagement and wellness	.863	.072	.805	12.043	.000

a. Dependent Variable: organisational performance

Results:

The Significant value 0.05 > 0.000

Hence, H0 is rejected. Therefore, the results show that there existed significance impact of Employee Engagement and Wellness on Organizational Performanc.

V. CONCLUSION AND SCOPE FOR FURTHER STUDY

Hence we can conclude that Organisational performance and employee engagement and wellness practices are significantly positively correlated. Employee engagement and well-being are prioritised by organisations, which generally results in higher levels of worker satisfaction, productivity, and retention. According to the survey, workers who have access to wellness advantages including health and wellness initiatives are more likely to report feeling more engaged at work. As a result, it is crucial for businesses to spend money on employee wellness programmes to boost employee engagement and, ultimately, business performance. Overall, the study emphasises the significance of wellness practises and employee involvement in fostering a healthy workplace culture and organisational performance.

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A STUDY ON ANALYSIS OF VOLATILITY IN SELECTED MIDCAP MUTUAL FUNDS IN INDIA

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ABSTRACT

This study aims to analyze the volatility of selected midcap equity mutual funds in India. A non-parametric approach is used for evaluation instead of traditional method of evaluating the mutual funds. Volatility modeling is an important aspect of mutual fund analysis as it helps investors to better understand the risk associated with investing in mutual funds. Volatility is a measure of the degree of variation of returns over a given period, and it is a key determinant of the risk of an investment. Tools like Return, Standard Deviation, Beta, Sharpe ratio, Treynor ratio were used for analysis. From the result of the study the investor can be aware of the inconsistent and unpredictable nature of markets and make investment decisions in a rational and disciplined manner to diversify the risk.

Key words: Mutual Funds, Volatility, Risk and Return, ARCH

I.INTRODUCTION

Mutual funds have become a very popular way to take some of the risk out of investing in individual stocks by investors. Mutual funds are a collection of stocks selected by mutual fund seller and sold to investors as shares in a fund. There are several types of funds that one can invest in. Mutual funds are very popular because they allows to invest in a numbers of stocks therefore greatly reducing the risks associated with putting you money in an individual stock.

A Mutual Fund is a body corporate registered with the Securities and Exchange Board of India (SEBI),that pools up the money from individual/ corporate investors and invests the same on behalf of the investors /unit holders, in equity shares, Government securities, Bonds, Call money markets etc., and distributes the profits. In other words, a mutual fund allows an investor to indirectly take a position in a basket of assets. A mutual fund pools together sums from individual investors and invests it in various financial instruments. Each mutual fund has its own investment objective.

Mutual funds have become one of the most attractive ways for the average person to invest their money. A mutual fund pools resources from thousands of investors and then diversifies its investment into many different holdings such as stock, bonds, and securities in order to provide highly relative safety and returns.

Each Mutual Fund with different type of schemes is managed by respective Asset Management Company (AMC). An investor can invest his money in one or more schemes of Mutual Fund according to his choice and becomes the unit holder of the scheme. The invested money in a particular scheme of a Mutual Fund is then invested by fund manager in different types of suitable stock and securities, bonds and money market instruments.

Each Mutual Fund is managed by qualified professional man, who use this money to create a portfolio which includes stock and shares, bonds, gilt, money-market instruments or combination of all

II.REVIEW OF LITERATURE

Bradford D. Jordan, Timothy B. Riley (2015) conducted a research on mutual fund flows and performance in rational market. The volatility of a mutual fund's past returns is a strong indicator of future performance. An arrangement of low unpredictability reserves has an alpha around 1.8% each year and an arrangement of high instability reserves has an alpha of about −3.2% each year. After controlling for heterogeneity in fund characteristics, a decrease of approximately 1.0% in fund alpha is predicted for a one standard deviation increase in fund volatility in the following year.

Xiao Jun, Mingsheng Li, Jing Shi (2014) carried out a study on Volatile market condition and investor clientele effects on mutual fund flow performance relationship in that he found out a fund's past performance is positively correlated with its net flow. However, when funds are divided into good and poor performers or when the stock market is divided into high and low volatile periods, the positive flow–performance relationship weakens. The primary driver of the flow–performance relationship is the overall performance of the stock market, and the positive relationship is more pronounced in bull markets. Overall, the results suggest that fund investments and flow-performance relationships are influenced by market conditions and investor clientele differences.

Vanessa S. Tchamyou, Simplice A. Asongu (2017) carried out a study on conditional market timing in the mutual fund industry. With the minuscule exception of allocation funds, there is consistent positive threshold evidence for both market return and volatility in market timing. In the bottom and top quintiles of market exposure, the effects of volatility and market return are consistently positive and negative, respectively, but allocation funds do not. Specifications, market exposure, and market fundamentals all influence the positive and negative effects of information asymmetry and aggregate liquidity.

Jonathan B. Berk, Richard C. Green (2015) studied about volatility and mutual fund manager skills. Even though performance is not persistent and investments with active managers do not typically outperform passive benchmarks, fund flows in the model rationally respond to past performance. The fact that returns do not stay the same does not imply that managers have different abilities, that they are not rewarded for it, or that gathering performance data is socially wasteful. The flow-performance relationship is steady with high normal degrees of abilities and significant heterogeneity across chiefs.

Lubos Pastor, Robert F. Stambaugh, Lucian A. Taylor (2017) conducted a research on do funds make more when they trade more there is a positive relationship between an active fund's benchmark-adjusted return and turnover is predicted by our model. Equity mutual funds exhibit this relationship. This time-series connection among turnover and execution is more grounded than the cross-sectional connection, as the model predicts. The turnover-performance relationship is also stronger, as expected, for funds trading less liquid stocks and funds likely to have more skill. The turnover of various funds is correlated. Stock mispricing proxies are positively correlated with the common component of turnover. Similar fund turnover aids in performance forecasting.

Nikolai L. Roussanov, Hongxun Ruan, Yanhao Max Wei (2020) carried out a study on mutual fund flows and performance in rational markets the author found that investors have a higher level of confidence than the historical data suggest about the average skill level of fund managers. They give too much weight to recent performance, which is in line with models based on the representativeness heuristic. However, they react slowly to changes in these beliefs, which is consistent with limited attention and/or informational frictions. Compared to flows to institutional funds, flows to retail funds suggest beliefs that are more strongly biased.

Turan G Bali, Hao Zhou (2016) studied about risk, uncertainty and unexpected returns. A contingent resource evaluating model with hazard and vulnerability infers that the time-shifting openings of value portfolios to the market and vulnerability factors convey positive gamble premia. The observational outcomes from the size, book-to-market, energy, and industry portfolios show that the restrictive covariances of value portfolios with market and vulnerability foresee the time-series and cross-sectional variety in stock returns. When compared to equity portfolios that are only minimally correlated with VRP, those that are highly correlated with economic uncertainty as proxied by the variance risk premium (VRP) enjoy a significant annualized premium of 8%.

Charles Cao, Eric C. Chang, Ying Wang (2008) studied about the dynamic relationship between mutual fund flow and market return volatility. He investigates the shifting relationship between market-wide volatility and aggregate mutual fund flow. He finds that market volatility is negatively correlated with concurrent and lagged flow using daily flow data and a VAR approach. According to a structural VAR impulse response analysis, market volatility is impacted negatively by shock in flow: An inflow (outpouring) shock predicts a downfall (an expansion) in unpredictability.

Dengpan luo (2003) carried out a study on market volatility and mutual fund cash flows he found that, When the market is extremely volatile, fund managers reduce their exposure to the market. Investors in stock funds who time market volatility are to blame. We also find that the negative correlation between stock fund flows and market volatility is not solely caused by the persistence of volatility over time or the relationship between risks and returns. Using semi-variance of daily stock market results, we discover no evidence.

Venessa S Tchamyou, Simplice A. Asongu, Jacinta C Nwachukwu (2018) conducted a research on effects of asymmetric information on market timing in the mutual fund industry. In the first place, the data unevenness extensively pursues a similar direction as unpredictability, with a higher aversion to showcase risk openness. Second, in times of high or low market liquidity, fund managers frequently increase or reduce their risk exposure. Third, there is proof of assembly in value reserves. The creators may, hence, derive that value assets with lower market risk openness are finding their partners with higher openness to vacillation in economic situations.

Javiar Vidal Garcia, Marta Vidal, Duc Khuong Nguyen (2016) conducted a research on do liquidity and idiosyncratic risk matters?. Mutual fund returns are affected by idiosyncratic risk and liquidity. The evidence for mutual fund subgroups strongly supports the significance of liquidity and, to a lesser extent, idiosyncratic risk as risk factors. Even if liquidity and idiosyncratic risk are taken into account simultaneously, neither is significantly less significant.

Taiji Wang, Tariq H. Haque (2013) carried out a research on The Liquidity Preferences of Mutual Funds in Different Volatility Conditions. The switch to liquid assets guarantees that the fund will be able to handle any redemptions during times of high volatility at a lower cost and will be able to more easily take advantage of positive alpha opportunities during times of high volatility. We find that, in anticipation of high volatility, funds that increase their exposure to cash and the most liquid assets in their investible universe outperform funds that do not employ this strategy. Even during periods of low volatility, funds that increase their exposure to cash and the most liquid stocks in their investible universe also outperform funds that do not employ this strategy.

Vaibhav Aggarwal, Adesh Doifode, Mrityunjay Kumar Tiwary (2020) studied about volatility spillover from institutional equity investments to Indian volatility index. Over the past few decades, the relationship between institutional flows and stock market volatility has changed in both developed and developing economies. While prior examinations have for the most part thought to be verifiable unpredictability, this study analyzes the relationship of both unfamiliar and homegrown value streams with the suggested unpredictability in the Indian financial exchanges estimated by the VIX record. The Indian stock market's fluctuation in volatility is influenced, according to our findings, by the value of net FII flows. Nonetheless, the previous unpredictability in FII streams doesn't affect the change in that frame of mind of the Indian financial exchange. Further, on account of common assets, the worth of streams doesn't altogether affect the vacillation in Indian securities exchange unpredictability, yet past instability in net inflows does. Investors may benefit from this study by increasing portfolio return.

Vikram Nanda, M. P Narayanan, Vincent A Warther (2000) studied about liquidity, investment ability and mutual fund structure. It is demonstrated that the existence of investor clients with varying liquidity and marketing requirements, as well as heterogeneity in managerial skills at investing and minimizing costs, leads to a variety of open-end fund structures with varying returns for investors. The structure of a fund is chosen by managers so that they can get the most out of their ability and minimize the impact on investor flows. When there is a relative scarcity of investors who have low liquidity needs, funds that restrict liquidity withdrawals may have to charge lower fees and share some profits in the form of higher investor returns in order to achieve equilibrium.

Zakri Bello (2010) studied about the volatility of equity mutual funds. The instability of common asset portfolios changed with the forcefulness of the venture objective, and the part of complete unpredictability that stayed undiversified would in general be higher during times of high market instability. The number of randomly selected stocks required to achieve relatively complete diversification had also increased, according to the trend in firm level volatility. Stock shared reserves lead the expansionary period of the business cycle yet they didn't appear to altogether anticipate downturns somewhat early.

III.METHODOLOGY

This study uses descriptive research design for analysis **.**Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the "what" of the research subject rather than the "why" of the research subject.

For this study of volatility modeling, 10 mutual fund schemes are considered and analyzed.

The schemes are:

1. PGIM India Midcap Opportunities fund
2. Quant mid cap fund
3. Axis midcap fund
4. Kotak emerging equity fund

5. Nippon India growth fund
6. Motilal Oswal Midcap fund
7. ICICI Prudential Midcap fund
8. Invesco India Midcap fund
9. Tata Mid cap Growth fund
10. DSP Midcap fund

Tools Applied for Analysis

- Rate of Return
- Standard Deviation
- Beta
- Sharpe Ratio
- Treynor Ratio
- ARCH - Models

TABLE 1: Rate of Return, Treynor and Sharpe Ratio of Selected Mid Cap Mutual Funds

	2018			**2019**			**2020**			**2021**			**2022**		
Name of the Mutual fund Scheme	Rate of Return	Treynor Ratio	Sharpe Ratio	Rate of Return	Treynor Ratio	Sharpe Ratio	Rate of Return	Treynor Ratio	Sharpe Ratio	Rate of Return	Treynor Ratio	Sharpe Ratio	Rate of Return	Treynor Ratio	Sharpe Ratio
PGIM INDIA	-0.063	-7.621	-7.247	0.019	-7.622	-7.79	0.174	-6.976	-3.885	0.206	-7.62	-6.526	-0.001	-7.931	-6.384
QUANT	-0.001	-10.925	-9.403	-0.005	-6.921	-6.725	0.154	-8.081	-4.148	0.172	-7.935	-6.032	0.073	-11.313	-5.479
AXIS	0.022	-9.587	-8.445	0.047	-10.173	-9.709	0.103	-8.845	-4.951	0.14	-8.986	-7.583	-0.016	-12.565	-6.817
KOTAK	-0.043	-8.735	-8.362	0.039	-8.157	-8.457	0.092	-7.759	-4.382	0.161	-8.793	-7.639	0.026	-9.307	-9.307
NIPPON INDIA	-0.044	-7.792	-7.522	0.031	-7.742	-8.072	0.093	-7.614	-4.3	0.16	-7.52	-6.609	0.029	-11.64	-6.287
Motilal Oswal	-0.047	-8.08	-7.138	0.043	-7.922	-7.475	0.053	-7.095	-3.846	0.185	-7.974	-6.479	0.048	-8.907	-6.08
ICICI Prudential	-0.037	-8.561	-8.048	0.005	-7.879	-8.193	0.09	-7.012	-3.934	0.159	-7.872	-6.812	0.022	-8.487	-6.455
Invesco India	-0.015	-8.168	-7.624	0.018	-8.876	-9.098	0.102	-7.427	-4.149	0.15	-8.396	-7.127	0.008	-9.342	-6.475
Tata midcap	-0.047	-7.839	-7.43	0.03	-8.32	-8.431	0.102	-7.28	-4.112	0.142	-7.786	-6.795	0.008	-10.782	-6.783
DSP midcap	-0.036	-8.28	-7.846	0.039	-9.514	-9.72	0.098	-7.809	-4.387	0.105	-8.935	-7.733	-0.015	-8.981	-6.873

Source: Authors' own calculation

TABLE 2 : SYSTEMATIC & UNSYSTEMATIC RISK OF SELECTED MID CAP MUTUAL FUNDS

	2018		2019		2020		2021		2022	
Name of the Mutual fund Scheme	SD	Beta	SD	Beta	SD	Beta	SD	Beta	SD	Beta
PGIM INDIA	0.992	0.943	0.912	0.932	1.755	0.996	1.058	0.91	1.116	0.9
QUANT	0.758	0.652	1.06	1.03	1.656	0.865	1.148	0.879	1.283	0.626
AXIS	0.841	0.741	0.73	0.697	1.409	0.796	0.922	0.78	1.047	0.568
KOTAK	0.856	0.82	0.838	0.869	1.592	0.838	0.913	0.907	1.022	0.795
NIPPON INDIA	0.953	0.919	0.879	0.916	1.621	0.924	1.052	0.927	1.128	0.61
Motilal Oswal	1.004	0.887	0.948	0.894	1.827	0.997	1.069	0.873	1.162	0.795
ICICI Prudential	0.889	0.836	0.869	0.903	1.77	1.003	1.022	0.887	1.1	0.837
Invesco India	0.936	0.874	0.781	0.801	1.676	0.946	0.979	0.833	1.099	0.762
Tata midcap	0.965	0.914	0.842	0.853	1.69	0.965	1.027	0.898	1.049	0.66
DSP midcap	0.912	0.864	0.73	0.746	1.588	0.901	0.909	0.788	1.039	0.794

Source: Authors' own calculation

Table 3- ARCH Test for Volatility of Selected Mutual Funds

Name of the Fund	C	Lag Residual Square
PGIM India midcap opportunities fund	0.98**	0.28**
Quant Mid Cap Fund	1.00**	0.30**
Axis midcap fund	0.67**	0.32**
Kotak emerging equity fund	0.77**	0.33**
Nippon India growth fund	0.9**	0.33**
Motial Oswal midcap fund	0.86**	0.42**
ICICI Prudential midcap fund	0.89**	0.33**
Invesco India midcap fund	0.8**	0.32**
Tata midcap growth fund	0.8**	0.4**
DSP midcap fund	0.73**	0.35**

Source: Data collected from the Mutual Fund House websites

It is observed from the above table that ARCH effect found in the returns of the selected mutual funds. The conditional variance of the selected mutual funds can be modelled as follows

1. PGIM India Mid Cap Opportunities fund

   0.98+0.28x-1
2. Quant Midcap fund

   1.00+0.30x-1
3. Axis Midcap fund

   0.67+0.32x-1
4. Kotak Emerging Equity fund

   0.77+0.33x-1
5. Nippon India Growth fund

   0.9+0.33x-1
6. Motilal Oswal Midcap fund

   0.86+0.42x-1
7. ICICI Prudential Midcap fund

0.89+0.33x-1

8. Invesco India Midcap fund
   0.8+0.32x-1
9. Tata Midcap Growth fund
   0.8+0.4x-1
10. DSP midcap fund
   0.73+0.35x-1

- Among the 10 selected midcap mutual fund schemes only 4 funds seems to be the most efficient.The volatility of mutual funds can be used as a proxy for risk. Higher volatility indicates a higher level of risk. Funds like Kotak Emerging Equity fund, Nippon India Growth Fund, Motilal Oswal Midcap Fund, Tata Midcap Growth Funds return increases gradually as compared to the other selected midcap mutual funds.Funds with higher volatility tend to have higher potential returns, but also carry greater risk of losses. Conversely, funds with lower volatility tend to have lower potential returns but may be less risky.(Refer Table 1)
- The beta value of funds like Quant midcap fund, Axis midcap fund, Motilal Oswal midcap fund, Tata midcap growth fund is less as compared to other selected midcap mutual funds. A stock that swings more than the market over time has a beta greater than 1.0. if a stock moves less than the market the stock's beta is less than 1.0. high beta stocks tend to be riskier but provide the potential for higher return. Low beta stocks possess less risk but typically yield lower returns.(Refer Table 2)
- From the selected midcap mutual funds the negative Treynor ratio indicates that the investment has performed worse than a risk free instrument. A negative Sharpe ratio means the risk-free rate is greater than the portfolio's return, or the expected return is likely to be negative. (Refer Table 1)

V.CONCLUSION

Volatility modeling plays a crucial role in understanding the risks associated with investing in mutual funds. Accurately estimating volatility can help investors make informed decisions about which funds to invest in, and can also aid fund managers in developing effective risk management strategies. It's important to note that no model can perfectly predict volatility, and there is always some degree of uncertainty involved in investing. It's also important to consider other factors beyond volatility when selecting mutual funds, such as past performance, fees, and the fund's investment objectives. The choice of volatility modelling approach depends on various factors, including the investment objectives, risk tolerance, and investment horizon of the investor. By taking into account these factors and using the appropriate modelling approach, investors can better manage the risks associated with mutual fund investments and achieve their investment goals.

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