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Falay Antony. EFFECTIVENESS OF BRAND AWARENESS ON CONSUMER BEHAVIOUR OF RETAILING INDUSTRY IN INDIA

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Abstract

All over the world, the consumers in the retailing industry give more preference to the branded products. This study is mainly aimed to the consumer behaviour towards international and local brands in the Indian retailing industry. To study the perception of consumer behaviour, survey conducted based on the questionnaire. This study will give a clear idea about the importance of international and local brands in the Indian retailing industry.

Research relevance: The change in living standard of the people leads to the change in the consumer behaviour of the retailing industry in India. So this study help to get a better understanding about the factors influence the consumer behaviour and importance of brand products in the retailing market.

Research goal: To study consumer perception towards branded products

To analyse the effect of branding in the Indian retailing industry

Research method: consumer survey is conducted using questionnaire to make a better understanding about the consumer perceptions towards international and local brands in the Indian retailing industry. The interview was conducted with 10 consumers in the Indian retailing industry is considered as primary source of data and the study has been collected from journals, websites & articles are considered as the secondary source of data.

Main findings: 76.8% respondents belongs to the age group of 15-25 are the most brand conscious group and prefer following their desired brands. 21.3% belongs to 26-30 are also brand conscious and the degree of loyalty towards brands is high among this age group.

Analysis reveals that 40% of total respondents become aware about brands through friends and another 34% through influence of advertisement. Influence from family and self-choosing is same as 13%.

Around 91.7% of all marked they relies online media than the print ads and other mediums of marketing to know about the branded products. As the result of survey 42% of them agree that social media helping to get information about branded products. Only 8% of them disagree with the statement.

Keywords: *Indian retailing industry; consumer behaviour towards international and local brands; consumer perception; branding.*

Introduction

Retailing is the method of distribution in which all operations relating to the sale of products directly to the final customer are included. This involves the selling of goods and services from the point of purchase to the end user who will use the product. Retailing is one of the largest industry In India. The potential space for emerging retail market makes India more attractive in the world and It is considered as the one of the fastest growing industry in the world. During 60's Indian government promotes on swadeshi goods but after industrial revolution, foreign brands reached into the Indian market and it leads to the development of retailing industry in India.

Branding is essential for a business to have their own identity. Branding is an important piece of marketing communication. In the retailing industry brands and consumer choices are different at different times and. have their own importance. . Motive is the main factor that induces customers to buy a product to meet their needs. Consumer behaviour is considered as the basis of gender,

age, marital status etc because the preference towards the same brand is different.

This study is mainly aims to make a better understanding about the consumer behaviour and awareness towards branded products in Indian retail industry. To study the perception of consumer behaviour, survey conducted based on the questionnaire and it is considered as the primary source of data. Using journals data available is considered as the secondary source of data.

Literature Review

Bhuvan Lamba(2013) “ The influence of brands on consumer buying behaviour and brand products” In this study data were collected through questionnaire survey. This paper is mainly concentrated on the two factors that affect the brands ie, age and gender. The studies show that the consumers are brand conscious but the age and gender doesn’t influence the purchase decision of branded products.

Smriti Bajaj (2007) “consumer preference of global and local brands in the Indian retail industry” This paper concentrated in the consumer behaviour towards local and foreign brands. The methodology used for the study is interviewed of 18 consumers and semi structured questionnaire in the city of Mumbai and the students in UK. As the result of study is found that the preference towards foreign brand is superior to local brands.

RK srivastava(2012) “consumer perception towards foreign products purchased in emerging market-India” The study is mainly concentrated to find the consumer preference towards Chinese, Taiwan , Hongkong products in Indian market. Two factors like type of product purchased and the reason for purchasing are considered in this paper. The research was carried out in Mumbai. The methodology used for the study is questionnaire survey. As a result of study 90%of people preferred Chinese product because of its reasonable price.

Khan, A., Jadoon, S & Tareen, N.K (2016). ‘Impact of Advertising on Brand Awareness and Commitment in Female Apparel Industry” in this paper mainly focus on the consumer behaviour towards foreign brand and foreign products. The methodology used for data collection is questionnaire and interviews. The study focus on the reason for choosing the consumer to local and foreign products. But as a result of the study concluded that consumer prefer foreign branded products than local products.

Kaynak. E. and Kara, A (2002) “Consumer perception of foreign products: an anlysis of product country images and ethnocentrism” this paper mainly focussed on the study based on the factors like quality, availability and price. The methodology used for the study is questionnaire survey. As a result of survey the paper concluded that the quality and preference of consumer towards foreign brand is more as compare to local products.

Henrieta Hrablik chovanova., Alexander ivanovich korshunov., Dagmar Babcanova (2015). ”Impact of brand on consumer behaviour. This study is mainly concentrated impact of brand on cinsumers to purchase a product. The methodology used for this study is questionnaire survey. A statistical survey chi-square is also used for this survey. The survey was concluded that purchasing of branded product depends upon age of the consumer.

Methodology

Consumer survey is conducted using questionnaire to make a better understanding about the consumer perceptions towards international and local brands in the Indian retailing industry. The interview was conducted with 12 consumers in the Indian retailing industry is considered as primary source of data and the study has been collected from journals, websites & articles are considered as the secondary source of data.



Fig. 1. Research methodology (Source: author's developed)

The information was collected by the respondents by issued questionnaire by email. 12 responses generated and gathered. All the data collected from questionnaire were analysed through descriptive statics, ranking procedure and frequencies (graph, diagram) and qualitative analysis. The questionnaire prepared to know effectiveness of brand awareness on consumer behaviour of retailing industry in India. The questionnaire send to 12 selected candidates through email and asked their response regarding this topic by detailed questionnaire. The response from the candidates analysed by the qualitative study and coding analysis for various closed and open questions of the survey data and it is considered as the primary source of data for the analysis of this paper.

Initial search for literature done by using research questions based on keywords. Following keywords were used for initial search: Indian retailing industry, consumer behaviour towards international and local brands, consumer perception, branding. As a result of searching the key words 666 studies were found. Changing the subject area and number of literatures narrow down to 254 studies. Change source type to journals and language to English, the 168 journals were selected. From which 48 were excluded because they are not relevant based on title. After title sift 48 studies were excluded leaving 120 studies for abstract sift, during which 85 studies were excluded from further selection process. Full text sift were executed on remaining 35 studies, which resulted in selection of 6 studies which were included for qualitative content analysis.

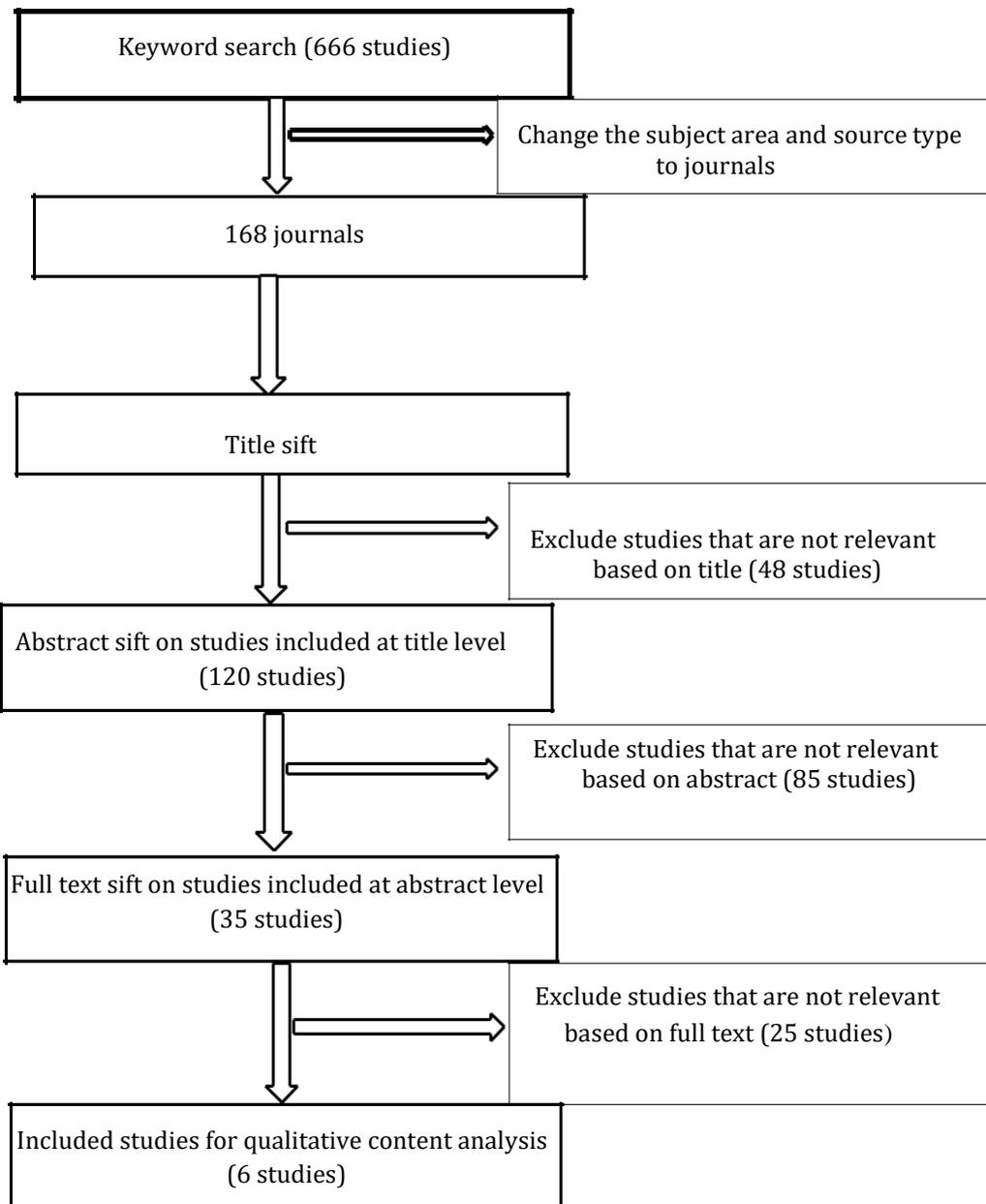


Fig. 2. Process of selecting studies for qualitative content analysis

Results

Coding and ranking

Table 1. Coding

SECTION A		
Nr.	question	Comments, details
1	name	Closed
2	sex	Closed: 2 option
3	age	Closed: 3 option
4	occupational status	Open : 3 option
5	email	Open

Table 2. Coding

SECTION B		
block	Question code	Question label
knowledge	Q1	Brand knowledge
	Q2	Brand awareness
	Q11	Print media
information	Q3	Who influence
	Q13	Product info
	Q8	Sources of information
	Q5	Importance of Media
sellers	Q6	Motivation to buy
	Q10	Purpose
other	Q9	Need of Branding
	Q4	Brand as status
	Q12	Benefits

Table 3. Ranking

Nr	age	sex	Occupational status	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13
1	2	1	3	1	5	1	4	4	4	4	4	2	1	2	4	2
2	1	1	1	2	5	5	4	3	4	4	3	1	3	1	3	2
3	1	1	3	2	5	3	3	4	4	1	5	3	2	5	3	2
4	2	1	1	1	1	2	2	3	3	2	2	2	3	2	2	3
5	1	1	1	1	5	1	1	2	3	3	2	2	3	2	1	5
6	1	1	1	2	5	4	2	3	4	5	4	2	3	1	4	2
7	1	2	1	2	5	2	1	4	4	4	4	2	3	2	4	2
8	1	2	1	2	5	3	3	4	4	4	3	1	3	1	4	1
9	1	1	1	2	5	3	2	4	3	3	4	1	2	2	3	4
10	1	2	1	2	2	4	3	3	3	4	5	1	1	4	3	4
11	2	1	1	1	5	2	2	4	3	4	5	1	5	4	5	2
12	1	2	2	1	5	2	4	3	4	4	1	2	2	3	4	3

Main findings:

76.8% respondents belongs to the age group of 15-25 are the most brand conscious group and prefer following their desired brands. 21.3% belongs to 26-30 are also brand conscious and the degree of loyalty towards brands is high among this age group.

Analysis reveals that 40% of total respondents become aware about brands through friends and another 34% through influence of advertisement. Influence from family and self-choosing is same as 13%. Around 91.7% of all marked they relies online media than the print ads and other mediums of marketing to know about the branded products. As the result of survey 42% of them agree that social media helping to get information about branded products. Only 8% of them disagree with the statement.

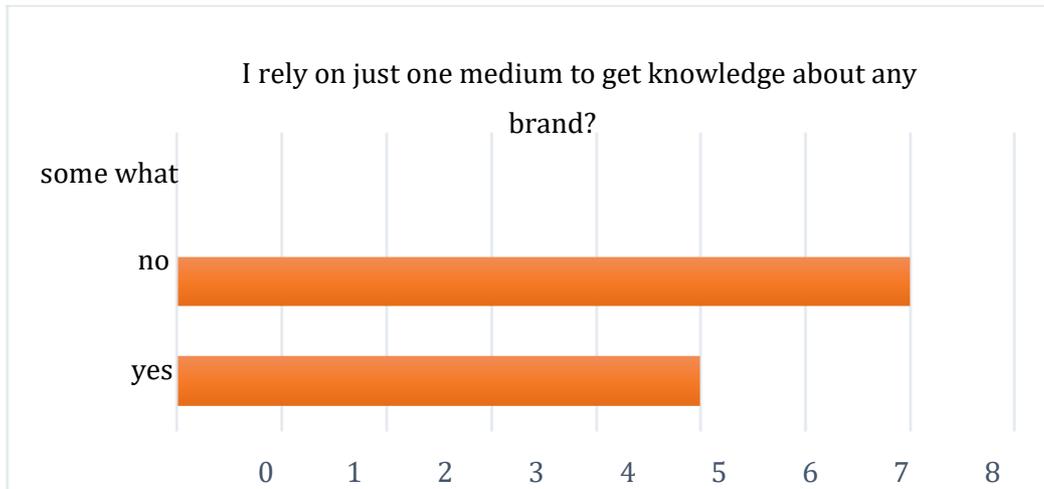


Fig. 3. Usage of medium

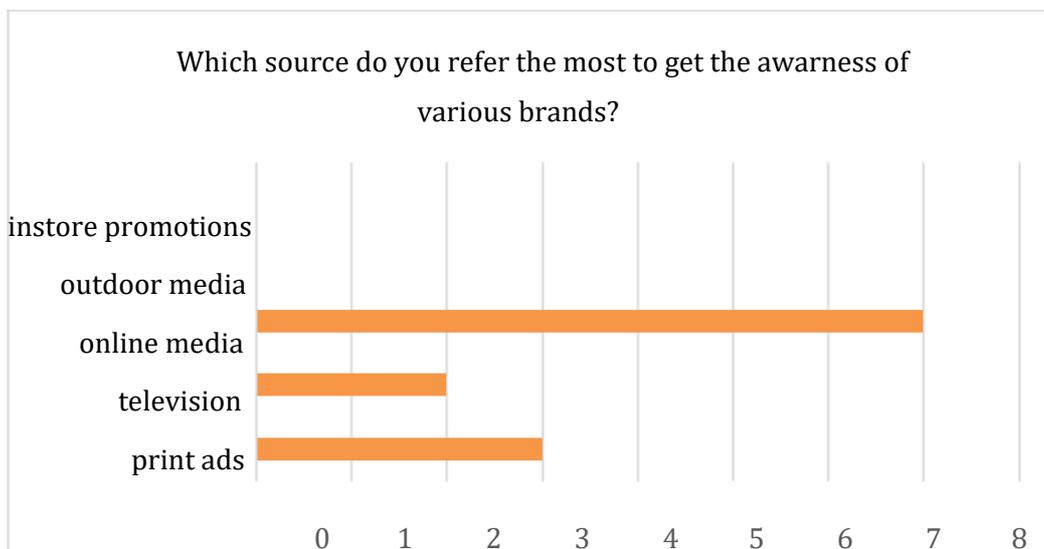


Fig. 4. Sources

The figure 3 and 4 shows that the respondents remarks about the sources of the medium using for to get knowledge about the brand product. These two figures show that most of the respondents' remarks that they tend to use more than one medium. Around 91.7% of all marked they relies online media than the print ads and other mediums of marketing. Figure 3 shows that more than half of the respondents relies more than one medium.

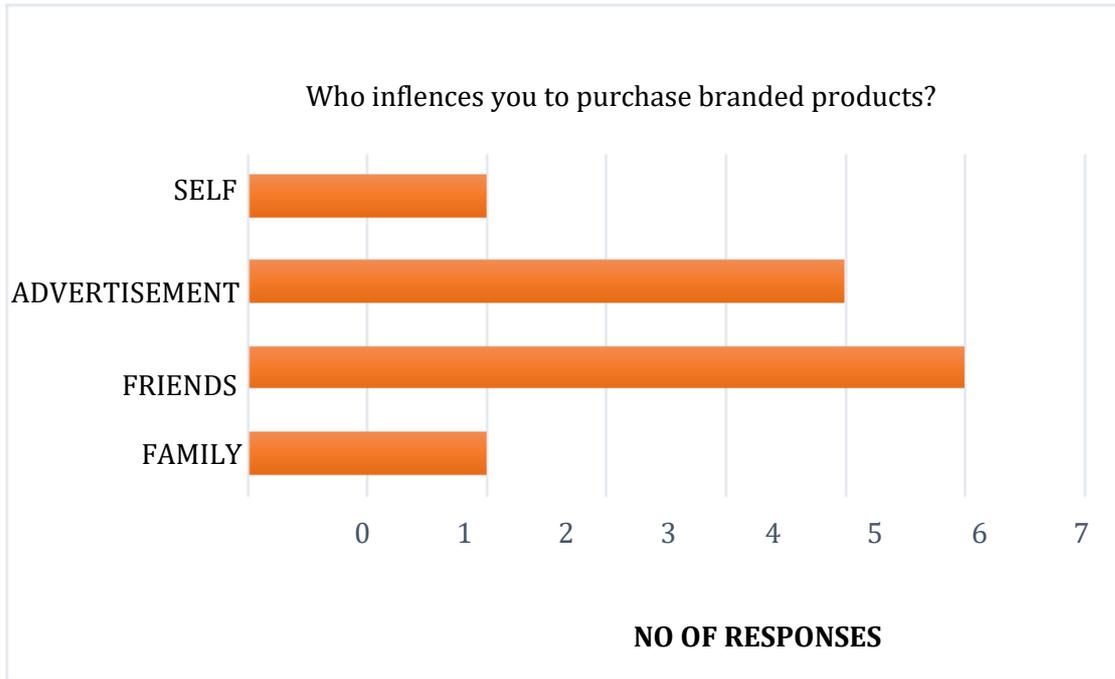


Fig. 5. Influence

The main influence for to purchase all sort of brands mainly by friends almost 40% of all responses stated that. Then the advertisements are another main influencing factor to choose a branded product. 34% of the responses stated that. The family and self-choosing are also same as the influential factors.

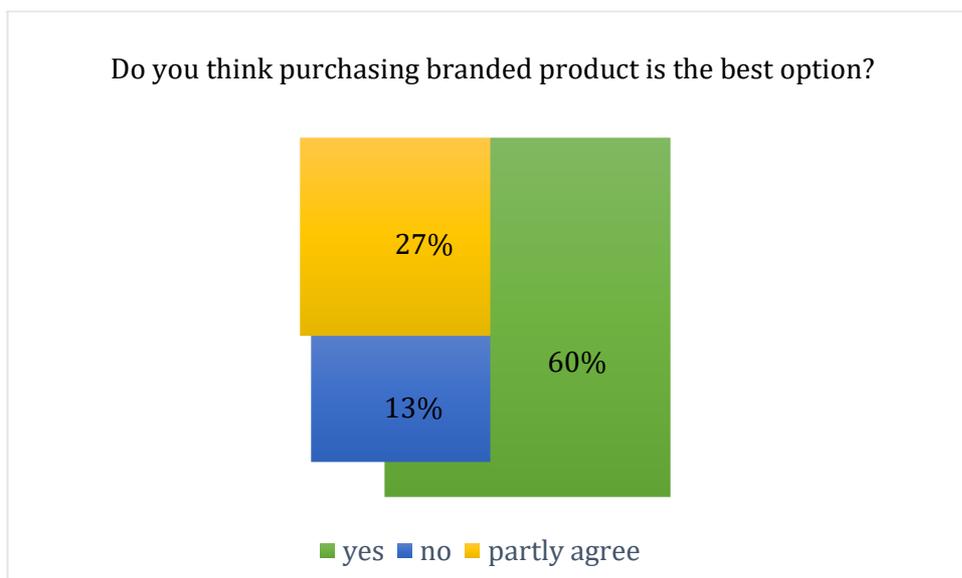


Fig. 6. Purchasing of branded product

Among the responses 60% of them replied as yes, that they consider the branded product are good. And only 27% gives partly agree response to the question and only 13% of them not agree with that purchasing of the branded product are the best.

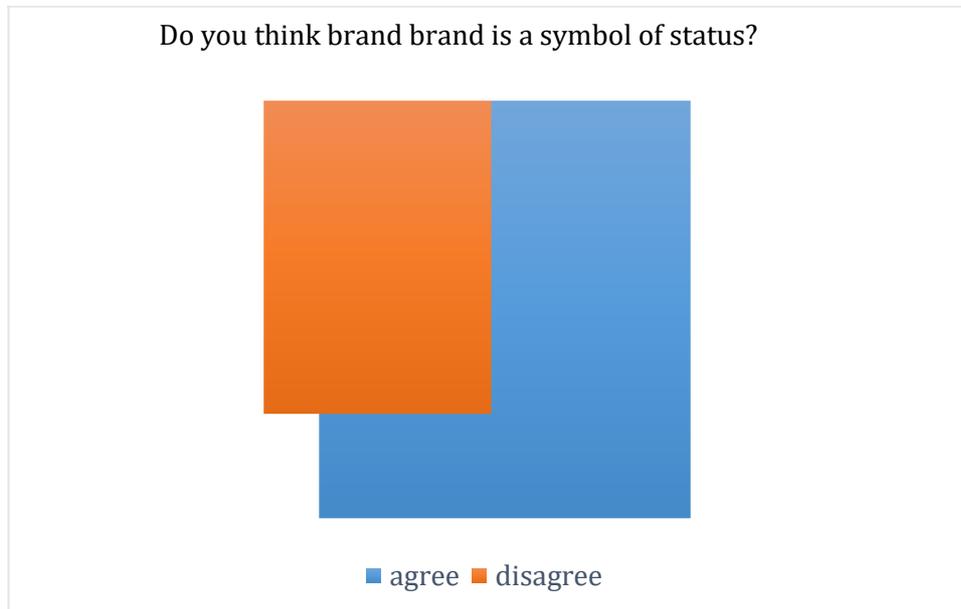


Fig. 7. Brand is a symbol of status

Among the responses 67% of them replied as they agree, that they consider the brand is the symbol of status.

And only 33% disagree to the question

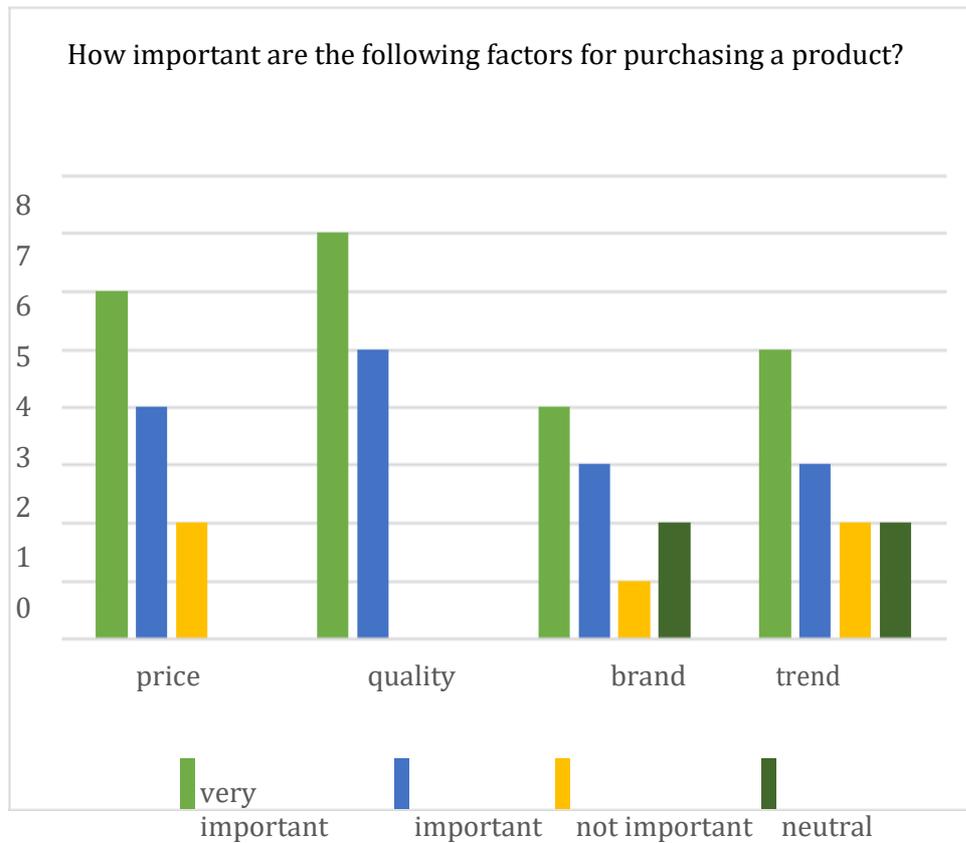


Fig. 8. Important factors

As result of the analysis the graph show that the Price, Brand, Trend and quality are very important factors for most of the respondents.

9. How important following factors are to motivate you to like the brand on internet?

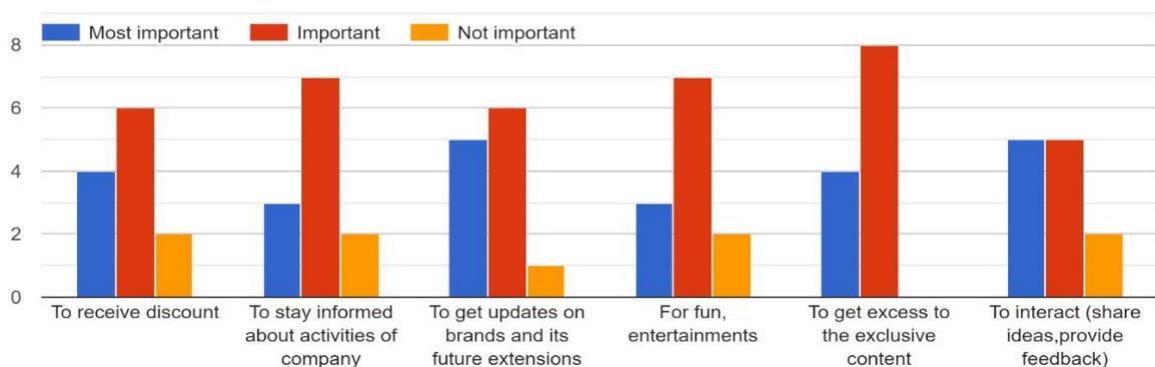


Fig. 9. Factors to be included in online marketing

Most of the candidates like the idea of there should be something to interact with like providing ideas and feedbacks etc. Other important fact that there should be something exclusively important contents in their online marketing. Some remarks that there should be some information about the discount and also about the activities done by the company. Some of the candidates think that it is important that there should be some funny elements in the online marketing ads to get noticed enough.

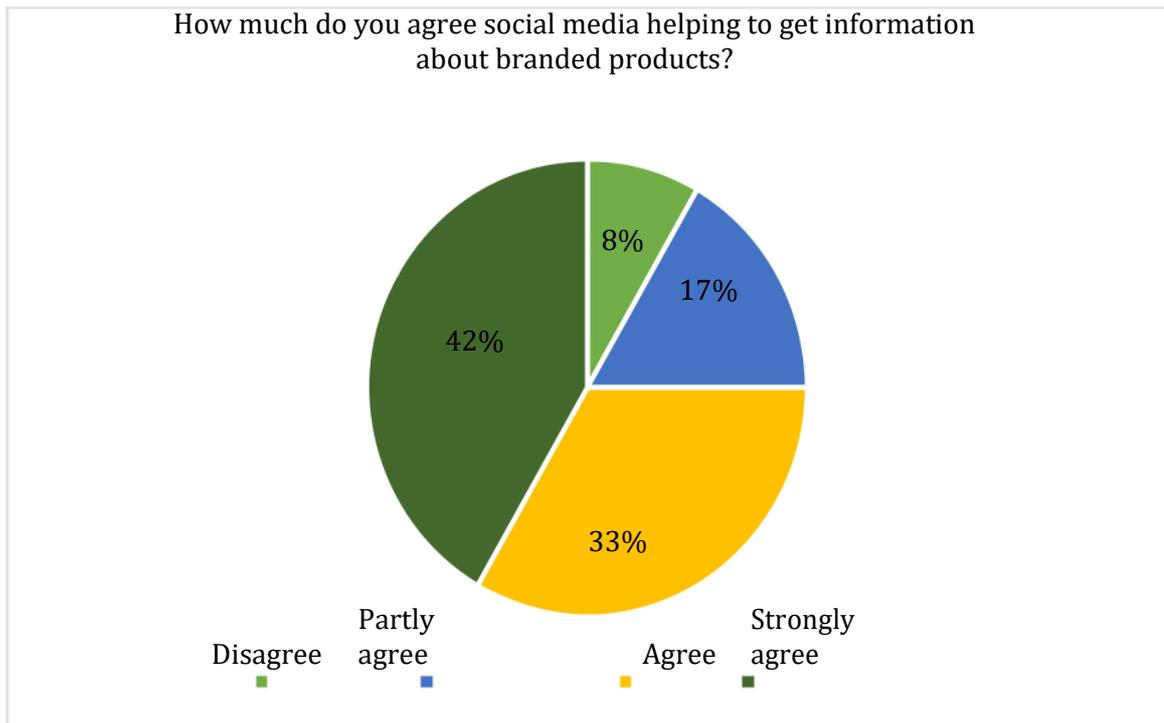


Fig. 10. Influence of social media

The social media are very important factor to create awareness and impact to purchase branded products. Most of the people agreed to the factor that the social media is very important in purchasing. And most of them considering that social media very important. as the result of survey 42% of them agree that social media helping to get information about branded products. Only 8% of them disagree with the statement.

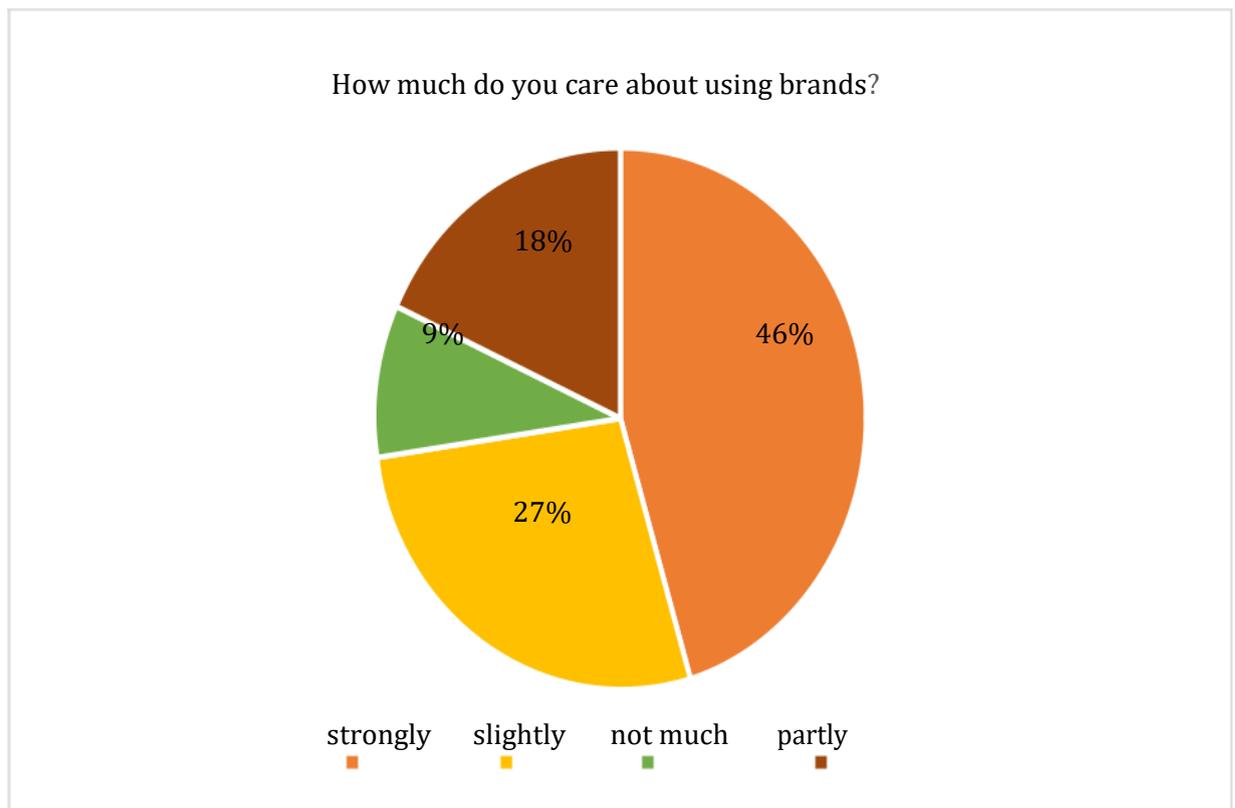


Fig. 11. Care about brand

As a result of the survey graph shown that 46% of them strongly care about the brands before purchasing the products. Only 27% slightly care about brands. 18% of them partly care about brands. 9% of them not care about the products.

Conclusions

Brand is name or logo that assumes the function in the brain of the client. Brands do not contend in the product are however seek the mind zone of the client. A brand once settled in the mind of the client becomes permanent when client distinguishes itself with that specific Brand. Brand must build trust, quality, reliability, and prestige towards the customer. Therefore, companies need to design and build a strong brand with a clear identity. Branding is a viable advertising technique device. From the overall research we came to the conclusion that brands influence the consumer mind in many ways like quality, rates, income, age group etc.

Consumers were interested for quality or customer oriented products rather than having the brand image. From the surveys it's clear that quality and price are the main factors considered for the customer while buying a particular brand. Consumers keep coming back only if earlier shopping experience have been pleasant and successful. In this intricate business world, the e-retailing will become tremendous business strategic concept.

The study mainly focussed on a sample size 12 around Kerala due to time limitations. So the results may or may not applicable to other states in India.



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Jaseem Ali Kaniyath. CUSTOMER ATTRACTION POSSIBILITIES THROUGH DIGITAL MARKETING FOR AYURVEDIC SPA SECTOR IN KERALA STATE, INDIA

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Abstract

Research relevance: Spa is overall a very promising industry in Kerala, India. There are 700 spa's based in Kerala with 25 most luxurious Spa are too based in Kerala. Many Spa are owned by Individual businessmen or by health experts only 25 of them are owned by big corporates. Since 2006, the tourism authority of Kerala has promoting the state as the medical and tourism hub in India. According to district tourism promotion counsel the tourism authority of Kerala, campaign and the endorsement it has received internationally, has bought many new spa operators into the Industry especially among the state's highly competitive three-to-five-star resort properties generating a significant income stream in addition to lodging and food and beverage revenues, 50% of which them derived from foreign visitors.

Research goal: Aim of the thesis is to identify the opportunities of attracting customers and improvements in digital marketing for Ayurvedic Spa's in Kerala.

Research methods:

- Study different research papers and analyze theoretical and practical aspects.
- Process survey results and survey shall be conducted with customers from this Industry.
- Reliability analysis of spa industry customer satisfaction and digital marketing.

Main findings:

- Digital marketing provides an innovative way to display brand
- The cost when compared to any other mode of marketing is much lower in digital marketing.
- Online business is not only promoted locally but also establishes a global presence.
- A website allows you to find new markets and trade Overall Digital marketing is still new to country like India, where most of the elderly customer prefers to buy the product by feeling the touch of the product and communicating with the vendor face to face

Keywords: *Digital marketing; customer satisfaction; Ayurveda tourism; Statistical analysis.*

Introduction

Modern people, especially India's youth, are profoundly concerned about their mode and style. By growing usage of websites such as Facebook, Instagram, Twitter, Tinder, etc. Everyone likes to share their photos and videos in order to demonstrate what happens in life, how they appear, what garments they sport, and so forth in all social networking platforms. In brief, on social networking platforms, they want to reveal their lifestyles.

“All began with industrialization of living conditions with technical advances. In India there has been the curiosity to accept Western culture and technologies. Indians thus want their lifestyle changed and their high levels of comfort met. In Indian life any part of western lifestyles and embraceable comfort methods play a major role, Spa does so. You need to know about the people of India, particularly young people who like to get new hairstyles such as a buzz cut, crew cut, French crop, pompadour, side part and more. Indians, particularly employees in the working class,

often attend spa facilities such as manicure, pedicure, waxing, face care, body-massage, foot massage, deep purification, body screening, etc. to provide body rest and health enhancement. Spa are often fashionable in India as it meets higher standards of personality and makes comfort simple” (Evans, Jamal, & Foxwell, 2001).

Some of the Indians influenced by trend-growing companies from Salon and Spa dream of opening their own Spa and putting up their company in the rivalry of Spa. “Owners of Spa take all measures to enhance their Spa interior and outdoor appearance. They take conventional publicity tactics with the availability of televisions, advertisements, radio advertising, billboards, etc. However, it doesn't let you uniquely display your business. Traditional marketing today is common. It's all accomplished for everybody” (C, 2004). This adds to full rivalry in the Spa industry. And what are you going to do right now? How can such a threatening rivalry be achieved and build your organization by giving your customers a unique value?

Today you get the answer within a second if you check something on Google. India is the world's second most significant online economy. India, along with 442 million mobile users, has 462 million daily internet users. In India, smartphones and broadband plans allow all consumers to operate on the Internet every day. Everyone is searching for everything they like to have the answers quickly. The Indian spa sector has immense potential and has grown uniquely in recent years. As a sizzling destination of spa travel, Kerala, with its ayurvedic origins. Besides Kerala, there has been substantial development in Maharashtra and North India in the last years. India's high-tech, traditional healing and plentiful tourism attractions are a powerhouse in the sector. Spas provide a variety of treatments, including reflexology, hydrotherapy, aromatherapy, and yoga, well-known among Indian customers, other than skin care and massage. Some businesses also intend to develop a spa chain around the country in the light of the opportunity. In addition to the professionalization of business, the organizations involved aim to pull together all the spa groups to establish an organized statement regarding the value of spa. The industry is projected to expand at an average CAGR of approximately 30 per cent (which is one of the fastest among the beauty service segments) in 2009-2012, according to RNCOS business report. The industry value of spas is expected to be US\$ 384 million, and the annual growth rate is estimated to be 20 to 40 percent. In the Indian spa industry, the number of therapists needed by 2012 is about 3 00,000. Any visitor to India at the 2010 Commonwealth Games is projected to make roughly Rs 8 billion of estimates of benefit, mostly from spas. The Rs 10,000 to Rs 35,000 in Spa services is used for foreign tourists during games. The Indian spa industry is also projected to earn 35 billion dollars in investments during the next 3-4 years.

The aim of this research is to find out the significant factors that have an impact on the customer attraction possibilities through Digital marketing for Ayurvedic Spa sector in India.

Literature Review

“The word digital marketing utilizes different digital technology to improve accessibility at customer doorsteps for focused, observable and engaging marketing of goods or services. The primary aim of the operation is to sell the good or service and at the same time focusing on the company's public awareness and building the brand value. Ultimately, it can continue to create more and more future customers by practicing several forms of digital marketing tactics on the market that can improve the selling of products and services” (Herbalnet, 2011). Basically, the usage of digital platforms is meant to advertise or support either B2B or B2C goods or services. “The efficiency of commercial practices that essentially lead to the control of products and services from producer to customer is conveniently and efficiently tracked by means of a digital interface, according to the American marketing association. Manufacturers are today engaged in digital marketing as a platform for drawing an untouched public in India's urban and rural areas” (P, 2011). In the 1990s, the word traditional marketing became known, however in 2000 and 2010 digital marketing became the most studied and successful form of marketing the product by

establishing an interactive partnership with the consumer.

“Digital marketing also serves on the Social, Internet marketing or online marketing in an interchangeable way. Digitalization in India has generated a massive demand for potential digital firms though various traditional labels have been utilizing a digital channel to brand on the Indian market very effectively. Companies have should be willing to render cost-effective business initiatives utilizing the digital platform efficiently” (Malhotra, 2003). Internet portal is essentially a medium by which several marketers may express different product and service characteristics to the general public in no time. “Digital marketing practices include the optimization of search engines, content marketing, influencer marketing, the ecommerce marketing, content automation, marketing camp, social network marketing, optimization of social media services, e-mail marketing, display ads among other forms of digital media. It is no longer enough for the organization to know its customers better than its rivals or its strategic edge will be compromised. It is necessary to know its audience” (Merriam, 2001).

“It was described as a prediction for traditional marketers, their methods and tactics on the Internet by the first approaches to digital marketing. Nevertheless, the unique features of the digital environment and its suitability for marketing have stimulated the creation of platforms, formats and languages which have led to offline resources and strategies” (Munshi, 2013). Today, digital marketing has become a new concept rather than a subtype of traditional marketing which brings together personalization and mass distribution to fulfill marketing goals. “Technological convergence and the multiplication of smartphones also opened up directions in which we think about Internet marketing and contributed to a modern digital marketing paradigm – user-centered, observable, omnibus and interactive. For brands and companies, the creation of digital marketing campaigns gives tremendous promise. Digital marketing shows trend of mix of different marketing techniques” (P C. , 2007).

This research reflects an early move in the area of social marketing to understand how advertisement and brand groups function in social media. For a long time, there has been ads. “Company owners found like they wanted to transmit awareness by newspapers and words of mouth about their goods and services. In the other side, digital marketing is becoming prevalent when it uses mainstream media devices like TV, radio and the Internet. Search Engine Optimization is the most popular digital marketing technique used today (SEO)” (Mangolds & Faulds, 2007). It helps to optimize the discovery of the website through search engines like Google. The Internet and search engines rating website both emerged in the digital marketing definition. A network protocol called Gopher was initiated with the first search engine.



Fig. 1. Marketing techniques which linked with digital marketing. (Source: Author)

“The tools of web services affect more than conventional contact approaches. The study indicates that people have a better sense of self-esteem and pleasure while transitioning to social networking, which is itself a motivating indicator for corporations and technical marketing. Web interactions impact customers' thought processes and strengthen their on-line purchasing decisions. For marketing experts, this research is really important since it underlines the value of digital markets. The business has undergone an economic transition powered by emerging innovations” (Yannopoulos, 2003).

“The scientist at the University of Brasov in Transylvania voiced related concerns with those expressed by clarifying that the emphasis on the commodity is ultimately counterproductive to the attention paid to the consumer. Improve connections with consumers was essential to use Consumer Relationship Management (CRM) applications” (Mangolds & Faulds, 2007). Concluded the link between CRM and Digital Marketing. CRM seeks to ensure that the approach is customer-centric across its digital application. Acknowledged that the internet is an essential advertisement venue for goods and services for businesses and referred to the cost-to-benefit disparity between conventional and digital marketing. The website and the internet serves as a forum for a multitude of literary techniques. SEMs, SEOs, email marketing, internet magazines, multimedia public relations e-newsletters, affiliate marketing and marketing of contents include the following techniques. Digital marketing and business planning could be combined and built jointly. Further analysis of particular techniques in the world of digital marketing and recent practices will be an important addition. “The creative, effective contribution of digital marketing to the marketing sector. Describe social networking as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and enable content generation to be created and exchanged for users. Web 2.0 is according to a forum for distribution and coordination of the content of all operators. Through putting together people and building groups, social networking incorporates both smartphone and Internet-based technology to create deeply immersive channels” (Pepelnjak, 2008). There are several Internet sites; every platform has various technical properties and offers a broad variety of social programs. Even in this ecology, social networking are members of online hosting (i.e. YouTube, Picasa, Flickr, etc. or writing sites (i.e. BlogSpot, WordPress, etc.).

Methodology

Research methodology refers to the process stage which explains how the research was conducted.

Aim of the research

Aim of the thesis is to identify the opportunities of attracting customers and improvements in digital marketing for Ayurvedic Spa's in Kerala.

Area of study

The study was conducted on private spa centers in Kerala, one of the prominent states and federal state in India. Most of the spa centers headquartering in the all over Kerala. Moreover, the purpose of this study is to investigate the relationship between customer satisfaction and influence of digital marketing, in the context of International and domestic spa centers in Kerala.

The sample sizes

This research has covered a total number of 40 respondents and this sample of 40 respondents was taken intending to cover the research as planned. Among these ayurvedic doctors, workers in hospitality and spa management and more often customers.

Table 1. Demographic information of respondents (Source: field data)

Item	Contents	No: of samples	Percentage
Gender	Male	26	65%
	Female	14	25%
Age	23-28	5	12.5%
	29 and above	35	87.5%
Job position	Ayurvedic spa employees	24	60%
	Spa customers	16	40%

Measurement of variables and measurements.

To test the validity of the research question, it is argued that the constructs under study should be measured. The current study studied a validated and developed standard questionnaire from previous research studies conducted in the ayurvedic spa sector was used to measure all the study variables that are possible (Hasdhim, 2010). To avoid possible problems, the studies were carried out in eight organizations. After the required corrections according to the recommendations from managers and the company's financial data. The final questionnaire is conducted to study the different operating management systems from the ayurvedic spa employees and spa customers.

Data collection method and scale validation

Answers from respondents to all questionnaire items were given on a five-point Likert scale in which 1 "Strongly agree" and 5 "Strongly disagree". As the official language of Kerala is Malayalam, but the questionnaires were administered in the English language. This study consists of a random sampling procedure that was affianced by an aspect of the type of sectors as strata. The private ayurvedic spa and hospitality centers were categorized into distinctively selected eight organizations. Kerala is the land of Ayurveda, Ayurveda evolved from Kerala and thus, there is lot of ayurvedic spa centers available and it helps for this research study.

Results

Demographic Results

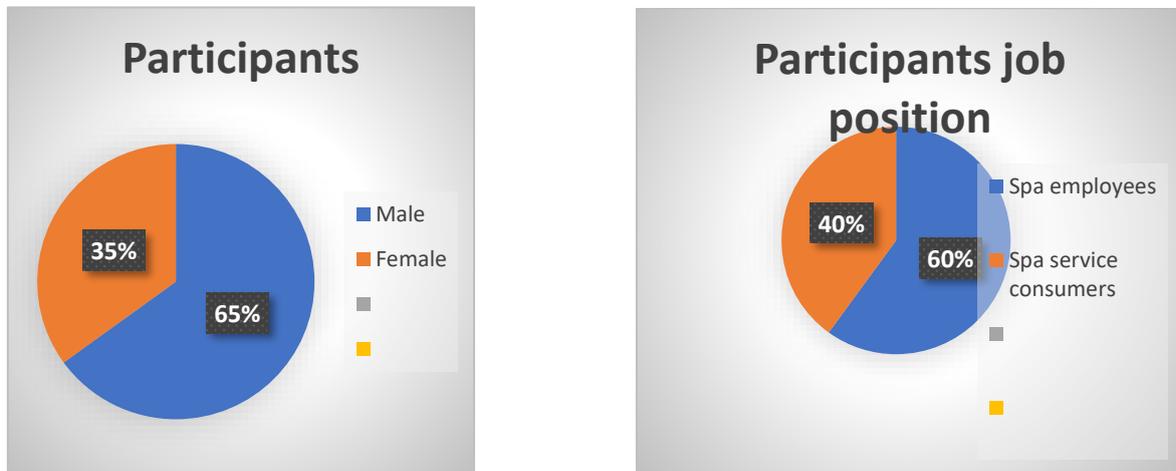


Fig. 2. Survey results

Reliability test results

The items are questions that were asked in the survey and survey questions are included in the appendix. To check the reliability analysis this research paper has used eight constraints from survey question. The main constraints are, Internet and other medias influence you to use ayurvedic spa, would like to come to use the Kerala ayurvedic spa product and services by nearly future again, Regular digital marketing influences me to use different products of ayurvedic spa., Digital marketing could influence more younger customers to spa., marketing for spa products is extra ordinary with tie up with technology and 19) How would you rate overall experience with the Kerala ayurvedic spa products and services?

Table 2: Reliability Statistics (Source: author data)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.880	.896	8

To check the internal consistency of the variables, Cronbach's alpha was used. This study was 0.880, which is greater than standard 0.700 and thus, indicating appropriate consistency.

Intercorrelation coefficient

Between the data and measurement of the suitability of the data. In order to check the intercorrelation of constraints KMO test has been done.

Table 3: KMO and Bartlett's Test (Source: field data)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.877
Bartlett's Test of Sphericity	Approx. Chi-Square	188.122
	df	15
	Sig.	.000

The value of KMO in this study is 0.891 which is more than the prescribed value which indicating further analysis can be done. This is highly significant and degree of freedom is 15.

Table 4. Component relation matrix result

	Digital marketing	Customer choice
Digital marketing	1	0.887
Customer choice	0.887	1

In this study, the component correlation coefficient shows that the evidence of the measure of two variables of constructs digital marketing and customer choice is related to other theoretically that is proved by prior research studies and practically proved by this study by showing strong correlation coefficient which is near to value 1. Thus, the findings of this study paper include the relation between the implementation of digital marketing and customer choice.

Conclusions

Ayurveda, our nation's Indian medical system is profoundly rooted. The main centers of Ayurvedic Spa Industry have proven to be Kerala and Karnataka. People go to Ayurveda since it is normal and has no side-effects. However, there has been a case where Ayurvedic practitioners recommend a certain allopathic procedure. Ayurvedic drugs are prescribed in allopathic doctors in foreign countries. In the post-independence period, for some reason India has followed Western culture only, and so the mindset of people towards Ayurveda would not be easy to alter. In addition, the Government plays an important role in the industry's growth. Kerala-based digital marketing firm delivering premium digital marketing services in Kerala. Digital marketing services. Digital analytics services, search Engine optimization, search engine marketing, search engine ads, social media optimization, social media Marketing, e-commerce Strategies & country. It is really important for effective ads to know what consumers desire and what they try to find. If a businessman actually presents customers with what they are asking for and if he can advertise the item in order to guarantee that the results are achieved, then it can certainly be successful. Kerala-based digital marketing firms build campaigns that satisfy the consumers' expectations for greater returns.

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Jolby John. FACTORS AFFECTING ELECTRONIC COMMERCE DEVELOPMENT IN INDIA

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Abstract

Research relevance: E-commerce in India in 2019-2020 was the objective for this study. The confederation of Indian Industry (CII) worked through the National Committee for E-commerce to prepare this. Another one was commissioned by NASSCOM and prepared by the Boston consulting group. Both reports expressed optimism about the prospects for E-commerce in India. CII estimated the volume of E-commerce in India to grow by Rs.1000 million (US\$ 25.3 billion) by 2020. The NASCOM-BCG report estimated many high figures for the same target year that is Rs. 195 billion (US\$ 46.5 billion). E-commerce has of course been strengthened by the declining cost of PCs and the increasing penetration of the wired and wireless Internet. The Indian E-commerce report and IMRB international stated that the online transaction in India were Rs.7080 crores (101 billion US\$) in 2018-2019 and expected to grow 30% approximately 9210 crores (131 billion US\$) by 2019-2020. India's E-commerce development is still in its infancy as compared to western countries.

Research goal: This research study aims to identify the factors affecting E-commerce development in India.

Research methods:

- Study different research papers and analyze theoretical and practical aspects.
- Process survey results and surveys shall be conducted with E-commerce consumers.
- Reliability analysis.
- KMO analysis and factor analysis.

Main findings:

- E-commerce in India is developing quickly which is being driven by elementary demographics expanding the web presence changing the way of life, managing an account and installment choices like e-wallet etc.
- The quick development of E-commerce mirrors their potential advantages to organizations as far as expanded deals, bringing down expenses and upgraded manageability.
- E-commerce has a considerable measure of potential. Actually, the rate of development of Internet clients has urged numerous organizations to assume dynamic parts.
- The main issue here is that E-commerce is very advantageous to little organizations.

Keywords: *E-commerce; marketing; customer satisfaction; factors.*

Introduction

The term E-commerce has been used for recitation a variety of market transitions enabled by information technology and conducted over an electronic network. In past, a dominant firm in the value chain typically put up a network that deployed a proprietary application over this private network. "E-commerce is worried about frameworks and business measures that help the formation of data sources and the development of data over worldwide organizations. Powerful and effective cooperation emerges among makers, buyers, go-betweens, and dealers. Web-based business uses electronic organizations to execute everyday financial exercises like evaluating, contracting, installment, and now and again the shipment and conveyance of products and ventures. The comprehension of E-commerce is far-reaching" (Abbasi, Ranibar, Alipour, &



Shabanpour, 2014). Because of numerous conflicting theories, it is hard to characterize E-business legitimately, yet as it is the principal space of this examination so it is important to characterize an appropriate meaning of E-commerce. "E-commerce is purchasing and selling over advanced media where the purchaser can be forgotten about. If the purchasing interaction is electronic the selling cycle will likewise be electronic. To be more exact merchandise can likewise be overhauled and the selling interaction can be sold and dispersed" (Agarwal & Bhatawal, 2015). So, E-commerce is the exchange (deals, trade, distributions) of merchandise and ventures, for example, items by electronic methods. Web-based business is regularly connected with the purchasing and selling of customer items over the Internet. "While this restricted meaning of E-commerce is right, numerous other business and business exercises likewise fall under the expression "Electronic commerce." The meaning of E-commerce is as yet uncertain. It incorporates trade and business exercises that are performed over electronic organizations (both fixed and versatile organizations) including upstream and downstream inventory network exercises and buyer buys which are started through electronic methods" (Ahmad & Sinha, 2016). The meaning of E-commerce is different for different multinational companies.

Intel- E-commerce means Electronic (market+ trade+ services)

IBM- E-commerce means Information technology + web + business.

DELL – E-commerce means to accomplish commercial business by electronic means.

"E-commerce is a brand-new service. It is not at all surprising that there are various definitions of it. E-commerce can be social and economic activities between principal social parties taking advantage of computers and networks. Internet is the innovation of things to come. Numerous workplaces, later on, are probably going to be worked basically through the Internet. The Internet today is seen as the expressway of data and the expenses are very low in this manner making it accessible to everybody. In the most recent couple of years, the expense of PC equipment is bit by bit decay. Internet access is likewise made conceivable using advanced mobile phones if one doesn't have a PC framework" (M, 2004). This has been made conceivable because of the versatile perusing usefulness of these telephones. "Surely the Internet brings limitless prospects notwithstanding the way that numerous individuals burn through their time by doing futile perusing. For the better versatile perusing an inclination should be assessed with the goal that the Internet can be utilized for improvement purposes instead of rot and obliteration. As the world anticipates guiding another innovative time, it is sure that the Internet will be the foundation of its usefulness" (Balaraman, 2012). E-commerce constitutes a huge domain of conducting business through the Internet and e-retailing is a part of it. Discussing digitally/Internet-enabled commercial transactions between organizations and individuals using the latest web technologies per the policies of an organization takes the form of business. "Electronic commerce also includes many other activities such as business trading with other businesses and internal processes that companies use to support their buying, selling, hiring, planning, and other activities. Many types are introduced in E-commerce websites but most of the market is captured by business-to-customer (B2C) E-commerce websites. It means the company might sell its finished product to consumers on the web, which would be B2C electronic commerce" (Bhatia, 2013).

This research aims to identify the factors affecting E-commerce development in India.



Literature Review

An approach replaces complex, expensive, and proprietary business integration solutions with one that is simply affordable and open. “The Eco architecture recognizes that a single dominant E-commerce standard is unlikely to even within a particular business community and certainly not across communities. Protection in E-commerce examines user scenarios and security preferences. This research identifies that programmed transfer of information and computerized negotiations with sites are unlikely to be interesting to most consumers and gives suggestions that user ought to be able to enter contact data on one page, yet be able to drag those pieces of data to different sensitivity buckets or to just manipulate data as grouped by sensitivity” (Brinson J , Benay , & Drew, 2001). The huge ramifications in the perspective of research on E-commerce consumer behavior are examined. The investigation provides further evidence on the appropriateness of utilizing the Hat model to measure the different dimensions of genuine usage in E-commerce. “Despite some minor differences among the two gatherings the overall nature of way was unchanged. From a research perspective, they study persuasive forces, subjective standards, and external influence. This examination suggests the underlying elements driving consumer acceptance of B2C E-commerce services. The theoretical development leads to the presentation of the business model building as a unit of investigation that enables the examination of new manners by which value can be created. The business model namely how firm coordinates and combines the progression of data, items and services among parties to enable exchanges applies to both online and conventional disconnected firms” (Choudary & Choudary , 2010). “Consider failure investigation of E-commerce convention utilizing model checking. Model-checking can be used to get some assurance that an E-commerce convention does fulfill the properties of money atomicity, product atomicity, and validated receipt. Research has likewise shown how model checking can be used to detect infringement of properties in the presence of site and correspondence failures. More critically it revealed a significant misconception of the current protection debate that people behave in the manner they say they will. This research paper result suggests that the development of protection technologies needs to head in a new direction. They need to be designed so that they permit even moderately computer-literate online users to protect themselves from a degree of self-disclosure” (Commission, 1997). “The research identifies that large numbers of the dangers of desktop Internet-based commerce will pervade M-commerce. The nature of the medium requires a degree of trust and cooperation between member nodes in networks that can be exploited by noxious entities to deny service just as collect confidential data and disseminate false data. E-commerce is giving a snappy and convenient method of exchanging products and ventures both regionally and all around the world. New ethical issues should be identified and immediate steps and moves ought to be made. E-commerce provides tremendous opportunities in different areas; however, it requires careful application for consumer protection issues. The development of E-commerce would likewise depend to a great extent on effective IT security systems for which necessary technological and legal arrangements need to be set up and strengthened continually. The Dollar value of Electronic Commerce (EC) exchanges is increasing at a dumbfounding rate. In consumer-to-business applications, the measure of money spent by online shoppers is nearly multiplying every year and is expected to move toward US\$ 100 billion by 2004 while business-to-business sales are expected to reach US\$ 1.3 trillion by 2003. In this investigation, researchers explain that the occurrence of E-commerce is a fundamental change for business industries” (Group, 1999). It is a lot easier for the prospective consumer to know the reasonable price of the item. This investigation defines that E-commerce as a completely market-oriented concept. There are dozens of definitions of E-commerce trust. “On the off chance that a seller posts a protection strategy or uses an outsider seal showing that a security strategy exists on the site. The consumer ought to believe that this seller is ethical about catching personal data (confiding in belief = integrity). Along these lines, the consumer is more likely to share personal data with this seller. On the off chance that a seller interacts online with

his customers, he ought to be able to convey to them that it is benevolent, competent, honest, and predictable. The interaction provides the customer with evidence that the seller has different positive attributes thereby strengthening confiding in beliefs. The seller may advertise its great reputation for inciting purchase behavior, yet improving his reputation will likewise improve confiding in beliefs because reputation is a second-hand gossip” (A, 2002). Connections to other reputable sites may provide assurance enabling buying or other Internet behaviors. Guarantees or outsider seals related to the reliability of the site would raise confiding in beliefs in the integrity of the seller. Therefore, engendering willingness to depend on that seller. Protection in E-commerce examines user scenarios and security preferences. This research identifies that programmed transfer of information and computerized negotiations with sites are unlikely to be interesting to most consumers and gives suggestions that user ought to be able to enter contact data on one page, yet be able to drag those pieces of data to different sensitivity buckets or to just manipulate data as grouped by sensitivity. “The huge ramifications in the perspective of research on E-commerce consumer behavior are examined. The investigation provides further evidence on the appropriateness of utilizing the Hat model to measure the different dimensions of genuine usage in E-commerce. Despite some minor differences among the two gatherings the overall nature of the way was unchanged. From a research perspective, they study persuasive forces, subjective standards, and external influence. This examination suggests the underlying elements driving consumer acceptance of B2C E-commerce services. The theoretical development leads to the presentation of the business model building as a unit of investigation that enables the examination of new manners by which value can be created” (K, 2001). The business model namely how the firm coordinates and combines the progression of data, items, and services among parties to enable exchanges applies to both online and conventional disconnected firms. Consider failure investigation of E-commerce convention utilizing model checking. “Model checking can be used to get some assurance that an E-commerce convention does fulfill the properties of money atomicity, products atomicity, and validated receipt. Research has likewise shown how model checking can be used to detect infringement of properties in the presence of site and correspondence failures.



Fig. 1. E-commerce strategy chart (Source: author)

More critically it revealed a significant misconception of the current protection debate that people behave in the manner they say they will. This research paper result suggests that the development of protection technologies needs to head in a new direction. They need to be designed so that they

permit even moderately computer-literate online users to protect themselves from a degree of self-disclosure. The research identifies that large numbers of the dangers of desktop Internet-based commerce will pervade M-commerce” (Goel R, 2007).

Methodology

Research methodology refers to the process stage which explains how the research was conducted. This research study follows a specific way of study.

Aim of the research

This research study aims to identify the factors affecting E-commerce development in India.

Area of study

The study was conducted on the E-commerce industry in India, one of the protuberant states and federal states in India. The purpose of this study is to identify the factors affecting the E-commerce industry in India.

The sample sizes

This research has covered a total number of 25 respondents and this sample of 25 respondents was taken anticipating to cover the research as planned. Among these E-commerce consumers, E-commerce marketing and sales executives.

Table 1. Demographic information of respondents (Source: field data)

Item	Contents	No: of samples	Percentage
Gender	Male	16	64%
	Female	9	36%
Age	23-28	19	76%
	29 and above	6	24%
Job position	E-commerce consumers	23	92%
	E-commerce marketing and sales executives.	2	8%

Secondary Data

The main purpose of this study is to identify the significant growth factors for e-commerce development in India. The research approach for this study consists of an analysis of the research literature. Two hundred research papers were collected and analyzed using the meta-analysis method.

Primary Data

Primary data of 25 respondents were collected by questionnaire by using convenient sampling methods.

Data collection method and scale validation

Answers from respondents to all questionnaire items were given on a five-point Likert scale in which 1 “Strongly agree” and 5 “Strongly disagree”. Since India has multi-languages English is considered as one of the main languages, therefore the questionnaires were administered in the

English language. This study consists of a random sampling procedure that was affianced by an aspect of the type of sectors as strata. E-commerce was categorized into distinctively selected three main online website organizations. Since India is a big market for E-commerce, this research study is highly significant.

Result

Demographic Results

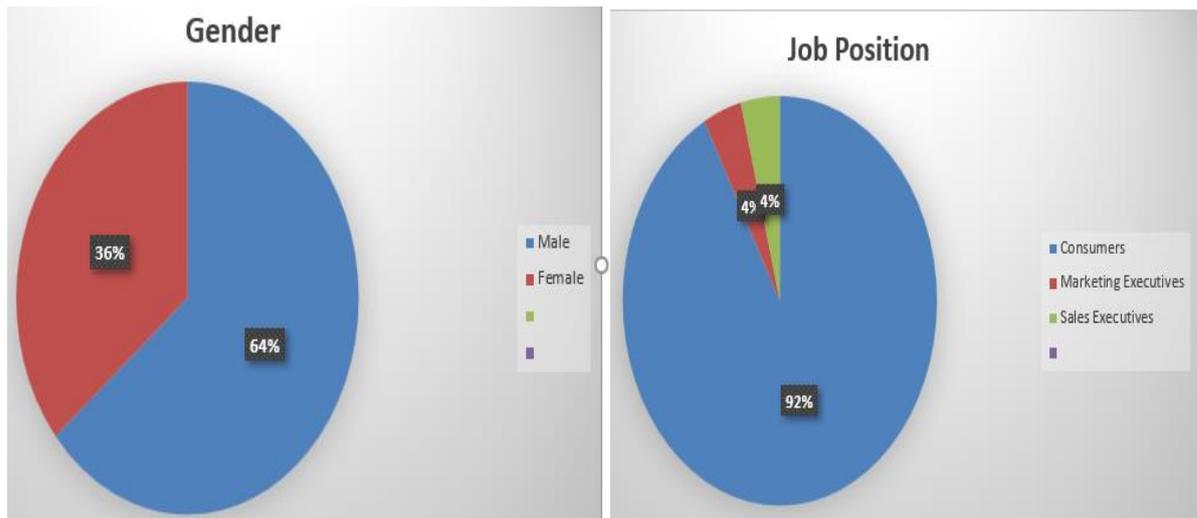


Fig. 2. Gender and Job position demographic results. (Source: authors data)

Reliability test result.

The items are questions that were asked in the survey To check the reliability analysis this research paper has used ten constraints from the survey question. The main constraints are, do you think Advanced technology helps in Growth for E-commerce in India? Do you think changing buyer behavior affects the growth of the E-commerce industry in India? Do you think an increment in English literacy helps in growth for the E-commerce industry in India? Do you think online shopping is secure to use? 24 x7 customer support and product availability motivate you to purchase online? Do you agree that E-commerce can provide an alternative marketing channel by eliminating the middle man? Do you think that the Government of India is doing it's enough to promote E-commerce in India? What according to you is the future of E-commerce in India? E-commerce can improve the decision-making process? E-commerce can improve customer support?

Table 2: Reliability analysis of factors affecting E-commerce constraints. (Source: Authors data)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.786	.789	10

To check the internal consistency of the variables, Cronbach's alpha was used. This study was 0.786, which is greater than standard 0.700 and thus, indicating appropriate reliability.

KMO and Bartlett's test

Between the data and measurement of the suitability of the data- To check the intercorrelation of constraints KMO test has been done.

Table 3. KMO and Bartlett's Test (Source: field data)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.891
Bartlett's Test of Sphericity	Approx. Chi-Square	193.371
	df	15
	Sig.	.000

The value of KMO in this study is 0.891 which is more than the prescribed value which indicating further analysis can be done. This is highly significant and the degree of freedom is 15. Thus this survey result is applicable to do factor analysis.

Factor Analysis

The required factors have been created through factor analysis has done in SPSS software. The result of the total variance is explained given below and the factors have been analyzed through the rotation factor matrix.

Table 4. Total Variance Explained, (Source: field data)

Component	Initial Eigenvalue			Extraction sum of squared loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	6.070	28.903	28.903	6.070	28.903	28.903	5.425	25.835	25.835
2	2.748	13.088	41.991	2.748	13.088	41.991	2.310	10.998	36.833
3	1.744	8.303	50.294	1.744	8.303	50.294	2.157	10.271	47.105
4	1.467	6.988	57.283	1.467	6.988	57.283	2.137	10.178	57.283
5	1.241	5.910	63.193						
6	.988	4.706	67.898						
7	.862	4.103	72.002						
8	.752	3.582	75.583						
9	.679	3.234	78.817						
10	.657	3.129	81.946						

Thus, four factors have been created from ten constraints used in the survey and four factors analyzed through rotation factor matrix. Table 10 is significant because it explains the relationship between the question or component with any factor. The rotated component matrix, occasionally mentioned as the loadings, is the key output of principal components analysis. It comprises estimations of the correlations between each of the variables and the estimated components. There are four factors loaded with components. According to this factor, factor 2 IS E-commerce growth factor components are strongly related, factor 4 is English literacy factor, factor 3 is the ease of online purchase, factor 1 is the motivation factor. Factors have critical loadings from more than one item it is necessary to analyze the rotated component matrix in multiple items. Thus, four factors have been created through the rotation factor matrix.

Table 5. Loaded factors. (Source: authors collection)

Loaded constraint factors	Factors
Q1, Q2, Q3, Q4	Growth factor
Q5, Q6	Literacy factor
Q7, Q8	Ease of online purchase
Q9, Q10	Motivation factor

Conclusions

E-commerce is extending rapidly and has encouraged changes by altogether decreasing the expense of re-appropriating and cooperating with outside elements. E-commerce is a key development for accelerating economic advancement, decreasing time scales, encouraging more prominent systems organization in the economy, and making the speedier dispersion of learning and contemplations conceivable. Thirty elements have been elaborated by the researcher that was discovered responsible for the development of the E-commerce industry in India. E-commerce drivers move beginning with one country then onto the next. A few drivers that are found in some developed countries are not yet apparent in numerous developing countries. Sometimes the drivers in a developed country could be checks in different countries. A critical piece of the development has happened in Asia. “The area's well-situated economies especially in assembling, are presented as beneficiaries of clients in developing countries to embrace E-commerce strategies. China's populace of Internet clients is, as of now the world's third-largest and is developing significantly more rapidly than India's. China's web usage may incite yet another lift for that country as E-commerce instruments for securing, stock, and store network operations are utilized to enhance efficiency for its effectively impressive ventures. The rise of E-commerce has affected the worldwide economy from numerous points of view” (Bhatia, 2013). Above all else, it has affected data technology and every one of the economic sectors. Above all E-commerce has enhanced profitability development worldwide and here it is possible to identify the number of qualified people needed to advance their country's data economy or to calculate the number of investments needed to provide businesses with access to the Internet. Some countries are already benefiting from the results; they are presently in a situation to benchmark their economies with competitors internationally and there are numerous approaches to accelerate the development of profitability however the reason for this is rather controversial. Banks and monetary services companies in developing countries should receive online payment systems, to acquire e-trade finance and equity investment. “The travel industry and its Internet manifestation are regularly cited as one of the fastest developing E-commerce sectors. The effect of E-commerce on developing countries could be even stronger than that of developed countries because the scope for reducing inefficiencies and increasing efficiency is a lot larger in developing countries. Online shopping is a new experience and has greatly impacted the lives of consumers in its short existence. It is expected to fill continually in years to come with advancements in technology. Online shopping has made consumers more effective and efficient in their shopping behavior and has driven businesses to a new level constraining numerous to make the necessary adjustments and changes to reach the new market of knowledgeable consumers. The fast development of E-commerce has resulted in an E-change in the worldwide retail infrastructure. The Internet has emerged as a practical means of working together on account of higher incomes and a more astute populace” (Bhatia, 2013), despite being faced with numerous bottlenecks. Secure online payments, better electronic stores, return policies, and exciting limits could help the perceptions of shopping benefits. Considering the demographic profiles of online users; gender, age, and education have huge relevance to web shopping in the current Indian scenario.



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Joyal James. CONSUMER BEHAVIOUR ON THE SELECTION OF SOAP PRODUCTS IN INDIAN MARKET

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Abstract

A plain creation technique with exceptional yield soaps is perpetually utilized in each family. Soap has gigantic market potential. The cleanser is the conventional washing compound produced using oil fats and alkali. To improve cleanser items, certain different components were added to it known as developers, collaborations, fillers, and so on Soaps, as a constituent of the, generally speaking, FMCG industry, represents close to 12% of the complete interest for all FMCG items.

Research relevance: Soap products have a greater consumption in the Indian market, because India has the largest market for potential consumers. The population parameters have a positive influence in forming the country to become a larger marketplace. The study is focused on bathing soap industry. India is the best example of a developing nation. (Abhishek, 2017)

The majority of the citizens can be categorized under middle class group according to their income level. The consumer perception towards the selection of soap products are addressed in this study.

Research goal: The aim of the research study is to make an excellent outcome on customer behaviour and attitudes towards the selection of soap products.

Research methods: The primary method of information accumulation includes conducting of customer survey through online questionnaire method using online survey portals such as Google forms.

Main findings: The bathing soap industry represents the sample of the FMCG population. The result of the study showed the findings on the accuracy of market change and business strategy in soap industries. It is also carried to understand the behavioural and attitude changes with customer and on what basics the product is bought and used. This research is essentially emphasis on influencing component on Indian consumer buying behaviour towards the bath soap industry in India.

Keywords: Soaps, FMCG, consumer behaviour, Indian market, economy

Introduction

The Soap industry in India

The soap market in India is segmented according to product type. Soap product types include soap for men, soap for women, baby soap, specialty soap, and medicated soap. -The size of the Indian soap industry is large. There are about 700 firms that act as important vendors in India's soap industry. In whole these firms have yearly revenue of an estimated \$17 billion US dollars. The important vendors in this soap market includes the following Unilever, P&G. (Indian Brand equity foundation, 2020)

The soap industry plays a vital part in economy of India. Despite the fact that soaps were once items that were just utilized by the elite, today, the expansion of disposable salaries all through India has led to interest for soaps. The soap items that are delivered in India are not just disseminated and utilized by inhabitants of the nation, yet they are likewise conveyed and offered to different location all through the world. The study on consumer behaviour helps to formulate and improve a better marketing strategy for the organisations. It is properly done by studying and understanding the consumer psychology how they feel, think, choose between different products or brands. (Abhishek, 2017) The consumer behaviour studies' does not incorporate only the reason for purchasing but in addition the utilization process of the consumer at large scale. In the

whole procedure consumer also gets influenced to options (motivation, by friends, relatives, and people known) depending on income personality (lifestyle), and culture difference. The Indian consumer market has large disposable income, the improvement of modern urban way of life and increase in consumer perception are influenced by purchaser behaviour in urban communities, towns, even country territories. Today in this plot, creating consumer allegiance is a whole different challenge.

Literature Review

Consumer behaviour was coined earlier as covered behaviour, it is a continuous consumption process related to purchase, even before and after the purchase. Consumer Behaviour is the study of human responses to services and product. It also involves the marketing of product or services. Soap product is a separate market wherein the degree of dedication is still low and this is because of numerous reasons. Quality and hygiene are the factor that most impacts the buyer choice, while the cost is likewise significant for the buy choice. The plans consistently pull in an ever-increasing number of consumers towards a specific brand. Simultaneously, it gives a thought of the components that consumers are generally searching for in the item before settling on an official choice. (Krishnan, 2017)

The cost and the extra amount are the two primary offers/plots that consumers have found at the hour of procurement. It was discovered that nearby retailers assume a fundamental job, particularly when respondents are unskilled. These business people present them and illuminate the brand, its advantages and furthermore about the limited time offers. Thusly, the dealer must build up a decent connection with nearby retailers to arrive at uneducated rustic consumers. (Krishnan, 2017).

Methodology

The main aim of this study is to identify the factors that impact the consumer behaviour at the period of buying the bath soap.

The primary research method is an “Questionnaire survey”. The particular research paper tries to separate the factors which are affecting the buyer’s decision towards the purchase of bathing soap product. To obtain the specific objectives questioners were asked contains 13 questions. The research depends on primary data. (FMCG, 2020)

Primary data was gathered through the questionnaire survey from different locations in Tamil Nadu and also southern parts of India. In this study the research method used is descriptive research in which the responders were selected on the basis of non-random sampling and convince sampling (which means that the customers who were willing to answer the questionnaire were selected). The sample size selected was 15. People selected are from various backgrounds, age (mostly above the age of 15) and regions.

Table 1. Respondent profile

GENDER	Male	40%
	Female	60%
Age	15 -20	0
	20-30	86.7%
	30-40	13.3%
	40- 50	0
Employment status	Student	46.7%

	Salaried	40%
	Entrepreneur	13.3%
Monthly income	Less than 10000	40%
	10000 – 20000	26.7%
	Above 20000	33.3%
What factor will you keep in mind during bath soap purchase?	Price	26.7%
	Quality	13.3%
	Hygiene/Medicinal value	33.3%
	Fragrance	26.7%
How often did you shop for bathing soap?	Once in month	46.7%
	Two times in month	26.7%
	Three times in month	26.7%
Buying decision influenced by?	Friends	26.7%
	Family	33.3%
	Advertisement/ Social media	40%
	Doctor/ pharmacist	0%
How much will you spend monthly on bath soap?	Less than 20rs	6.7%
	20-60	33.3%
	60 -150	40%
	150 and above	20%
How much do you care about using branded soap?	Not really	0%
	Moderate response	53.4%
	Stronger	46.6%
When shopping for bath soap...	You return to the same soap	40%
	Try new soap	33.3%
	check for offers and then select	26.7%
How did you hear about the bath soap?	Printed Media	13.3%
	Social media	13.3%
	Television advertisement	73.3%
How much do you agree social media and advertising is helping in soap selection?	Less	0%
	Moderate	33.3%
	More	66.7%

What factor will you keep in mind during bath soap purchase?

15 responses

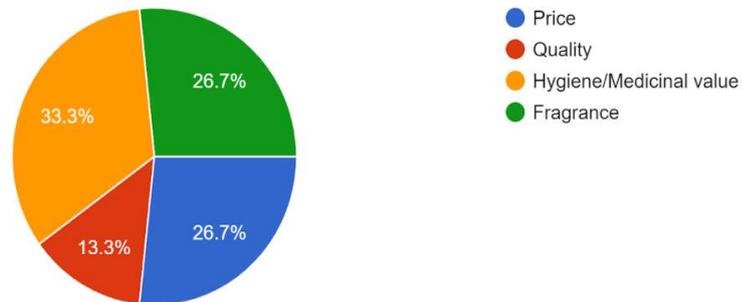


Fig. 1. Survey results

According to the survey result the most of consumer gives importance to the soap products which have medicinal value and hygiene to skin issues.

Buying decision influenced by?

15 responses

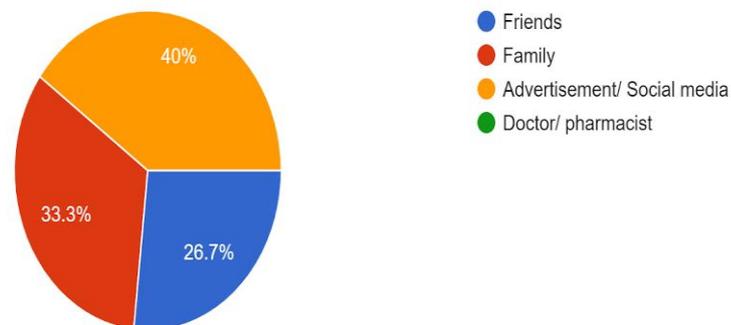


Fig. 2. Survey results

The influence for purchase of soap products is almost by themselves (40%) through advertisement and social media. Then the family and friends are another main influencing factor to choose a branded product. The least influencing factor is the Doctor and pharmacist.

How much will you spend monthly on bath soap?

15 responses

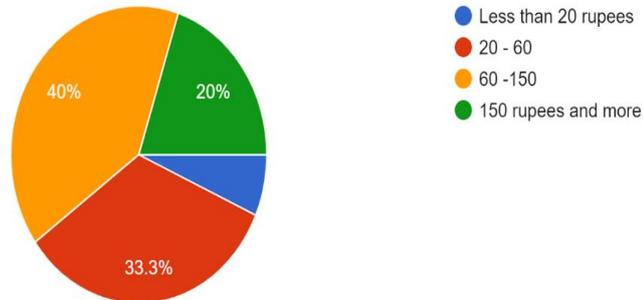


Fig. 3. Survey results

Price is always an important tool in selecting all kind of products, in this soap goods also the consumer decision is influenced by price which is clearly stated in above graph.

How much do you care about using branded soap?

15 responses

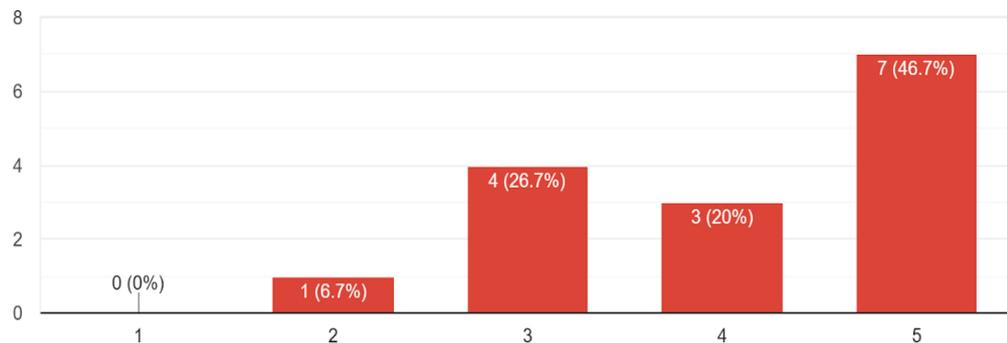


Fig. 4. Survey results

Brand these days have become a superficial point of interest. Clients everywhere on the world currently lean toward branded items. In this survey also people leans on branded soap products. Out of 15, 5 respondents feel brand in nothing in soap products.

When shopping for bath soap...
15 responses

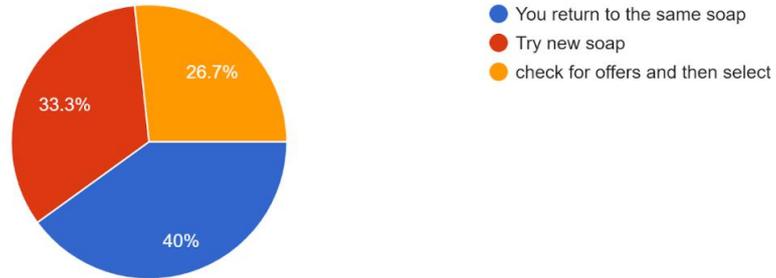


Fig. 5. Survey results

26.7% of them prefers and look out for special offers and then only decided to purchase the soap goods. 40% of the answers marked as they return to the same brand. Around 33.3% of the candidates tend to try new brands.

How much do you agree social media and advertising is helping in soap selection?
15 responses

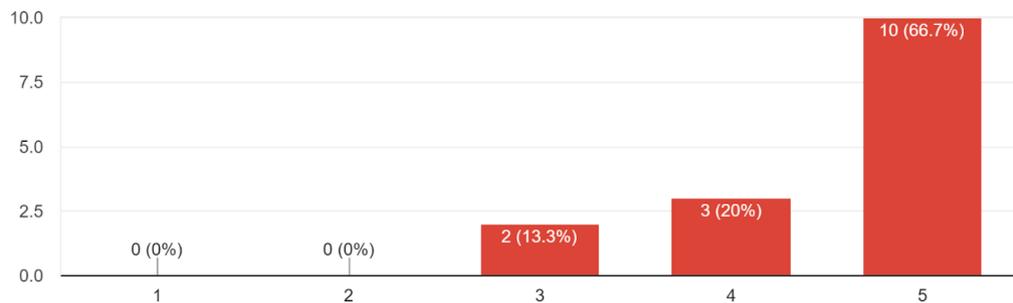


Fig. 6. Survey results

Most of the people agreed to the factor that the social media is very important in purchasing. And most of them considering that social media very important. The online and social media are very important factor to create awareness and impact to purchase branded products.

Conclusions

This study proves that the perception of consumers has changed in a broad manner. They are able to relate and select the products according to their needs. Consumers have skill to gather detailed information on the product through television advertisements, social media and with help of internet. Even some consumers have started to analyse the chemicals used in the products and compare them to their skin type and then carefully choose the soap. The consumers have tendencies to shift brands if not satisfied with the current product. This market has performed well so far. Still it has a developing phase. Buyers are very cost-cognizant because of current economic conditions. Particular information about the product is well analysed by the consumer. They also derive specification about the goods through experience and do proper study on cons



and quality of the product. It was found that Friends/Social gathering has an extensive impact on respondents who were single, as they take an interest in brand conversations to choose their buy.

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Consumer Behaviour The role of Consumer Behaviour in marketing strategy in the 3 marketing stimuli

Author:-RAVI KUMAR

Factors Affecting for Consumer Switching Behaviour from Toilet Soap to Face wash reference to female segment in Kandy District Author:-Udayangani Rathnayaka

Study on Consumer Buying Behavior Towards Selected Bath Soap Authors:-G.Kothandapani, A.Vishva Priya

Brand Selection Dimensions in Family Buying of Personal Care Products author:- Sakshi SHARMA, Maninder SINGH <http://oaji.net/articles/2019/1269-1562944090.pdf>



Kulveer Kaur. FACTORS AFFECTING CONSUMER BEHAVIOUR TOWARDS ON-LINE SHOPPING IN CHANDIGARH, INDIA

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Abstract

Research relevance: In the 21st century, exchange and commerce have differentiated to the point that multichannel has occurred and internet shopping has expanded fundamentally all over the world. According to the survey of the National Retail Federation (NRF), 9 out of 10 people are preferring online shopping instead of physical shopping. Thus, online shopping becomes popular among people.

Research goal: The paper aims to identify the main factors affecting consumer's behaviour towards online shopping in Chandigarh, India.

Research methods: The present paper has adopted an online google survey method to collect data from the customers. The sample size of the survey was limited to 100 respondents. The collected data is analyzed to fulfill the desired objectives. Despite surveys, scientific articles and publications are used to define the research subject and interpret the theoretical approach to online shopping in Chandigarh, India.

Main findings: Online shopping is getting notable among the energetic age as they feel it more pleasing, effective, and worthwhile. It is taken apart from the survey that when a purchaser makes a mind to purchase online items the individual is impacted by various factors. The essential basic perceived factors are accessibility, convenience, the best pricing, and reviews and ratings. People look at costs in online stores and by then study all reactions and ratings about things before settling on the last decision of thing. Online customers are more propelled to purchase online as it is simple in payments and it is efficient.

Keywords: *Online shopping; customer behaviour; internet.*

Introduction

Basically, online shopping is a type of e-business where customers buy products online directly from the seller without any middlemen or hidden charges. It simplifies shopping and life as well. One needs to click on the mouse to finish the whole shopping measure. Thus, It becomes the third most mainstream of Internet action, just after email and web browsing according to UCLA Center for Communication Policy. With the rise of globalization and digitization, individuals, spots, and items have begun approaching, receptive just as reasonable. (Cetrez & Van Dam, 2018; Foubert & Murphy, 2020). National Retail Federation (NRF) has examined client's online shopping conduct in this pandemic condition and has educated certain buyer buying social changes as follows:

As indicated by the audit results, 9 out of 10 customers have changed their shopping practices. Results are consistent that over a portion of customers have changed their standard shopping inclinations by mentioning things on the web. (Sharma, A. 2020).

The aim of the study is to identify the main factors affecting consumer's behaviour towards online shopping in Chandigarh, India. To achieve the desired goal, the following tasks shall be done:

- To make a literature review of customer behaviour and its impact on online shopping.
- To analyze the on-line shopping market in India
- To identify the factors affecting consumer's behaviour towards online shopping in Chandigarh, India.

- To create an online google survey for the people of Chandigarh with the aim to identify the main factors affecting customer behaviour towards online shopping.

The major findings of the research are: The important factors affecting consumer behaviour towards online shopping are accessibility, convenience, affordable pricing, reviews, and ratings. People look at costs in online stores and by then study all reactions, reviews, and ratings about things before settling on the last decision of thing.

Literature Review

Kanupriya, Dr. Rita, Anupreet Kaur (2017) tracked down that, 24x7shopping, doorstep conveyance, and expansive item determination causes purchasers to incline toward web shopping. Customer's extended certification of trust in electronic shopping is growing. A further number of purchasers and sellers across economics are shopping on the web due to the changing method of living and shopping plan. The essential pushing variable for electronic shopping was accessibility and thing organization which ask people to buy things on the web.

Gagandeep Nagra (2013) finds that individuals have begun to take internet shopping in a positive perspective. This unmistakably affirms the development of web-based shopping. The associations can focus on the purchaser's natural in web-based shopping climate.

Ardra Muralilidharan, K.P. Sradha, and Rashmi J. Menon (2018) concluded that consumers behaviour towards online shopping was reliant on various factors. The main factors that impact purchaser purchasing conduct towards online shopping among youth appeared to be the trust factor. On the off chance that they trust the site, they were inclined to buy more from it. Surveys, suggestions, advertisements, brand representatives, web design of the shopping locales play another impact on purchasing behavior from a shopping site. Moreover, In their survey, they found that men show more interest in online shopping as compared to women.

Rupali Rajesh (2018) this assessment has given exceptional mindfulness on key piece of web buying like fitting and proficient, Clear Return procedure, Variety of thing and types to be had on online objections, Trusted shopping, Product appraisals, 24*7 Shopping, Cash on transport and Credit card commitments openness of most cherished brands, intelligibility generally terms and conditions, chance at FICO rating card trades, past buy appreciate, and so on, similarly, as shopper devotion factors like return incorporation, thing quality, experience, contact and feel factor, etc These effects will engage, Electronic publicists, to plans higher fitting strategies, which means to buy practice and accomplishment.

Mohammad Anisur Rahman, Md. Aminul Islam, Bushra Humyra Esha, Nahida Sultana & Sujan Chakravorty (2018) in their article Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh has concluded that Bangladeshi online customers are youthful (for the most part under 40 years) like different pieces of the world. They do internet shopping since it saves time, offers home conveyance, gives ease in shopping, and offers more assortment of items for clothes, adornments, and tagging than that of physical stores. They generally depend on cost and their experience as the premise of the quality judgment of things in internet shopping and for installment framework they incline toward money down alternative. The greater part of the customers gets the data essentially from Facebook ads which are sought after by loved ones by following their "assertion of mouth" correspondence. Notwithstanding, protection, and failure to contact and feel are the most hating factors for online customers.

Prashant Singh(2014) in his article Consumer's Buying Behavior towards Online Shopping A contextual analysis of Flipkart.Com user's in Lucknow City distributed in Abhinav expressed that the eventual fate of e-retailers in India looking exceptionally splendid. E-retailers give customers the most ideal approach to set aside cash and time through buying on the web inside the scope of the spending plan. Flipkart.com offering probably the best costs and totally bother-free shopping experience. The entire idea of internet shopping has modified regarding consumers buying or

purchasing conduct and the accomplishment of E-rears in India is relying on its prevalence, its marking picture, and its extraordinary strategies.

Upasana Kanchan, Naveen Kumar, and Abhishek Gupta (2015) in their article “A Study of Online purchase behaviour of Customers in India” Published in ICTACT Journal on Management Studies pointed that online shopping is getting a reputation among people of young age. More significant compensation social events and trained people are purchasing more through e-retailing locales. People have ditherings in doing online shopping on account of security concerns. All the while people are impenetrable to change because of imaginative complexity in making on the web purchase. Associations related to web retailing should focus on building dependable associations among creators and customers.

Methodology

In the paper, research is done by using primary and secondary data. The researcher used Quantitative research method for this study. Barnham, (2015), pointed out that Quantitative research tries to find answers to concrete questions by generating numbers and facts. The goal is to establish a ‘representation’ of what consumers do or what consumers think. The primary data was collected through an online google survey among the residents of Chandigarh, India. According to Saunders, Lewis, and Thornhill (2003), survey methodology is the best way to measure attitudes and to describe behavioural patterns. Snowball sampling method was used and the sample size of the survey was limited to 100 respondents. The secondary data is collected from previous literature such as scientific papers, journals etc.

Results

Age

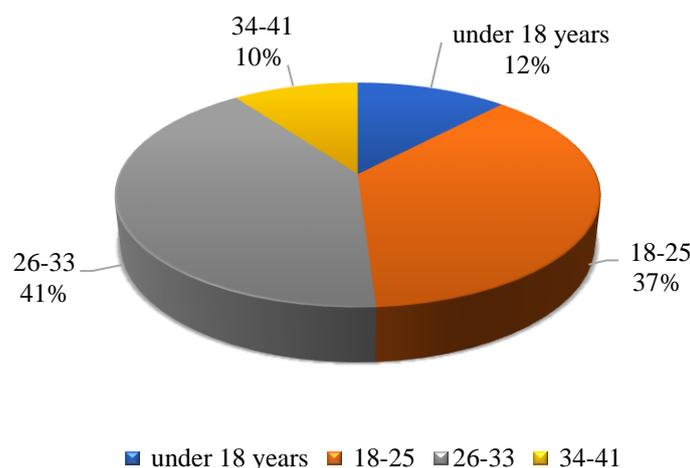


Fig. 1. Customer Age (Source: author collection)

The above pie chart depicts the percentile of people of all ages according to their interest in online shopping. As it is shown, the people between 26-33 age groups are more familiar to online shopping whereas old people from age limit 34 to 41 prefer offline shopping instead of online. Overall, The maximum respondents are young from age 18 to 33 (37%+41% = 78%).

Gender

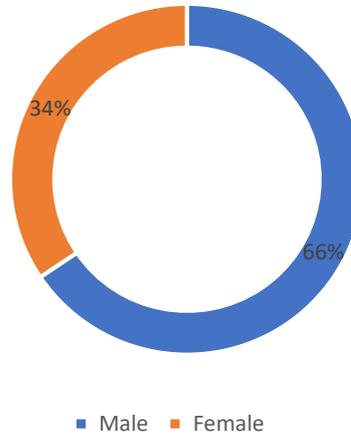


Fig. 2. Gender (Source: author collection)

The below diagram shows the two different values regarding customer behaviour towards online shopping. The male respondents have a higher ratio than females i.e. 66% and 34%. It is clear from the survey results that male respondents are more interested to shop online as compared to female respondents.

Education

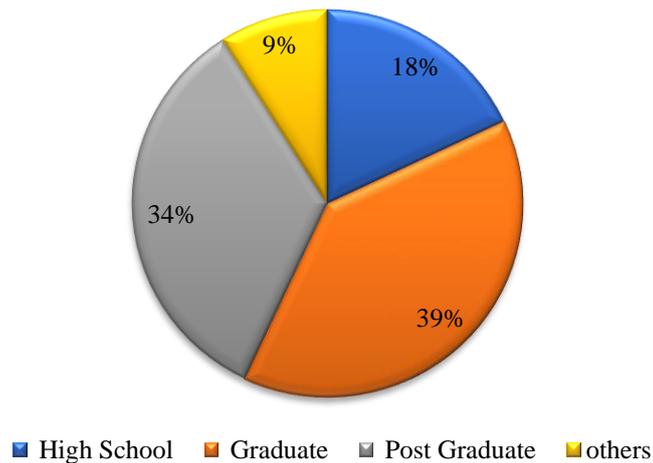
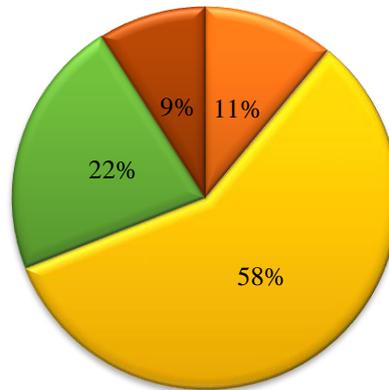


Fig. 3. Education (Source: author collection)

The pie chart shows the data of Chandigarh residents along with their education level. Among 100 respondents, 18% are High school and 39% are graduates and 34% have completed their post-graduation and in the category of others, the who did diplomas, Ph.D. scholars, below high school level, etc.

Customer Profession

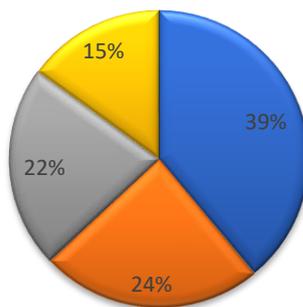


■ Gov. Jobs
 ■ Private Sector
 ■ Student
 ■ Self employed
 ■ Unemployed

Fig. 4. Customer Profession (Source: author collection)

The above chart explained the information about the profession of the residents of Chandigarh, India. It shows that 58% of people are working for Private companies and 22% are students studying in Chandigarh. Everyone has work nobody is unemployed.

Main reasons for online shopping



■ Time saving
 ■ Price
 ■ Review and ratings
 ■ Discount/offers

Fig. 5. reasons for online shopping (Source: author collection)

It is clearly seen from the above pie chart that customers mostly shop online because it is time-saving as 39% of respondents agree upon it. Apart from time savor, customers also found it affordable as pricing has 24% respondents. Out of 100 respondents, 22% buy products online after reading reviews and checking rating stars.

Purchase frequency

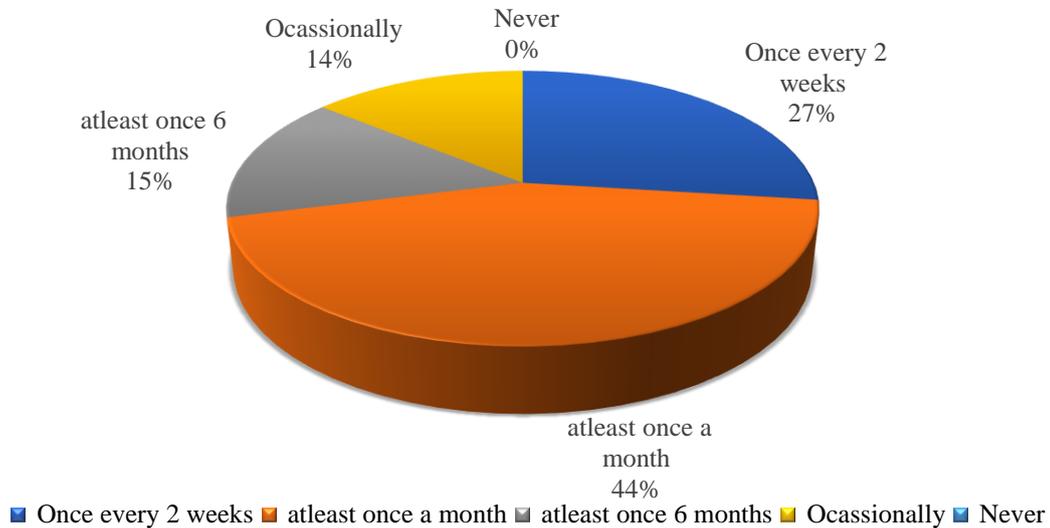


Fig. 6. Purchase Frequency (Source: author collection)

The given figure indicated that 44% buy online at least once a month and 27% of respondents are buying online products every 2 weeks which shows people are more interested in online shopping instead of physical stores.

Payment method

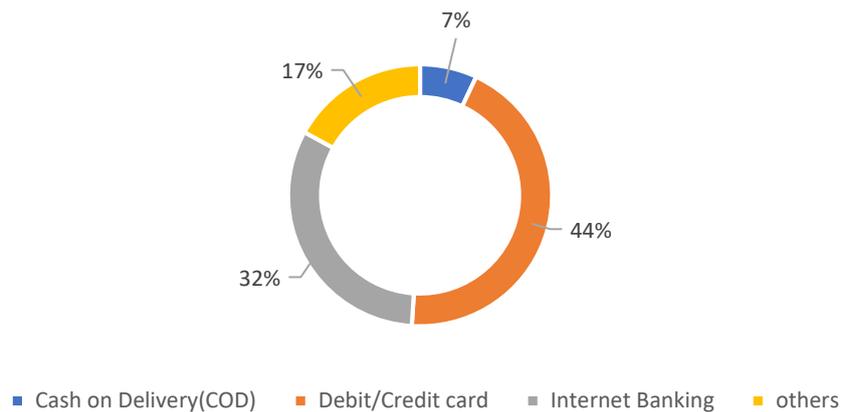


Fig. 7. Payment methods (Source: author collection)

Survey results about payment methods are shown in the above pie chart. Credit/Debit cards and Internet banking methods are mostly used by respondents while paying online. As, 44% + 32%, respondents are dependent on these methods. And, 17% of respondents use other methods such as google pay, Paytm, payment Asia, amazon pay, and so on. Only 7% of people are using the COD method.

Satisfaction level For Online Shopping

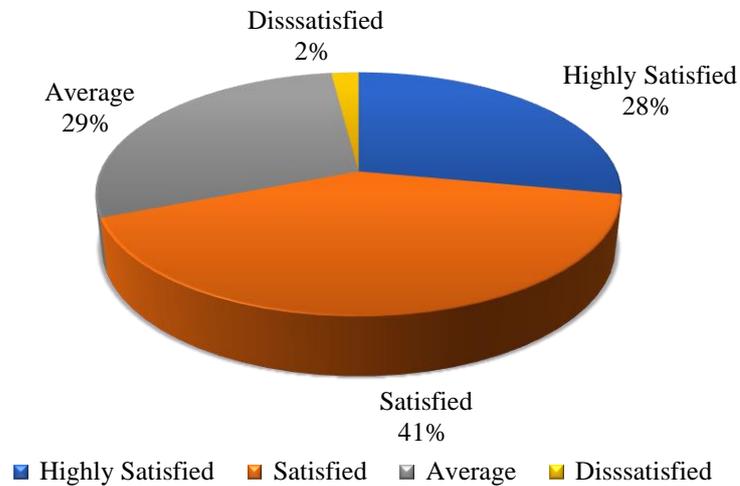


Fig. 8. Customer’s satisfaction (Source: author collection)

The above pie chart illustrated that respondents are mostly satisfied by making a purchase online. Only 2% of respondents are dissatisfied with online shopping which shows they had a bad experience. But out of 100 respondents, 98% of people are quite satisfied.

Motivation factors towards online shopping

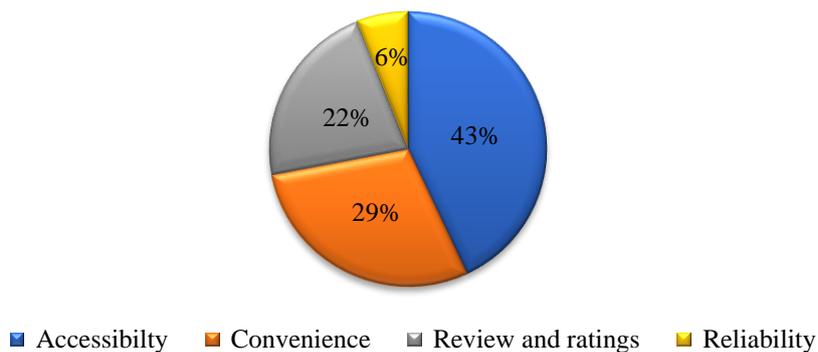


Fig. 9. Motivational factors (Source: author collection)

The given data revealed that the factor analysis of online shopping. The most important motivational factor is accessibility, which is 43%. From the survey, it is clear that it is easy to access products online all over the world without any restrictions through websites. The second most important motivational factor is Convenience as 29% of respondents found online shopping convenient and time-saving. Apart from that, review and ratings, 22% of respondents shop online after checking ratings and reviews.

Online vs offline shopping preference

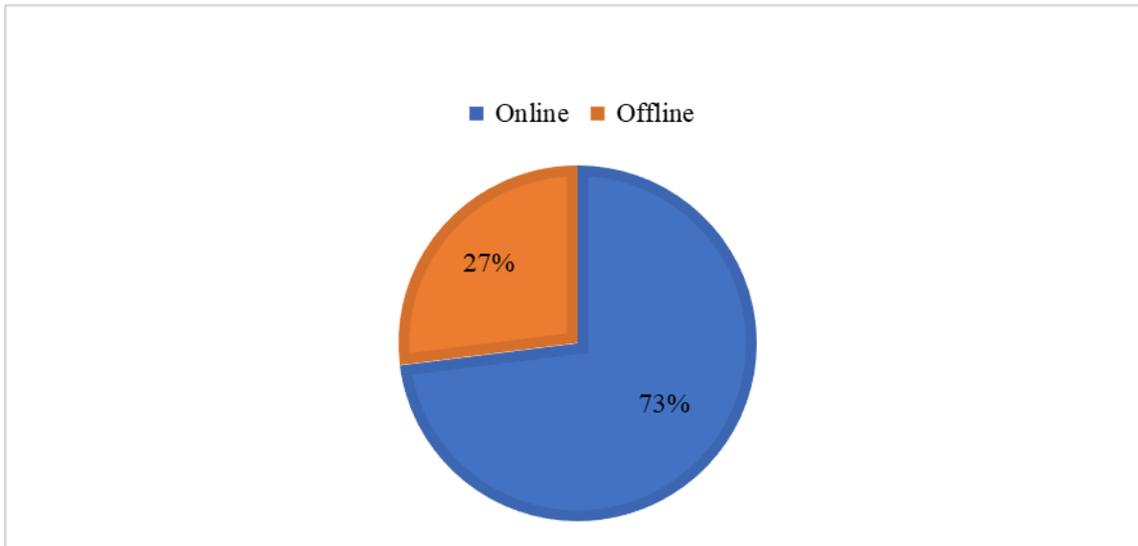


Fig. 10. Online versus Offline shopping (Source: author collection)

The above pie chart discloses that 73% of respondents prefer online shopping to discover products they are looking for, compared to 27% who prefer offline.

Conclusions

To conclude, consumer behaviour towards online shopping is affected by various factors. The main factors are accessibility, convenience, best expense, reliability, review, and ratings, etc. The survey revealed that accessibility is the most important factor among all the factors as people upheld to remain at home and shop. Apart from it, online shopping is convenient, time-saving, and affordable pricing with discounts. Moreover, reviews and ratings have also a significant impact on customers. People check rating stars, the number of reviews, and the content of reviews. From the research results, it is lucid that the young generation (from the age of 27-33) found online shopping more convenient and time-saving. Mostly, males are reliable in online shopping as compared to females. Overall, Consumers are satisfied with the online shopping service. That's why 73% of respondents prefer online shopping as compared to offline shopping.

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Lenymol Cherian. IMPACT OF MARKETING AND BRANDING THROUGH ONLINE PLATFORMS IN INDIAN MARKET

EKA University of Applied Sciences, Master study programme „Business Administration“,

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Abstract

Online marketing has a major role in an organization's brand awareness, shifting their marketing to online marketing from offline marketing. So here I'm carrying my research work on unified brand identity in India as online marketing. In the marketing communication and branding strategy of the organization in India, along with market penetration, customer satisfaction, a broad range of popularity, the significance of the sample, online marketing is successful. This enhances the study's scope. All the research was conducted in India on the fashion market. Companies in the design and fashion industry are battling to increase their share of profit on the lookout and among these organizations; the daily style and interest of individuals has changed branded attire and frill. Why would there be a brand that is sold at a high cost and the other that is sold at a low price when both have the same quality and properties?

Methodology: Consumer Survey on the branding in the Fashion industry through a questionnaire. The key results of the study are: The degree brand of consciousness goes on diminishing in higher age gatherings; cost and brand were the significant characteristics.

Research relevance: Consumers create their identity through the products they own and the clothes they wear. The brands that can move to that emotional level, that can create loyalty beyond reason. That increases the scope of the study.

The main goal of the study is to know to what extent can be marketing improves the effectiveness of branding strategy in reaching the targeted audience in the Indian market.–To what extent can online marketing be effective in achieving organization marketing strategy?

–To what extent does the effect of branding in relation to Fashion goods & accessories?

–How effective can marketing be in achieving effective and efficient integrated marketing communication in the organization?

From the objectives the following research questions were made:

–How effective can marketing be in achieving effective and efficient branding communication in the organization in India?

–What are the key indicators used in measuring the significance of marketing and branding in the performance of the company?

Main findings: The main findings came across after the response study from the questionnaire are Age: 66.7% Respondents belonging to the age group of 15-25 are the most brand-conscious category and prefer and intend to choose and following their desired brands on social networking sites and other online platforms. 33.3% belonging to 26-30 are also brand-conscious & the degree of loyalty towards brands is high among this group. The level of brand awareness and brand consciousness goes on diminishing in higher and elder age categories. One of the main advantages of marketing considering by the responses is mainly a time-saving and wide range of information's, respectively. And the respondent prefers online media rather than print outs. Even though the respondents consider and prefer online advertising, they worried there is more scope for fraudulent activities.

Keywords: *marketing; brandin;; brand awareness; impact of marketing; impact of branding in India.*

Introduction

The corporate ecosystem is significantly and dramatically evolving and improving, and so are the approaches used in decision-making strategies. The company needs to achieve higher levels of customer satisfaction and to sustain the perceptions of shareholders about the industry. In the

last few decades, with the usage of the internet or apps, internet users have increased day by day. So, the majority of organizations are In the history of technology, online marketing has a major role in an organization's brand awareness, shifting their marketing to online marketing from offline marketing So here I'm carrying my research work on unified brand identity in India as online marketing. In the marketing communication and branding strategy of the organization in India, along with market penetration, customer satisfaction, a broad range of popularity, the significance of the sample, online marketing is successful. This enhances the study's scope. In recent years, we have experienced an extreme change in how business is managed and how people connect. The advent of PCs, the Internet, and web-based business has profoundly changed how companies operate and compete. The implementation of new media innovation is accelerating, and we should expect it to impact companies at present and in what is to come in a similar way. Organizations that find out how to use new advances reap extraordinary benefits as new advances open up. In a limited capacity to concentrate time, online media has probably gotten the most cherished modes for Indian adolescents today, probably the most common models combine innovation-driven organizations.

All the research was conducted in India on the fashion market. Companies in the design and fashion industry are battling to increase their share of profit on the lookout and among these organizations; the daily style and interest of individuals has changed branded attire and frill. Why would there be a brand that is sold at a high cost and the other that is sold at a low price when both have the same quality and properties? The brand focus has consistently remained the advertiser's critical factor as a result of its importance and direct relationship with buyers. Advertisers use labels to get the upper hand on multiple contenders who play an impartial role in sustainable achievement. In the life of the consumer, the Brand has an exceptional significance. Selecting brands is the buyer's trust and they take them the way they trust their loved ones to avoid vulnerability. What are more, problems related to consistency? India has a successful developing economy, and in the new years, the nation's fashion industry has progressed massively. The growing use of style merchandise and the emerging market sector has charmed unfamiliar brands as well as neighboring brands to provide their customers with forms of assistance.

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Research relevance: Consumers create their identity through the products they own and the clothes they wear. The brands that can move to that emotional level, that can create loyalty beyond reason. That increases the scope of the study.

The main goal of the study is to know to what extent can be marketing improves the effectiveness of branding strategy in reaching the targeted audience in the Indian market.

- To what extent can online marketing be effective in achieving organization marketing strategy?
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- How effective can marketing be in achieving effective and efficient integrated marketing communication in the organization?

From the objectives the following research questions were made:

- How effective can marketing be in achieving effective and efficient branding communication in the organization in India?
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The information was collected from the respondents by issued questionnaires by email. 13

responses generated and gathered. All the data collected from the questionnaire were analyzed through applied methods of descriptive statistics, ranking procedure, and frequencies (graph, diagrams), and qualitative analyses.

The following steps were taken for the methodology of the study.

–Consumer Survey on the effect of brands on their buying behavior of fashion products through the questionnaire.

–Sample Size: 12 Respondents.

–A sample questionnaire

Main findings: The main findings came across after the response study from the questionnaire are Age: 66.7% Respondents belonging to the age group of 15-25 are the most brand-conscious category and prefer and intend to choose and following their desired brands on social networking sites and other online platforms. 33.3% belonging to 26-30 are also brand-conscious & the degree of loyalty towards brands is high among this group. The level of brand awareness and brand consciousness goes on diminishing in higher and elder age categories. Work Status Work status greatly influenced the choice, preference, and habit of a person. Work status influences a person's fashion choices. Students and the working class are more brands considering and conscious as compared to other groups taken for the study. Students prefer branded casual wear & accessories, whereas the working class likes more branded formal wear. 33.3 % people of in the study shop for apparel and other fashion accessories once in a month, 58.3% shop 2-3 times in a month, and other 8.3% shop only Once in every 3 months for apparel and other fashion accessories. Analysis reveals that 83.3% of the total respondents become aware of brands through Online Media and another 16.7%% through words of mouth.

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Literature Review

Over the world and how online marketing has kept on forming the organization's upper hand. Interestingly, every association takes part in business to make benefit in the long run. To accomplish this, the association now and again utilize diverse limited time instruments to convey their items and administrations to the focused-on crowd. How best they can consolidate and use the diverse special apparatuses to decide the degree they can accomplish their drawn-out objective of benefit augmentation (Devi and Konti, 2011). The way that more individuals are investing their energy online and at better places infers that association distinctive limited time apparatuses can be successfully incorporated online to accomplish the greatest effect on the focused-on crowd.

Diverse marketing devices and strategies are broad communications publicizing stays a conspicuously limited time apparatus for marketing. This incorporates paid messages planned and introduced through TV networks, radio broadcasts, papers, and magazines. Furthermore, organizations use uphold media in progressing efforts, for example, bulletins, registries, transports, airborne and purpose-of-procurement shows. Neighborhood radio and papers will in general be generally reasonable for more modest organizations. Most significant Internet (the contemporary device of E-marketing) is critical to comprehend the connection between computerized correspondence and customary correspondence in the old media; for instance, TV, radio, papers, magazines, and announcement promotions, the correspondence model was and is one-to-many contrasted with coordinated or on the other hand many-to numerous communication models in digital media like blogs, social networks, wikis, and other social media.

Products are what organizations make, yet clients purchase brands. Hence advertisers go for branding in request to recognize their contributions from comparative items and administrations gave by their rivals. Also, it conveys an inborn affirmation to the clients that the nature of a buyer will be like the prior acquisition of a similar brand.

Branding is a cycle, an apparatus, a technique, and a direction.

- To construct long haul relationship with the clients
- Utilized as a separate procedure when the item cannot be effectively recognized regarding unmistakable highlights.
- A cognizant consumer loyalty direction measure.

Importance of brand

The word brand became equivalent to something great toward the finish of the twentieth century. The least difficult meaning of a brand is an articulation that items and administrations of top-notch are called, and as indicated by more extensive definition, the idea of a brand becomes the equivalent word of the most elevated general an incentive because of globalization and quick society improvement. The word brand was utilized every day, and a few brands have gotten more impressive hand some world's nations, on the grounds that a decent brand brought large pay. To make a decent brand and oversee it during its lifetime is not a cycle directed over the evening however it takes years, many years, and now and again, even hundreds of years. On the off chance that the brand's quintessence is more about the purchasers than the item or the administration itself, unmistakably the brand arrangement should be founded on the brand's capacity saw by the shoppers instead of on what the brand speaks to for the organization (D.A. Aaker 1991,1995) There are many recommended brand models, yet one thing that they share for all intents and the purpose is that the brand depends on three segments – functional segment, comparative component and emotional segment (P.Fisk 2006) Kotler (1999) develops the idea of character by expressing that a brand is equipped for passing on up to six unique degrees of importance to a focused-on crowd. This is known as the "Six Dimensions of The Brand."

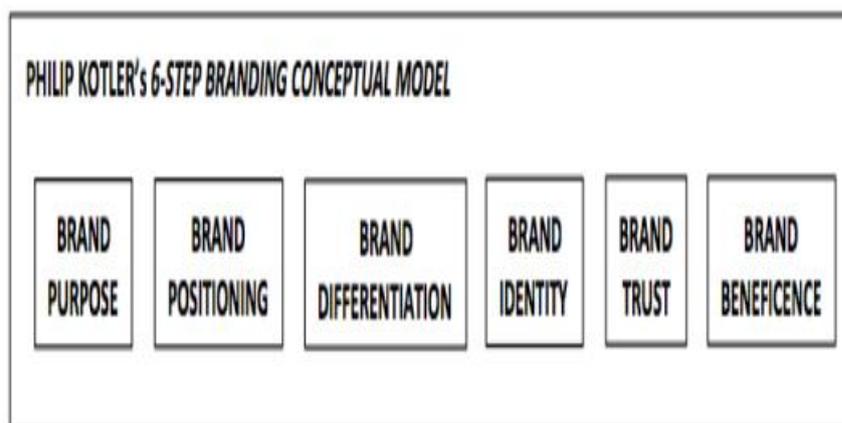


Fig.1. 6-step conceptual model (Philip Kotler)

Table 1. „Six Dimesions of The Brand“ (Kotler)

Attributes	A brand will communicate specific attributes, such as prestige
Benefits	A brand strengthens a product’s attributes by communicating a set of benefits that makes it more attractive
Values	A brand represents a company’s core values and belief system
Culture	A brand is representative or target a target audiences’ socio-cultural characteristics
Personality	A Brand can project behavioral personality patterns of targeted consumers
User	The brand, in some cases, can emulate the end user

Advantages

- Assists with making Top of Mind mindfulness with the guide of different marketing apparatuses. Creates responsiveness, in any case, stirs the purchasing choices also.
- Persuades the shoppers through various methodologies by paid and unpaid special devices to purchase the contributions given by organizations or associations.
- Assists with creating brand devotion which results in re-purchasing and picking up reliability of product characteristics and thus they recommend other first-time purchasers to buy the result of that brand.
- By utilizing different strategies of advancement, may help growing the market from neighborhood to provincial, local to the public, public to worldwide.
- Different marketing devices might be forcefully used to hinder the contender's marketing endeavors.

Disadvantages

- Online marketing has surpassed conventional promoting as of late and keeps on being a high-development industry.
- Online Promotion is not permitted as the expense of equipment programming, marry website plan, online dispersion costs, conservation of the concerned website, and indeed time, all should be given into the delivering costs of offerings and administration.
- So numerous tricks on the web.
- Timing of updates is basic, so it is anything but difficult to have out-of-date data online.
- Fear of the site's security.
- Most online business sectors need request reaction projects and client assistance. Different components of computerized marketing

There are different components by which computerized marketing is shaped. All structures work through electronic gadgets. The most important components of digital marketing are given beneath:

(I) Online advertising

Online publicizing is a significant piece of computerized marketing. It is additionally called web-promoting through which an organization can convey the message about the items or administrations. Web-based promoting gives the substance and advertisements that best match shopper interests. Distributors put about their items or administrations on their sites such a huge number of clients get free data. Publicists should put more viable also, significant promotions

online. Through online publicizing, an organization well controls its spending plan, and it has full control of time.

(ii) Email Marketing

When a message about the products or administrations is sent through email to the existing or potential consumer, it is characterized as email marketing. Direct computerized marketing is utilized to send advertisements, to construct brand and client devotion, to assemble client trust, and to make brand mindful. The organization can advance its items and administrations by utilizing this component of advanced marketing without any problem. It is moderately easy contrasting with promoting or different types of media presentation. The organization can bring total consideration of the client by making an alluring blend of illustrations, text, and connections on the items and administrations.

(iii) Social Media

Today, social media marketing is perhaps the main advanced marketing channels. It is a PC based tool that permits individuals to make, trade thoughts, data, and pictures about the organization's item or administrations. As internet clients keep on investing more energy with social media destinations than any other sort. Social media marketing networks incorporate Facebook, Twitter, LinkedIn, and Google+. Through the use of Facebook business organizations can advance occasions concerning their products and other services, run advancements that follow the Facebook rules, and investigate new chances. Through Twitter, organizations can expand the mindfulness and permeability of their image. It is the best apparatus for the advancement of an organization's items and services. In LinkedIn, experts compose their profile and offer data to others. The organization can build up its profile on LinkedIn so that the experts can see and can get more data about the company's product and administrations. Google+ is an additional social media network that is more successful than other social media like Facebook, Twitter. It is a straightforward social media network as well as it is an origin tool that joins web-content straightforwardly with its proprietor.

(iv) Text Messaging

It is an approach to send data about the items and administrations from the cell and advanced mobile phone gadgets. By utilizing telephone gadgets, organizations can send data as text (SMS), pictures, video, or sound (MMS). Marketing through cell phone SMS (Short Message Service) turned out to be progressively famous in the early 2000s in Europe and a few pieces of Asia. One can send request affirmations, transporting cautions utilizing text message. Utilizing SMS for crusades get quicker and more significant outcomes. Under this method, organizations can send marketing messages to their clients progressively, at any time, and can be sure that the message will be seen. Organizations can make a poll and acquire important client criticism basic to build up their items or administrations in the future.

Effect of branding on consumer behavior

A Consumer's conduct might be either certain or negative, contingent upon the result of their learning and assessing measure. The assessment of buyer perspectives towards brands has immediately gotten a significant part in leading promoting research. The improvement of inspirational perspectives towards brands can prompt the supporting of the upper hand, yet in the bettering of the monetary strength of an organization. Branding has been discovered to be a key in the development of uplifting perspectives towards items, particularly those including low levels of customer association. Anyway, it has been noticed that there are factors that may discredit the impacts of the development of inspirational mentalities. One being that the impacts of uplifting mentalities can disperse should the shopper not buy the item inside a certain time span. Another factor that may nullify the impacts of uplifting perspectives may be a clearly high estimating strategy, which may have an opposite impact on the shopper's uplifting mentalities towards the brand and result in a non-deal.

Methodology

The information was collected from the respondents by issued questionnaires by email. 13 responses generated and gathered. All the data collected from the questionnaire were analyzed through applied methods of descriptive statistics, ranking procedure, and frequencies (graph, diagrams), and qualitative analysis. A questionnaire prepared to know the customer behavior and choices regarding the branded products in the fashion industry. The questionnaire sends to 12 selected candidates through email and asked their responses regarding this topic by the detailed questionnaire. The responses from the candidates analyzed by the qualitative study and coding analysis for the various closed and open questions of the survey data. Survey coding is the process of taking the open-end responses and categorizing them into groups. When coded, multiple answer questions can be evaluated in the same way response questions can be. The survey coding process can be very tedious in order to ensure reliable results (Marketing Stat GmbH) There are three steps to put the data collected with (online) surveys in the right shape to be analyzed – Organize closed-ended and open-ended questions: From a list of possible answers closed-ended questions allow the respondent to choose one single answer. These answers must be organized in a single column with the question label in the first cell of the column (Marketing Stat GmbH) – Create the Frame Code for each question (aka variable): – Convert respondent answers to codes: By using the Excel function VLOOKUP to turn closed-ended respondent answers into frame codes. This is possible in most cases but not always. Sorting data and using filters help

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The method of taking the open-end responses and categorizing them into categories is survey coding. When coded, multiple answer questions can be evaluated in the same way. To ensure accurate results, the survey coding process can be very repetitive (MarketingStat GmbH)

There are three measures to place the information obtained in the correct form for review with (online) surveys.

- Organize closed-ended and open-ended questions: Closed-ended questions encourage the respondent to select a single answer from a list of possible responses. These answers must be arranged in a single column in the first cell of the column with the question mark (MarketingStat GmbH)
- Build for each question (aka variable) the Frame Code:
- Convert respondent responses to codes: Convert closed-ended respondent responses into frame codes by using the Excel VLOOKUP function. In most instances, but not always, this is possible. Sorting data and using filters helps to establish the process of coding. In this, this technique used Analyzing. (GmbH MarketingStat)

Coding and Ranking

Table 2. Coding

SECTION A		
Nr.	Question	Comments, details
1	Name	Closed
2	Sex	Closed: 2 option
3	Age	Closed: 3 option
4	Occupational Status	Open: 3 option
5	Email	Open

Table 3. Coding

SECTION B		
Block	Question code	Question label
Knowledge	1	Brand Knowledge
	2	Brand awareness
	10	Print media
Shopping	3	product info.
	4	Shopping time
Internet	5	Internet knowledge
	6	Usage of internet
	7	Purpose
	11	Benefits
	12	Safety
	13	Loopholes
Sellers	8	Online activities
	9	Motivation to buy

Table 4. Ranking

Nr	Sex	Occupational Status	Age	Q1	Q2	Q3	Q4	Q5	Q6	Q8	Q9	Q9	Q10	Q11	Q12	Q13
1	1	3	2	1	5	1	4	4	4	4	4	2	1	2	4	2
2	1	1	1	2	5	5	4	3	4	4	3	1	3	1	3	2
3	1	3	1	2	5	3	3	4	4	1	5	3	2	5	3	2
4	1	1	2	1	1	2	2	3	3	2	2	2	3	2	2	3
5	1	1	1	1	5	1	1	2	3	3	2	2	3	2	1	5
6	1	1	1	2	5	4	2	3	4	5	4	2	3	1	4	2
7	2	1	1	2	5	2	1	4	4	4	4	2	3	2	4	2
8	2	1	1	2	5	3	3	4	4	4	3	1	3	1	4	1
9	1	1	1	2	5	3	2	4	3	3	4	1	2	2	3	4
10	2	1	1	2	2	4	3	3	3	4	5	1	1	4	3	4
11	1	1	2	1	5	2	2	4	3	4	5	1	5	4	5	2
12	2	2	1	1	5	2	4	3	4	4	3	2	2	3	4	3

Main findings

There is an increase in new instruments, ideas, strategies, technological developments, and cultural trends in the field of marketing, marketing communication is evolving and changing, all combined to have an effect on the way marketers convey their message to the target audience. From the research findings, it is realized that online marketing on integrated marketing communication is effective for small and medium scale organizations in India by using an effective strategy for online marketing. 76.9 % of respondents belonging to the age group of 15-25 are the most brand-conscious group and prefer following their desired brands on social networking sites. 21.3% belonging to 26-30. Among the respondents are very high prospects on the internet and spend more time online. One of the main purposes of using the internet is for online shopping. Social networks and gaming options widely used among the respondents.

One of the main advantages of online marketing considering by the responses is mainly timesaving and a wide range of information's, respectively. And the respondent prefers online media rather than print outs. Even though the respondents consider and prefer online advertising, they worried there is more scope for fraudulent activities Age: 66.7% Respondents belonging to the age group of 15-25 are the most brand-conscious group and prefer following their desired brands on social networking sites. 33.3% belonging to 26-30 are also the level of brand image and marketing awareness and the degree of loyalty towards brands is increasing among this category. The amount of brand awareness and consciousness goes on declining in higher age groups category. Job Status Work status affected a person's decision, preference, and habit greatly. Employment status affects the fashion preferences of an individual. Students and the working class are more brands conscious as compared to other groups. Students prefer branded casual wear & accessories, whereas the working class likes more branded formal wear. 33.3 % people of the study shop for apparels and other fashion accessories once a month, 58.3% shops 2-3 times in a month and other 8.3% shops only Once in every 3 months for apparels and other fashion accessories. Analysis reveals that 83.3% of the total respondents become aware of brands through Online Media, and another 16.7% through words of mouth.

1. I rely on just one medium to get knowledge about any brand.
12 responses

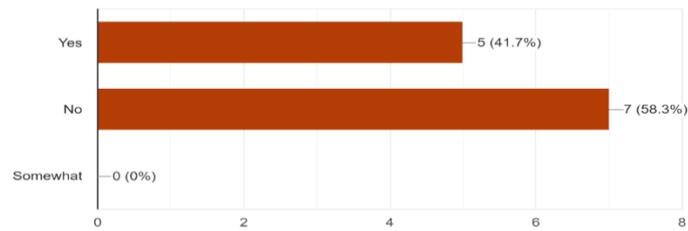


Fig. 3. Usage of medium

2. Which source do you refer the most to get awareness of various brands?
12 responses

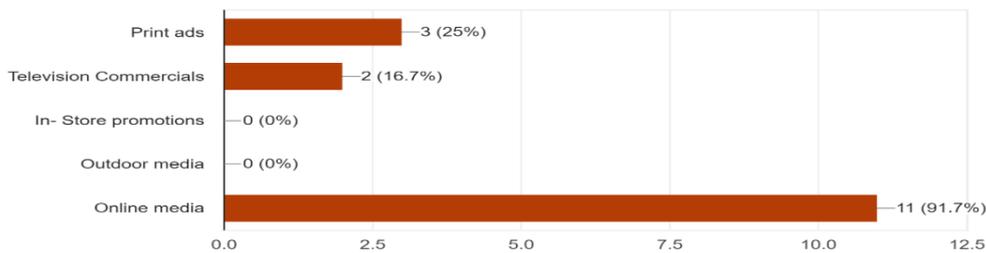


Fig. 4. Sources

The figure 2 and 3 shows that the respondents remarks about the sources of the medium using for to get knowledge about the product. These two figures show that most of the respondents remarks that they tend to use more than one medium. The depth of the scope of online marketing reflects in the responses. Around 91.7% of all marked they relies online media than the print ads and other mediums of marketing. Figure 2 shows that more than half of the respondents relies more than one medium.

7. Please indicate your purpose for using internet by ranking each purpose between the scale of 1 to 5 (where, 1 is the most important and 5 is least important)
12 responses

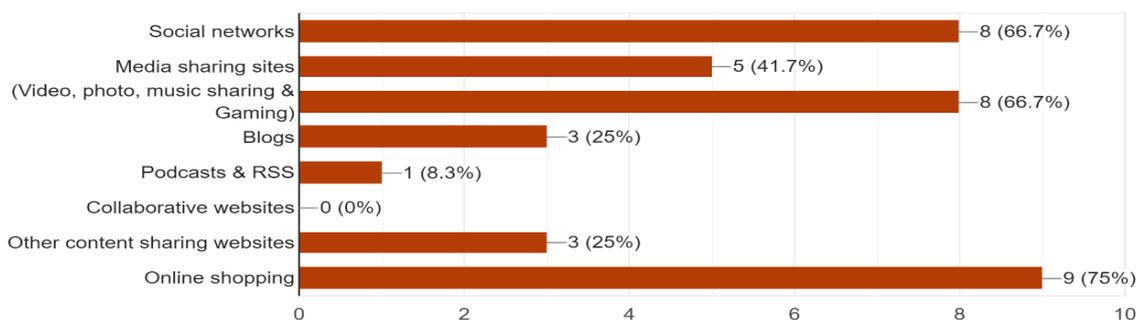


Fig. 5. Purpose

The main purpose of the internet usage is for online shopping for most of the candidates around 75% marked the online shopping is one of their main purpose. The social media and gaming follow the online shopping as the important purpose. This figure shows how effective the digital marketing can be used. The gaming applications and social media platforms are one of the main methods for the online marketing, from the figure through this medium the marketing can be done

effectively.

11. What benefits does online marketing offer over the traditional marketing?(Tick only one, which is more prominent according to you)
12 responses

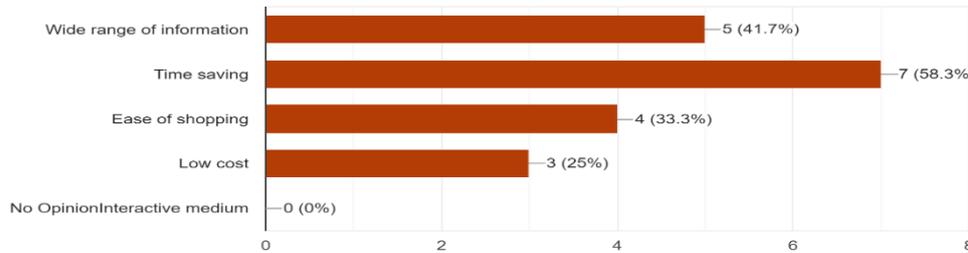


Fig. 6. Benefits

How much do you agree that social media help in acquiring information about the fashion brands?
12 responses

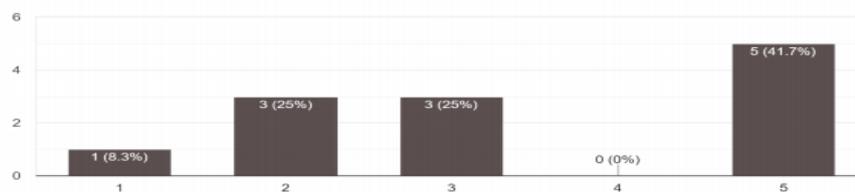


Figure 3 & 4: Social media relevance

Fig. 7. Acquiring information

The online and social media are very important factor to create awareness and impact to purchase branded products. Most of the people agreed to the factor that the social media is very import in purchasing. And most of them considering that social media very important.

Conclusion

The brand is an assurance, an affirmation for a characterized standard of value unexpectedly and for each time. The brand is a name or logo that assumes the function in the brain of the client. Brands do not contend in the product are however seek the mind zone of the client. A brand once settled in the mind of the client becomes permanent when the client distinguishes itself with that specific Brand. Successful fashion clothing brands in the consumer must inspire positive feelings, must build trust, quality, reliability, and prestige. Therefore, businesses need to design and establish a powerful brand Compare to. Compare The brand is particularly relevant in the fashion industry because the market is high, and companies need to attract new customers and retain them. A successful fashion brand requires a good understanding of consumers and their purchasing processes. Branding is a viable advertising technique device that has been utilized with regular accomplishment previously. Branding can be a viable and incredible asset for a wide range of business associations. On the off chance that brand proprietors utilize their items accurately, the adjustments can be considerable. When brands are mismanaged, however, the effects can be negative. From the overall research, we came to the conclusion that brands influence

the consumer mind in many ways like quality, rates, income, age group, etc. Even in the fashion industry, brands have a huge influence on consumer behavior.

In the field of marketing, marketing communication is evolving and changing, there is a rise in new tools, theories, techniques, technological changes, and cultural dynamics all combine to create an Effect on how advertisers deliver their message to the targeted audience. From the research findings, it is realized that online marketing on integrated marketing communication is effective for small and medium scale organizations in India by using the effective strategy for online marketing. Computerized divert in marketing has become a basic piece of the methodology of numerous organizations. These days, in any event, for an entrepreneur there is an exceptionally modest and proficient approach to showcase his/her items or administrations. Advanced marketing has no limits. An organization can utilize any gadgets, for example, cell phones, tablets, PCs, TVs, game consoles, computerized announcements, and media, for example, social media, SEO (web index streamlining), recordings, content, email, and parcel more to advance organization itself and its items and administrations. Computerized marketing may succeed more if it considers client needs as the main concern. Much the same as "Rome was not assembled in a day," in this way, computerized marketing results will not likewise come without endeavor, without preliminary (and mistake). The watchwords "test, learn and develop" should be at the core of all computerized marketing activities. Organizations should make inventive client encounters and explicit techniques for media to distinguish the best way for driving up digital marketing performance.

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Manesh Nayyar. A STUDY ON THE EFFECT OF STAFF TRAINING ON THE EMPLOYEE PERFORMANCE

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Abstract

The purpose of paper is to investigate the influence of staff training on the performance of the employee of organization. In this paper, we engaged with employee of few corporate based on quantitative research method. Data was collected from 100 employees after selecting respondent using sampling method based on Likert's scale tool. In this paper, it is claimed and correlated that training and development had significant related with workers performance. The result of this study indicated that 90% respondent are satisfied with the staff training scheme of their organization.

Keywords: *performance; corporate; organization; respondents.*

Introduction

Training is most essential part of employee to improve and growth of their skills and performance. The reason is in the era new and better machinery is inventing by science to make work faster and easier. And organization adapting it daily bases. If staff is not up to date with the current system and new ways of work it is directly affected on their performance and then industry will be in lose, so staff need a proper training and coaching to acquire those skills. These training also improve the performance of workers.

Training is a program to attain skills and knowledge for individual, so organizations need it related to the acquired jobs and to improve the work culture of team. A proper training program can be expected to develop the skills, attitude and vision of the employees towards the task. Mostly every corporate sector come with these questions, 'how to create highly impacted employee training program'. 'which method are rights for workers', etc to increase the performance for workers.

Employee performance refers to how the worker behave in workplace and how they perform duties which provide to them. A corporate should probably care a lot about employee performance, because they are necessary to their profitability, productivity and ultimately success. This is critical to the overall success of the organization.

The contribution of company and other teaching method contain in training techniques are resulted as development general individual capabilities, Acquiring the capabilities to perform various functions/tasks, Develop organization culture, self-goals/ group dynamism. Staff training is required to close the gap between the performance of current and expected future (Briscoe 1995). According to Kenney and Reid, planned training consists of steps contain in following figure:

- Identify and define training requirements
- Describe the learning needs in terms of skills and knowledge
- Describe the objectives of the training
- Planned training courses to get the objective and needs
- Decide who provide the training

- Evaluate the training
- Amend and extend the training if necessary.

Literature Review

Employees are essential human assets of any organization. They play a active role towards the success of a company which can't be calculated. These days companies are facing competition due to industrialization, technology changes, economic and politic environment (Evans & Pucik 2002), These organizations need to train their workers as the way to prepare them to enhance their performance.

Employee performance can be described as the outcome of employees which make them to attain certain goals (Herbert & lee 2000) whereas performance is what a company has attained with respect to achieve the results, success and process. It also be explained as the accomplishment of certain tasks measured against the standard of completeness, accuracy and cost & speed. This also manifested in growth in production and easiness on new technology.

Training is divided in two ways, first one is, on job training which method are imparted to the workers with the daily working concern and this method is simple and cost effective. The methods include are job-rotation, coaching, temporary promotions etc, Other is off job method which implanted on employees by changing the working conditions. Like workshops, conferences and seminars so on. These ways are expensive but effective for large group of workers to tarin them in short period of time.

Study of jobs and skill analysis is very necessary for company. The training provides for workers to adjust to their job requirements (Dayal, 1970). Which kind of Training required for supervisors could be identify through careful observation which show by low production, weak performance, spoilage, wastage and turnover (Sundaram 1970)

McDowall (2010) suggest that the recognition of the importance of training in last few years has been mostly influenced through the escalation of competition and success of industries where employee development is emphasised. Training is a learning activity straight forward to the acquisition of certain skills and knowledge for purpose of task (Cole 2002). Employees' competencies can change via effective training courses (Wright & Geroy 2001). With this they enable to implement the job related work effectively and achieve companys objective in better manner.

Methodology

This paper was evaluated the impact of staff training on the performance of employee. To obtain the data an online questionnaire used among employee of corporation. This paper adopted the descriptive statistics, Std Deviation correlation and hypothesis test of chi-square as methods for analysing the data collected through the mean of structured questionnaire and wanted to know that how much they satisfied with their current system of training.

This paper contains the data from 100 respondents' of 2247 employees such as technical staff, finance, and other supported workers of auto industry. Which calculated by sampling technique method. Normally, a sample is chosen as researcher is not able to gather data from whole population due to some limitations (Myers 2013)

H0 : No relationship between staff training and employee performance in the industry

H1 : A little relationship between staff training and employee performance in the industry

Results

This portion includes the results and analysis of collected information get from respondents of this paper. The analysis was calculated using Statistical Package for Social Sciences (SPSS). There is some factor that is considered when implicated training programs. In table 1, it is illustrated that 69% of respondents valued the experience as main in training workers, then other one factor is education which is cited by few industries (52%), also seniority and other were also considered.

Table 1. Factors Considered when implicate training course

	AGREED %	DISAGREED %	TOTAL %
EXPERIENCE	69.2	30.8	100
EDUCATION	52.7	47.3	100
SENIORITY	36.4	63.6	100
OTHER	26.4	73.6	100

According to Table 2, Majority of respondents are satisfied with their training courses in the organisation. And these answers show the level of agreeability of respondents and display as the mean and standard deviation of statistics.

Table 2: Descriptive Statistics

Nr	Item	1`	2	3	4	5	Mean	Std dev
1	Level of difficulty progressed through course		7	28	32	33	3.91	.944
2	Content in training was logical and clear			24	42	34	4.10	.759
3	Technical support provided was good			20	36	44	4.24	.767
4	Has Ample activities		3	20	32	45	4.19	.861
5	Instructors were well informed.		2	10	36	52	4.38	.749
6	Course were related to training requirements.		5	27	36	32	3.95	.892
7	Studies in course relevant to line the work			22	29	49	4.27	.802
8	Opportuinity to learn from others		4	32	26	38	3.98	.932
9	I enjoy working with other members	1	3	21	33	42	4.12	.913
10	Rate quality of Training program			19	35	46	4.27	.763
11	Your skillset improved after program		2	16	38	44	4.24	.793
12	Extra links and resources were helpful		4	16	38	44	4.60	.765
13	Assessments were at regular interveal		4	12	46	40	4.24	.740
14	Others members were supportive of my learning		2	17	39	42	4.21	.795

Correlation	Gender	Age	Experienc	Education	Sector	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	B11	B12	B13	B14	
Gender	1																			
Age	-0.32733	1																		
Experienc	0.408248	-0.53452	1																	
Education	-0.40825	0	-0.2	1																
Sector	-0.17496	-0.03818	-0.14286	0.428571	1															
B1	0.054554	0.25	0	-0.53452	-0.91632	1														
B2	0.43082	-0.64466	0	0.301511	0.301511	-0.56408	1													
B3	-0.40825	0	-0.6	0.2	-0.14286	0	0.301511	1												
B4	0.470438	0.273754	0.128037	-0.38411	-0.49386	0.581728	-0.23163	-0.38411	1											
B5	-0.25	-0.32733	0.408248	0.408248	0.408248	-0.49099	0.123091	0	-0.31363	1										
B6	-0.22822	0.597614	-0.44721	0.67082	0.479157	-0.44821	0	0	-0.14315	0	1									
B7	0.174964	-0.72542	0.428571	0.428571	0.020408	-0.22908	0.55995	-0.14286	-0.05487	0.174964	-0.15972	1								
B8	0.263523	-0.17252	-0.2582	0.258199	0.737711	-0.69007	0.583874	0	-0.16529	0.263523	0.288675	0	1							
B9	-0.11664	0.419982	0.142857	0.142857	0.22449	-0.22908	-0.30151	-0.14286	-0.05487	0.466569	0.479157	-0.42857	0	1						
B10	0.218218	-0.42857	0	-0.53452	-0.22908	0.25	0.161165	0.267261	-0.06844	-0.05455	-0.74702	-0.15272	0.172516	-0.53452	1					
B11	0.147442	0.193047	-0.60193	0.120386	0.017198	0.128698	0.108893	0.120386	0.107897	-0.34403	0.269191	-0.18918	0.466252	-0.18918	0.193047	1				
B12	0.466569	0.03818	0.428571	-0.14286	-0.38776	0.343622	-0.08615	-0.42857	0.676766	-0.11664	-0.15972	0.183673	-0.18443	-0.22449	0.03818	-0.18918	1			
B13	0.272166	0.356348	-0.33333	0	0.428571	-0.35635	0.201008	0	0.128037	-0.06804	0.372678	-0.42857	0.645497	0.047619	0.133631	0.240772	0.285714	1		
B14	0.089087	0.116642	0.218218	-0.21822	-0.09352	-0.11664	0.065795	0.218218	-0.02794	0.089087	0	-0.21822	-0.28172	0.405262	-0.17496	-0.7093	0.093522	0.145479	1	

Fig. 1 Corelation Analysis

Above Fig 1 is contained the calculated result of correlation analysis which is based on answer of respondents.

The results from the analysis of questions on staff training indicate that organizations have good or clear policies for training programs as respondents stated when they participate in programs.

Conclusions

This paper's findings show that there is significant positive relationship between training & development on workers and performance. This study contained the analysis of data gathered from respondents about the impact of staff training on performance of employees. The findings suggested that training and development have an influence on the employee's performance with regards to their jobs. The question in the case focus on worker take place in training, selected and related to training to work of the respondents.

Based on the current findings of the paper there is some suggestion are recommended

- Staff training activity shall be based on regularly identify skill and knowledge to increase the efforts of both company and employee.
- Align training with management's operating goals
- Weave it into the organizations culture and keep innovating
- Leader and members of team / group should be encouraged to attend the training program when possible
- Structured material of course should be sent to participant before the program start and A interactive communications between trainers and experts is necessary.



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Roshin Shaji. CREATING MODIFIED HUMAN RESOURCE POLICIES FOR TVS MOTORS IN INDIA

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Abstract

Research relevance: In a quick changing and high speed worldwide work environment, where keeping up upper hand is principal to progress, recognizing methods of supporting worker prosperity is of expanding significance to a scope of partners, both inside the setting of work and past. Past the working environment, wellbeing specialist co-ops should deal with the expected weight of helpless individual and populace wellbeing, exacerbated in numerous countries by maturing labour forces. Given the current proof connecting representative prosperity to key hierarchical results, for example, execution and profitability, recognizing approaches to upgrade worker prosperity is, apparently, a centre capacity of contemporary human asset experts.

Research goal: The main goal of the research is to create modified and improved HR policies to improve the work and life balance of the employees.

Research methods: The data was gathered from the respondents by gave poll by email. 11 reactions produced and assembled. All the information gathered from survey were examined through applied the techniques for unmistakable measurements, positioning methodology, and frequencies (chart, graphs) and subjective examination.

Research findings: Management aim is to provide a supportive working environment that helps employees feel valued and rewards behaviour that helps management to develop as an organisation and achieve our overall objectives. Provide appropriate support/training for managers and individuals. TVS's work life balance policy respects all employees and recognises that employees will have many different commitments outside work. Company committed to promoting diversity and equal opportunities in employment. The aim of this policy is for the Council to have a diverse and well-motivated workforce where all employees are treated equally. The elements of HRM go broadly beginning with human asset arranging, enlistment and determination, preparing and advancement, pay and rewards, execution the executives, profession improvement and progression arranging, and mechanical relations the board.

Keywords: *human resource; management; information; employees; work.*

Introduction

Over various many years India has burned-through regulatory contemplations and practices from around the world. Early records of trade, from 4500 B.C. to 300 B.C show overall monetary and political associations, yet furthermore the considerations of social and open association. . As cited by Pio (2005) Predetermination or karma is normal speech in day by day life and this is the conviction that the product of one's activities is the result of deeds both right now in past lives.

According to Singh, (2005) Indian affiliations conventionally direct their HRM attempts towards the headway of abilities, culture and suitability among agents solely or in social occasions. He further incorporated that Organizations may use various instruments to achieve their HRM targets as without dexterous and submitted delegates, an affiliation can achieve close to no even it has astonishing creative and various resources at its request. Such an authentication increments better trustworthiness concerning making countries like India, that is, regularly in early improvement organizes similarly as financial headway which is growing all the more rapidly than

the regular made economies of Japan, North America and Europe. This fieldoreover consolidates most of the South East Asian, and some Latin American countries.

Theme of the Paper:

Creating modified HR policies for TVS Motors in India

Aim of the Paper: To Create a modified HR Policy for TVS Motors in India.

Research Question: How to modify HR policy in TVS Motors in India?

Tasks:

Theoretical Aspects of Human Resources

To Analyse the automotive Industry in India

To Analyse TVS Motors HR policy

To modify the HR policy in TVS Motors.

Literature Review

Associations go after the standard Aristotelian explanation that the whole is more noticeable than the absolute of its parts. People get together for a regular explanation considering the way that autonomously they probably won't have the resources for do or adequately offer to achieve that cause. Joined effort of the whole yields more than all out of the individual undertakings because of cooperation of the affiliation. Most timely affiliations were as social occasions (or on the other hand rather hordes) of drifters staying and pursuing together to intensify their own prosperity and increments for perseverance against attackers from various social events and wild animals. A few famous hypotheses like Max Weber;s hypothesis of a perfect organization (Jex,2002), Taylor's Scientific Management hypothesis, Henry Fayol's Administrative hypothesis(Breeze, 2002), Simon;s hypothesis of Administrative Behavior (McShane and Glinow, 2005)bolster the Rational frameworks hypothesis. The Open Systems hypothesis clarifies that, all associations cooperate with the earth wherein they exist and complete "related exercises" that must be continually inspired for the association to endure (Scott and Davis, 2007, p.31). As said by Hughes and Wearing (2012), "associations intervene genuine human clashes between aggregate needs and individual needs" (p.4). From the viewpoint of the structure of an association, it very well may be a formal or a casual association (Singla, 2010).

- Formal associations are plainly characterized and have unmistakable structures with all around spread out obligations and specialists of various constituents.
- Informal associations appear as is normally done and are not intentionally framed orcharacterized. Jex (2002) states that a proper association shows some level of progressionand exists to satisfy some unequivocally expressed reason. Organizations or business associations just as non-benefit or government offices are formal associations.

In the hour of outrageous overall contention to guarantee resources and markets, the most fundamental and key partition among firms is the human resources they have. "Established in money related theories of the firm, the resource based view has moved its focus from outside market course of action to inside human resource the board in order to achieve a proceeded with good position" (Bohlander, G. W., & Snell, S. (2012); Stahl, Bjorkman, and Morris, 2012). Either the people in a firm need to have phenomenal and best aptitudes over the people of a competitor or the firm ought to get such HR practices which grant some partition, to give a sensible advantage to the firm (Stahl et al., 2012).

Boxall and Purcell (2011) furthermore insinuates this faulty association between HR plans and needed legitimate execution as the 'discovery' issue. They give an unmistakable model of the 'discovery' exhibiting the "Intervening associations that sway the ampleness of HR frameworks"

(Boxall and Purcell, 2011, p.250). As shown by them, this model" tracks desires, exercises, perceptions, and responses and plans to arrange the individual and total levels" of exercises and results. Through this model, they have explained the "centrality of specialist viewpoints and conduct" (Boxall and Purcell, 2011, p.244) by alluding to the causal chain model of Nishii (2004), which "proposes,

1. Proposed HR deals with, provoking
2. Real HR deals with, provoking
3. Seen HR deals with, inciting
4. Worker reactions, and driving, finally, to
5. Authoritative execution".

Boxall and Purcell (2011) highlight the vital employment of line bosses during the time spent change of HR methodologies to make them pertinently proper for the various leveled setting or focus on the unfavorable perspectives "for their own or political completions" (in Boxall and Purcell, 2011). These courses of action recollect approaches for execution assessment.

Methodology

As communicated as of now, the inspiration driving this paper is to examine the human resource application in TVS Motors as clear by the exploration. As shown by Bryman and Bell (2005) it is essential to utilize an abstract philosophy when the assortment of information relies upon stories or words, instead of on a quantitative informational collection where quantifiable assessment may be called for. This paper has, thusly, picked an abstract philosophy since that allows to dive into the examination tends to even more significantly. The emotional method licenses one to amass definite information from observers in semi-coordinated gatherings to collect as rich and separated answers as would be reasonable. Bryman and Bell (2005) further confirm that this kind of meeting, using a semi-coordinated arrangement of tending to, enables sources responses to move differently, crediting occasion to methods from which one can persuade out accounts instead of essential yes or no answers.

Data Collection: When driving a research, there are various distinctive data collection techniques. It is critical for the analyst to get the correct procedure for picking the best data for the exploration. The respondents were picked by choice, yet with the appraisal of the boss. The data of the interviewees are investigated and a while later came to by messages and random selling. Most of the contact data was found by methods for the brands site, yet relatively few of them expected to glance through fairly harder. All the respondents, whom were met for this examination. At this moment data is totally assembled by methods for very close or phone interviews. The gatherings are finished with a survey that was made by the scientist. The requests are open wrapped up requests, which suggests that there is a lot of room for the interviewee to coordinate his/hers appraisals and discussion about the subject uninhibitedly. After the gatherings are driven and the data accumulated, there will be an examination produced using the data and a couple of proposition for the brands and the boss for what to come. The initial phase in a long time examination measure is to clean the data also, read it totally. Since the specialist accumulated the data with notes from the gatherings, it is huge that I get out the notes and make full sentences in order to fathom the estimation. Likewise the scientist expected to differentiate the proper reactions and each other and check whether there are resemblances. The maker will research each request answer solely and a while later present the results. There will be a distinction inside the respondents and a couple results might be introduced in an authentic way.

Qualitative Analysis on the Appraisal System: The qualitative exploration work for this research follows the meeting technique to find out how the supervisors feel and consider the presentation appraisal measure in the organization and its effect on the exhibition results. In spite of the fact

that there have been numerous contentions for other types of qualitative exploration like member observation over meeting strategy (Becker 2011) additionally contends that for certain reasons meeting is far prevalent. In qualitative interviewing, the respondents experience has different characteristics and implications and the meeting can investigate these

Interview Data Analysis: An audit of the interview reactions shows that the vast majority of the interviewees (5 out of 7, 71%) think the evaluation interaction up to the phase of control through constrained circulation is very much organized and meets its destinations. The equilibrium 29% believes that the objective setting interaction ought to be 'normalized'. As respects the control cycle to accomplish an ordinary ringer bend molded conveyance, there was 100% unanimity of reactions saying that the interaction is done in an 'subjective' way. Almost 86% (6 out of 7) respondents felt that including the detailing/inspecting officials in the balance cycle to acquire right input will improve adequacy of the directed rating. About 71% (5 out of 7) said that the intention behind change in appraisals is questioned by chiefs in light of absence of consistency in the directed evaluations year to year. Two (29%) of the respondents said supervisors consider the framework unreasonable on the grounds that the balance is finished keeping 'closeness' of the exceptionally evaluated chiefs to the senior administration.

Limitations: This investigation about the HR arrangement of TVS Motors takes a gander at the framework and its impacts essentially through the eyes of the scientist, who is a director in the organization at the E6-E7 level. This may have caused some measure of scientist inclination in the outcomes because of own hopes of the analyst. Like the student of history overall gets the sort of realities he needs, it is conceivable that this exploration discoveries are impacted by in any event sub-cognizant musings and view of the analyst.

Results

These are the results obtained by conducting a survey of questionnaire. The survey is conducted among the employees of TVS motors, India. With this survey and the outcome of this survey, the HR officials can be interviewed as well as the officials can be updated with what their employees are actually looking for with regards to the HR policies of the company. This survey contains the questions to the employees of TVS India. The questions were based on the current policies of HRM for the employees. With 200 respondents in company. This survey is done to understand the employee's understanding of the current HR policies. With this survey and the outcome of this survey, the HR officials can be interviewed as well as the officials can be updated with what their employees are actually looking for with regards to the HR policies of the company.

Q1. What is your Gender?

Gender	Percentage
Female	28
Male	72

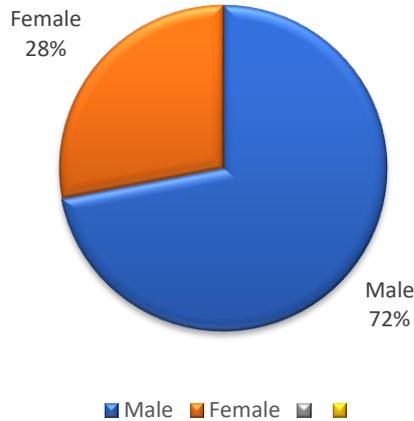


Fig.1. Gender

The first question posed to the employee about their Gender. From above its showing male female ratio in TVS motors. Male and female ratio will be very important when taking a survey because there will be contradiction in Male and female answers, the bar diagram above speaks the sexual index of male and female.to be honestly by analysing from the figure 4.1 In India Males having a commendable domination .Here only 28%is female other 78%of workers are male and they are the dominant people in the company also.

Q2.What is the age of employees?

Age	Percentage
Below 25	19
25-45	45
45 Above	36

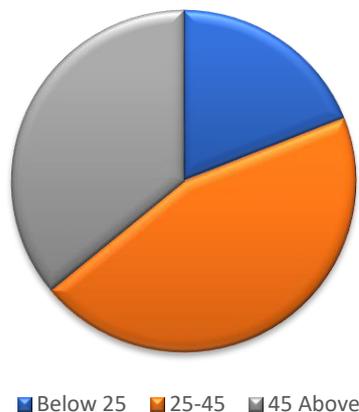


Fig.2. Age

The second question was about the age of employee and was put out as What is your age?. Here the members just needed to choose from three age groups, which were 25 and below,25 to 45, and 45 above.25 and below are the employees which were mostly working experience of below 3 years and they are the youngsters. And they consist of 19%. Then comes 25 to 45 they are the

proper workers in most cases and consist of 45% and the last but not the least 45 and above that is the most experienced once they 36 percentage.

Q3. For how many years you worked for TVS motors?

Years	Percentage
Below 5	13
5-10	35
10-15	37
15-20	15

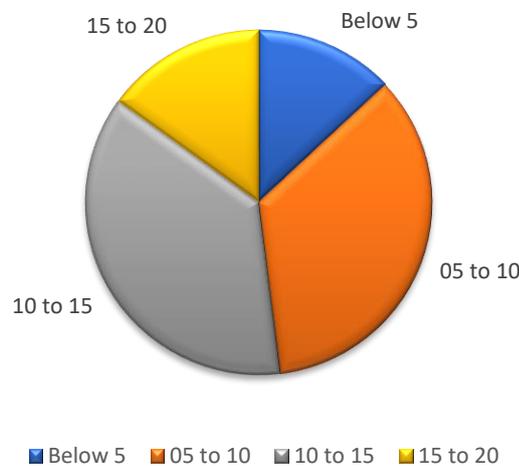


Fig.3. Work experience

The above graph shows the working experience of employees working in TVS. The most experienced people are worked in 10 to 15 years and that comes 37% of total workers. Then the next group is working from 5 to 10 years and that is 35 of total percentage and the last is 15 to 20 years and they are the most experienced labours in the company as well. The working experience is something very important because experience makes a work perfect experience is something what different from education anyone can't make knowledge of an experienced person only from their curriculum. Experience gives more confidence more knowledge etc Here there are 13% employees who were working from 0 to 5 years they are the only youngsters in the company.

Q4 Do you have up to date training and development practices in company? If yes is it helpful for you to improve your career?

Yes	No
36	64

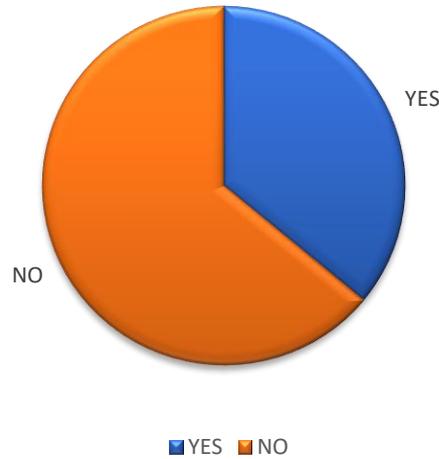


Fig.4. Training

A large number of employees believed that they are not anything that helps them for build their career so that 64% of employees responds to no to the question. Whereas 38% agreed that they are getting up to date training and development practices in company and they can build their career through that

Q5 Do you have regular performance appraisal system?

Yes	No
43	57



Fig.5. performance appraisal system

It's clear that from the table More than half of the employees,57% were said like they didn't have any performance appraisal system in this company.43% were strongly satisfied with their performance appraisal .Maybe there will performance appraisal for specific departments only.

Q6 Do you think your HR management gives the maximum that they can do for you?

Yes	No
21	79

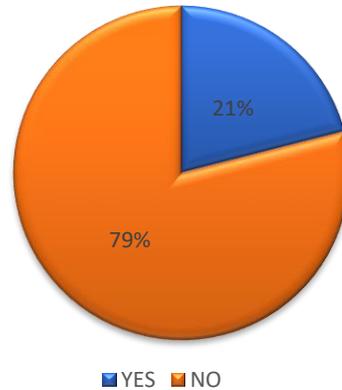


Fig.6. HR management

The above chart shows that the majority of the respondents chose to be disagreed which is no, that is they are no sure that their management gives the maximum that they can do for them. Respondents who agreed and who disagreed were 21% and 79% respectively. Although more than half like 79% of people where telling no, that HR department is not fair enough.

Q7 Do you think that your companies HR practices are done without any partiality?

Yes	No
31	69



Fig.7. HR practices

This is a key question which measures the equality of that the employees having in their company. The result shows that majority said no, like 69% of respondents said that their companies HR practices are done with partialities. Only 31 respondents were agreeing companies HR practices are done without any partiality

Q8 Do you think that you are perfect fit for your job and your company?

Yes	No
35	65



Fig.8. Job fit

By avoiding 65% of the employees, the rest all said yes like they all are think that they are perfect fit for the job and the company. The remaining 65% are said no, that they were not successful in their job and in their career.

Q9 Are you getting proper incentives and allowance from the company?

Yes	No
40	60



Fig.9. Incentives and allowance

Allowance and incentives on time that's the case why the 60% of employees disagreed to the question and only 40 agreed that they are getting everything on time

From the above survey we can conclude that a large number of employees believed that they are not doing anything that helps them for build their career. More than half of the employees,57% were said like they didn't have any performance appraisal system in this company. Although more than half like 79% of people where telling no, that HR department is not fair enough. 69% of respondents said that their companies HR practices are done with partialities. By avoiding 65%

of the employees, the rest all said yes like they all are think that they are perfect fit for the job and for the company, more than half of the employees are not getting their allowance and incentives on time that's the case why the 60%.from this we can clearly conclude that their policies that they are put forward to the employees at their joining time is not keeping up for this they need proper policy system and procedure.

Conclusions

- Each person goes with a quantum of human resources containing skill, data, experience, attitude, and potential, which the affiliation needs to regulate deftly for changing over the said capital into needed yield.
- The components of HRM go comprehensively starting with human resource orchestrating, selection and assurance, planning and headway, pay and rewards, execution the chiefs, calling improvement and movement masterminding, and mechanical relations the board.
- Aim is to give a steady workplace that assists representatives with feeling esteemed and remunerates conduct that causes the executives to create as an association and accomplish our general goals.
- In a few cases representatives may miss the mark concerning their necessities. States of administration necessitate that new workers serve a trial period - regularly a half year, here strategy was written in interview with all representatives and the administration has been inspected and refreshed. Strategy Stated that the Council ought to perceives the organization's obligations and interests inside and outside work
- Provide suitable help/preparing for chiefs and people. Goodbye's work life balance strategy regards all representatives and perceives that representatives will have a wide range of responsibilities outside work
- Company focused on advancing variety and equivalent open doors in work. The point of this approach is for the Council to have a different and very much propelled labor force where all representatives are dealt with similarly.

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Sachin Paul. IMPACT OF TRAINING AND DEVELOPMENT ON EMPLOYEE PERFORMANCE IN AN INDIAN BUSINESS FIRM

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Abstract

The Success of modern business depends on the quality of their working force and human resources. Well trained and highly developed employees are considered as corner stone for such success. Hence the purpose of the study was to investigate the relationship between training, development, training and development and employees performance. Training and development are key entities affecting not only the performance of employees but also their level of commitment and engagement towards an organization. A survey of 10 people was conducted out of which sample size of 15 was taken for the study. This study uncovers that there is a positive effect of preparing and that additional preparation intercessions with combination of most recent innovation is needed for facilitating the movement of the representatives and their commitment. The study concluded that training and development have important impact on employee performance and productivity. Therefore, training and development is a necessary effort of a company to improve quality and to meet the challenges of global competition and social change.

Research relevance: Training is the most important factor in the business world because training increases the efficiency and the effectiveness of both employees and the organisation. This study is focused on training benefits, employee performance.

Research goal: The aim of the research study is to understand how much training and development of an employee is important to improve performance in an Indian business firm

Research methods: The primary method of information accumulation includes conducting of customer survey through online questionnaire method using online survey portals such as Google forms.

Main findings: This research is essentially emphasis on impact of training given to employee which leads to development in performance in Indian companies.

Keywords: *training; development; employees; performance.*

Introduction

Present organizations are confronting broad rivalry, persistently changing innovative and business climate. Globalization and truly changing customer needs have included more difficulties on business organizations. To address these difficulties organizations should prepare and build up their representatives. A question that has consistently been tormenting the personalities of the organizations is the degree of profitability great when an association contributes to the preparation and improvement of the worker's abilities. The lone technique to survey this is execution the board. Execution the board contemplates the impacts of the Human asset the executives on representative commitment. (Malhotra, 2018) (Salah, 2016).

The achievement of a preparation program significantly depends on the distinguishing proof of boundaries of preparing, which ought to occur in a legitimate design just as very as often as possible, ideally every quarter. There are a few issues that need consideration regarding how the preparation prerequisite will be recognized, what has been the holes of the past preparing program, what will be the size of the objective gathering of preparing, and the most significant coordinating the preparation with the essential destinations of the organization. These are the significant focuses, which require basic consideration from the Human Resource experts to evaluate the preparation needs. Typically organizations have their own framework to recognize talents. (Chadha, 2018) (Abeba Mitiku Asfaw, 2015)

The target of preparing and development, as attested by them is to build up the abilities and skills of workers to improve their presentation; to assist individuals with developing the association all together for the association to meet its future human asset needs. As per preparing includes the utilization of formal and casual cycles to bestow information and assist individuals with procuring the abilities essential for them to play out their positions acceptably, while development gets ready workers for different situations in the association and builds their capacity to move into occupations that may not however exist.

This research tries outlining training and developmental systems that have a constructive outcome on the labor force and improve representative commitment which reciprocally emphatically affects the association.

Literature Review

Over the span of the last multi-decade, different examinations have been driven on the impacts of getting ready and advancement on delegates working in the assistance zone. The examinations have shown that, notwithstanding the way that the affiliation doesn't directly speak with the customers, the laborers depended on this by and large mirror the points of view of the relationship to the customer (Abeba Mitiku Asfaw, 2015) s.

Phillip C. Wright, 1992: Reports on a study of current and past training literature which proposes that to be successful and to seclude both training needs and those issues having other, non-teachable arrangements, training should be gone before by a necessities investigation.

Training and Development basically deal with the getting of cognizance, expertise, techniques, and practices. Infact, training and development is one of the objectives of human resource the heads as it can improve execution at the individual, collegial and progressive levels. As the pattern of „increasing one's ability to take an action, associations are as of now dynamically getting explicit with definitive learning and thusly total development. On the other, training and development benefits particular agents by urging them to make better decisions and effective basic deduction, assisting with engaging and achieving self-development and confidence, helping a delegate an individual handle pressure, strain, disappointment, and battle, expanding position satisfaction and affirmation and pushing the individual toward individual objectives while improving correspondence capacities. (Sharma H. , 2014) (Chadha, 2018)

Methodology

This study used the review research plan technique and a quantitative methodology is utilized. For this reason, organized polls were utilized as the overview instrument. Quantitative research is what attempts to discover the response to an inquiry through an examination of quantitative information, i.e., the information appeared in figures and numbers. Data was gathered through the questionnaire survey from employees in different Indian firm. The sample size selected was 10.

The particular research paper tries to show importance of training and development of an employee in an organization to improve performance.

In survey, 15 questions were asked to employees. In which questions are formulated in manner to get how much a training is important in development in organization and the questions are also listed to get is employee really agree with this training techniques in the firm.

Results

1. Your Organization considers training as a part of organizational strategy. Do you agree with this statement?

10 responses

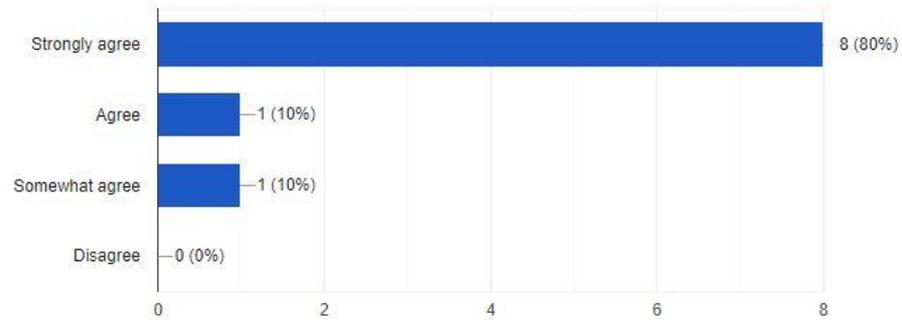


Fig.1. Survey results

With the first questions it able to understand that most of the people strongly agree with the statement organization’s consider training as a part of organizational strategy.

3. To whom the training is given more in your organization?

10 responses

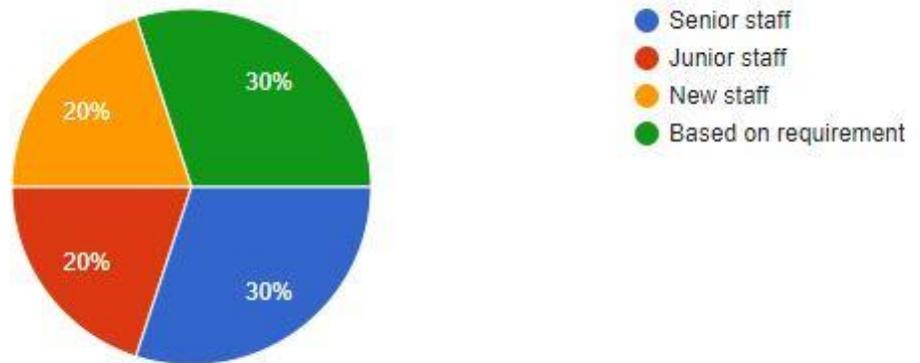


Fig.2. Survey results

People are asked to whom most of the training is given in your esteemed organizations. It is clearly understood from the above graph, the training is given majorly to the senior staff to update them in new technology and techniques, because organization feels that senior staff experience will be more useful to organizations.

5. Do you feel training program is compulsory for the employees?

9 responses

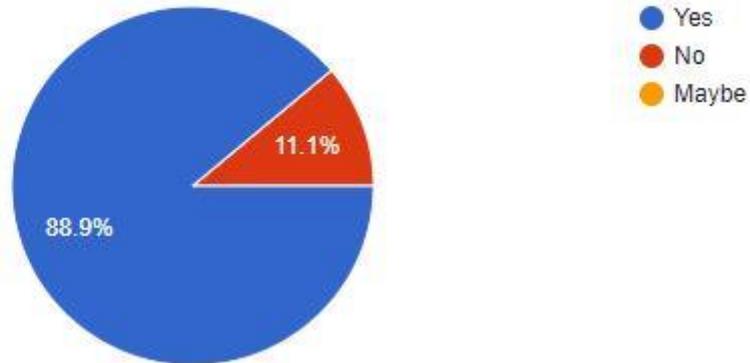


Fig.3. Survey results

About 89% people in the survey feel training is compulsory for the employees in new organization to understand the new organization work nature.

9. Will the training session involve only theory concepts or even practical?

10 responses

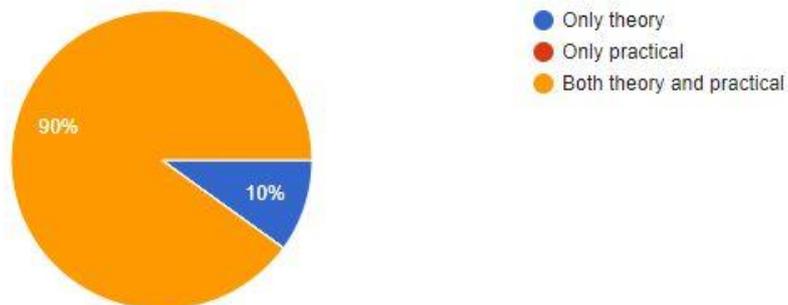


Fig.4. Survey results

People in survey say the training which they have attended in their organizations is always both theoretical and practical sessions to understand the nature of work.

10. What are all the important barrier to Training and Development in your organization?

10 responses

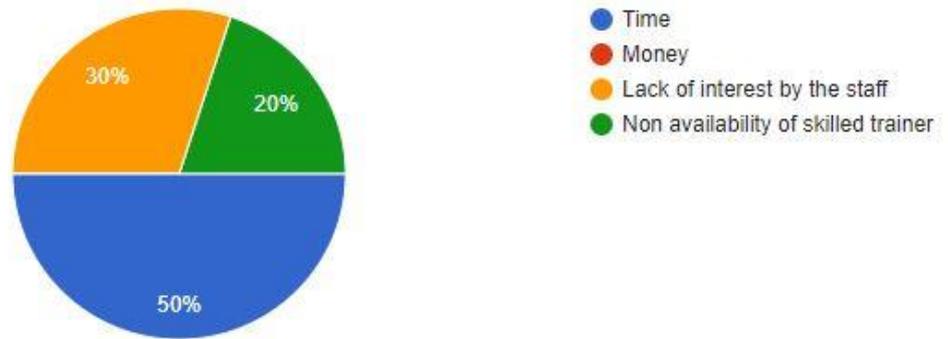


Fig.5. Survey results

In questionnaire survey people are asked what the important barrier to training is and development in their organizations, 50% of the responses felt time is the important barrier. And the second most barrier noted is due to lack of interest by staff.

12. What changes do you observe in following after training & development?

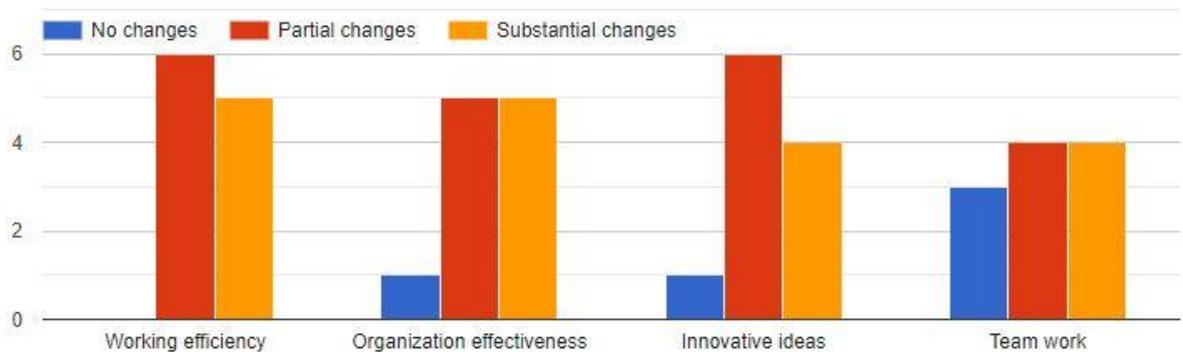


Fig.6. Survey results

Respondents feel that after training there are partial changes in work efficiency, more ideas develop in training and development period, for team work development it is important to have training in proper interval.

14. What should be the ideal time to evaluate training?

10 responses

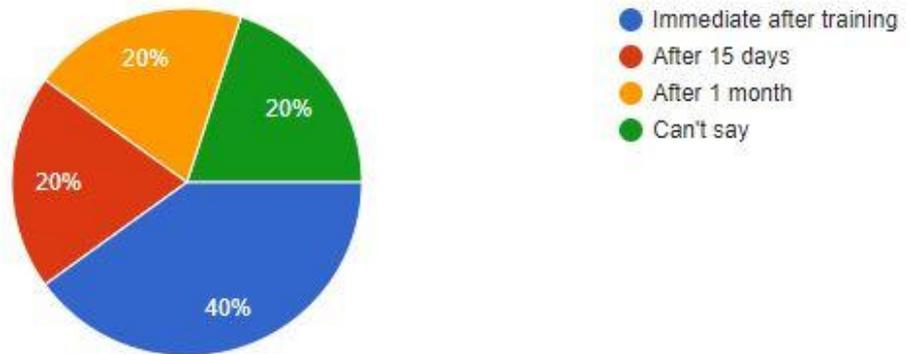


Fig.7. Survey results

After training period, evaluation of the particular training is preferably done in immediate in practical means so that training period and learning is effective.

15. Do you like to attend the training program?

10 responses

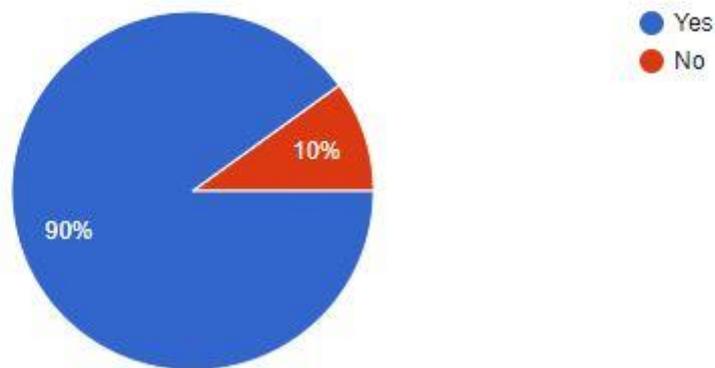


Fig.8. Survey results

The last question asked was whether people like to attend the training programs 90% response was “yes” they personally feel training makes them good at work and helps them to learn new techniques and also helps to learn about organization easier.

Conclusions

The survey has strived to draw a reasonable connection between the training and development strategies and their relating impacts on the association and customer fulfillment. Figured organizations and customer fulfillment don't have a direct interface; they are in a roundabout way associated with worker's degree of commitment, which is an obvious sign of the association and its arrangements towards the association. The workers require not, at this point just need monetary profit from the organizations, they require various things in the current situation, which

are repudiating in nature and the association should chip away at giving a good arrangement, the necessities being a testing and invigorating position, yet in addition, getting sufficient opportunity to appreciate with their family and friends and family, to keep up work-life balance yet in addition quick development in the profession fields and their association.

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Samad Nurjanov. CORPORATE SOCIAL RESPONSIBILITY AS A COMPANY'S REPUTATION IMPROVING FACTOR IN RETAILING SECTOR IN UZBEKISTAN

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Abstract

Research relevance: The effective implementation of the concept of corporate social responsibility contributes to the improvement of the economic results of a retailing organization, which is primarily due to the formation of a stable positive reputation, which for a business entity in trade is largely determined by the opinion of buyers about it. In this regard, the purpose of this article is to determine which components of corporate social responsibility of retail trade organizations are most (least) significant for buyers.

Research goal: Primary goal of the research is to determine which components of CSR of retail trade organizations are the most (and least) significant for customers.

Research methods: The research was conducted using survey method as well as other scholar sources on this topic.

Main findings: As a result of the study (survey), it was revealed that the most significant component of the social responsibility of trade from the point of view of buyers is the high quality of goods and services rendered, as well as a fair policy in the field of labor management. The least important sign of socially responsible retail trade organizations, according to buyers, is charitable work.

Keywords: *corporate social responsibility; retailing industry; retailing organization.*

Introduction

Retail trade has a high social significance, which is manifested in meeting the needs of the population in a wide range of quality goods at affordable prices, ensuring employment, participation of the industry in the formation of the state budget, and also in implementing the principles of corporate social responsibility (hereinafter - CSR). Active development of the concept of CSR by modern retail trade organizations is due to a number of reasons.

Firstly, effective CSR management can serve as a source of additional competitive advantages for trade organizations. According to the Federal State Statistics Service¹, high competition from other business entities is the most important factor limiting the activities of retail trade organizations. At the same time, Uzbekistan retailing companies often have to compete with foreign trading networks, which, as a rule, practice high standards of CSR.

Secondly, in connection with the integration of Uzbek business into international economic relations, domestic trade organizations are forced to comply with international norms and rules, including in the field of CSR. This situation is especially relevant in connection with the relatively low level of CSR development in the Republic of Uzbekistan which can be confirmed by a low number of social programs realized by retailing organizations in Uzbekistan.

Thirdly, the social aspects of companies are becoming increasingly important for the population, due to a gradual increase in their income, a change in the system of values and expectations. In this regard, to attract and retain both customers and employees, a retail trading company requires socially responsible behaviour

With regard to retail trade, the theory of rational egoism assumes that as a result of the effective implementation of the CSR concept, a trade organization receives certain benefits, including those related to the formation of a stable business reputation, which for a business entity in trade is largely determined by the opinion of customers about it. In other words, if the customer considers the trade organization to be socially responsible, he/she perceives it more positively, which ultimately leads to an improvement in its economic results.

In this regard, the goal of this work is to determine which components of CSR of retail trade organizations are the most (and least) significant for customers.

Literature Review

The development of CSR in Uzbekistan has long been hindered by the political situation. The continuing totalitarian regime restricts the activities of enterprises operating in Uzbekistan, thereby “inhibiting” the spread of social responsibility in the country.

For the domestic market of Uzbekistan, the concept of CSR is quite new and so far unexplored. Single companies understand the essence of the concept, not to mention ordinary citizens of the Republic. So, a survey of representatives of business and government agencies in Uzbekistan, conducted by independent journalist Nelly Karimova in August 2014, revealed that most respondents interpret CSR ambiguously, but many of the responses show an association of social responsibility of business with charity. This once again proves that the concept of CSR in Uzbekistan continues to take shape, and many business representatives have a distorted understanding of this term.

According to U. Aliyev and A. Karimov, companies in Uzbekistan tend to engage in social responsibility, the activities

of which depend on the social expectations of customers. At the same time, the main motives of CSR are to increase profitability, productivity and enhance reputation [16]. Nevertheless, the consciousness of the Uzbek public regarding CSR is gradually changing. The state plays a significant role in this. For example, the tax code of the Republic of Uzbekistan provides for a reduction in the taxable profit of legal entities by the amount of contributions to environmental, health and charity foundations, cultural, public education, health, labour and social protection institutions, physical education and sports, self-government bodies of citizens, but not more than two percent of taxable profit (Article 159 of the Tax Code of the Republic of Uzbekistan). Moreover, in August 2014, a law was passed in Uzbekistan prohibiting the compulsory involvement of business entities in charity. First of all, this law was addressed to budget organizations.

CSR in Uzbekistan is carried out by companies operating in various industries, from mobile operators to construction and pharmaceutical enterprises. However, the total number of socially responsible companies in the country is still small.

Despite this, those organizations that are nevertheless involved in CSR practice almost all types of responsibility represented by A. Carroll. Thus, the economic responsibility of Uzbek companies lies in the production of goods and the provision of high quality services, as well as their availability, job creation, providing decent working conditions for their employees, training and professional development of workers, and providing vacancies to university graduates. Single enterprises declare their ethical responsibility - transparency and openness of activities and financial reporting.

Turning to scientific publications devoted to CSR of business as a whole (without taking into account the characteristics of any industry), one can distinguish three main approaches to the interpretation of the concept of CSR: the theory of corporate egoism, the theory of corporate altruism and the theory of rational egoism (Kovaleva, 2012; Eskindarov, Belyaeva, Belyaev et al.,

2008).

The founder of the theory of corporate egoism is considered the Nobel laureate M. Friedman, who in 1970 published an article entitled "The social responsibility of business is to increase its profits") in the New York Times. The article contained the basic thesis of the theory: the sole purpose of business is to increase profits and, accordingly, increase the value of the company for shareholders, while concern for the welfare of society should be the responsibility of the state and non-profit institutions.

Shortly after the publication of M. Friedman, the US Committee for Economic Development expressed the opposite view - corporations are required to contribute to improving American life. This idea formed the basis of the theory of corporate altruism, which suggests that business should not only strive to maximize profits, but also be responsible to society, that is, actively participate in solving its problems, contribute to the growth of general welfare, as well as preserving the environment.

Currently, the third approach is the most common - the theory of rational egoism, according to which socially responsible behaviour contributes to the sustainable development of the business, that is, it is beneficial for the company. The benefits obtained as a result of compliance with the principles of CSR may be associated with increased investment attractiveness, increased intangible assets and increased capitalization, reduced claims from regulatory authorities, the possibility of obtaining tax benefits, increased loyalty of employees and customers, reduced risks and the formation of greater resilience to crisis phenomena, etc. 2. In addition, as numerous studies show, a high level of CSR contributes to the formation of a positive business reputation³.

Summing up the presented review of scientific literature, the following can be noted:

- to date, domestic scholars studying trade have considered many social aspects of its functioning, but at the same time practically did not address the issue of CSR;
- much attention is paid to CSR trade in foreign studies, but their results, as a rule, cannot be used in relation to trade organizations operating in the Republic of Uzbekistan;
- the dominant approach to CSR is the theory of rational egoism, according to which the implementation of the concept of CSR contributes to the acquisition by the business of additional economic benefits, which are primarily associated with the creation of a stable business reputation.

Methodology

It was conducted a study (survey) aimed at assessing buyers' perceptions of the social responsibility of trade. In this report, in accordance with the presented goal, the results are presented on the perception by consumers of individual components of CSR retail trade companies.

The survey involved 387 people living in the Tashkent city and making purchases in chain grocery stores at least once a week, which was determined using the appropriate filtering question (Fig. 1).

The questionnaire proposed to the respondents consisted of 17 questions of the closed and half-closed type. In particular, the respondents were asked to choose the most and least significant components of CSR of trading companies from the list compiled on the basis of the International Standard ICCSR-08260008000 "Social Responsibility Requirements. The list included 21 types of programs and events characterizing the five areas of CSR: responsibility to the state, responsibility to employees, responsibility to customers, environmental responsibility and charity.

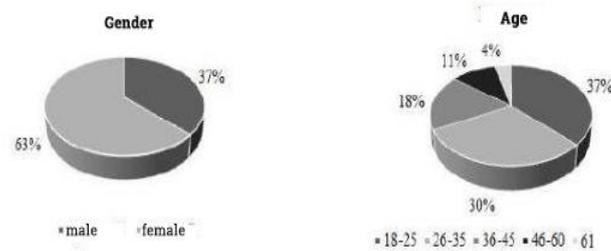


Fig. 1. Demographical characteristics of respondents (Source: compiled by the author)

Results

Among the CSR components of retail trade organizations, the most significant, according to buyers, are the sale of quality goods (87.6% of respondents noted it as one of the most important signs, only 1.6% were the least important), as well as high-quality customer service (63% respectively and 3.1%). At the same time, another feature related to the convenience of customers - the improvement of the territory near the stores - was recognized as the least important number of times more than the most. As the preferred components of CSR, one can also highlight the characteristics of the company in the field of personnel management, namely, a guarantee of labor safety and “white” wages, which are marked as the most important much more times (42.6% and 39.8% of respondents) than least important (12.4% and 14%).

On the other hand, buyers do not suggest that retail outlets should be involved in charity work - the least important, in their opinion, is development of culture and sports assistance (the most important - 2.3%, the least important - 58.9%), the development of science and education (3.9% and 52.7%), as well as the development of health care (12.4% and 34.1 %). In addition, the majority of respondents consider the absence of racial, national, gender and other discrimination of employees as relatively unimportant (for 5.4% this is one of the most important factors, for 30.7% it is one of the least important). According to other characteristics of CSR of trade organizations, the opinions of respondents were divided. As the “other” most important feature, 0.8% of the respondents cited “the support of the domestic producer”

In general, characterizing a socially responsible retail trade organization, respondents recognized the most significant group of components related directly to responsibility to customers (individual events and programs in this direction were noted as the most important 658 times). On the other hand, the least important occupation for trading companies. buyers considered charity, various types of which in the aggregate were called such more than 700 times. Many of the respondents paid attention to responsibility to employees - however, opinions were divided here: both the most and the least important component of CSR were indicated approximately the same number of times (about 500). Responsibility to the state and environmental responsibility for buyers do not matter much (Fig. 2).

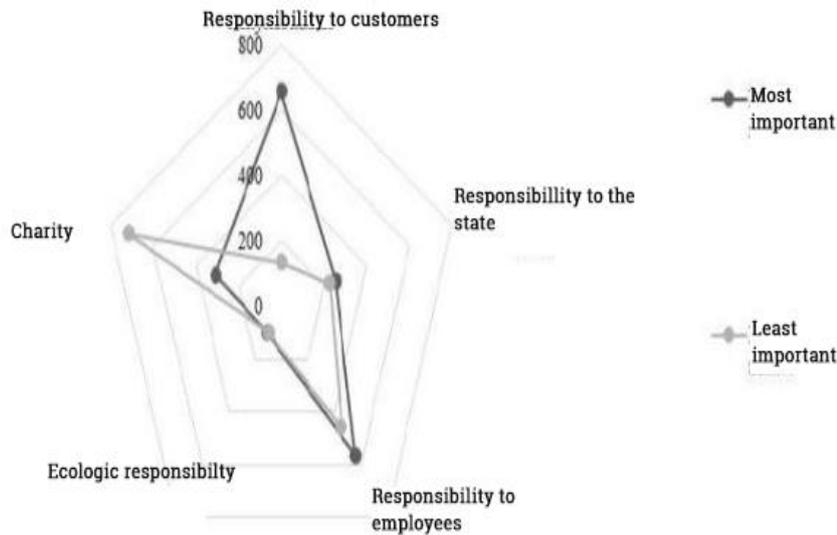


Fig. 2. The most and least important components of CSR retail trade organizations: number of respondents' answers (Source: compiled by the author)

In general, the point of view of customers regarding CSR components of retail trade organizations is well illustrated by the following explanation of one of the respondents: “In my opinion, the social responsibility of a trading company should begin with the quality of the product that should be affordable, and more attention should be paid to the consumer (more quality service). Carrying out further actions and organizing programs makes sense only when the first two points are implemented” (respondent 69).

Conclusions

The study showed that the most significant component of CSR of retail trade organizations from the point of view of buyers is the high quality of goods and services rendered, as well as a fair policy in the field of labour management (including a guarantee of labour safety and its payment in accordance with legal requirements). Without the realization of these components, other CSR activities and programs become ineffective.

The least important sign of socially responsible retail trade organizations, according to customers, is charitable work. The significance of the results is determined by the fact that the implementation of the CSR concept in accordance with the expectations and preferences of customers, on the one hand, will contribute to improving the life of society, and on the other hand, it will increase the economic efficiency of business entities in trade.



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Sandeep Mandadi. DRIVERS OF EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE PERFORMANCE OF BANKS IN INDIA

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Abstract

Research relevance: Of 100%, 78% of Indian employees are not actively engaged in work. Hence, the study focuses on assessing employee engagement of banks in India. To assess employee engagement, the study gets consistent support from social exchange theory. With the help of theory, the researcher determines whether there is any association between drivers of employee engagement and employee performance of banks in India

Research goal: The aim is to assess the drivers of employee engagement and its effect on employee performance of banks in India.

Research methods: The present research adopts quantitative research methods using a web survey questionnaire to determine the association between employee engagement and employee performance. Also, banks employees are the population; samples are ICICI bank employees in Guntur and Prakasham using convenience sampling method. The study determines the sample size is 60 and the data collection made using questionnaire.

Main findings: Drivers of employee engagement include leadership, compensation, and training and development. All the drivers of employee engagement affect employee performance to 79.3%. Moreover, compensation is the highest predictor whereas training and development is the least predictor of employee performance.

Keywords: *employee engagement; employee performance; leadership; compensation; training and development.*

Introduction

Employees are the essential resources of the organization (Motyka, 2018). They are considered as capital and assets to the banks (Barik & Kochar, 2017). Hence, it is essential to engage employees more towards the banks, and then only it is possible to gain a competitive advantage. Globally, 6.8% of employees felt engaged more towards the work (Statista, 2021). However, only 22% of employees fully engage with the work, indicating that three-fourths of employees are present at work but not giving their best (Narayan, 2019). Out of 100%, 78% of Indian employees are not actively engaged in work. Thus, the statistics influence the researcher to assess whether there is any relationship between employee engagement and banks' performance in India. The primary study aims to identify the effect of drivers of employee engagement on employee performance. The researcher picked out limited drivers of employee engagement by (Bin, 2015; Dajani & Zaki, 2015).

Consequently, this study aims to find out the association between drivers of employee engagement and employee performance. Also, the study identifies the overall effect of employee engagement on employee performance. To assess employee engagement, the study gets consistent support from social exchange theory. It is a widely used theory while assessing employee engagement Dajani & Zaki (2015). The primary objective of social exchange theory is to help individuals make decisions based on economic and socio-emotional resources

(Cropanzano & Mitchell, 2005; Robinson et al., 2004). More details can be found in the previous paper (Bedarkar & Pandita, 2014; Bin, 2015; Dajani & Zaki, 2015) that social exchange theory assists in assessing drivers of employee engagement and employee performance. The studies further strengthened to frame hypothesis as drivers of employee engagement affect the employee performance. Consequently, employee engagement has a considerable effect on employee performance, indicated in (Ismail *et al.*, 2019, Motyka, 2018; Nazir & Islam, 2017; Sugianingrat *et al.*, 2019). Therefore, the study assesses the aspects using quantitative research methods.

Literature Review

Anitha (2014) has pointed out that employee engagement drivers and how employee engagement affects employee performance. The study uses the attributes like Working environment, team, and co-worker relationship. The study adopted a causal study to assess the impact of attributes on employee performance. The findings of the study show that all the attributes were the predictors of employee engagement. Also, both variables affect one another.

Bedarkar & Pandita (2014) have pointed out that identifying employee engagement drivers and how it affects employee performance. The study observes three drivers, namely leadership, communication, and work-life balance. All the drivers have a substantial effect on employee performance of employees.

Bin (2015) has focused on identifying the relationship between employee engagement and employee performance. The study uses the attributes like leadership, career growth prospects, team members, employee development, and nature of the job. All the attributes have a strong positive relationship with employee performance.

Dajani & Zaki (2015) have stated that finding out how the key drivers of employee engagement affect employee performance. The study considers the drivers' leadership, organization justice, compensation and benefits, work policies, and training and development. All the aspects were assessed with the help of social exchange theory. Statistical tools provide an outcome that the leadership was the highest predictor and the least predictor was training and development. Also, all the attributes have a positive impact on employee performance. From the study, the researcher determines that drivers of employee engagement as a critical role in influencing employee performance. The primary reason behind using the study is that well-defined methodology, identification of variables, and application of statistical tools influenced the researcher to utilize the study.

Fidyah & Setiawati (2020) has stated that how employee engagement affects employee performance. The authors assess the aspects using quantitative research methods. Regression analysis provides an outcome that employee engagement has a positive effect on employee performance. The researcher uses the study is to assess the aspects using quantitative methods. Also, it finds useful in deriving out the outcome directly using statistical tools. Therefore, the study has been taken into account.

Ismail *et al.* (2019) has assessed the association between employee engagement and employee performance. The study adopts a questionnaire method to assess the relationship between the variables. The outcome shows that there was a positive association between both variables.

Meswantri & Ilyas (2018) has stated that the effect of employee engagement on employee performance. The quantitative research methods direct the study to get the results that employee engagement has an 85% effect on employee performance.

Motyka (2018) has assessed employee engagement and employee performance using qualitative research methods. The study finds an outcome that there is a significant relationship between employee engagement and employee performance.

Nazir & Islam (2017) has focused on examining the association between employee engagement

and employee performance. The structural equation model provides an outcome that there is a positive association noticed between the variables.

Pragati & Vaishali (2019) has pointed out that the attributes which affect employee engagement. The study also assesses employee engagement attributes like compensation, health, salary increment, the performance of the organization, training, and career. With the help of quantitative research methods, the authors found that all the attributes positively affect employee performance.

Sugianingrat *et al.* (2019) has focused on examining employee engagement effect on employee performance. The study adopts quantitative research methods, which provide an outcome that employee engagement positively affects employee performance.

Research gap

The above-stated literature studies have proved that employee engagement affects employee performance. Bin (2015) used employee engagement drivers and justified with an experience that the attributes affect employee performance. However, the study assesses the drivers but failed to address the overall drivers of employee engagement on employee performance. Also, no studies made so far on the antecedents of employee engagement and how it influences employee performance statistically. Thus, the researcher identified the gap, would like to assess the impact using quantitative research methods. Therefore, the section helps identify the attributes, and the visualization of attributes has been discussed in the below subsection.

Conceptual framework

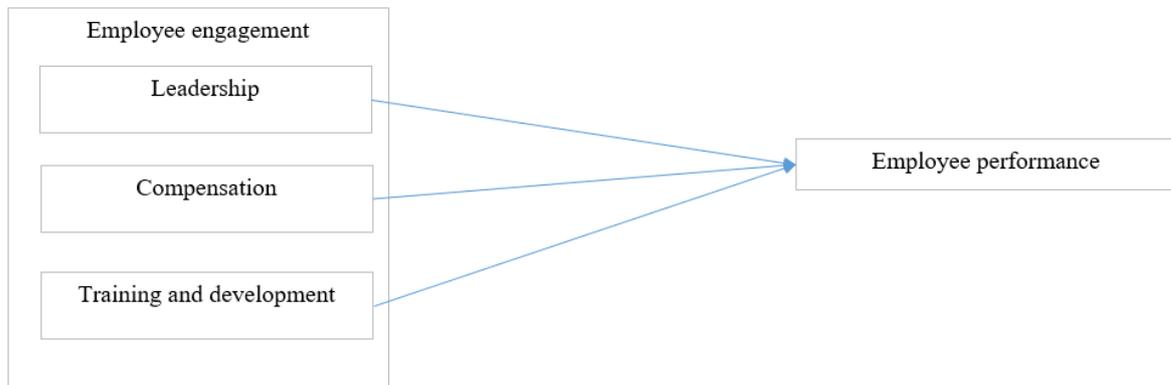


Fig.1. Conceptual framework

The researcher finds that leadership, compensation, and training and development are the essential attributes that determine employee engagement from the comprehensive extensive literature support. All the attributes consider as an independent variable. Also, employee performance considers as the dependent variable.

Methodology

The purpose of the section is to outline the methods used to assess drivers of employee engagement on employee performance. The present research adopts quantitative research methods using a web survey questionnaire to determine the association between employee engagement and employee performance as others have highlighted (Nazir & Islam, 2017; Motyka, 2018; Ismail *et al.*, 2019; Fidyah & Setiawati, 2020) that quantitative research methods are the best-suited strategy to assess the relationship between variables. The total population of ICICI

banks from Guntur and Prakasham is 200; the confidence interval is 95% and 5% level of significance. The study determines samples using non-probability sampling in which convenience sampling has been taken into account. The sampling method used is as explained by Dajani & Zaki (2015). The researcher utilized instrument is a questionnaire using five points Likert scale. It has three sections: demographic profile of respondents, drivers of employee engagement, and employee performance. All the variables were framed in Google forms, sent the link to respondents, and recorded the form's opinion. The researcher has sent the link to 100 respondents, but only 60 participated in the survey. Thus, the sample size determines to be 60, and the response rate is 60%. However, data collection is primary data that is original, and the researcher collects for the first time to assess the relationship between drivers of employee engagement and employee performance. After gathering the respondents' opinion in Google form, the researcher codes the opinion and transform into SPSS and perform statistical analysis.

Demographic profile of respondents

The section outlines the demographic profile of respondents using the percentage analysis method. It includes age, gender, education qualification, and designation of employees. A detailed analysis of the demographic profile of respondents is stated below section.

Table 1. Demographic profile (Source: Author calculation)

Particulars	Frequency	Percent	
Age	25-30 years	7	11.7
	30-35 years	17	28.3
	35-40 years	16	26.7
	Above 40 years	20	33.3
Gender	Male	34	56.7
	Female	26	43.3
Education	Professional	18	19.6
	Graduates	20	24.3
	Postgraduates	13	36.5
	Others	9	16.2
Designation	Chief manager	13	36.5
	Senior manager	20	24.3
	Manager	18	19.6
	Others	9	16.2
Total	60	100	

The table observes that 33.3% of respondents are above 40 years of age, 28.3% between 30-35 years, 26.7% between 35-40 years, and 11.7% are between 25-30 years. Thus, it concludes that most of the participants are above 47 years of age.

Out of 60 participants, 56.7 percent of the participants were in the male group, and 43.3 percent were female. It then concluded that most of the participants in this survey are male.

Among 60 participants, 36.5% of postgraduates, 24.3% of graduates, 19.6% of professional degree holders, and 16.2% are others. The other category contains ITI and diploma degree holders. It is

therefore concluded that

The table above states that 30% of diplomas, 33.3% of graduates, 21.7% of postgraduates, and 15% are others. It is therefore concluded that one-third of respondents are graduates.

The study considers the designation of employees includes chief manager, senior manager, manager, and others. The category others represent clerks. Of 60 respondents, 36.5% are chief managers, 24.3% are senior managers, 19.6% of managers, and 16.2%.

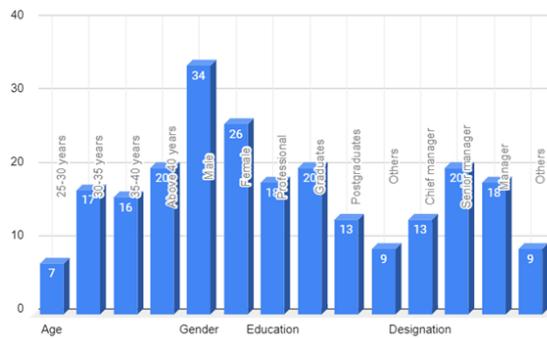


Fig. 2. Demographic profile (Source: Author calculation)

Relationship between drivers of employee engagement and employee performance

In this section, the correlation methods used in this work are explained in detail. Also, it considers drivers of employee engagement is leadership, compensation and training and development. Consequently, the variables are denoted as an independent variable, whereas employee performance a dependent variable.

Table 2. Relationship between drivers of employee engagement and employee performance (Source: Author calculation)

Particulars	Leadership	Compensation	Training and development	Employee performance
Leadership	1	.161 (.009)	.401 (.007)	.246* (.000)
Compensation		1	.132 (.020)	.268* (.001)
Training and development			1	.238* (.001)
Employee performance				1

The table observes that the correlation value for leadership and employee performance is 0.246, and the p-value is 0.000. Consequently, the correlation between compensation and employee performance is 0.268, and the p-value is 0.001. Training and development secure correlation value as 0.238 and p-value is 0.001. All the above-stated variables have a strong positive correlation and its statistically significant. Thus, it concludes that drivers of employee engagement have an association with employee performance

Association between employee engagement and employee performance

The study assesses the relationship between employee engagement and employee performance

through the correlation method. It provides an outcome that the correlation value is 0.712, significance value as 0.002, which is lesser than the 10% level of significance.

Table 3. Association between employee engagement and employee performance (Source: Author calculation)

Particulars	Employee engagement	Employee performance
Employee engagement	1	.712 (.002)
Employee performance		1

Thus, it concludes that employee engagement has a strong positive association with employee performance.

Effect of drivers of employee engagement on employee performance

This section outlines the impact of drivers of employee engagement on employee performance through multiple linear regression analysis. It fixes dependent variable as employee performance and independent variables as drivers of employee engagement (leadership, compensation and training and development)

Table 4. Effect of drivers of employee engagement on employee performance (Source: Author calculation)

Particulars	B	t	sig	F	Sig	R	R ²	Adj.R ²
(Constant)	2.944	6.832	.000	3.133	.002 ^b	.410 ^a	.793	.247
Leadership	.246	1.132	.000*					
Compensation	.268	3.033	.001*					
Training and development	.238	.586	.001*					

The above table observes that employee engagement drivers have a linear relationship with employee performance to 41%. Drivers of employee engagement have a 79.3% effect on employee performance. Individually, leadership has an effect of 24.6%, followed by compensation has 26.8%, and training and development have a 23.8% impact on employee performance. All the variables are statistically significant. Thus, it concludes that drivers of employee engagement have a robust positive effect on employee performance. Also, it observes that leadership increases by 1%. Then, employee performance increases to 24.6%, compensation increases to 1%, and employee performance increase to 26.8%, and Training and development increases to 1%. Then, employee performance increases to 23.8%. Therefore, the outcome helps to derive out the equation which is stated below

Employee performance = 2.9444+0.246(leadership)+0.268(compensation)+0.238(Training and development).

Effect of employee engagement on employee performance

Table 5. Effect of employee engagement on employee performance (Source: Author calculation)

Particulars	B	t	sig	F	Sig	R	R ²	Adj.R ²
(Constant)	2.806	10.426	.000	3.546	.002 ^b	.712 ^a	.807	.498

Employee engagement	.663	5.739	.002				
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Simple linear regression analysis revealed that employee engagement has a linear relationship with employee performance (71.2%). Also, the study finds that employee engagement has an effect of 80.7% on employee performance. Consequently, every one unit of increment in employee engagement increases 0.663 unit of employee performance. The outcome is quite interesting to note that the effect is less with Meswantri & Ilyas (2018) findings. The equation for the above-stated model is

$$\text{Employee performance} = 2.806 + 0.663(\text{Employee engagement}).$$

Results

The study summarizes and discusses the main findings of the work. Drivers of employee engagement include leadership, compensation, and training and development (Barik & Kochar, 2012; Mekka *et al.*, 2020). All the drivers of employee engagement and employee performance have a positive association; this result has further strengthened using multiple linear regression analysis. It proves that the drivers of employee engagement have a positive effect on employee performance. A similar outcome supports previous findings in the literature (Dajani & Zaki, 2015). But it is quite surprising that there was the inconsistency of correlating the outcome with recent studies. However, It is notable that a close correlation exists between drivers of employee engagement and employee performance. Also, a strong positive correlation was found between employee engagement and employee performance. The above-stated outcome fits well with previous results (Sendawula *et al.*, 2018). Consequently, simple linear regression analysis shows that employee engagement has a positive effect on employee performance. The study outcome has several similarities with (Al-dalahmeh *et al.*, 2018; Sugianingrat *et al.*, 2019; Fidyah & Setiawati, 2020).

Conclusions

The present study emphasizes employee engagement and identifies the effect of employee engagement on employee performance. Out of three attributes, compensation was the highest predictor, whereas training and development were the least predictors of employee performance. Also, overall drivers of employee engagement have an effect of 80.7% on employee performance. Thus, it observes from the study that higher engagement, higher performance. Employees engage more on banks to improve their performance and pave the way to accomplish their goals.

Practical implications: The outcomes offer a shed light on the understanding of employee engagement. From the observation, the researcher finds that banks lack gathering, outdoor activities for refreshing the employees. Banks can conduct outdoor activities, enrich the employees to feel the excitement, and engage more than before. It will induce the employees to feel committed to the organization, increasing employee performance.

Scope for further work: The full potential of the antecedents of employee engagement has not been proven, and hence adding drivers like work-life balance, top management, team orientation, and career advancement can help to know the exact outcome of whether it affects employee performance.

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Sumaira Riaz. EMPLOYEE SATISFACTION IMPACT ON THE COMPANY PERFORMANCE ACROSS PAKISTAN TELECOMMUNICATION COMPANIES

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Abstract

Research relevance: The research of the impact of the employee satisfaction of the company performance in the telecommunication industry in Pakistan as soon as no specific researches have been made in this aspect in the last five years and before that only few researchers analyzed the employee performance of the telecom companies and there was no direct link with the company performance. All aforementioned presents the **problem** that is solved by this thesis examining the impact of the employee satisfaction on the company performance.

Research goal: The most important marketing goals of any organization is to achieve customer satisfaction and loyalty. The main task of internal marketing is to achieve the satisfaction and loyalty of the staff of this organization and, above all, the contact staff.

Research methods: The quality of working life is an indicator of the efficiency of production, an indicator of the development of the enterprise and directly depends on the working conditions, the nature and content of work (for example, how much the conditions and nature of work contribute to the fullest use of the employee's potential), the created living conditions for the employee, social benefits, the moral and psychological climate in the production team. Creation of the survey, Approval of the participation of companies, Survey conduction, financial analysis, Z-score calculation, Statistical analysis using methods of descriptive statistics calculation of the average values, analysis of means, methods of inferential statistics regression analysis, graphic analysis, content analysis.

Main findings; Main research is to find theoretical framework behind employee satisfaction, the idea of employee satisfaction, employee satisfaction measurement, Employee satisfaction in telecommunication companies, Link between employee satisfaction and company performance, the essence of company performance, the measurement of the company performance in telecommunication industry.

Keywords: *Employees Satisfaction; behaviour of employees; employee's engagement, employee's performance, organizational performance.*

Introduction

Telecommunication industry in Pakistan has always been a fast-paced and developing segment, even given a numerous challenge than have been experienced due to the drop in the foreign direct investment as presented in the study of Imtiaz and Khan (2014). However, also Khan et al (2016) studying the telecommunication sector in Pakistan defined that there is a constant problem of the weak employee satisfaction with the job monitoring in Pakistan, that potentially leads to the decrease in the employee performance. The same time Zareen, Farooq and Yasmin (2018) defined that employee performance is directly connected with the company performance and identified a necessity of the introduction of the employee satisfaction scales in terms to predict the performance of the company in the telecommunication sector. All aforementioned presents the **problem** that is solved by this thesis examining the impact of the employee satisfaction on the company performance.

The **aim** of the master thesis is to identify the relationship between employee satisfaction and the company performance in the telecommunication companies in Pakistan. In order to reach the aim, the following **tasks** are set up and completed:

1. To analyse the theoretical background behind the employee satisfaction, the aspects of the employee satisfaction and the measurement options, as well as its impact on the company performance, focusing on the telecom industry.
2. To analyse the company performance in the telecommunication industry in Pakistan using the examples of major telecommunication companies - Ufone, Telenor, Jazz.
3. To conduct a survey among employees to identify the satisfaction of employees of major telecommunication companies - Ufone, Telenor, Jazz.
4. To identify and assess the relationship between the employee satisfaction and the company performance.

Master thesis uses the mixed **methods** of the research. The data **collection** methods used are the poll having conducted a survey of 150 respondents in major telecommunication companies - Ufone, Telenor, Jazz, as well as document analysis providing analysis of the annual reports and other financial data to assess the company performance. Master thesis uses four data **processing** methods:

5. Methods of descriptive statistics – calculation of the average values, analysis of means;
6. Methods of inferential statistics - regression analysis;
7. Graphic analysis;
8. Content analysis.

Literature Review

One of the most important marketing goals of any organization is to achieve customer satisfaction and loyalty. The main task of internal marketing is to achieve the satisfaction and loyalty of the staff of this organization and, above all, the contact staff. Staff loyalty is a consequence of their job satisfaction. The assessment of employee satisfaction is based on needs and expectations. Job satisfaction is closely related to employee loyalty, employee loyalty to their organization, their desire to make every effort in its interests, to share its values and goals. By studying satisfaction, the company gets information about the strength of the staff's attachment to the company. If a valuable employee is teetering on the verge of dismissal, then this situation is very dangerous and undesirable for the organization. (Albalushi, 2019) Employee satisfaction is largely determined by the following factors:

- 1) Transfer of responsibility
- 2) Recognition of achievements

Both, of course, are supported by the entire climate of the enterprise and the potential of the employees themselves. Often mentioned in this regard, the factor of professional morality is the result of employee satisfaction, leading to increased productivity. Employee satisfaction can be measured by conducting internal anonymous surveys, or deducing the percentage of days missed due to illness, or readiness for unpaid work, or readiness for unpaid work, or the number of job applicants from among familiar employees, or other trends, but this indicator should be measured in any case. (Bonnici, 2000) Many companies have come to understand that the ability to satisfy an employee means the ability to satisfy a customer. Unsatisfied employees will never give 120% of their best at work. The most advanced companies take seriously the task of making their employees satisfied, using this as a business strategy. In such companies, the pay is higher than in the industry. Employees are awarded based on their personal performance, as well as the effectiveness of the entire company. These companies have a serious social impact.

Problems arise when it is necessary to pay for increasing the level of employee satisfaction. And

many managers do not see a direct relationship between employee satisfaction and the financial performance of the company. But as statistics show, those companies that have a high level of employee and customer satisfaction are the highest profitability indicators. Such companies try to do everything so that the work brings only positive emotions to employees. The key to achieving high financial efficiency and a high level of employee and customer satisfaction is to maintain a balance between these components. (Abe, 2020) High job satisfaction is characterized by the predominance of a positive, constructive attitude to work on the part of employees, which is manifested in diligence, a high degree of responsibility for the work performed, the desire to make it as good as possible, compliance with the norms of behaviour and requirements of the organization, cooperation, mutual assistance, the desire to improve their professional level, etc. (Ward, 2020) Dissatisfaction with work is manifested in low labour results, high staff turnover, instability, high morbidity, violation of norms of behaviour, including safety regulations, reduced Labour activity, etc. (Bonnici, 2000) The factors that influence the formation of high job satisfaction include: material remuneration; working conditions; relations with management and colleagues; the content of the work; the status of the employee; prospects and opportunities; guarantees and stability. But:

- salary, if it provides the acquisition of the necessary benefits for the employee
- material remuneration, if it corresponds to the labour efforts made by the employee and is accepted by him as fair
- assessment of merits due to the manifestation of individual abilities and characteristics of the employee, if it highlights his achievements
- the content and status of the work, if they correspond to the work values shared by the employee (the significance of the work, the attitude to work)
- professional development, if it allows to expand individual labour opportunities
- moral obligations to the organization, which create the basis for the formation of the individual's motivational complex, if they focus it on the commitment of the company, the activation of its activities, participation in the implementation of corporate goals.

Methodology

The quality of working life is an indicator of the efficiency of production, an indicator of the development of the enterprise and directly depends on the working conditions, the nature and content of work (for example, how much the conditions and nature of work contribute to the fullest use of the employee's potential), the created living conditions for the employee, social benefits, the moral and psychological climate in the production team. The idea of the structure and trends of employee satisfaction with work and life provides valuable information about the state of the internal environment of the enterprise to improve the quality of management and is calculated by the employee satisfaction index with work. Employee satisfaction with work is a state of balance between the requirements imposed by the employee to the content, nature and conditions of work, and the subjective assessment of the possibilities of implementing these requests. There are a number of fairly specific values of job satisfaction that reflect its role, functions, and consequences in socio-economic life, in organization, and in management. (Boyer, 2019) Factors affecting employee satisfaction with work.

- 1.The level of employee requests to the content and working conditions
- 2.Assessment of the state of working conditions and their adequacy to the requirements of the employee
- 3.The measure of the subject's own efforts to achieve the desired working conditions
- 4.The extent to which an employee can influence the improvement of working conditions. (Boyer, 2019)

Table 1. Company financial data (Created by author)

	Ufone	Telenor	Jazz
Working Capital	-69422098	- 10447655 16	-1294480200
Total Assets	1210825348	30591045 631	12074347045
Retained Earnings	232904124	32961349 29	-2380681855
EBIT	48482096	29487112 32	526919825
Market value of equity	248554935	20742651 442	2522576800
Book Value	509076274	38238557 59	840582335
Sales	388831234	12253719 593	6621764100

Table 2. Kolmogorov-Smirnov test for full data (Created by author)

	Nature Work	Pa yB en efi ts	Relati onsCo lleagu es	Relat ionsS uper visor	CareerA dvance ment	PerformanceA ppraisal	JobSatisfaction	ZScore	
N	159	15 9	159	159	159	159	159	159	
Normal Paramet ers ^{a,b}	Me an	3,79 50	4,2 95 0	4,166 7	3,75 02	3,6863	3,6868	4,0868	2,3667
	Std. Dev iati on	,546 54	,61 89 9	,7400 0	,641 16	,68971	,56503	,63546	1,30193
Most Extreme Differen ces	Abs olut e	,158	,17 6	,191	,212	,205	,171	,119	,254

	Positive	,091	,127	,130	,212	,205	,132	,095	,254
	Negative	-,158	-,176	-,191	-,211	-,172	-,171	-,119	-,239
Kolmogorov-Smirnov Z		1,989	2,224	2,404	2,678	2,584	2,151	1,496	3,200
Asymp. Sig. (2-tailed)		,001	,000	,000	,000	,000	,000	,023	,000
a. Test distribution is Normal.									
b. Calculated from data.									

Table 3. Primary linear regression (Created by author)

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	,228 ^a	,052	,008	1,29667		
a. Predictors: (Constant), Job Satisfaction, Pay Benefits, NatureWorks, Career Advancement, Performance Appraisal, Relations Colleagues, Relations Supervisor						
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,926	7	1,989	1,183	,316 ^b
	Residual	253,886	151	1,681		
	Total	267,813	158			
a. Dependent Variable: ZScore						
b. Predictors: (Constant), Job Satisfaction, Pay Benefits, NatureWorks, Career Advancement, Performance Appraisal, Relations Colleagues, Relations Supervisor						

Results

As presented in the methodology, the first step was the evaluation of the reliability of the acquired data using the Cronbach's Alpha values. Research step was the analysis of the descriptive statistics of each subscale in details. The next table present the data on the first scale regarding the nature

of work. The results present that the most satisfied aspect is the attitude towards the organization and the least - the degree of the use of the skills of the respondents. Respondents are mostly satisfied with the financials - rate, benefits, less satisfied with the policies. Still, the payment level and competitiveness of that on the industry scale, tend to be highly satisfactory. Respondents stated that mostly they are satisfied with the availability of a supervisor to answer questions and to assist to carry out duties, still the least by the supervisor providing resources to improve their work. The most satisfactory is the access to the internal job postings, still the least one about the opportunities to grow internally. The performance appraisal scale that showed that the most satisfaction is acquired by the consistent expectations of the management, but the least - the communication of expectations of job performance. The final scale was the job satisfaction scale to the presentation. As the results show, then the overall job satisfaction is relatively high. The most respondents are satisfied by the opportunities to share the ideas. The results show, that correlation between all the scales is significant. However, the highest correlation is observed between, relations with co-workers and career advancement satisfaction, relations with co-workers and relationship with supervisor satisfaction, relations with co-workers and job satisfaction, relations with supervisor and career advancement, relationships with supervisor and job satisfaction, career advancement and job satisfaction.

Conclusions

Based on the results of the research, the following conclusions can be drawn: Less satisfied with basic needs the amount of remuneration, the level of incentives, living conditions, sanitary and hygienic conditions, technical equipment-these are the so-called hygienic factors. Their dissatisfaction determines low employee loyalty, while their satisfaction is only a necessary but insufficient condition for high employee satisfaction and motivation. Motivating factors are professional and career growth, independence in work, recognition of merits, and interest in work. The lowest satisfaction of employees is observed in relation to opportunities for professional growth, in part, job promotion. But such motivating factors as the content of the work, independence, and satisfaction with the quality of the work performed are highly appreciated.

Pakistan has 175.6 million mobile subscribers, with a penetration rate of 82.3%. Jazz is the market leader, serving 66.4 million subscribers. In second place is Telenor Pakistan, a subsidiary of the Norwegian Telenor, which has 47.6 million subscribers. In third place is Zong, a subsidiary of China's China Mobile, with 38.6 million users. As the data analysis present, the most satisfied with the nature of work and trainings are employees of Jazz and least satisfied - at Telenor. The same time the payment and benefits are most satisfactory in Telenor, when Jazz is least satisfying.

In case of the relationships, then Jazz is among the top rated, where Telenor and Ufone are close and rating is much lower. Regarding the career advancement scale, then Jazz is again among the top positions of the satisfaction rating and Telenor is evaluated as lowest.

In case of the both performance appraisal and the job satisfaction, Jazz is the leader, when Telenor is the lowest position. Finally, analysing the total scale of the results, as the mean of all scales, it seems that Jazz is the highest evaluated, then it is Ufone and then - Telenor on the lowest position. This means that given the calculated Z-value, the employee satisfaction does not impact the performance of the company. However, to reject hypothesis in full, the author of thesis performs correlation analysis.

The results show, that there is no statistical significance in the correlation of the various scales of aspects of the employee satisfaction on the performance of the company measured by the Z-score.

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Swati Singh. THE RECRUITMENT AND SELECTION PROCESS IN TALENT ACQUISITION AT TATA CONSULTANCY SERVICES (TCS) IN INDIA

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Abstract

This incorporates the recruitment and Selection interaction of grounds situations and experienced up-and-comers in TCS alongside the discoveries and ideas of the investigation. A Study on Recruitment and Selection measure is to comprehend the different wellsprings of recruitment used to draw in the new ability to full fill the authoritative objectives. The techniques and the viable cycle of enlistment of Organization helps Talent obtaining Group to pull in the gifted people into fitting situations in the association. The principle objective of the investigation is to characterize in general techniques for the association to draw in and select the skilled people through experience, capability, reference and meetings and so on, Acquiring and Retaining the best ability goes about as Competitive benefit and TCS emphatically accepts that the nature of Company's conveyances is straightforwardly corresponding to the nature of the assets working in the organization.

Research relevance: To meet the organization goals, it is important to evaluate various attributes of each candidate such as their qualifications, skills, experiences, overall attitude of applicants. Recruitment and Selection is a significant activity in HRM, intended to boost worker strength to meet the business essential objectives and destinations.

Research goal: The main goal of the study is to define overall methods of the organisation to attract and recruit the talented individuals through experience, qualification, reference and interviews etc.

Research methods: The data was collected by interacting with the TAG team (Talent Acquisition Group) and by observing the organization recruitment and selection process. And also collected by understanding and involving in the recruitment policies.

Main findings: It is observed that the number of drop-outs will be high at the time of date of joining. It finds out the different recruiting process for fresher's and experienced candidates. Also, it was observed that the waiting Period of applicants for interviews extends.

Keywords: *Organisation; recruitment; selection; individuals; candidate.*

Introduction

Talent acquisition is the strategy for finding and acquiring qualified HR for hierarchical necessities and to meet any HR prerequisite. Talent Acquisition is relatively new improvement as a novel component and division. Enrolling is as yet an indistinguishable job of a HR generalist in numerous associations. In any case, enrolling as an assignment didn't include enough of the obligations that tumbled to the corporate spotter inside numerous enterprises. Ability procurement is a significant piece of HR wherein top notch workers are selected through various hotspots for occupations in close cutoff times and cost impediments. Enrollment is a subset of the ability securing measure is practically key to the human asset the executives interaction and disappointment in enlistment can make challenges for any organization remembering an antagonistic effect for its productivity and unseemly degrees of staffing or abilities. Result in hierarchical results relies upon better enrollment and choice cycle.

Simply a capacity resourcing measure that is a lot of portrayed and first rate start to finish yields

solid and pleasant results which will consequently yield a high ground in the fight for capacity. Enlistment and Selection is a huge movement in HRM, expected to support delegate solidarity to meet the business fundamental targets and objections.

Recruitment:

The recruitment cycle includes in examining the prerequisite in an association, pulling in the representatives for a specific work, choosing, recruiting and incorporating the possibility to association. It sources the up-and-comers with the capacities, which are needed for accomplishing the destinations of an association.

Recruitment process is involved by both internal source as well as external source for better results of organizational goals. Internal source refers to hiring employees within the organization internally, we can also describe as current employee looking for different position within the same organization. External source refers to applicants who applied for job opportunity outside the organisation.

Selection:

The way toward meeting an applicant and choosing him for a particular job in an association for work under specific standards. Determination cycle will be diverse for various association.

Determination of a correct candidate for an empty situation in an association will be a resource, which thusly assists association with arriving at its targets and objectives.

To meet the association objectives, it is Important to assess different ascribes of every competitor like their capabilities, abilities, encounters, by and large disposition of candidates.

A decent choice cycle offers a few benefits like financially savvy, decreases a ton of time and exertion and helps in keeping away from any predisposition while enlisting.

Consequently, determination is vital and the cycle ought to be ideal for the advancement of the association.

Literature Review

Rakib (2019) examined an outline result which was directed to find a few solutions concerning the laborer reaction with respect to the current enlistment and assurance measure. It has been moreover poor down whether Bangla-CAT is set up to get E-selection or Online enlistment procedure or not. By then, some certain and some negative revelations that I found during my impermanent occupation period were analyzed in disclosures part. Eventually, some idea which he think may help Bangla-CAT to improve its enlistment and assurance measure, moreover to discard a segment of the issues that the specialists are looking there.

Fiandrino (2016) looks at about the client enrollment in online stage. This model makes the web more exhaustive, connected objects of every day life and is a promising answer for the improvement of administrations of the future. A portable crowdsensing (MCS) procedure includes individuals in the process which prompts future benefits as the Mobile crowdsensing (MCS) builds stage's ability without additional costs. At the point when MCS frameworks dole out clients detecting obligations, enlistment is a significant test.

Sudhamsetti Naveen (2014) reveals that the enlistment and decision connection offered in three picked adventures is amazing. The HR head of the picked adventures need to focus in on picking the right individuals through various sources like grounds circumstances, job.com, data banks, etc, The assurance is done by evaluating the contender's capacities, data and limits which are particularly expected to the opening in picked organizations.

Paola Spagnoli (2012) points in the association between the Big Five and hierarchical obligation to look at the intervening capacity of occupation fulfillment components, like satisfaction of the

actual work and fulfillment with human asset methodology. The association among transparency and regulating commitment has been intervened completely by human asset acceptably; the association among uprightness and regularizing commitment has been completely interceded by fulfillment with the actual work while the connection among extroversion and emotional commitment is incompletely interceded.

Aakash Gopalia (2011) has explored the reasonability of online enlistment and assurance measure, a relevant examination of Tesco is in like manner used to draw revelations. It has been explored that web selection and decision are amazing the extent that saving enlistment cost, lessening freedom to enlist and supporting associations in making genuine edge, market picture and pulling in right talented candidates. Online enlistment is moreover reasonable to the extent directing capacity measure that is also seen as fruitful. It has been investigated that e-enrollment will inclined to fill in coming years.

Odhner & Asada (2010) measures illustrated in the organization enrollment writing and how certain they are in enlistment procedures. There is minimal sign that precise occasions are alternatively received and "endeavored and believed" procedures including the enlistment of verbal exchange and the enrollment of "characterized limit" are utilized. This analyzes every one of the proposals. These strategies have positive benefits and can prompt a few issues too.

Alonzo Johnson (2008) investigated the powerful issue of private area the executives enrollment. The degree to which they just influence the attractions of organization specialists to administrative work in imagined positions ads ought to be inspected for character and demography factors and their connections.

Bonn and Forbringer (1992) gives an overview of the current composing related to selection, decision and support activities, and offers a model which is useful in receiving a fundamental technique while sorting out what frameworks may be appropriate for diminishing turnover in affiliations.

Marilyn Carroll (1999) inspects about the enrollment in little association's cycles, techniques and issues. Nowadays, Egyptian associations use enrollment and determination strategies that are explicitly outlined and whether unmistakable techniques are utilized for particular sorts of work. The enrollment and choice obligations are shared by HRM specialists and the line the executives and whether unmistakably this duty is progressively moved to the board.

Aldrichs (2000) examined the association between corporate social obligation and the situation of occupation searchers on the recognizable proof of association. To begin with, the markers of corporate social responsibility were set up, through audit, investigation and order of the material for Taiwan's site. The modern relations CSR pointers have been joined. The poll analyzed the perspective on CSR and association recognizable proof (OI) of the talked with people. The point of this examination is to help upgrade the distinguishing proof of organizations with corporate social obligation and to additionally apply it to the plan of corporate enlistment.

Methodology

The study is prepared based on the information collected through primary and secondary sources.

Primary Data:

- Primary data was collected by interacting with the TAG team (Talent Acquisition Group) and by observing the organisation recruitment and selection process. And also collected by understanding and involving in the recruitment policies.

Secondary Data:

- Secondary data was collected by articles, reports, websites of the company and relevant records.

Limitations:

This study has few limitations and they are as follows:

- Interns are not allowed to access sensitive and in-depth information.
- The time was limited to a period of 60 days.
- The confidentiality policy of TCS and limited access to resources constrained the ability to access the entire process.

Results

The Data analysis & Interpretation of the recruitment process in TCS is as follows:

Recruitment process in TCS:

Every organization needs a well-qualified employee as employees are the strength of an organization; hence it is very important to manage them well.

TCS serves to the employee's aspirations, motivating them to understand their potential and providing them with a certain career path and necessary tools for personal growth to retain employees.

- Sourcing
- Recruiting and Selecting
- Documentation
- e-recruitment
- On-Boarding

Sourcing:

Sourcing is the process of finding the potential candidates for recruitment process. Sourcing is the first step for recruitment & selection process.

Recruiter in TAG (Talent Acquisition Group) team who has requirement should intimate sourcing lead to activate sourcing channel with detailed requirement. Sourcing lead should create and communicate sourcing plan to the particular recruiter and domain recruitment lead. Time limitation is within 48 hours for Niche requirement and 24 hours for Non-Niche requirement.

Sourcing lead will conduct preliminary screening and generate footfall. Preliminary screening will include:

- i. 15 years of continuous regular education
- ii. Not more than 2 years of Gap
- iii. Documents availability
- iv. Notice period in current company
- v. Current company
- vi. Relevancy of skill set

Sourcing lead should register candidate profile and conduct duplicate check in e-recruitment, which is the software platform tool for online recruitment process.

Types of Sourcing:

1. Employee Referral
2. E-Sourcing
3. Vendors/Recruitment Consultant
4. Campus Placement

Employee Referral – Bring your Buddy:

Sourcing lead in the TAG team should be intimated to activate sourcing channel with detailed requirement and to create & communicate sourcing plan to the recruiter. Sourcing lead activate the BYB Channels through,

- Floor Walk
- Mailer
- Instant Messenger
- Poster
- GRS Postings
- Mailer to Business SPOC
- Mail to TEG SPOC
- Public Announcements
- TV advertisement
- Mail to GRS applicants

Sourcing lead then source profiles through TCS sourcing platform and then conduct screening. Sourcing lead will schedule interview to the candidates and then provide feedback to the referrers. Pay-outs will be initiated to the referrers according to the Bands in the TCS-BPS.

BYB Payouts:

BYB Payouts are the monetary benefits that are applicable to the employees who give referrals to the company.

Table 1. Shows the BYB Payouts according to the Bands of the organisation

Bands	Payouts
Data Process(BPO 1, 2, 3)	2500
Voice/Domestic(BPO 1, 2, 3)	4000
Voice/International(BPO 1, 2, 3)	6000
Niche Skills(BPO 1, 2, 3)	7000
BPO4	9000
BPO5	10,000
BPO6	11,000
BPO7	13,000
BPO8	18,000
	20,000

BPO9	
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The BYB Pay-outs are given in instalments in which instalment 1 is 35% and Instalment 2 is 65%.

E-Sourcing – Internal Web Sourcing:

Sourcing lead will take initiative for e-sourcing in different portals that are available in the market. The portals include Naukri, Monster, LinkedIn, Job dial etc., Sourcing lead will select the candidates that are suitable for the requirement of the business.

Vendors/recruitment consultant:

According to the requirement of the business, proposal is sent to the shortlisted consultants of TCS. Recruiter should communicate open requirements to vendors based on the plan. Recruiter will then receive profiles from vendor through GRS, which is TCS e-platform.

Campus Placement / Institutes / Job fair:

Campus SPOC should identify colleges/Universities based on rating & accreditation. Additional check will be verified like footfall, infant attrition analysis, hit ratio etc., Recruiter should identify resource requirement like panellists, stationary etc., Recruiter should project campus cost and then approve for further process. Recruiter should then receive approval by campus lead for scheduling the drive and then Campus invitations should be sent to the colleges. Regional recruitment lead should be intimated and receive TR/MR/HR rounds and campus presentations and nominated employees shall be BPO7 band. Drive is prepared with aptitude test papers, assessment sheets and arrangements for travel & accommodation.

2. Recruiting and Selecting:

Recruitment is the process of finding the right candidate for the right requirement and selecting the desired candidate for the job opening. Selecting the applicants from the pool efficiently will lead to decrease in the infant attrition rate and strengthen the organisation.

Sourcing lead will initiate or invite the applicants and schedule the interviews. The selection process of the applicants will be different for experienced candidates or freshers and campus placements.

2.1 Recruitment Process for experienced applicants:

The list of experienced applicants will be received from the sourcing lead to recruiters. Before receiving applicants from sourcing team, recruiter need to get information from business regarding the number of candidates and also should get requisition from approval from below team as follows;

- Business Head
- RMG (Resource Management Group)
- TEG (Talent Engagement Group)

Once an approval is confirmed for requisition, recruiter can initiate for scheduling the drive. Recruiter should send the invitations to the candidates for interview with an information to carry required documents.

Selection Process:

- HR Fitment round(HR)
- Technical Round(TR)
- Managerial Round(MR)



On the day of interview, candidate is allowed with the unique application number which was created by the particular source they were applied through. Interview consists of 3 rounds which includes,

HR Round:

This is a kind of Behavioural Examine Interview where candidate is examined for job fitment. This round can be taken by the management with the eligible criteria who have Inner view Certification and BEI certification. The band level of interviewer should possess BPO3.

TR Round:

In this round, candidate is tested for technical knowledge and skills that fits to that particular job requirement. The level of band that an interviewer should possess is BPO4 & Above.

MR Round:

In this round, the candidate is examined on organisational stability and corporate skills etc., The level of band that an interviewer should possess is BPO6 & Above.

2.2 Recruitment process for Campus Placements:

Recruitment process for campus placements starts with the approval by campus lead. Recruiter will then send the invitations to the colleges and schedule drive for the candidates on a particular date.

Selection Process:

- Written Test
- HR Round
- TR Round
- MR Round

On the day of campus drive, candidates should register in the TCS portal. The panellists then assess the candidates in 4 rounds which includes,

- Aptitude Test
- HR Round
- TR (Technical Round)
- MR (Managerial Round)

3. Documentation

Documentation in TCS processed by the HRSS (Human Resource Shared Services) team. Recruiter should invite selected candidates for documentation on a particular day through mails attached with the documents to be carried within 3 days of the candidate selection. They should submit all the back-papers to HRSS team for verification and BGC (Back Ground Check). The documents to be submitted includes,

- Resume
- Application form
- E-Recruitment paper
- PAN card
- Aadhar card
- Address proof
- Pay slips
- Previous Company Offer letter
- Re-leaving letter etc.,



After the pre-hire check, BGC code will be initiated and Back ground check will start. BGC may take 3-6 months and more.

4. E-Recruitment

E-Recruitment is the TCS online recruitment process which consists of all the rounds of interviews i.e. HR, TR, MR. E-Recruitment will start once all the documents of the selected candidate will be cleared with all verified documents. This process is initiated by TCS in order to have e-information of the candidates who are selected and rejected for the particular roles.

5. On-boarding Process

Once HRSS team initiated the Background Check for candidates who completed the documentation process, candidate is ready to on board. Induction SPOC should receive the yet to join list based on the expected Date of Joining from recruiter and HRSS team. Then the induction SPOC will schedule the induction to the candidates who are ready to on board and initiate welcome call and welcome mail to the candidate.

On the day of induction, HRSS team should create & communicate employee ID for the joiners. Employee ID can be issued by BMS team and this process should take care by induction SPOC, should handover the employee smart card to the associate. Resource Management Group (RMG) should allocate candidates to respective project and recruiter should coordinate with RMG (Resource Management Group) group.

Data Analysis

According to TCS norms, the sensitive and in-depth information cannot be revealed. Unauthorized access, coping and replications are prohibited. TCS have all controlled documents and information.

According to the manual records and data gathered for the work done is as follows;

1. Calls for selects of campus placements:

Calling the candidates who got selected in campus placements regarding their last date of their completion.

Table 2. Shows calls of candidates selects during campus placements

Day	No. of candidates
Day-1	17
Day-2	20
Day-3	29
Day-4	60
Day-5	73
Other Days	1140
Total	1519

2. Telephonic Interview:

HR screening to the candidates for Tamil language speaking requirements to Hyderabad location.

Table 3. Shows information of Telephonic Interview Data

Category	Results
Selects	23
Rejects	17
Didn't Respond	9
Not accepted	11
Total	60

Interpretation:

According to the table, selected candidates are 39% and rejected candidates are 28%. The candidate who didn't respond and didn't accept the offer are 15% and 18% respectively.

Selection: Candidates have good communication skills.

Rejection: Don't have good communication skills and were not able to understand basic English and not willing to work.

3. E-Platform:

TCS has e-information for the candidates who got selected with recruitment and the candidates who got rejected along with the reasons.

Table 4. Shows the candidates for E-Platform Data

Category	No. of Candidates
e-recruitment	
AML	25
AR Calling	15
Claims adjudication	21
USAA	13
BFL	10
IPAM	1

Data Validation	85
Offer Letter	3

Interpretation:

According to the above table, e-recruitment performed for the domain AML, AR Calling, Claims-adjudication, USAA, BFL and IPAM are 25, 15, 21, 13, 10 and 1 respectively. The total e-platform tools performed of e-recruitment, Data validation and Offer letter are 49%, 49% & 2%.

4. Interviews:

This includes the results of collected data regarding candidates in the domain of .Net, Testing, Java, SQL, during interview

Table 5. Shows data of candidates during Interview

Domain	Selects	Rejects
SQL	3	1
Testing	3	0
.Net	4	1

5. Data Trackers:

TCS has different kind of data base trackers for candidate’s information.

Table 6. Shows information regarding different kind of Data trackers

Category	No. of Candidates
SDB Trackers	1459
Pre-hire	1459
Joiners	240

Findings:

- It has observed that the number of drop-outs will be high at the time of date of joining.
- It finds out the different recruiting process for fresher’s and experienced candidates.
- It was observed that the waiting Period of applicants for interviews extends.
- It finds that the applicants find little difficult in submitting the documents at particular date of submission.

Conclusions

The investigation reasons that the compelling enlistment and choice cycle can will in general lessen baby steady loss rate with better outcomes for association.

The recruitment and selection is the interaction wherein we not just recognize a competitor who has the experience and abilities to do the work that we require, yet additionally to discover somebody who share and underwrites our organization fundamental beliefs.

It is significant that the meeting give reactions from candidates that can be estimated against our assumptions. Adequacy of the enlistment interaction may likewise incorporate the cycle and the time-frame of the enrolment specialist for the interaction. In the event that selection representatives don't utilize the meeting to viably take out candidates who don't find a way into the organization culture and necessity, we may wind up managing turnover, disarray and displeased workers, in the meantime the holding up period may likewise reflect to powerful enrolment measure.

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Vatsal Parekh. A STUDY ON CUSTOMER RELATIONSHIPS MANAGEMENT IN RETAIL BANKING

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Abstract

Customer is considered as the king of the market and maintaining relationship with them is become utmost important for marketer. A strong and customized attention is possible while building personal relations with the customers. Identification of customer attitude towards retail banking services may lead to effective CRM practices. Thus, present study examines the attitude of customers towards customer relationship management carried out in retail banking. Further study examines the factors that led to effective customer relationship stronger while dealing. The necessary primary data have been collected through structured questionnaire. Total 12 respondents were asked about the general information and customer relationship variables. The respondents are selected using non-probability convenience sampling method and data collected through Google form. The necessary secondary data collected through books, journals, and website. To fulfil the aforesaid objectives, frequency distribution, normality test, reliability test and correlation analysis have been used to reach to the conclusion. The study found that majority of the customers holding saving account in their respective banks. Further reliability of the instrument is very high as alpha value is 0.969. Moreover, correlation is very high among various item selected and almost all are statistically significant. Further customers are agreeing and even strongly agreeing that banks are very well maintaining relationship with customers.

Research relevance: The research is relevant to understand the perception, behavior, preference and compare risks and expectation of consumers in retail banking which is moving from brick and mortar to online banking in developing economies.

Research goal: The research goal is to understand the customers expectation and their satisfaction level of various services offers by the banks. Which would help the bank to acquire more customers and retain them for business profit.

Research methods: For the research purpose a sample data would be generated from participants for diverse background though online questionnaire, subsequently the data would be analyzed to reach a conclusion useful for banking business.

Main findings: Purpose of the research paper is to find various variable their correlation and effect of these variable on banks relationship with customer relationship with customer demands focusing on various factors like customer knowledge, customer across different demographic profile

Keywords: *Customer relationship management; retail banking; customer attitude.*

Introduction

It is generally accepted that the maintenance of long-term relations based on a high level of satisfaction by providing services of the best quality leads to customer loyalty. Banking is a very competitive industry and online high-tech banking institutions continue to challenge traditional banks. Customers now demand more services with security, convenience and latest technology. And at the same time, the expectation is that basic banking needs should be available 24/7 at minimal or no cost to the consumer. Banking institutions are finding new ways to attract new clients and retaining existing clientele while keeping the cost down. One of the main ways they are able to do it is through Customer Satisfaction. Best way to know customer expectations to ask them.

In present scenario of Indian Banking Industry to understand of how to manage customer

relationship effectively has become an important aspect for both academicians and practitioners. However, the existing academic literature on customer relationship management (CRM) strategies of banks does not provide a comprehensive outline of what specifically constitutes CRM phases. This study has three purposes:

- To conceptualize and operationalize the CRM implementation in commercial banks;
- To determine whether the CRM implementation is positively associated with customer satisfaction; and
- To determine key moderators between CRM implementation and customer satisfaction.

CRM in retail banking:

In present function of Banking Industry, the ability to maximize customer loyalty through close and durable relationships is critical to retail banks' ability to grow their businesses. As banks strive to create and manage customer relationships, several emerging trends affect the approach and tools banks employ to achieve sustainable growth. These trends reflect a fundamental change in the way banks interact with the customers they have – and those they want to acquire. Consumer market is challenging the Indian retail banking industry to redefine itself. In today's situation, Indian retail banks can stay competitive only by building lifelong partnerships with customers. CRM can be employed to develop an ongoing dialog with customers, integrated across all contact points. CRM allows retail banks to integrate customer-interaction channels and provide consistency to their interactions with customers, generate better customer intelligence, customize their offerings and communications to customers, manage customer interactions and relationships more effectively, and manage the customer portfolio by assessing the lifetime value of customers.

A CRM solution should help a bank target customer based on the “value” they bring to the bank, now and throughout the life of the customer (and beyond through “next generation” marketing). Banks need to ensure that their value propositions have traction with the right market segments. This will enable the bank to identify, target and capture new customers. Clearly, customer insight and strategy are the core differentiators for the bank.

Literature Review

1. Berry (1983) defined relationship marketing as attracting, maintaining and enhancing the customers' relationships in multiservice organization. After a few decades, the evolution in relationship marketing philosophy changed the word relationship marketing to CRM. According to Brown (2000) CRM is a process of acquiring new customers, retaining the existence customers, and at the same time understands, anticipates and manages the needs of an organization's current and potential customers. Furthermore, Mylonakis (2009) described CRM as an innovative process to create a long term relationship and gaining trust. Further, a clear vision of CRM along with appropriate strategies if applies in banking sectors found out that beneficial in maintaining the customer service quality, customer satisfaction and customer retention which ultimately leads to the growth of the organization and profitability (Bansal and Sharma, 2008).
2. Girdhar (2009) observed that by satisfying the internal customers and building good relationship with them, the relationship with the external customers can also be retained and satisfied by the banks. Kumar & Rajesh (2009) reveals that any bank that wishes to either grow in size of its banking operation or improve its profitability must consider the challenges affecting its customer relationship. The challenge before the banks is not only to obtain updated information for each customer, but also to use the information to determine the best time to offer the most relevant products (Lau et al., 2003). It is also important to understand that if customers bring in profits for the bank, it becomes imperative for the bank to provide excellent services to those customers, otherwise they switch to other banks (Ray, 2007).

Service quality in banking implies consistently anticipating and satisfying the needs and expectations of customers.

3. CRM is a key to create a superior customer experience. It manages the customer relationship by creating a clear understanding (Know), by developing services and products based on the added value for target groups (Target), then enabling the actual sale and delivery of services and products through the selected channels (Sell), and developing long term profitable relationships with customers after sales services (Service) (Hussain, et.al., 2009). Many researchers have been done in various industries especially in the banking sector that focusing on customer oriented services (Ndubisi et al., 2007; Rootman et al., 2008; and Dutta and Dutta, 2009). The literature on CRM suggests that banks should consider the customer relationship life cycle (Dwyer et al., 1987). In general, there are three core phases: customer acquisition, customer enhancement, and customer recovery. The acquisition phase describes the initiation of a customer-bank relationship.

Methodology

In this Researcher has used descriptive research design to know the level of Customer Relationship Management practices in retail banking? And to study the various major prominent factors affecting Customer Relationship Management practice implementation in retail banking? For this study, Researcher has used primary data as well as secondary data. The researcher has collected primary information through well-structured questionnaire and secondary data from various research journals, Articles, from newspaper and Annual reports of various organization. Researcher has used non probability convenience sampling methods. The sample size is 12 respondents. For data analysis, researcher has used various statistical tools like Ms. Excel and SPSS. Researcher has used frequency analysis, reliability test, correlation analysis to find out the objectives.

Results

a) Frequency distribution:

Table 1. Gender (Source: SPSS Output)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	10	83.3	83.3	83.3
	Female	2	16.7	16.7	100.0
	Total	12	100.0	100.0	

Table 2. Marital Status (Source: SPSS Output)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	7	58.3	58.3	58.3
	Unmarried	5	41.7	41.7	100.0
	Total	12	100.0	100.0	

Table 3. Educational Qualification (Source: SPSS Output)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSC	1	8.3	8.3	8.3
	Graduation	10	83.3	83.3	91.7
	Post-Graduation and Above	1	8.3	8.3	100.0
	Total	12	100.0	100.0	

Table 4. Employment Status (Source: SPSS Output)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	4	33.3	33.3	33.3
	Businessman	1	8.3	8.3	41.7
	Private Job	5	41.7	41.7	83.3
	Professionals	2	16.7	16.7	100.0
	Total	12	100.0	100.0	

Table 5. Annual Income (Source: SPSS Output)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 100000	6	50.0	50.0	50.0
	100001 - 300000	1	8.3	8.3	58.3
	300001 - 600000	4	33.3	33.3	91.7
	600000 and above	1	8.3	8.3	100.0
	Total	12	100.0	100.0	

b) Multiple Response Analysis:

Table 6. Account Type Frequencies (Source: SPSS Output)

		Responses		Percent of Cases
		N	Percent	
Account Type	Saving Account	11	55.0%	91.7%
	Salary Account	5	25.0%	41.7%
	Loan Account	2	10.0%	16.7%
	Current Account	2	10.0%	16.7%
Total		20	100.0%	166.7%

c) Normality Test:

Table 7. Test of Normality (Source: SPSS Output) (Sig. value compared at 5% Significance Level)

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Statement 1	.250	12	.037	.828	12	.020
Statement 2	.262	12	.022	.781	12	.006
Statement 3	.257	12	.028	.807	12	.011
Statement 4	.258	12	.027	.832	12	.022
Statement 5	.218	12	.120	.859	12	.048
Statement 6	.241	12	.054	.830	12	.021
Statement 7	.213	12	.139	.811	12	.012
Statement 8	.258	12	.027	.802	12	.010
Statement 9	.262	12	.022	.781	12	.006
Statement 10	.258	12	.027	.802	12	.010
Statement 11	.200	12	.200*	.877	12	.080

Data are not normally distributed as probability values are less than 0.05 so we reject the null hypothesis of data are normal.

d) Reliability Test:

Table 8. Reliability Statistics (Source: SPSS Output)

Cronbach's Alpha	N of Items
.969	11

Highly reliable instrument as Cronbach's Alpha value is 0.969. In other words, internal consistency of responses gathered through this item scale is highly reliable.

e) Correlation Analysis:

Table 9. Correlations (Source: SPSS Output)

		S 1	S 2	S 3	S 4	S 5	S 6	S 7	S 8	S 9	S 10	S 11
S 1	Pearson Correlation	1	.684*	.816**	.682*	.640*	.634*	.866**	.737**	.820**	.737**	.741**
	Sig. (2-tailed)		.014	.001	.015	.025	.027	.000	.006	.001	.006	.006
	N	12	12	12	12	12	12	12	12	12	12	12
S 2	Pearson Correlation	.684*	1	.636*	.660*	.904**	.961**	.829**	.947**	.776**	.947**	.819**
	Sig. (2-tailed)	.014		.026	.020	.000	.000	.001	.000	.003	.000	.001

	N	12	12	12	12	12	12	12	12	12	12	12
S 3	Pearson Correlation	.816**	.636*	1	.473	.731**	.544	.849**	.650*	.904**	.650*	.636*
	Sig. (2-tailed)	.001	.026		.120	.007	.068	.000	.022	.000	.022	.026
	N	12	12	12	12	12	12	12	12	12	12	12
S 4	Pearson Correlation	.682*	.660*	.473	1	.557	.642*	.590*	.720**	.567	.620*	.751**
	Sig. (2-tailed)	.015	.020	.120		.060	.024	.043	.008	.055	.032	.005
	N	12	12	12	12	12	12	12	12	12	12	12
S 5	Pearson Correlation	.640*	.904**	.731**	.557	1	.856**	.831**	.817**	.816**	.817**	.764**
	Sig. (2-tailed)	.025	.000	.007	.060		.000	.001	.001	.001	.001	.004
	N	12	12	12	12	12	12	12	12	12	12	12
S 6	Pearson Correlation	.634*	.961**	.544	.642*	.856**	1	.732**	.857**	.788**	.951**	.777**
	Sig. (2-tailed)	.027	.000	.068	.024	.000		.007	.000	.002	.000	.003
	N	12	12	12	12	12	12	12	12	12	12	12
S 7	Pearson Correlation	.866**	.829**	.849**	.590*	.831**	.732**	1	.894**	.829**	.766**	.856**
	Sig. (2-tailed)	.000	.001	.000	.043	.001	.007		.000	.001	.004	.000
	N	12	12	12	12	12	12	12	12	12	12	12
S 8	Pearson Correlation	.737**	.947**	.650*	.720**	.817**	.857**	.894**	1	.706*	.870**	.893**
	Sig. (2-tailed)	.006	.000	.022	.008	.001	.000	.000		.010	.000	.000
	N	12	12	12	12	12	12	12	12	12	12	12
S 9	Pearson Correlation	.820**	.776**	.904**	.567	.816**	.788**	.829**	.706*	1	.826**	.718**
	Sig. (2-tailed)	.001	.003	.000	.055	.001	.002	.001	.010		.001	.009
	N	12	12	12	12	12	12	12	12	12	12	12
S 10	Pearson Correlation	.737**	.947**	.650*	.620*	.817**	.951**	.766**	.870**	.826**	1	.783**
	Sig. (2-tailed)	.006	.000	.022	.032	.001	.000	.004	.000	.001		.003

	N	12	12	12	12	12	12	12	12	12	12	12
S 11	Pearson Correlation	.741**	.819**	.636*	.751**	.764**	.777**	.856**	.893**	.718**	.783**	1
	Sig. (2-tailed)	.006	.001	.026	.005	.004	.003	.000	.000	.009	.003	
	N	12	12	12	12	12	12	12	12	12	12	12

Almost all correlation values are statistically significant and all the item variables are highly correlated with each other that can be seen from the Pearson correlation value. Further factor analysis can be possible where highly correlated item variables are there in the scale.

Conclusions

The study found that majority of the customers holding saving account in their respective banks. Further reliability of the instrument is very high as alpha value is 0.969. Moreover, correlation is very high among various item selected and almost all are statistically significant. Further customers are agreeing and even strongly agreeing that banks are very well maintaining relationship with customers. The study concludes that customer relationship management is very important element for every marketer to remain with customers for longer period of time. Maintaining relationship with customer demands focusing on various factors like customer knowledge, customer responses and technology access plays vital role. Further study concludes that customers are positive about CRM practices prevailing in retail banking. Further relationship can be identified with attitude of customers and their demographic variables.

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Vikramjeet Singh. EMPLOYEE JOB SATISFACTION FACTORS IN BANKING SECTOR OF NORTHERN INDIA

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Abstract

Research relevance: Job satisfaction is a theme that many organizations have taken from a lightly, since they see it as an expense and not as an investment in their collaborators, the issue is important because if all organizations are concerned about providing growth opportunities, employees would have the desire to better perform their tasks or responsibilities and above all to do it with efficiency and effectiveness, liking what you do and feeling satisfied to belong to the institution where he works and thus achieve greater personal satisfaction. Indian Banking industry has large number of employees in several branches in India and some branches is operating abroad. So there is a need for research work on employee satisfaction because of concerns of recent large numbers of attrition in the banking industry of India. Most banks in India have as their fundamental purpose, to achieve the success and be highly competitive to have the best position in the market; it is taken into account that employees are of vital importance for the achievement of the organizational goals.

Research goal: To identify the factors of employee job satisfaction in banking sector of north India.

Research method: Research study will be focused on data collection methods as surveys and document analysis. And for data processing methods as descriptive statistics, transcribing, classification analysis and graphic analysis. The data will have been processed with the SPSS software to obtain results that allow establishing satisfaction parameters and verifying established theories about them.

Main finding: It was identified from the study that the factor which influences the job satisfaction of employee for future researchers, bank employees and higher management are based on gender, hours worked per week, objectives etc.

Keyword: *job satisfaction; employee; north Indian banks; banks; satisfaction.*

Introduction

Over the years, human resource management has evolved. In at first the workforce was considered as one more machines in the process productive. However, as time has progressed, the workers have been acquiring greater rights in their jobs.

At the beginning of the last century this department was called the directorate of staff, focused on administration and control and its main objective was the salary administration and application of the code of conduct.

Later in the 1970s, the personnel management department became be called the department of labor or industrial relations, with a role that is much more social that was aimed at improving the work environment.

In the 1980s, the department was formalized again, although not at the same level as in the first half of the century. The focus was mainly strategic and focused on efficiency and organization.

At present, the management of people, which is how we know this area of the company, is much more involved with the members of the organization. I know perceives a holistic approach of commitment to people and organization and great concern for the development of individuals.

This change is due to the fact that it has been shown that the interests of individuals and of the

organization can be complementary and not just opposing. Despite that job satisfaction is a factor that directly affects employees, for it is important for the company to have satisfied human resources.

It has been shown that the relationship between job satisfaction and employee involvement workers in the organization is positive. Therefore, the company is interested in having satisfied workers. The advantages of having workers involved with your task are numerous. Those individuals involved with the organization tend to be more stable in their work and less changeable. They also perceive their personal goals and work objectives as complementary factors.

Therefore, the objective of this work is to carry out an analysis of job satisfaction oriented to the banking sector and more specifically to North Indian banks. It has been carried out a theoretical study of the different factors that affect both the satisfaction as well as work motivation. In addition, the relationship between these two variables and how they condition each other.

It will also present the different definitions of job satisfaction that have been established by various authors of the twentieth century as well as a brief review to the different theories of work motivation, both content and process.

Once the theoretical bases have been established, and with the help of a questionnaire will collect data from office employees commercial activities of North Indian banks, the results and conclusions will be drawn in order to confirm the different hypotheses theoretical.

Literature Review

Satisfaction and Motivation Factors In Employees of Banking

Employee satisfaction and motivation is an increasingly important point in human resources management. Human capital is an indispensable element in any organization and just like the gears are not allowed to rust of a machine, the personnel of the company cannot be neglected.

With the passage of time, the human resources of the importance they deserve and companies have realized that, as they say Bajpai & Srivastava (2004), satisfied workers are more productive.

Bajpai & Srivastava (2004) affirms that a job is not just a combination of salary and a number of working hours. And Westover and Taylor (2010) conclude in their studies that an increase in job satisfaction produces benefits in terms of worker productivity, helping to create a commitment to high performance for the company.

Reciprocity theories based on the worker's perception of the company on the expectations it had at the beginning, developed by Bhardwaj et al. (2021), establish that it can be stated that job satisfaction affects the development and productivity of employed work and that the greater the trust with the company, the greater the worker's involvement.

According to Sowmya & Panchanatham (2011) in modern banking, in addition to studies, the employees are required a series of psychological characteristics to carry out the business objectives. To do this, a high standard must be maintained at all times of work motivation among the individuals of the company. The motivation for itself cannot be measured but there are several factors that influence it and of which the head of human resources can be served.

Among these factors we can find an economic type, such as bonuses, bonuses, days free, scholarships, retirement plan, medical insurance etc. Or of a non-economic type like flexible working hours, participation in decision-making, recognition of work, possibility of promotion.

Methodology

We use survey as a data collection method because we want to know the opinions of bank

employees of North Indian banks. In order to answer the questions of this study, the data were collected as part of an online survey carried out with employees up till the rank of managers of North Indian banks, with the help of Google forms. Regarding our study, the employees were asked about their perceptions of the situation of their company and their policies and also to finally determine their satisfaction level. The questionnaire used for the survey consisted of close ended questions. The options of the questions were designed as per Likert's five point scale.

In the use of the Likert scale, of 5 variables is considered the most appropriate for this type of surveys by having a central neutral element and enough lateral variables to avoid the tendency to centralization, something very common in Likert scales, in addition all variables are equidistant.

For this study probability sampling method was adopted as it would help the researcher to achieve a strong statistical outcome.

The data collected was recorded in a single excel sheet which was then imported into SPSS. The average for each variable was calculated which is later represented and analyzed in this study.

Results

After the theoretical study on the factors that condition and affect satisfaction and to work motivation, an empirical investigation was carried out with the aim of analyze this theory in a specific sample of a particular bank. A sample of 40 individuals was analyzed, 16 of whom are male and 24 remaining women. 100% of individuals work in an office located in North India. The data were obtained online during the month of February 2021; a google form link was shared with the branch manager who then shared with his/her employees. In this way, the anonymity of the respondents were maintained.

For the analysis of the data, 34 questions have been formulated on different aspects of the employment situation of the respondents. These items have been valued by the individuals on a Likert scale of 7 variables, from "very dissatisfied" to "very satisfied" giving a weighting that started at number one and it increased to the number 7 to measure the general satisfaction of each individual.

Once the degree of satisfaction of each individual was obtained, the general satisfaction with each of the demographic factors that were included in the survey, in order to verify to what extent it really affects the job satisfaction and motivation.

These factors are sex, age, marital status, number of children, level of studies, the type of working day, the number of hours you dedicate each week to your work, the type of office you work in, whether you have business goals, the size of your office and the income it receives. They also wondered what position they held, the level they had and the type of contract, however these three variables were removed from the study. The position they occupy and the level they hold were discarded by lack of response, since many people did not answer this section, however, the type of contract was not analyzed because 100% of the respondents are in the same situation, fixed contract.

Degree of satisfaction according to gender

There are numerous authors, like Bajpai & Srivastava (2004), who establish that women experience greater job satisfaction due to the fact that your expectations are lower and easier to meet. Shrivastava & Purang (2009) and Sloane and Williams (2000) also add that much of the satisfaction and happiness of these Women comes from working with other women.

It should also be noted that in India, generally speaking, women participate less in the labor market than men, although it is currently tending to parity. However, this may still affect the present study, since those only satisfied women may remain in the labor market or, for at least, in the study job.

In the sample, 60% of women and 40% of men are observed. The mean for women, 164.83 is significantly higher than for men who found at a point of 151.75. Therefore, it is effectively shown that women have higher job satisfaction than men.

Table 1. Average satisfaction according to gender (Source: Created by researcher)

Gender	Average
Men	151.83
Women	164.75

Degree of satisfaction according to age

George & Zakkariyain his 2015 study showed that age has no significant influence on job satisfaction. This was corroborated four years ago by Sowmya & Panchanatham (2011) considering that the variables belonging to the organization affect in greater measure of satisfaction than the personal factors of each individual.

Age was asked as an interval, to further guarantee privacy and the anonymity of the respondents and avoids not answering questions too much intimate. Five ranges were established, 56, but the first I was left empty by not interviewing anyone under 29 years old.

While a linear relationship between age and satisfaction cannot be observed, if it is observed that the extremes (30-38 and > 56) are the ranges with the highest satisfaction. This may be due to the fact that in the first years in the company one encounters increased enthusiasm and energy, while in the years leading up to retirement you have greater recognition and responsibility as indicated by Sowmya & Panchanatham (2011).

Table 2. Average satisfaction according to age (Source: Created by researcher)

Age	Average
30-38	170.4
39-48	151.38
49--56	160.35
> 56	178.5

Degree of satisfaction according to marital status

Of the 40 individuals used in the sample, 5 are single, 30 married, 5 divorced and neither is currently widowed. Regarding the relationship between marital status and satisfaction, it can be observed that the single individuals are slightly more satisfied than those who are married and by far above the divorced.

Table 3. Average satisfaction according to marital status (Source: Created by researcher)

Marital status	Average
Single	163.4
Married	161.2
Divorced	146.2

Degree of satisfaction according to the number of children

With the incorporation of women into the workplace, a greater number of importance's to the reconciliation between family and work life, since before they were who were in full charge of raising the children. For this reason in companies with greater conciliation facilities and more flexible schedules, a greater satisfaction, however, within North Indian banks no pattern can be seen specific.

This is because all the individuals surveyed belong to the same area geographical and with similar characteristics in terms of reconciliation factors.

Table 4. Average satisfaction according to number of children (Source: Created by researcher)

Variable	Average
0	163.11
1	167
2	144.08
3	172.29

Degree of satisfaction according to the type of working day

Regarding the type of working day and job satisfaction, a clear increase in workers who have intensive continuous working hours. This is due to that the intensive working day is the one that most bank employees have, in the shows 85% (34).

It is also the type of working day that provides the greatest advantages for conciliation of work and family life since it allows you to enjoy the afternoon free to dedicate it to recreational activities. Although it is true that part-time sessions offer greater free time, the satisfaction that these can cause is counteracted by the uneasiness of a lower salary.

Table 5: Average satisfaction according to the type of working day (Source: Created by researcher)

Type of working day	Average
Departure	129.75
Intensive	164.56
Partial	135

Degree of satisfaction according to the number of hours worked at week

Although various fluctuations are observed in the graph, if a slight upward trend. It is important to note that two of the workers have part-time of 12 and 30 hours and only 9 of the remaining 38 meet their working hours established in an agreement of 35 working hours.

Most workers spend more hours at work than they actually do correspond to be able to achieve the objectives with greater ease and achieve the maximum number of bonuses and bonuses. These additional remunerations are what generate greater satisfaction in workers and what justifies that the greater working hours have greater satisfaction.

Table 6. Average satisfaction according to hours worked per week (Source: Created by researcher)

Numbers of hours	Average
12	101
30	101

35	150.67
38	102
40	163
42	155
43	163
45	203.5
48	159.33
50	159.33
54	155
55	190

Degree of satisfaction depending on whether objectives must be met commercial or not

There are no previous specific studies on the effect of the objectives commercial in the satisfaction of the employees of financial entities. Hence one can only comment on the results of this analysis. After analyzing the sample in which 67.5% (27) of the respondents present commercial objectives in their workplace compared to 32.5% (13) who do not present them it can be affirmed that the average job satisfaction of those who find themselves with These objectives are superior to those who do not have them.

And while it is true that there are no studies on commercial objectives in banking, this can be related to the words of Dhamija et al. (2019) that indicate that a job challenging and complex provides greater satisfaction to the individuals who perform it than an easy and monotonous one.

Table 7. Average satisfaction according to meeting objectives (Source: Created by researcher)

Objectives	Average
Targets	164.93
No Targets	148.54

Conclusions

Job satisfaction and motivation are key elements for good operation of companies. And they are much more so in financial institutions where workers are facing the public as is the case of North Indian banks. It is important that the managers and heads of human resources of the bank take these details into account when planning effective management.

This study is not exact relevant to measure employee satisfaction at North Indian banks since the sample collected is very small and centralized to be able to represent a true picture of the opinion of the workers. To get a relevant study should interview a much larger number of employees, thus as well as from various towns and sectors (commercial offices, central services ...). This type of study is much larger than that of a conference paper, requiring time and tools not available to me.

Higher satisfaction is observed in the extreme ranges in various variables such as age, educational level or income level. The number hours actually worked per week can be related to the variable about achieving business goals. Both have a linear trend since at more hours worked and more targets, higher economic bonuses are received which translates into greater satisfaction.

When analyzing the marital status, the number of children or the type of working day, it is one relate to flexibility and work-life balance. By This means that the continuous working day is the one that produces the most satisfaction while in the marital status or number of children does not see a clear pattern. Finally, as for the offices, mention that the type of office, whether classic or Smart, is indifferent to the hour of the satisfaction of your employees and that to analyze the satisfaction that provides the size of it we do not have enough data currently.

These conclusions about satisfaction drawn from the empirical study can relate to the motivation theories explained above. The employees give importance, and therefore, various elements are necessary for their satisfaction belonging to Maslow's pyramid of needs theory. Safety of having a stable job, the esteem of the recognition of the work done or the self-realization through the development of capacities and skills not only they motivate if not they generate satisfaction.

The possibilities of promotion are related to the feeling of growth individual, intrinsic factor in Herzberg's bi-factorial theory and the need for achievement and promotion as well as belonging to the company or need for membership are collected in McClelland's theory of needs. They are also observed behaviors of process theories, such as the theory of expectations of Vroom, clearly reflected in the section on level of studies and income level, already that depending on what we perceive as fair we will be more satisfied or less. Finally, the satisfaction-generating productivity bonuses or bonuses refer to Skinner's reinforcement theory, since with a reinforcement positive it is possible to maintain the level of productivity or even increase it.

With this it can be affirmed that work motivation and satisfaction are closely related, the second being a fundamental part of the first. Y It can also be said that North Indian banks the Satisfaction is good, so resource managers are encouraged continue with the policies of motivation and satisfaction that are leading to out today. In this way they will get good feedback from their employees and high levels of performance that will translate into higher profits economic for the company.

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Winshow Alukka Pauly. CUSTOMER SATISFACTION IN BLOCKCHAIN TECHNOLOGY

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Abstract

Research relevance: The blockchain technology is for transactional and decentralized data sharing in a huge network of untrusted participators. This platform stirred the growth in B2C and reshaped the structure of organisations. At the same time, this technology has changed the aspects of brand trust, brand marketing, customer satisfaction and loyalty. And these new aspects target the customers more significantly.

Research goal: In this paper, the author tries to analyse the satisfaction of customers or participants who are engaged in blockchain technology. It also discuss the future possibilities of technology in market.

Research methods: The analysis has been done for a sample of 11 participants of blockchain technology. The data was collected through questionnaire, reports, and research articles. The questionnaire was analysed through analysing the frequencies and descriptive statistics method to identify the satisfaction of participants in blockchain technology which is useful for existing and new blockchain users and organisations.

Main findings: The research reveals majority of participants are more trusted in public blockchain and satisfied with the technology. The research also discussed how this technology benefit customers to a great extent and customers prefers bitcoin and ICO products. The blockchain technology can enhance their customer satisfaction through reducing the security threads and by increasing new degree of transparency.

Keywords: *blockchain; bitcoin; customer satisfaction; transactions; security.*

Introduction

The selection of communication method of an enterprise will differ from one business to another. Though the ultimate objectives and issues allied to customer engagements stay constant. The explosion of new technologies habitually has a democratizing influence customers and companies alike. In the current economy, brands are capitalizing on recent methods of customer engagement to lengthen the market coverage and apply adapted marketing strategies (Santomier, 2008). Now companies are developing technology portfolio and make use of several influencers for brand popularity, sales, services and so on (McAllister, Mathew P; Turow, Joseph, 2002). Sequentially, customers turn out to be an essential part of the enterprises and they strengthen the influence of marketing process.

Cryptocurrencies like Ethereum, Bitcoin, Litecoin and blockchain are advanced financial technology that rapidly attack the financial market and made changes the global economy. Majority of people caught blockchain technology through its correlation to bitcoin, which intimately connect the technology to decentralized cryptocurrency. People are curious to use blockchain for the transactions and now the technology stirred the growth in business to consumers and reshaped the structure of organisations. And it is necessary to understand the satisfaction level or the acceptance of customers in this technology.

Literature Review

Technology is generally known as a potentially strong weapon in business competition (Powell, T

C; Dent-Micallef, A;, 1997), though recognizing the ‘right’ technology which is both useful and easy to use is knob for achievement in this competition (Legris, P; Ingham, J; Collette, P;, 2003). In identifying these two elements, researchers have established the broadly known theory of planned behaviour and technology acceptance model to explain the usage of technology (Taylor, S; Todd, P A;, 1995). Even though these theories described had extensive criticism due to their capacity to forecast application and usage of technology is uniquely related on the assessment of technology (Turner, M; Kitchenham, B; Brereton, P; Charters, S; Budgen, D;, 2010).

Blockchain is a distributed database of public ledger or records of digital transactions or events that performed and been shared among participating parties around a large network of untrusted users. This database stores data in blocks which can verify information quickly and it is very difficult to hack (Decker, C; Wattenhofer, R;, 2013). In a market research report, it shows the global blockchain distributed ledger market is \$228M in 2016 and it is expected to reach \$5430M by 2023 (Singh, 2018).

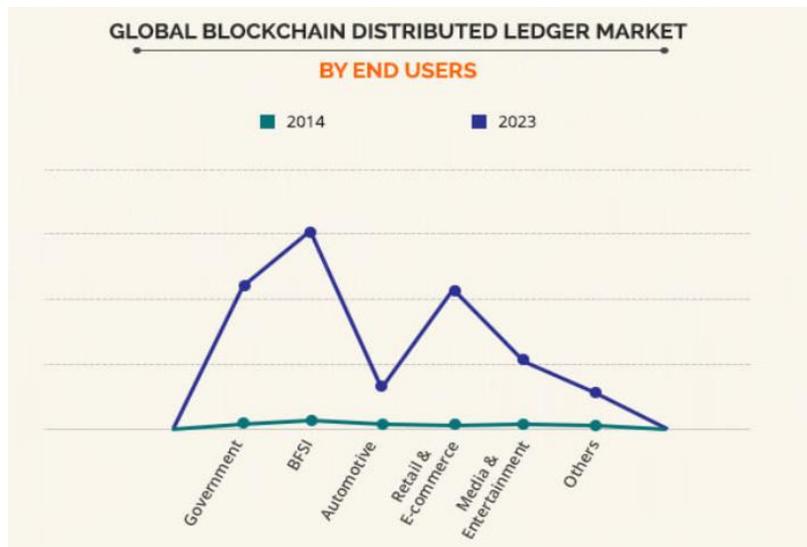


Fig. 1. Anticipated global blockchain distributed ledger market by end users (Srivastava, Himal, 2017).

Blockchain technology market is expanding quick due to increased adoption of technology among several applications exchanges, smart contracts, payments, documentations, digital identities and similar other identities (Wood, 2014). The end users of blockchain are government, BFSI, automotive, retail and e-commerce, media and entertainments (Srivastava, Himal;, 2017). The satisfaction of users is a process of consumer’s response to evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption (Tse, D K; Wilton, C P;, 1988). And it necessary to analyse the satisfaction of existing users who are engaged in blockchain technology.

Methodology

The questionnaire was prepared to identify the satisfaction of customers or users who using blockchain technology. There were 16 questions which includes quantitative and qualitative. The total responses were 11. The questionnaire was in three parts where first part was about demographic profile, second part includes the perceptions of satisfaction and third part include the future possibility of blockchain technology.

Results

After analysing the questionnaire of 11 respondents or users of blockchain technology it summarises as follows:

Table 1. Demographic Profile of Respondents

Background	Categories	Frequency	Percentage
Location	India	7	63.6
	Latvia	3	27.3
	Sri Lanka	1	9.1
Duration of being customer	Less than 1 year	5	45.5
	2-5 year	4	36.4
	More than 5 year	2	18.2
Holding Products	Bitcoin	7	63.6
	Ripple	6	54.5
	ETH	0	0.0
	Others	0	0.0
Frequency of transactions	Daily	1	9.1
	2-3 times a week	9	81.8
	Sometimes a month	1	9.1
	Very rare	0	0.0
	Never	0	0.0

The table describe the result of respondent's demographic profile (Table 1. Demographic Profile of Respondents). Majority of respondents are from India (63.6%) and 45.5 percentage of respondents are using blockchain technology for less than one year and 36.4 percentage were using for 2 to 5 years. Most of the respondents are holding bitcoin (63.6%) for transactions than other products like Ethereum, though 54.5% of respondents are using ripple. Respondents are making transactions 2-3 times in a week (81.8%) which is a good sign for the blockchain technology.

Table 2. Descriptive Statistics of Variables

Variables	Mean	Standard deviation	Kurtosis	Skewness	Min	Max
Customer Satisfaction	2.91	0.94	0.20	-0.66	1	4
Trusted Sector	1.45	0.52	-2.44	0.21	1	2
Security Threads	1.18	0.40	2.04	1.92	1	2

Security Satisfaction	3.45	0.82	-0.25	-1.15	2	4
Technology Quality	2.31	0.95	3.63	1.43	1	5

The table describes the descriptive statistics of various variables for analysing the customer satisfaction of blockchain technology (Table 2. Descriptive Statistics of Variables). Respondents are satisfied with the technology and it shows a mean of approximately 3. Majority of respondents are trusted on public blockchain but there are also respondents who is trusted in private as well. Most of the respondents answered that they had faced security threads through this technology. It may cause due to lack of technical knowledge, and there may cause security flaw. Besides, respondents show above average satisfaction on security of blockchain technology. There are various qualities or benefits for this technology, and most of the respondents expressed transactions are done very quickly with low fees.

The figure shows the percentage of respondents explained their most valuable benefit through blockchain technology (Fig. 1) and it explains 33% of respondents expressed they are satisfied because of security and resilience. Blockchain is one of the advanced technologies, and it is not that easy to hack or to do some fraud activities in this technology. 27% percentage respondents display it is cost saving because users can make transactions without third party like financial institutions. Though the least is settlement in real time (7%), were the technology takes more time for verification, clearance, and other process, especially in private blockchain.



Fig. 2. Percentage of respondents explained valuable benefits of blockchain technology.

The figure displays the percentage of respondents who believe blockchain technology will be the future financial ecosystem (Fig. 3). Most of the respondents exposed no (55%), which describes that it is difficult to generate. It may due lack of technical knowledge, network size and so on. And it is interesting that 27% of respondents agreed on it.

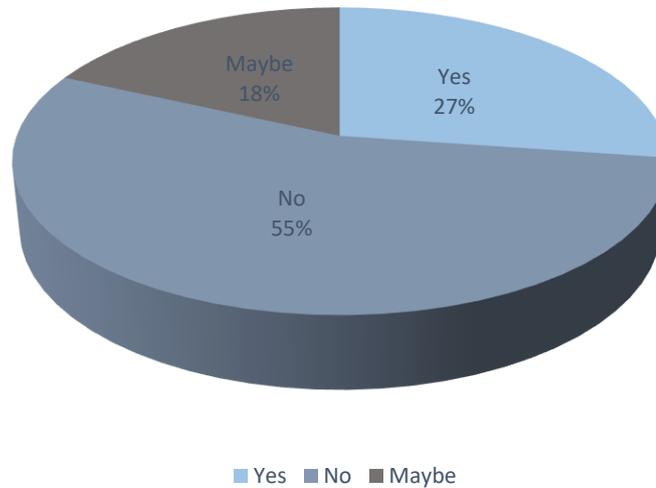


Fig. 3. Percentage of respondents who believe blockchain technology will be the future financial ecosystem.

Conclusions

This paper has discussed about satisfaction customers in blockchain technology and the future probability. The technology is growing with huge scope in various industries and domains and is rigid to change the financial ecosystem especially public blockchain and it is clear from the results that users are satisfied with blockchain. Though it is not that easy to let go from challenges like security threads. Users will start procuring the benefits of blockchain technology through refining the security threads in data protection, scam digital assets, and by increasing the efficiency in executing contracts, payment processes, maintaining records and so on. Also, the technology should be more concentrated on real time settlement in transactions to enhance the satisfaction of users and to build new users to blockchain. And this is an emerging technology and still users are highly satisfied, and it will shows a huge success in coming years and it reveals that year by year, the technology is active in several industries.

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Gaurav Prakash. MACROECONOMIC VARIABLE GROWTH OF INDIA

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Abstract

The primary goal of the examination is to explore the connection between Macro economic factors and financial development in India. This examination has utilized the macroeconomic information from the world bank's data set more than a long time from 1978 to 2018. This paper has utilized relationship coefficient and numerous straight relapse models to break down the relationship am factors GDP development rate, Final utilization consumption, Gross reserve funds, genuine loan cost, unfamiliar direct venture inflow, unfamiliar direct speculation surge, also, swelling. The consequence of the connection coefficient sets up a unimportant relationship between GDP development rate and expansion. Nonetheless, last utilization consumption, net reserve funds, genuine loan fee, unfamiliar direct speculation inflow, unfamiliar direct venture surge, are decidedly related with financial development. The relapse examination results demonstrate that all the factors utilized in the examination altogether affect the GDP development pace of India. Consequently, this investigation infers that among all the factors concentrated in the investigation, last utilization use is a critical driver of India's financial development.

Research goal: To find the growth of Indian economy by the means of macroeconomic methods

Research methods: In this investigation, optional information has been utilized. The essential wellspring of the information is the World Bank's databank World Advancement Indicators. The time span of this investigation is 40 a long time from 1978 to 2018,

Main findings: The relapse investigation results demonstrate that all the factors utilized in the investigation altogether affect the GDP development pace of India.

Keywords: *financial; development; examination; information.*

Introduction

India has arisen as one of the quickest developing economies in the world according to the International Monetary asset. India has accomplished a hearty monetary development of a normal of around 7% from the most recent twenty years. India is the 6th biggest economy on the planet estimated by the ostensible GDP furthermore, the third-biggest estimated by buying power equality (Global Monetary Fund, 2013). India's different economy incorporates conventional town cultivating, present day horticulture, painstaking work, a wide scope of present day ventures, and a huge number of administrations. India has benefited from its huge taught English talking populace to turn into a significant exporter data innovation administrations, business re-evaluating administrations, and programming labourers. As indicated by the world bank, with 1.2 billion individuals and the world's fourth biggest economy, India's new development and advancement has been one of the main accomplishments of our occasions (World Bank, 2016). Over the six and half a very long time since freedom, the nation has achieved a milestone rural upheaval that has changed the country from constant reliance on grain brings into a worldwide rural stalwart that is presently a net exporter of food. Life expectancy has dramatically increased, education rates have quadrupled, ailments have improved, and a sizeable working class has arisen. India is currently home to universally perceived organizations in drugs, steel and data and space innovations, and a developing voice on the global stage that is more with regards to its gigantic size and potential.

History discloses to us that monetary development was consistently an objective for people, for

society, and a country. A country's financial development drives by numerous macroeconomic factors, for example, expansion, financing cost, unfamiliar direct venture, and conversion scale. This paper centres around surveying the macro economy development in India over the most recent 40 years. The basic goal of monetary strategy is to accomplish long haul economical financial development stable value level and lower joblessness. This present paper's fundamental target is to break down the relationship among macroeconomic factors like last utilization use, net investment funds, genuine loan cost, unfamiliar direct speculation inflow, unfamiliar direct venture surge, swelling, furthermore, their impact on the financial development of India. This exploration paper makes a few suggestions for future financial strategy to accomplish maintainable financial development and bringing down destitution. As indicated India's economy is one of the quickest developing economies on the planet, yet it's 21.9% population survives below the poverty line, which can be reduced by implementing the goal-oriented economic policies.

Literature Review

The effect of macroeconomic factors, for example, expansion, and the financing cost on monetary development, efficiency, and GDP has been one of the significant issue concentrates by the macroeconomic scientist. Sibanjan Mishra (2016) analyzed the large scale monetary factors like the GDP, genuine powerful trade rates, the equilibrium of installments, shopper value file, and gross capital arrangement for the Indian economy from the time of 1980-2013. This examination receives time-arrangement assessments like ARDL co-mix test also, the Toda Yamamoto Granger causality test. The causality test approves causation existing among FDI and all financial factors under investigation aside from REER. Stanley Fischer (1991) study presents an assortment of proof that macroeconomic strategies matter for since quite a while ago run development. To begin with, macroeconomic factors enter the ordinary new development hypothesis cross country relapses with factual importance and the normal signs. Second, proof from enormous multicounty contextual investigations, and contextual analyses of Chile and Cote d'Ivoire introduced in the paper, shows that macroeconomic approach decisions have had a critical effect on development over times of more than a decade. He infers that macroeconomic strategy decisions, counting the spending shortage, the conversion scale framework, and those decisions that decide the swelling rate, matter for long term financial development.

Bende-Nabende, A. and Ford, J.L. and Slater, J.R. (1997) This experimental examinations dependent on underlying models have exhibited that FDI invigorates the monetary development measure of creating host nations through its positive overflow impacts. In this examination, the creators exactly research the dynamic effect on approach factors on FDI and its overflow impacts factors and subsequently, the financial development cycle of the ASEAN-5 Economies in the time-frame of 1970-1994. Domac, Ilker and Peters, Kyle and Yuzefovich, Yevgeny (2001) inspects whether a nation's conversion standard system anily affects expansion and development execution in change economies, the creators build up an experimental system that tends to a portion of the fundamental issues tormenting observational work in this strand of the writing: the Lucas investigate, the endogeneity of the swapping scale system, and the test determination issue. Experimental outcomes exhibit that the conversion scale system influences swelling execution. Narayan Sethi (2013) analyses the impacts of private unfamiliar capital inflows (FINV) on macroeconomic factors in India. The examination likewise inspects the patterns and creation of capital inflows into India. Utilizing the Vector Auto relapse (VAR) technique, this paper explicitly inspects the impacts of private unfamiliar capital inflows (FINV) on macroeconomic factors in India. This examination depends on the month to month information from 1995:04 to 2011:07 and joining the macroeconomic factors such as swapping scale (EXR), swelling, cash supply (M3), trade (Exhibition), import (IMP), unfamiliar trade hold (FOREX) furthermore, monetary development (IIP as an intermediary of GDP). The significant perceptions rise out of the VAR investigation which shows there is dynamic short and long balance relationship between few

macroeconomic factors like swapping scale (EXR), unfamiliar trade hold (FOREX), list of mechanical creation (IIP) and cash supply (M3) with private unfamiliar capital inflows (FINV) during the examination time frame from 1995:2010. Teboho Jeremiah Mosikari and Diteboho.

Lawrance Xaba and Johannes Tshepiso Tsoku (2016) look at the macroeconomic determinants of financial development in Botswana. The examination received the Keynesian use way to deal with distinguish the elements affecting Botswana's monetary development. The examination utilized the time arrangement information spreading over from 1966 to 2014. The paper applied a vigorous Engle-Granger way to deal with analyze the since quite a while ago run harmony between Keynesian macroeconomic variables and financial development. The study suggests that monetary policymakers in Botswana ought to rethink the import design of the economy in such a way that they advance the import of capital merchandise that will sway emphatically to monetary development over the long haul that will mean destroy neediness and lessen joblessness. Prasanna and Gopakumar's (2008) study shows that there is a since quite a while ago run negative connection among expansion and GDP development rate in India. Expansion is destructive instead of accommodating to development.

Methodology

In this investigation, optional information has been utilized. The essential wellspring of the information is the World Bank's databank World Advancement Indicators. The time span of this investigation is 40 a long time from 1978 to 2018, which gives (40) information focuses which is measurably huge and important to be utilized for the investigation. The following table addresses the variable utilized in the investigation and their definition.

Table 1. The Variable used in the table

CODE	INDICATOR NAME
GDPGR	GDP growth (annual %)
FICOEX	Final consumption expenditure (annual % growth)
GRSAV	Gross savings (% of gdp)
REINTE	Real interest rate (%)
FODINI	Foreign direct investment, net inflows (% of GDP)
INF	Inflation, GDP deflator (annual %)

Table 2. The co-relation coefficient analysis

	GDPGRR	FICOEX	GRSAV	REINTE	FODINI	FODINO	INF
GDPGRR	1						
FICOEX	0.79	1.00					
GRSAV	0.39	0.41	1.00				
REINTE	0.21	0.06	-0.40	1.00			
FODINI	0.25	0.41	0.85	-0.35	1.00		
FODINO	0.20	0.25	0.70	-0.43	0.85	1.00	
INF	-0.05	-0.09	-0.20	-0.33	-0.16	-0.07	1.00

The table above shows the connection coefficient examination. Relationship coefficient examination is an estimation of the connection between two factors. The relationship coefficient values are consistently between - 1 and +1. A relationship coefficient of +1 demonstrates that two factors are entirely related in a positive straight sense; a relationship coefficient of - 1 shows that two factors are entirely related in a negative straight sense, and a relationship coefficient of 0

demonstrates that there is no straight relationship exists between the two factors. The results for relationship coefficient examination obviously demonstrate that the GDP development pace of India emphatically related with Final utilization consumption, Gross reserve funds, Real loan cost, Foreign direct venture, net inflows, and Foreign direct speculation net outpourings there is a negative connection of - 0.05 exist between financial development rate and swelling rate.

Table 3. Variables descriptive statistics

	FDINO	FDINI	INF	RIRATE	GDPGR
MEAN	0.67	1.67	5.44	5.42	7.19
STANDARD ERROR	0.14	0.21	0.61	0.73	0.51
MEDIAN	0.47	1.65	5.73	5.77	7.56
DEVIATION	0.53	0.82	2.38	2.83	1.96
SAMPLE	0.28	0.66	5.65	7.99	3.85
VARIANCE	1.3	.32	1.23	1.23	0.01
KURTOSIS	1.23	1.44	1.44	0.99	1.00
SKEWNESS	-0.14	-0.41	-0.32	0.22	0.21
RANGE	1.00	0.22	.022	1.11	0.23
MINIMUM	.022	.011	0.11	0.33	0.96
MAXIMUM	11.10	10.11	81.11	82.33	107.69
SUM	15	122	14	41	12
COUNT	15	15	15	15	15

Table 3 shows the enlightening measurements of the factors utilized in the model to dissect the connection between financial development and macroeconomic factors for the time of 1978 to 2020.

Conclusions

It very well may be closed from the model and examination that finds that there is a negative connection existed between GDP development furthermore, expansion over the time frame under investigation. The public authority requirements to embrace an arrangement that controls the value level in the economy. The national bank of India needs to control the cash supply at a steady cost level. Besides, solid R Square (.81) clarifies the meaning of the factors investigated in the examination. In any case, last utilization consumption (.89) is more persuasive than different factors utilized in the investigation. As indicated by Mishra, P. K. (2011). "The ascent in per capita pay and flood in inflows of laborers' settlements added to the ascent in genuine private utilization consumption during the time frame." Higher last utilization spending expanded speculation spending that prompted higher financial development in India. As such, expanding last utilization spending expanded the monetary action in India over the period under examination. Growing financial exercises created greater venture openings that expanded the no of occupations. Subsequently, this investigation presumes that despite the fact that among all the six free factors, expansion, net reserve funds, genuine interest rate, unfamiliar direct speculation inflow, unfamiliar direct venture surge, concentrated in the investigation last utilization consumption, can be viewed as a driver of India's monetary development.

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