



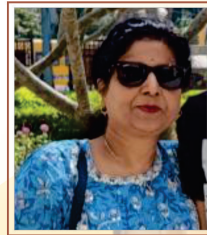
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GL BAJAJ
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GL Bajaj Institute of Management & Research. PGDM Institute
Plot No. 2, Knowledge Park-III, Greater Noida, U.P. 201306

New Trends in **MANAGEMENT**

Volume 3

Edited Book

Chief Editor
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Associate Editors
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Acknowledgement

The unlike is amalgamated together, and from different results the most beautiful harmony.

This book is one such compilation.

This edited book is a blend of few of the handpicked Dissertation Projects by the batch 2020 – 2022 from GL Bajaj Institute of Management and Research, Greater Noida.

Thankfulness is the beginning of gratitude; gratitude is the completion of thankfulness. We express our gratitude to Shri Pankaj Agarwal, Vice Chairman, GL Bajaj Educational Institutions, for his undeniable support throughout, from supporting the Institute's activities until the completion of this edited book, for which our mere expression of thanks does not suffice.

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Dr. Sapna Rakesh
Chief Editor

Preface

In this era of technology and globalization, competition has become knowledge-centric, and innovation and technology has taken the center stage. What does it take to be today's winning competitor? The winner must have a competitive advantage – right? Real winners are not satisfied with a competitive advantage that may be just a flash in the pan; they want a sustainable, strategic advantage that will last. We call a sustainable strategic advantage a strategic competency. If a competency is to be considered strategic, it must create significant value for the customers, differentiate firm from competitors, and be difficult to copy?

To achieve sustainable strategic advantage, firms need to constantly focus on the identification of differential product strategies, building or reshaping, core competencies, acquiring unique technologies, and accumulation of intellectual property. These strategies can be harnessed to make the company successful in a highly competitive marketplace. Identifying what constitutes core competencies has been a subject of debate in the literature over 20 years. The problem has become even more complex with globalization and the growth of the internet, which has given open access to more competitive, environmental, and technological information.

The success in today's global, interconnected economy springs from the fast and efficient exchange of information. Sustainable competitive advantage is no longer rooted in physical assets and capital, but in effective channelizing, of intellectual capital.

One of the current competitive challenges for organizations is the knowledge about the real sources of competitive advantages and how they are created and sustained through time. These sources are associated, in their essence, to the strategic resources that firms possess, such as physical, human, organizational and financial resources, and those they are able to access through cooperative relations with other firms with research and technology institutions. In the case of organizations belonging to a cluster, however, in addition to the resources internally developed or accessed through cooperative relations, they can also count on advantages that derived from their insertion in a cluster.

This book is a blend of some of the best Dissertation Research Projects from the batch 2018 – 2020 from GL Bajaj Institute of Management and Research, Greater Noida. The aim of this Dissertation Projects was to consort the students to discuss the emerging trends and issues prevailing in the upcoming markets. The book reflects the main outcomes of the conference and provides significant orientation and success criteria for achieving the best credibility through innovation technologies, their applications in the context of developing countries, their accessibility for users, and their appropriation by producers and stakeholders in the field of development, thus ensuring their sustainability. The authors gathered within this book include students refined by their faculty mentors and plated with original work.

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How Artificial Intelligence Has Affected the Human Resource Management Practices in TATA and how is TATA's process of Recruitment

Namrata Chauhan, Student GLBIMR

INTRODUCTION

AI, or artificial intelligence, refers to technology that allows software and computer systems to make decisions the way that a human would. Machine learning algorithms analyze data to automatically recognize underlying trends and patterns to refine their predictions and improve outputs.

You may be wondering how ML human resources look since HR is heavily dependent on the human factor. The key is that AI allows management to make strategic decisions quickly. These data-driven decisions enhance the experience for current employees and future candidates. It also allows them to better understand their target audience while developing results-driven human resources practices. So, is artificial intelligence the future of human resources management? The answer is likely yes.

According to McKinsey's study, AI is expected to have an impact of over \$13 trillion on the global economy. Machine learning is expected to transform every industry, and human resources are no exception. We expect that HR professionals will utilize technology to enhance the human experience. Incorporating tested data can optimize the industry and create an intuitive work environment. However, this major shift will not come without any challenges.

One of the biggest concerns with utilizing machine learning for employment is making the technology simpler and safer. Human resources management involves a sensitive employee and company data, so the systems they use must meet all security and privacy requirements.

Similarly, employees will always prefer to interact with a real person when it comes to HR issues, so they must retain the human factor while still taking advantage of the benefits that artificial intelligence has to offer.

Machine Learning in HR Technology

In 2017, IBM performed a study to measure how artificial intelligence will impact human resources. The most significant finding is related to helping professionals make daily decisions quickly.

To this end, machine learning can leverage transactional workforce data to predict everything from employee engagement to fatigue or risk of turnover. Optimizing scheduling and workloads can improve the employee experience and improve performance and retention.

The major premise of machine learning in HR technology is to take care of repetitive administrative tasks so that managers can spend more time working with employees and fostering a productive workplace.

For instance, chatbots powered by artificial intelligence can be used to converse with employees. The experience feels like it is on a human-like level so that employees can address specific concerns. Other tasks like administering benefits packages and scheduling interviews can also take up much of an HR professional's valuable time - but a machine learning model can automate them! The top three artificial intelligence applications in HR are the following: talent acquisition, employee onboarding, and personnel development.

Talent Acquisition

Acquiring new talent for the company is one of the most vital tasks that human resources professionals face. This process generally involves screening candidates, reviewing resumes, scheduling interviews, and working with potential new hires to answer their questions.

Maintaining a database of potential prospects can be time-consuming, and, if done manually, it can take away vital resources from more value-added things that need to be done. Similarly, manual processes can drag out the time it takes to hire a new employee. This timeline makes it difficult for both the department that needs additional help and the person trying to get the job.

With artificial intelligence and machine learning, you can use chatbots to communicate with potential clients and narrow down the list to only the individuals that best fit the job description. The machine learning model can even schedule interviews with the top applicants, allowing the HR professionals to focus on conducting the interview and other essential tasks.

AI-enabled screening cannot only help choose the candidates with the most relevant skill set, but it can also perform background checks another analysis to ensure that you select the top prospect.

Employee Onboarding

Once you have hired the best candidate, the HR team is responsible for onboarding the new employee. Incorporating artificial intelligence into the onboarding process can help employees learn everything from company policies and procedures to important information about their team members and specific assignments.

An effective onboarding process has been proven to boost employee retention rates and productivity, making sense that machine learning could be used to make this process seamless. For example, the machine learning algorithm could answer FAQ, verify employment documentation, manage device and access requests, and more.

Personnel Development

Another important application of AI in human resources relates to professional development and investing in your employees. AI-integrated systems can help companies train their employees and hone the skills needed for specific jobs. The skillset needed for a position may change over time, so employees must remain current with new technology and industry innovations. The machine learning model can assess their current skill level and recommend learning programs or training videos to improve their knowledge.

Likewise, artificial intelligence can analyse large amounts of data to determine which employees need training - and in which fields. The information this technology can obtain will ensure that your employees learn better and faster. You can even integrate them with tools to identify career paths based on the chosen training plan!

Artificial Intelligence and Recruiting

As we mentioned earlier, artificial intelligence has significant applications in talent acquisition. Let's dive in a bit more into how machine learning can enhance recruiting efforts. When your company grows rapidly, your HR department needs to scale the candidate screening and interview scheduling processes. Machine learning models can review resumes submitted on smart digital forms, alleviating many of the manual work required in the recruiting process.

The AI platform can recognize relevant information and even store it in a database for future use so that candidates do not need to resubmit information when applying to several positions. If they move forward through the hiring process, the information can also be compared to background check information and other references.

Imagine how much easier recruiting would be if you could automatically review a candidate's previous work history to match them with the open role that best suits their skills!

Final Thoughts

Artificial intelligence is not something far off in the future - it is already having actionable impacts on human resources today. Machine learning model streamline the HR process, and benefits can be seen everywhere, from recruiting and onboarding to professional development.

Implementing AI in HR will increase productivity and has the potential to reduce operational costs and time spent on mundane, repetitive tasks. It can also boost the overall employee experience, which will drive retention rates upwards.

There has been a massive shift in the way human resources professionals interact with their teams, and the use of technology will only continue to grow and improve their efforts.

TATA MOTORS

	Public
Traded as	NSE: TATAMOTORS
	BSE: 500570
	NYSE: TTM
	NASDAQ:TTM
Industry	Automotive
Founded	1945
Founder(s)	JRD Tata
Headquarters	Mumbai, Maharashtra, India
Regions served	Worldwide
Key people	Ratan Tata , Chairman
	Ravi Kant , Vice Chairman
	Carl Peter Forster , CEO
	Prakash Telani ?: MD (India Operations)

	Ravi Pisharody, President (CVBU)
Products	Automobiles
	<u>Engines</u>
Services	Outsourced Em:1ineerim:1 andDeshm
Revenue	LA \$20.572 billion G
Net income	A \$844 million (2010)
Total assets	LA \$20.192 billion (2010)
Total equity	LA \$2.224 billion (2010)
Employees	50,000 (2010)
Parent	Tata Group
Subsidiaries	<u>Jaguar</u> <u>Land</u>
	<u>Rover</u> TDCV
	Tata Hisoano
Website	<u>TataMotors.com</u>



Aadesh Goyal is the **Chief Human Resources Officer at Tata**

Communications. He has over 25 years of experience in P&L Management, Human Resources, Operations, Information Technology, Corporate Communications, and Program Management, and has held global leadership roles in these functions across multiple geographies. He has played a key role in the M&A and integration of many organizations across multiple countries. In this exclusive interview, Goyal shares his insights on the opportunities that human-machine collaboration present, how this will determine the future of work and drive the digital revolution, and why it is imperative to train employees in new skills not only to be future relevant, but also to leverage such technologies for increased productivity and efficiency.

Artificial Intelligence (AI) is evolving rapidly and is bringing in a paradigm shift in the existing industry landscape. And although the anxiety levels related to automation threatening the existing workforce are intensifying, the outlook for the future is bright as AI will open more doors than it will close. A testimony to this is our recent report, 'AI & The Future of Work' - a pioneering study on how technologies such as AI and Machine Learning will augment rather than replace human intelligence. The so-called "singularity" approach is a hypothetical point in time when AI and robots will surpass humans in terms of intelligence and take over their jobs. This theory is somewhat speculative as AI is extremely far from achieving human-level general intelligence. Instead of fearing automation, it is imperative to train the employees in new skills not only to be future relevant, but also to leverage such technologies for increased productivity and efficiency. Technologies such as AI and machine learning will help eliminate mundane and repetitive tasks and give more visibility to the unique human traits like high-level thinking, strategizing, and innovating.

TechHR 2016 enlightened speakers on advances in technology, especially robotics and Artificial Intelligence, which are shaping the HR transformation process tremendously. Transactional HR tasks that are concerned with the day-

to-day mechanics of keeping an organization running are already been syphoned and automated using robots. Here is the entire story. Traditional HR processes involves a variety of repetitive, administrative tasks. With the advent of technology in human resource segment, it has brought a breakthrough in the industry.

"There is something called as the ease of doing business and I sincerely believe there is something called ease of doing HR. We have unnecessarily made it complicated. It is too much policy driven," avers Shubh Saha from Future Group, one of speakers at Techworks in TechHR 2016. Further, he explains that challenge is, how we enable it and what can robotics do to simplify it? "Things which are repetitive in nature fall similar steps, if we can add a layer of automation on that, then it can complete the assigned tasks," says Shubh Saha. Recently there has been explosion of data, statistics and predictive analytics. Artificial intelligence is the next giant leap for the HR industry. Role of HR is to understand and anticipate emerging trends in technology and equip the companies to embrace the same. So, what does AI mean for HR? And what impact it can bring in?

Artificial intelligence not only simplifies processes but also helps in making logical decisions by removing biases. It can bring in a paradigm shift to areas of HR operations such as recruiting, learning and development. Another significant role of HR managers in the company is to advise business leaders of upcoming technologies and the way they can be used to improve employee performances. It plays a pivotal role in driving the organizational change by successfully integrating human and digital workforces pragmatically.

Therefore, HR needs to be more than ready for embracing technological advancements to raise the bar of accuracy and proficiency.

PRODUCT PROFILE

Tata Motors is India's largest and the world's sixth largest medium and heavy commercial vehicle manufacturer due to its strong position in the truck market. It is a fully integrated manufacturer of trucks. The first Tata truck made its way overseas in 1951 and since then its market has grown to as many as 60 countries across Western and Eastern Europe, South East Asia, West Asia, Africa and South America. Tata Motors exports trucks of various sizes and capacities catering to different business segments. Some of the truck models are: -

- **LPT 1615TC**
- **LPT 1613 TC**
- **LPT 2515 TC EX**
- **LPT 2521 TC**



The Tata Safari is a premium MUV targeted at the upper strata of society. It stands out with its superior design, safety and ergonomic features. Both these vehicles are available in 2 WD and 4 WD with multiple feature options. Some of the Multi Utility Vehicles models are: -

- **Safari**
- **Sierra**
- **Sumo**

- Indica V2 Diesel
- Indica V2 Petrol
- Indica CNG



Tata Motors holds a unique position in the bus segment with its wide range of product offerings. From 12-seater mini buses to 60 seater buses, it has a vehicle for every need. Browse through our bus catalogue to know more about our range.

PROCESS OBJECTIVES & RESEARCH METHODOLOGY

DESCRIPTIVE WORK ON SUBTOPIC OF STUDY

Introduction of recruitments

Recruitment is the discovering of potential applicants for actual or anticipated organizational vacancies. Certain influences constrain managers in determining recruiting sources such as image of the organization, internal policies, and attractiveness of the job, union requirements, government requirements and recruiting budgets.

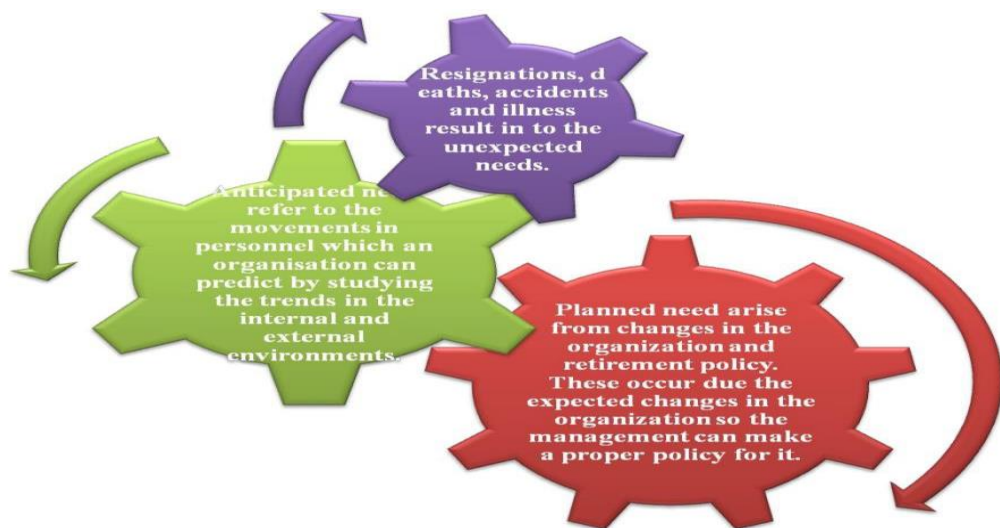
Popular sources of recruiting employees include internal search, advertisements, employee referrals, employment agencies, schools, colleges, and universities; professional organizations and casual or unsolicited applicants. In practice, recruitment methods appear to vary according to job level and skill. Proper selection can minimize the costs of replacement and training, reduce legal challenges, and result in more productive workforce. The primary purpose of selection activities is to predict which job applicant will be successful if hired. During the selection process, candidates are also informed about the job and the organisation.

The discrete selection process would include the following: initial screening

interview, completion of the application form, employment tests, comprehensive interview, background investigations, physical examination and final employment decision. In the discrete selection process, an unsuccessful performance at any stage results in the rejection of the applicant. An alternative to the discrete selection process is the comprehensive approach, where all applicants go through every step in the selection process and the final decision is based on a comprehensive evaluation of the results of each stage. To be an effective predictor, a selection device should be reliable, valid and predict a relevant criterion. Selection devices provide managers with information that will help them predict whether an applicant will prove to be a successful job performer. The application blank is effective for acquiring hard biographical data, while the weighted application can provide information for predicting job success. Traditional tests that assess intelligence, abilities and personality traits can predict job proficiency but suffer from being non-job related. On the other hand, interviews consistently achieve low marks for reliability and validity. Background investigations are valuable when they verify hard data from the application, although they offer little practical value as selection devices. Physical examinations are valid when certain physical characteristics are required to be able to perform a job effectively.

NEED OF RECRUITMENT

The recruitment needs can be classified into- Planned, Anticipated, Unexpected.



Features of recruitment:

- Recruitment is a process or a series of activities rather than a single event.
- It is a linking activity as it brings together the employers and employees.
- It is positive process because in this activity the employers want to have the maximum number of job seekers so as to have a wider scope for choice ultimately leading to spotting right persons for job. It is an important function as it makes it possible to acquire the number and type of persons required for the effective functioning of the organization.
- It is an ongoing function in all the organizations, but the volume and nature of recruitment varies with the size, nature, and environment of the organization.
- It is a complex process because several factors affect it --the nature of the job offered, image of the organization, organizational policies, working conditions etc.

Sources of recruitment:

The various sources of recruitment are -

Internal sources

- Promotion
- Transfer
- Employee Referral

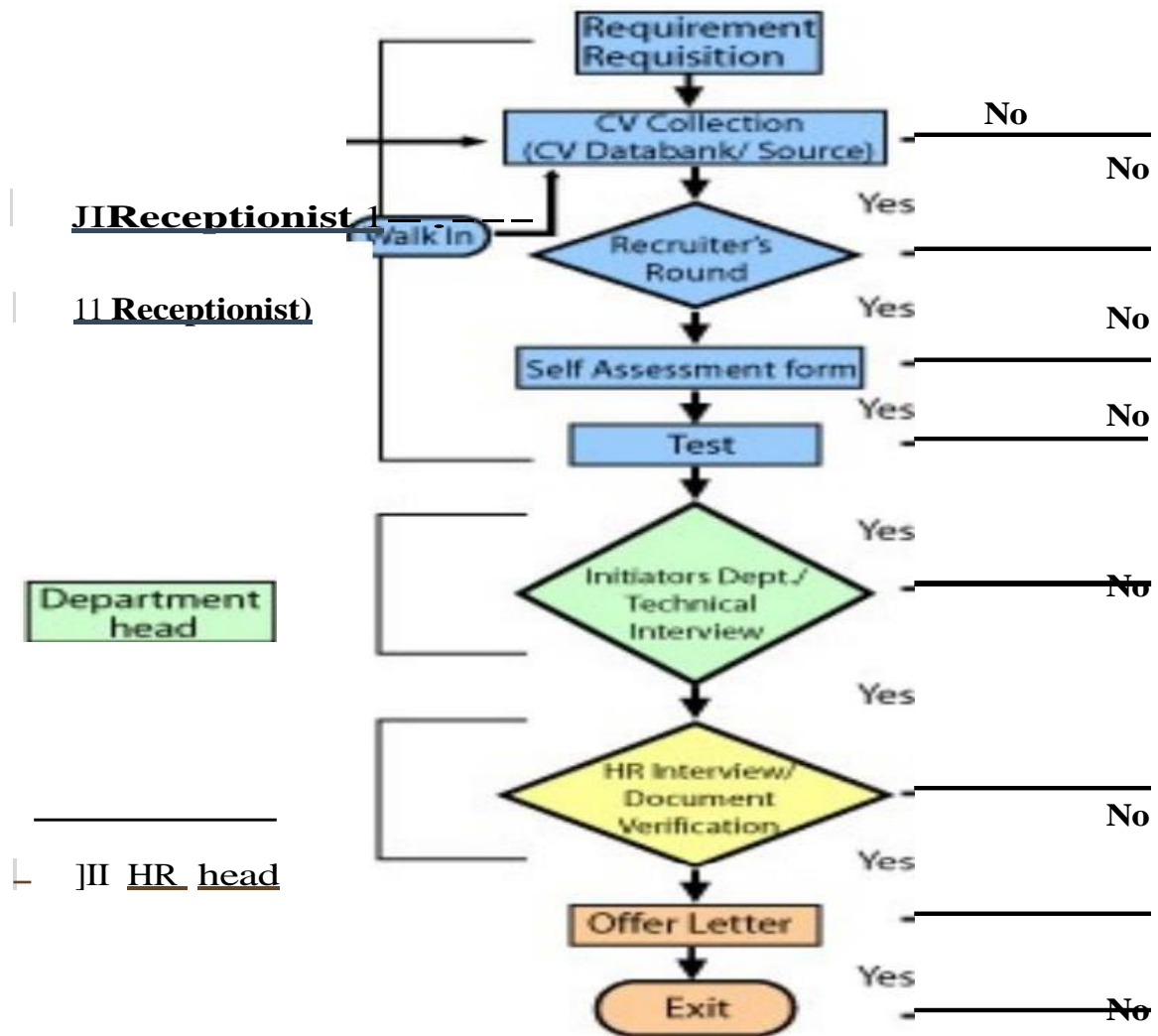
External sources

- Advertisements
- Scouting

Modern method

- Walk-in
- Consult-in
- Head Hunting
- Body Shopping
- Business Alliance
- Tele Recruitment

Recruitment Process Flowchart (Internal)



It is the process of matching the qualifications with those required for the job so that the candidate can be entrusted with the task that matches with his credibility. It is a process of weeding out unsuitable candidates and finally identifying the most suitable candidates. This process divides the candidates into two categories—the suitable ones and the unsuitable ones. The suitable people prove to be the asset for the organization. Selection is a negative process because in this process the management tries to minimize the number of people at each step so that the final decision can be in the light of all the factors and at the end of it best candidate is selected.

PROCESS OF SELECTION

RECEPTION

- APPLICATION BLANK-

.

SELECTION TESTS

SELECTION INTERVIEW



MEDICAL EXAMINATION



REFERENCE CHECK



HIRING DECISION



EMPLOYMENT

- 1) **Reception:** It is the initial screening done to weed out the undesirable candidates.
- 2) This is mainly a sorting process in which the prospective candidates are given the
- 3) Necessary information about the nature of the job and the organization. Necessary information about the candidate is also taken. If the candidate is found suitable then he is selected for further screening else he is dropped. This stage saves the time and effort of both the company and the candidate. It avoids unnecessary waiting for the candidate and waste of money for further processing of an unsuitable candidate.
- 4) **Application blank:** Application Form is a traditional and widely used device for collecting information from candidates. This form asks the candidates to fill up the necessary information regarding their basic information like educational name, **address, references, date of birth, marital status, qualifications, experience, salary structure in previous organization** and other such information.

This form helps in scrutiny and formulation of questions, which will be asked in the interview. These forms can also be stored for future references thus maintaining a databank of the applicants.

5) **Selection tests:** Selection Tests are being increasingly used in employee selection. Tests are sample of some aspect of an individual's attitudes, behaviour and performance. It also provides a systematic basis for comparing two or more persons. The tests help to reduce bias in selection by serving as a supplementary screening device. These are also helpful in better matching of candidate and the job. These reveal the qualifications, which remain covered in application form and interview.

6) **Selection interview:** Selection Interview involves the interaction of the employer and the employee. Selection involves a personal, observational, and face-to-face appraisal of candidates for employment. It is an essential element of the selection procedure. The information obtained through application form and test can be crosschecked in the interview.

7) **Medical examination:** The applicants who have crossed the above stages have to go through Physical Examination either by the company's physician or the medical officer approved for the purpose. The main aim is to ensure that the candidate is physically fit to perform the job. Those who are found physically unfit are rejected.

8) **Reference check:** The next stage marks of checking the references. The applicant is asked to mention in his application form the names and addresses of two or three person who know him well. The organization contacts them by mail or telephone.

They are requested to provide their frank opinion about the candidate without incurring a liability. The opinion of the references can be useful in judging the future behaviour and performance of a candidate.

9) **Hiring decision:** The executives of the concerned departments then finally approve the candidates short-listed by the human resource department. Employment is offered in the form of an appointment letter mentioning the post, the rank, the salary grade, the date by which the candidate should join and other terms and conditions in brief. Appointment is generally made on probation of one or two years. After satisfactory performance during this period the candidate is finally confirmed in the job on permanent basis or regularized.

10) **Employment:** Selection is an important function as no organization can achieve its goals without selecting right persons for the required job. Faulty selection leads to wastage of time and money and spoils the environment of an organization. stable workforce. It helps to reduce absenteeism and labor turnover. Proper selection is helpful in increasing the efficiency and productivity of the enterprise.

1. The questionnaire was distributed to a sample size of 8 companies including TATA MOTORS from in this way that the overall objective of the research is achieved in a proper manner.
2. Some of the data was collected by conducting Structured Interviews and E- Mails.
3. Personal Interactions with the HR Managers, Senior Level Managers and other members of the HR team to take the feedback of recruitment and selection procedures of the company.

Secondary Data Collection:

The secondary data was collected by two sources. These are:

1. Data collected regarding with the recruitment and selection procedure of TATA MOTORS from the Company manuals.
2. Access corporate intranet website.

OBJECTIVE OF THE STUDY

The basic objective of this report is to study "**Analysis of Recruitment and selection process In Tata Motors**". Following fundamental objectives have been identified as the sub-objectives of the study.

RATIONALE

Tata Motors is a globally known consumer electronic company. It is a world-famous big company. In order to run any company we search "**right candidate for the right job**". It is the initial step to run any company because employees are the most important asset of any organization. The success or failure of an organization is largely dependent on the caliber of the people working therein. That's the reason I have chosen this topic and secondly it is major part of HR which is my subject of interest. With the help of this topic I want to know about the recruitment and selection policies of the companies and try to make more effective in Tata Motors. And it would be helpful for me for the future peers.

1. To understand the recruitment & selection process.
2. To analysis the recruitment & selection procedure.
3. To identify the area of improvement in recruitment & selection procedure.

NEED OF STUDY

The concept of recruitment and selection procedure has been one of the most important and positive developments in the sphere of human resource management in recent years. This section examines current practices and decision-making in recruitment and selection. They are critical elements of effective human resource management. We cannot discuss how recruitment and selection take place without asking why certain techniques are used in preference to others. Within the HRM paradigm, they are not simply mechanisms for filling vacancies. Recruitment and redundancy can be viewed as key 'push' and 'pull' levers for organizational change.

Recruitment and selection became one of the most widely used management tools despite widespread criticism of its effectiveness. In theory, Recruitment is the process of searching prospective employees and stimulating and encouraging them to apply for jobs in an organization. Recruitment needs are of three types- planned, anticipated and unexpected. Planned needs arise from changes in organization and retirement policy.

1. Recruitment is a process or a series of activities rather than a single act or event.
2. Recruitment is a linking activity as it brings together those with jobs and those

- seeking jobs.
3. Recruitment is a process or a series of activities rather than a single act or event.
 4. Recruitment is a positive function as it seeks to develop a pool of eligible persons from which most suitable ones can be selected.

SCOPE OF STUDY

The scope of study is to observe the degree of satisfaction levels of the employer as well as the employees towards the process of recruitment and selection techniques adopted by the company. It will also show the deviations if any, towards this affect that will be experienced in research. Apart from getting an idea of the techniques and methods in the recruitment procedures it will also give a close look at the insight of corporate culture prevailing out there in the organization. This would not only help to aquanaut with the corporate environment but it would also enable to get a close look at the various levels authority responsibility relationship prevailing in the organization. Also, the stipulated time for the research is insufficient to undergo an exhaustive study about the topic assigned and moreover the scope of the topic (recruitment and selection) is wide enough, so it is difficult to cover the entire topic within the stipulated time.

SWOT ANALYSIS

STRENGTH:

- Good interaction within the employees. There is a feeling of family
- Organization is updated with every employee
- All departments are well organized (HR, FINANCE, AUTOMATION etc.) Good position in market

WEAKNESS:

- Lack of information and communication among the employees
- Employees are not updated with the policies of the firm
- Unavailability of stress boosters, due to which employees feel frustrated

OPPORTUNITY:

- TATA MOTORS as the opportunity to grow in the corporate world
- It has the capability to give competition to the large scale companies
- This organization results in the growth of the employees

THREATS:

- There are many companies who are ready to take place of this organization. Employees do not feel here for long term association. There is no any extra case in which employee feel happy to be a part of this organization.

ANNEXURE

Recruitment and Selection Questionnaire

The questionnaire survey is purely for academic purpose. any information collected through this survey is confidential and would not be shared with anyone other than the people involved in this.

Name.....
Designation.....Qualification
DepartmentAge.....

Q1. Which of these sources of recruitment are used in TATA MOTORS?

1. Internal
2. External
3. Both

Q2. Does external recruitment brings out the desirable employees in to the organization?

1. Yes
2. 0

Q3. Which of the following external sources of recruitment are used in TATA MOTORS?

1. Advertisement
2. Internet
3. Campus drives
4. Consultancies
5. All of above.

Q4.Does your company follow different recruitment process for different grade of employees?

1. Yes
2. No

Q5.Are you satisfied with the recruitment process?

1. Yes
2. No

Q6.Which from of selection is used in TATA MOTORS?

1. Centralized
2. Decentralized

Q?.Which of the following method does your company used during selection process?

1. Written or aptitude test
2. GD
3. PI
4. GD&PI
5. All of the above

Q8.Do you think innovative techniques like stress test, psychometric test and personality test should be used for selection?

1. Yes
2. No

Q9.What is the basis for selection?

1. Merit
2. Experience
3. Both

FINDINGS

Applying AI to HR will increase productivity and has the potential to reduce operating costs and time spent on routine, repetitive tasks. It can also increase overall employee awareness, which will increase retention rates.

Mechanical design and learning have several implications for human resources and employment. This guide will review how these tools affect the future of human resource management, technologies available today, and some of the top machine learning applications in HR.

According to McKinsey research, AI is expected to contribute more than \$ 13 trillion to the global economy. Machine learning is expected to transform the whole industry, and human resources are also different.

We expect HR professionals to use technology to improve personal knowledge. Entering tested data can improve the industry and create a more accurate work environment. However, this radical change will not come without any challenges.

The main basis for machine learning in HR technology is to take care of repetitive management tasks so that managers can spend more time working with employees and promote a more productive work environment.

CONCLUSION

- HR work is increasingly using AI to automate intoxicating work, work with data-driven data, minimize bad decisions, and save more time planning strategies and personal interactions that can give value to participants.
- A number of analytics-based tools are available for all HR activities — from skills acquisition, staff interaction, distribution of a large set of job profiles, learning and development to performance appraisal, diminishing and retention.
- The key is to have sector-certified and robust models; models can be adjusted in relation to changing business needs. As each role takes on more automation, HR is compelled to redefine its roles and processes.
- HR architecture ingenuity allows processes to be customized to require staff and related roles to be differentiated.
- AI also monitors all important company contact details and other important functions such as legal documentation, etc.

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A Study on Relationship between Employees Benefits & Job Satisfaction of Microsoft employees

Anshika Jaiswal, Student GLBIMR

From an employee's point of view, a good package of benefits increases the value they receive from their working life and contribute to their own health and that of their family. From an employer's point of view, benefits help staff remain happy and committed, reducing the chance of them leaving to work elsewhere. In some instances staff swap a proportion of their pre-tax salary for a benefit, known as salary sacrifice – the Cycle2Work scheme is a good example of this, whereby companies buy a bike and the employee loans it from them until the initial purchase amount has been paid off. Benefits can be taxable or non-taxable. Private medical insurance is one of the most common taxed benefits. In the last ten years, employers have increasingly provided less traditional employee benefits that provide benefit to the employee's life rather than just their working life – examples of these are childcare, healthy foods in the office and subsidised gym memberships. Due to increased competition for good candidates, the benefits an employer provides for a particular position will be an important factor in attracting applicants.

The objectives of the Employees Benefits and Job satisfaction system are as follows:

There are certain pressing concerns that will always be weighing heavily on the mind of an HR professional, the chief among these being engagement and retention. One certainly feeds into the other, as dissatisfied employees who don't feel engaged with the organization will naturally feel more compelled to leave in favor of a company that perpetuates a more supportive, encouraging atmosphere. Employees leave their organizations for a multitude of reasons, many of which are beyond your control. There are, however, certain aspects that an effective performance management system can regulate, including poor communication, unrealistic workloads, unclear expectations, lack of recognition or limited opportunities for progression. All these elements will impact employee engagement and, as a result, employee retention. If you are still not sold, consider the costs to the company. Be SMART about goal-setting, It is difficult for an employee to feel engaged and enthusiastic without knowing their purpose within an organization, or knowing what is expected of them. An employee who feels they are constantly failing because they are unclear about the goals they are meant to be meeting is understandably more likely to leave than one who feels invaluable and productive. One thing is for certain; if communication in your organization is such that you have not adequately shared clear organizational goals with your employees, it is the company's failing rather than theirs. To ensure that organization-level goals are successfully delivered, encourage employees to set SMART objectives. These are objectives that are Specific, Measurable, Attainable, Relevant and Time Bound. This will result in employees who are confident about their role and how it influences the organization as a whole, boosting an atmosphere of teamwork.

Provide regular feedback Yearly performance reviews are becoming extinct. They are failing in comparison to regular, up-to-date feedback and continual employee check-ins. When employees are given the chance to regularly interact with managers, communication becomes

more fluid and managers are kept informed regarding progress and any potential issues. This increased involvement will ensure that your employees are truly engaged in the operation and direction of the company.

Prioritize reward and recognition

When employees work hard and exceed expectations, they do it for more than monetary reward. As humans, we have an instinctive and natural need for recognition and, in fact, it has been found that recognition is the driving motivator behind good work. Taking the time to reward your employees for a job well done is a small price to pay when you consider how it can drive corporate results and boost employee engagement.

Encourage advancement and development

A skilled, motivated employee is an asset. Somebody that is constantly eager to learn and improve themselves can truly benefit the company. However, if this employee firmly believes that there is no room for advancement or promotion, it is unlikely that such a driven individual will remain with you for long. Provide opportunities for these individuals to develop their skills. Give them additional responsibilities or projects to broaden their experience and, if possible, offer promotion when you can. The cost of failing to do so could be losing a dedicated, hard-working employee that another organization would be happy to snap up. Performance Management, when used rightly, is a powerful tool for employee retention. HR leaders need to tread on it carefully, design and execute it well. As we advance in the digital age, it is more of an art rather than a science. Today's employees do not think twice before voicing their feedback on third-party platforms like rating sites which can cause damage to the brand. It is thus the imperative of the leadership and HR teams to structure this model right.

ABOUT COMPANY

The Mission of the Human Resources Department, is to Recruit, Develop and Retain the High-Caliber Diverse workforce

- Employee centric organization
- Well defined policies and processes
- Premeditated induction/Orientation Program to suit individual needs
- Long term engagement with multiple project opportunities
- Diversity in verticals/domain focus – Finance, Telecom, Technology, Shipping, Airlines, Medical.....
- Well carved learning curve with performance management system
- Rewards & Recognition
- Cross training/learning opportunities & redeployment opportunities
- Multiple geographic location project opportunity
- International best practices

Recognition

- Enhance performance by continuous learning
- Continuous Motivation
- Provide practical feedback for learning
- Glass door policy to address any issue or concern
- Culture of performance
- Lead employees on learning curve
- Rewards & recognition
- Building Commitment
- Focus – Employees are given equal opportunities
- Involvement – Marching together towards common goal
- Development – Encourage opportunities for learning and growth
- Gratitude – Recognize performance (formal or informal)
- Accountability – Employees are given freedom to work and outshine.

Locations

Microsoft has operations in the following locations:

India:

Ahmedabad, Bengaluru, Baroda, Bhubaneswar, Chennai, Coimbatore, Delhi, Gandhinagar, Goa, Gurugram, Guwahati, Hyderabad, Bhopal, Indore, Jamshedpur, Kalyan, Thane, Kochi, Kolkata, Lucknow, New Delhi, Mumbai, Nagpur, Noida, Nashik, Patna, Pune, Thiruvananthapuram, and Varanasi.

Asia (excluding India):

Bahrain, China, Israel, UAE, Hong Kong, Indonesia, Japan, Malaysia, the Philippines, Saudi Arabia, Singapore, South Korea, Taiwan, Thailand, and Qatar.

Oceania:

Australia

Africa:

South Africa, Morocco (closed)

Europe:

Belgium, Bulgaria, Denmark, Finland, France, Germany, Hungary, Iceland, Republic of Ireland, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom.

North America:

Canada, Mexico, and the United States.

South America:

Argentina, Brazil, Chile, Colombia, Ecuador, Peru, and Uruguay.

LITERATURE REVIEW

One of the basic principles of HRM research is the impact of HR practices on individuals and organizations. This principle is better understood by studying a package, composition, system, or strategy for HRM (Lepak et al., 2006). As the term High Performance Management is used to refer to “the HR system of practices designed to enhance employee skills, commitment, and productivity in a way that makes workers a source of sustainable competitive advantage (Datta, Guthrie, & Wright, 2005, p. 136). But these systems include practices such as compensation, Incentives, high levels of training, employee participation, selective employment, internal promotion, work flexibility and information exchange (Huselid, 1995; Datta et al., 2005; Pfeffer, 1998). In addition, a High-Performance Management improves organizational performance through Increase workers' knowledge, skills, and abilities, and empower them to take advantage of their knowledge, skills and capabilities for organizational advantages, and increase their motivation (Becker & Huselid, 1998; Combs et al., 2006; Delery, & Shaw, 2001). As defined by (Appelbaum et al., 2000), the High-Performance Management consists of a set of practices (workteams, job enrichment, job rotation and quality) that can facilitate employee engagement and improve employee skills and motivation. Research by Armitage et al., 2007, indicated that the fundamentals of human resource management formed the basis of a High-Performance Management. Three topics were identified that support the concept of this concept: 1. An open and creative culture that focuses on workers, where decisions are transmitted and exchanged through the organization.

1. Investing in workers through education, training, loyalty programs and work flexibility.
2. Measurable performance results such as setting standards and setting goals, as well as innovation through processes and best practices.

Of these practices, work teams and quality circles can be considered as most central to the high-performance paradigm. High-commitment employment practices that have been identified include:

- 1) sophisticated selection and training, emphasizing values and human relations skills as well as knowledge skills;
- 2) behavior-based appraisal and advancement criteria;
- 3) single status policies;
- 4) contingent pay systems, especially pay-for-knowledge, group bonuses, and profit sharing;
- 5) job security;
- 6) above-market pay and benefits;
- 7) grievance systems; and others.

Employee Retention Many reasons make people leave an organization, such as, job related stress, lack of job security and personal dissatisfaction. (Mckeown, 2002) explained his view on employee retention, which focuses primarily on retaining better-performing people rather than those with lower performance. He considered that there is no precise definition of

employee retention because people's perception of retention varies. However (Mckeown, 2002), he found that some managers explained that employee retention is "a reduction in the turnover of work to an acceptable level while others believe that retention is related to compensation and benefits that workers receive, moreover, some believe that it is related to culture, that is, how The worker is treated within the organization. " Arthur (2001) also indicated that retention is only for younger workers, as organizations must be open to offer alternatives to them and to find exciting or entertaining opportunities that expand their knowledge, skills, and interests. Meanwhile (Browell, 2003) stated that the definition of employee retention is "to keep those workers who wish to keep them and not lose them from the organization for any reason, especially if they are transferred to competing organizations". He also clarified that the essential workers who occupy positions sensitive to the success of the organization must be retained at any cost. According to Kavitha et al., 2011, employee retention has become one of the most pressing issues facing organizations and human resource managers in recent times. As workers who increasingly leave the organization create a weak loyalty index for this organization. They also stated that the successful organization is the one that seeks to reduce the depletion of the company's profits, so it is better to reduce the turnover of its employees.

Moreover, they (Ratna, Chawla, 2012) considered that employee retention is more important than employment, although hiring people with knowledge is essential for organizations. Keeping workers also refers to taking appropriate measures to encourage people to stay in the organization as long as they can, and considered that "the process of retaining employees will benefit the organization, since the cost of employee turnover is losing hundreds of thousands of money to the organization's account." (Mohlala et al., 2012) pointed out these different factors that affect the retention of workers after reviewing some previous studies, especially in the information technology industry, these factors include: lack of determination of the desired salary, lack of development of the professional path for workers, technology development and high-rate Employee turnover. They suggested that it is best for organizations to consider these factors as a basis for defining the concept of employee retention. High Performance Management and Employee Retention The turnover rate of organizations can be dramatically affected by the systems of HR practices employed by that organization. (Smith and Other, 2011) presented a study aimed identifying the determinants of work turnover and long-term skills retention in organizations in Australia. This is study done through three steps:

- The difference between short-term turnover and long-term retention.
- The role of high-performance management in its dimensions (total quality management, work teams, training practices, learning within the organization, Learning Orientation) and human resource practices.
- Study the rotation of different groups of workers based on skill level.

The results of this study indicate that learning within organizations is of fundamental importance in reducing work turnover in the short term and improving retention of skills in the long term. This study also shows that there is a series of training practices that are important for developing the skills of each individual in the long term, but not General conclusions can be reached that encompass all skill categories each person has. While (Heffernan, 2012) studied the relationship between high performance management at the organizational level and individual behaviors at the employee level, this study was applied to 188 workers in three organizations in Ireland, where this study concluded that the organizations that enjoy the application of a high performance strategy with high Employees with job satisfaction and organizational commitment, and work stress, compared to organizations that implement a higher medium performance strategy. This contributes

to the fact that these organizations keep their workers longer than other organizations. (Ang and Other, 2013) examined the impact of high-performance management approaches perceptions (employment, performance management, cultural diversity, training and development, participation in decision-making) for workers and managers and their implications for human resource outputs, as the study was applied to 193 workers versus 58 managers in hospitals Localities in Australia, where the study found that when a high performance strategy is applied in a way that reflects on the human resource practices of the organization, this system is positively translated into more participation, job satisfaction, organizational commitment, and a less willing desire to leave the job and stay organized, as The study reached that integration and satisfaction with the relationship between the mediating Alozivian system high-performance strategy and intention to quit. While (Mostafa, 2013) studied the impact of high-performance management on organizational outcomes related to worker behaviors (organizational commitment, job satisfaction, intention to quit work) and the role of mediator to stimulate public service Motivation and fit the Person Person fit, Where the high performance strategy dealt with a set of dimensions (employment, training, job security, promotion, independence, communication). The study was applied to 671 workers in the health and higher education sectors in Egypt, so the researcher concluded that the high-performance strategy affects organizational outcomes related to worker behaviors. The study concluded that adopting a high performance strategy in the public sector not only leads to the desired attitudes of the worker, but is also related to motivating him to serve the public, and improving commitment between workers and their organization, and thus the organization contributes to retaining them, as studied (Kehoe et al, 2013) The relationship between workers 'expectations for high performance management and some organizational outputs associated with worker behaviors, which is the behavior of organizational citizenship and the intention to remain within the organization, in addition to the mediating role of organizational commitment, as this study was applied to workers in food factories in America, and one of the most important results that The study found that organizational commitment partly mediates the relationship between employee expectations of high performance management and organizational citizenship behavior, when fully mediates the relationship between employee expectations of high performance management and the intention to remain within the organization. As for (Garcia-Chas and Other, 2014) they tried to study the relationship between high performance management and intention to leave work and the mediating role of job satisfaction, procedural fairness and self-motivation in this model, as this study was applied to 155 engineers from 19 organizations in Spain, the most important result of this The study indicates that the high performance strategy contributes positively to alleviating worker behaviors with the intention of leaving work, and that only job satisfaction plays an intermediate role in this relationship. (Burno et al., 2015) conducted a sterile study on high performance management and the intention of leaving work by studying both job satisfaction and organizational commitment as intermediate variables in this relationship, as the study was applied to 730 workers in Canadian organizations, where the study reached an increase in investment in A high performance strategy program can significantly improve employee satisfaction for employees, which helps to increase organizational commitment, which in turn contributes to reducing the intention to quit work. The researcher also indicated that Canadian organizations are the most proactive in implementing modern human resource management systems such as the high-performance strategy, because these systems are designed to improve the skills of workers, to motivate them to use these skills and enable them to make decisions at work, which increases the possibility of organizations to retain skilled workers.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Research design constitutes the blue print for the collection, measurement and analysis of data. A research design is a logical and systematic plan prepared directing a research study. It is a plan for the entire research to be conducted. It covers the questions like What are the types of data required? Which techniques should be used? Where the data can be found? Where should the study be conducted?

RESEARCH METHOD

The main objectives of this research is to provide a comprehensive overview on the study of Impact of performance management on employee retention of TCS employee. A survey method is deemed to be an appropriate method to address the aims of this study. That's why a survey will be conducted to address the objectives of this study.

DATA COLLECTION:

Primary data [collection of data through questionnaires]

PRIMARY DATA: - The primary data has been obtained from the employees of various departments of TCS through circulation of the questionnaire.

Data Representation- With the help of pie chart and bar chart

Secondary data through company's website and other sources.

SECONDARY DATA: - The secondary data has been obtained from published literature on the topic and from Books, Journals, News Papers, Research Articles, Thesis, Websites, Magazines etc.

Data Analysis/ Research Instrument:

- The instrument used for gathering data was questionnaire. All the responses will be evaluated and the data will be interpreted based on the respondents, sample percentage will be calculated to analyze the data and represent through graph and charts.
- The data so collected will be analyzed through the application of statistical techniques, such as bar graphs and pie charts.

PLAN OF ACTION

Duration of the study: 6 Months

Objective of the study :-

- To judge the impact of performance management on TCS employee performance.
- To assess the effectiveness of existing performance management system.

- Identify the process and the type of performance management that TCS used to retain their employee
- Identify the strategies used in implementing performance management to retain employee

SCOPE OF THE STUDY:-

- The study is an attempt to determine the effectiveness of the performance management system on employee retention of TCS employee .
- The research was design to analyze & collect data regarding Performance management and employee retention followed in TCS
- To understand the importance of performance management for employee .
- To study about the various method of performance management used in TCS to retain their employee.

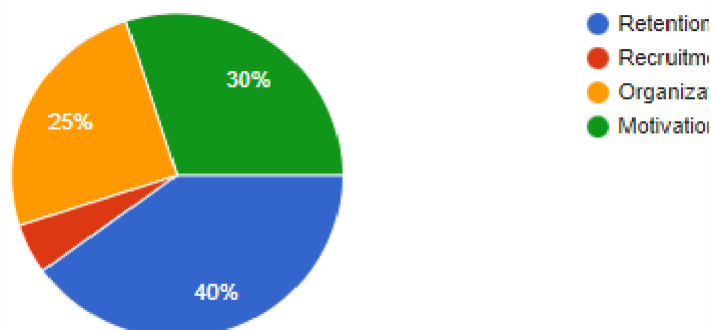
LIMITATION OF THE STUDY

Every research is conducted under some constraints and this research is not an exception. Limitations of this study are as follows: -

- The findings of the survey are totally dependents on the response of the respondents that might not correct in each and every case. It is very difficult to get authentic and unbiased data.
- As the study is carried out for academic purpose, due to constraint of time and cost, comprehensive study was not possible.
- The methodology used for data collection was insufficient. The only questionnaire is not sufficient to get into greater depth of the analysis of the response
- Hesitation and fear of expressing the true fact among the respondents was a challenge in collecting the information.
- Due to shortage of the time, it is not possible to cover all the aspects.

DATA ANALYSIS AND INTERPRETATION

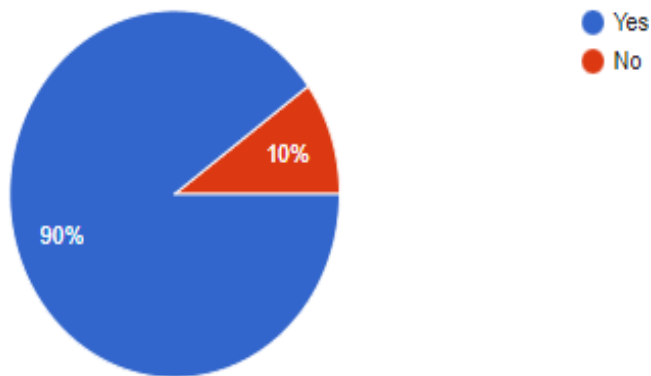
- 1) In your opinion, the Performance Appraisal system of your organization is related to which of the following?



40% of employee think that performance appraisal system is related to retention and 30% is related to motivational so, this is very clear from the data that performance

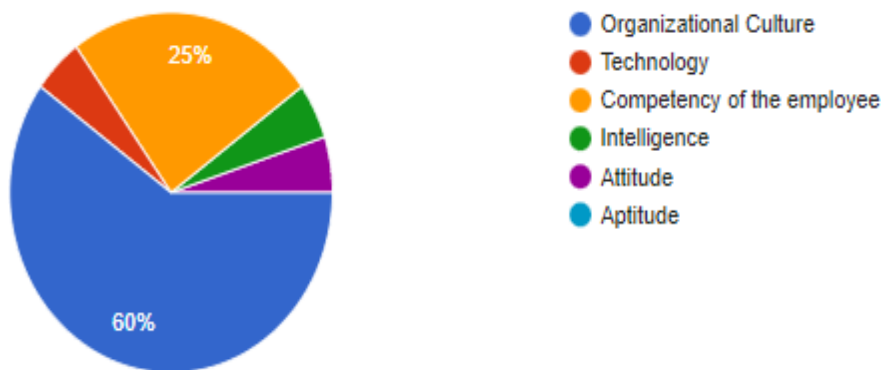
appraisal help employee to retain in the organization as they feel engaged and motivated in organization.

2) Did your manager communicate or interact on regular basis



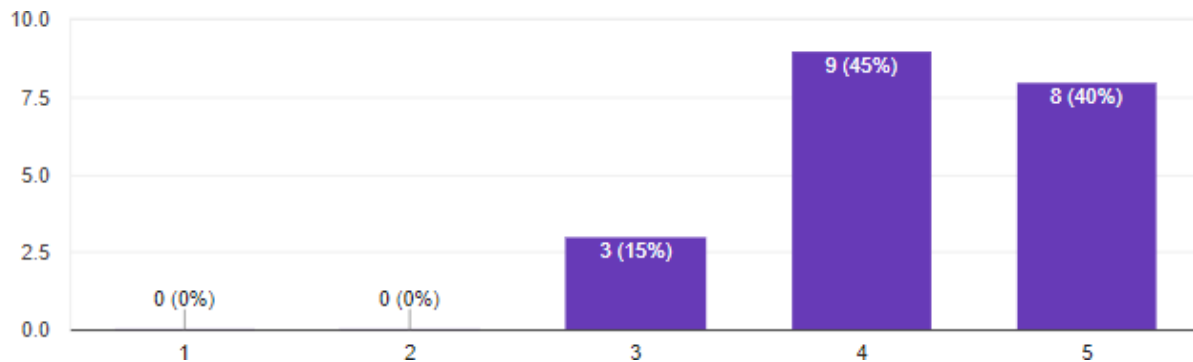
From the above TCS manager communicate with their employee and by communicating daily with employee

3) What are the determinants for job performance in your organization?



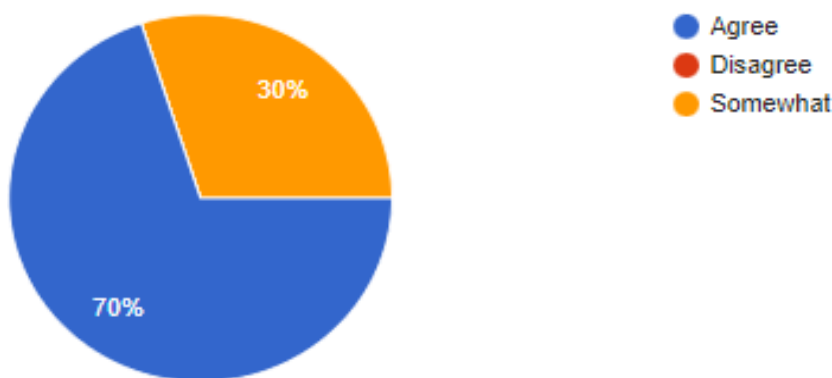
From the above data organizational culture is the main determinant of performance management and after that competency of the employee is second determinants.

4) Performance system management encourage you to retain in this organization. Scale this statement on 0-5



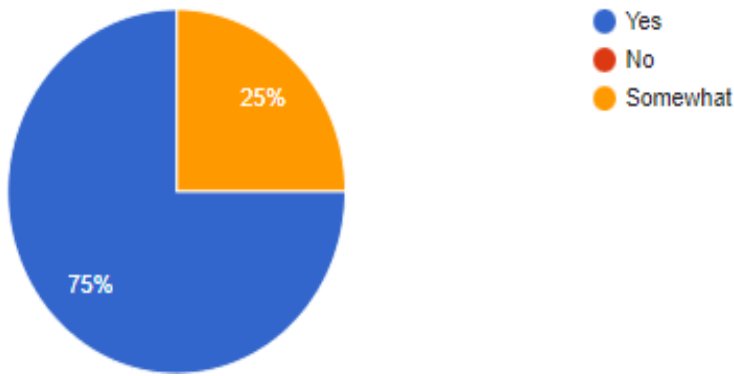
The above data shows that 45%-40% of employee think that the performance management encouragethem to retain the organization and TCS employee are satisfied with performance management system and encourage them to retain.

5) Did you feel that performance management help in achieving individual goal.20responses



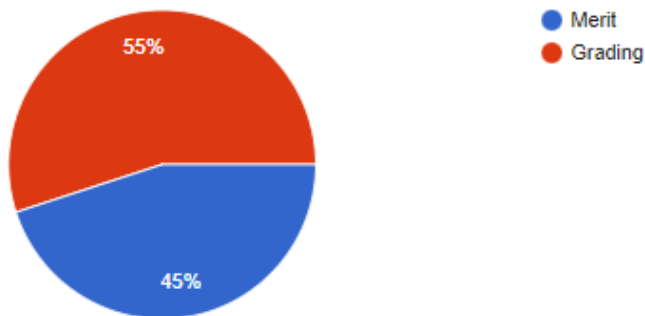
70% of TCS employee think that performance management system of the organization help them toachieve their individual goal.

6) Do the PMS implemented in your organization create a participative environment?



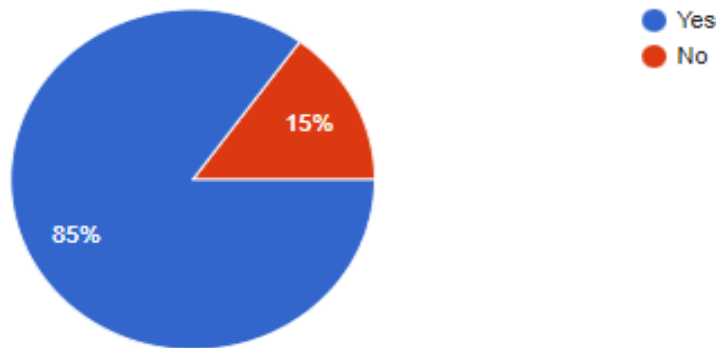
From the above data it is clear that the performance management system of TCS create a participative environment and help employee to engaged and engaged always retain the organisation.

7) Which method of performance appraisal is implemented in the organization



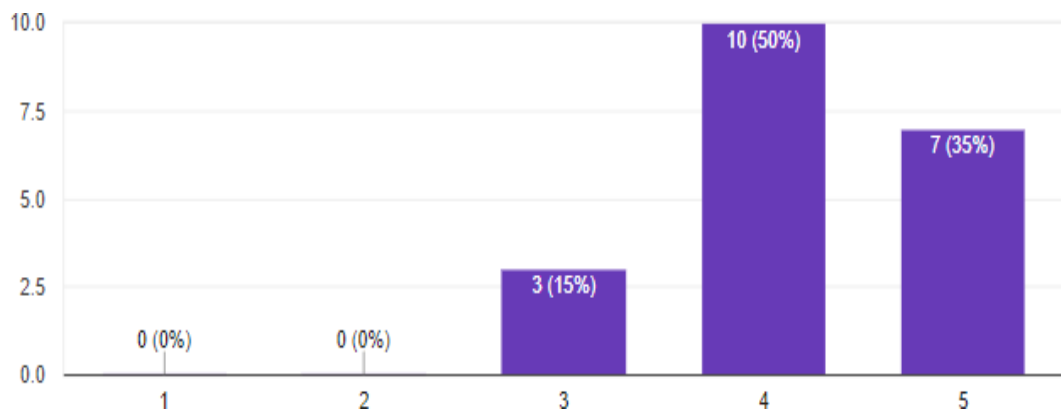
Above data shows that 55% employee think that grading method is used for performance management and 45% merit method is used .

8) You are satisfied with the weightage given against each activity that you are supposed to perform in the specified period by PMS?



Most of the employee of TCS are satisfied with the weightage given against each activity that you are supposed to perform in the specified period by PMs

9) Does the performance of employees improve due to the current Performance Management System



Most of the employee of TCS improve their performance due to the current performance management system.

SUMMARY OF FINDINGS AND CONCLUSION

Job satisfaction shows our attitude towards the job and is associated with the outcomes and expectations. According to Locke, it is “a pleasurable or positive emotional state resulting from the appraisal of one's job or job experience”. Employee satisfaction is the terminology used to describe whether employees are happy and comfortable and accomplishing their desires and needs at work. Employee satisfaction can also be based on the effect of an individual's experience of work, or the quality of their working life. Employee satisfaction can be well understood in terms of its connection with some key factors, such as well-being, stress at work, control at work, working condition etc. Employee satisfaction is based on how the organization treats them, effective employee satisfaction for individuals reflects from the emotional feeling they have about their job.

An employee with a sense of satisfaction with his job will feel more inclined to be at that job. This reduces the instances of employee absenteeism, and it also helps to curb turnover. Missed time by employees costs the company money and affects employee productivity. High job satisfaction is also linked to performance, which in turn is linked to higher profits. Those employees who feel happy and content in their roles are much more likely to approach the tasks that they need to carry out with enthusiasm and dedication.

Conclusion: -

Offering benefits to your employees is important because it shows them you are invested in not only their overall health, but their future. A solid employee benefits package can help to attract and retain talent. Benefits can help you differentiate your business from competitors.

Microsoft also gives a lot of benefits to their employees through which their employees like the work culture of the company and also through the data analysis we predict that employees are more attracted towards benefits they are getting in their job and Microsoft is doing very well in making their employees feel delighted and also motivated to do their best in their roles.

Employee Benefits are the indirect and non-cash compensation paid to an employee. ... They are also called fringe benefits that are offered to attract and retain employees.

Fringe benefits provide some sort of reward which impacts greatly employee work experience. By making your workers feel that their effort is being recognized, you earn their loyalty. Increased employee loyalty translates to increased productivity because worker's self-esteem is protected.

Factors That Lead Amazon.com as the Prominent Online Shopping Platform: An Analysis

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Introduction

Amazon.com is a world-leading online shopping platform popular in United States. Around 150.6 million mobile users in the world access this e-commerce online retail website to buy goods and services. Amazon.com has set up its branch offices in many countries – Mexico, Poland, Singapore, South Africa, Korea, Taiwan, India, Japan, and others. Amazon.com, headquartered in Seattle, Washington, is an internet-based enterprise selling A to Z of consumer needs. The company's logo suggests that the website provides a wide variety of products from A to Z, such as web service, data storage lease, and cloud computing.

The company was initially started by selling books online in 1994. Jeff Bezos, former Wall Street stock fund executive, chose the name Amazon.com basically because the name was initiated with the letter A and the relationship with the tremendous South American waterway (Companies History, 2020). He always had the strategy of expanding to increase the growth. After the field-tested strategy, the organization ventured into selling PC games and music in 1998. At about a similar time, Amazon extended its administrations globally by buying other online book shops in the UK and Germany. By the turn of the Millennium, it had additionally ventured into selling buyer hardware, computer games, programming, home-improved products, toys, games, and more.

By the mid-2000s, Amazon had dispatched its amazon web services. This advancement fitted well with Jeff's underlying aspiration to make amazon a tech organization as opposed to an online retailer only. By 2006, Amazon extended its Amazon Web Service portfolio with its Elastic compute cloud. At the hour of establishing, many Bezos' friends and different critics pointed their suspicion about his plan or strategy. Budgetary columnist was probably the nastiest and frequently stigmatized the organization by alluding to it as Amazon.com. Most of them confirmed that the Amazon.com would eventually miss out of the more refined book platforms. Particularly those that were at the point of taking action accordingly and beginning their own personal online business locales. Amazon's underlying marketable strategy was abnormal; it did not anticipate making a benefit for four to five years. This moderate development made investors grumble about the organization not arriving at productivity sufficiently fast to legitimize putting resources into, or to try and get in the long haul, at the point when the website bubble burst toward the beginning of the year 21 century, decimating numerous e-organizations all the while, Amazon endured, and developed on past the air pocket burst to turn into a gigantic part in online deals. It at long last turned its first benefit in the final quarter of 2001: \$5 million on income of more than \$1 billion. This net revenue, however, amazingly humble, demonstrated to doubters that Bezos unpredictable business module could succeed. In 1999, TIME magazine named Bezos the person of the year, after perceiving the organization's accomplishment in promoting web-based shopping. This was

followed by their simple storage service shortly afterward. Now the company makes market leading eBook reader known as kindle. The segment of eBook has witnessed a dramatic growth post the publishing of amazon kindle. Amazon was always highly efficient in finding market opportunity and digging in that spot. Today the organization offers everything from books to tablets to transportation holder houses. It has become an all-in-one resource with numerous desires for its future. The very reality that Amazon.com did not get beneficial until the last quarter of 2001 as it did not support things.

Bezos left the critic comments and excuses of his cynics as individuals who could not comprehend the potential of the business. Amazon Revenue has stretched around \$148 million out of 1997, a huge bounce from around \$15 million in 1996. At the beginning, Amazon.com sold books to all 50 states and over 45 countries. Within two months, its sales reached \$20,000 per week. Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization in 2015. In 1997, Amazon.com opened up to the world and figured out how to raise an eye-watering \$54 million on the NASDAQ trade. Notwithstanding the money, the organization had the option to utilize its high-flying stock to subsidize its forceful development and procurement procedure. The 9-stock price over past 10 years has raised from 20\$ per share to \$170 per share. A total of \$600 million revenue was made in 1998.

Another development of Amazon.com was the accomplishment of its “partner” program. Set up in July 1996, the program allowed people with their sites to pick books of interest and spot advertisements for them on their destinations, permitting guests to buy those books. The client was connected to Amazon.com, which dealt with all the requests. Partners were sent reports on their deals and made a 3 to 8 percent commission from books sold on their destinations. The associate program truly started to take off in mid1997, when Amazon.com framed organizations consented to give Amazon.com wide special capacities on their locales, two of the most visited destinations on the web. As the achievement proceeded, Amazon hit managers of numerous other well-known destinations, including Netscape, GeoCities, Excite, and AltaVista.

Amazon.com additionally extended its business through a triplet of acquisition in mid1998. Two of the organizations were gained to additionally extend Amazon. Om’s business into Europe. Book pages, one of the biggest online book shops in the United Kingdom, gave Amazon.com admittance to the UK market. Tele book, the biggest online book retailer in Germany, added its German titles to the blend. The two organizations not just gave Amazon.com admittance to new clients in Europe. However, it additionally gave existing Amazon.com clients admittance to more books from around the globe. The Internet Movie Database, the third procurement, was utilized to help plans for its move into online video deals, as the gigantic assets and data of the IMD filled in as an important resource in the development of a client agreeable and useful site for video deals.

Another enormous change in 1998 was the declaration of the organization’s choice to go into the online music business. Bezos again needed to make the site as valuable as workable of his clients, who he engaged them for help. A while before authoritatively opening its music web page, Amazon.com solicited its book shop clients and individuals from the music calling to help plan the new site.

Amazon.com offers the best prices, good products, and a completely hassle-free shopping

experience for its customers (Marathe & Gawande, 2020). It provides a huge variety of products and services such as retail goods, Amazon Prime, consumer electronics, digital content, and delivery. Products usually bought by Amazon consumers are books, dresses, footwear, and mobiles (Marathe & Gawande, 2020). Research found out several factors influence the success of an online platform, including service quality, delivery speed, simple on-line ordering, and confidence towards sellers (Marathe & Gawande, 2020). Based on the research of perception towards online shopping, product quality is the main factor most consumers care about (Marathe & Gawande, 2020) as it is a key aspect in influencing product purchasing decisions (Acadiana, Megarian, & Agbayani, 2019).

Amazon.com could be accessed in many countries. There must be a main office and inventory located in other countries as the branch. As different countries have different government policies, a political factor is one of the determinants of the locus of global ecommerce (Kshatriya, 2001). Thus, the operating system of Amazon.com must adapt to the local policy. Countries like India and Malaysia are enjoying political stability since their independence enabling a smooth presence of Amazon (Jhangir, Dominic, Ansarullah, & Khan, 2011). Prime memberships are currently available in 17 countries: Austria, Australia, Belgium, Canada, China, France, Germany, India, Italy, Japan, 10 Luxembourg, Mexico, the Netherlands, Singapore, Spain, the UK, and the US. Along with its branches located in politically stable countries, Amazon.com should know how far the local government supports e-commerce, and be assured that the cyber-security in the country are well guarded.

Addedly, Amazon.com owns separate retail websites for different countries. Amazon.com is also one of the first companies to establish an affiliate marketing program (Mogar-Poladian, Demetres, & Tanas, 2017). Economic level of the country would affect the business activities of Amazon.com. The facilities in the country should be affordable to the online business, such as logistics, inventory and geographic. Amazon was brought to countries with stable economic conditions, since people's income would affect the e-commerce business. In addition, sufficient economic facilities are necessary to support the online business.

In many countries, there are various forms of social culture. It is a key point to be seriously considered as it affects the online shopping platform. Customer behavior and perceptions must be explored to understand consumer mind-set. Recognizing what they are thinking about and what factors influence them in buying variety of products or services is of utmost importance (Arora, 2017). Research by Marathe & Gawande (2020) on consumers' perception of online shopping, stated that the first step a marketer should take to change consumers' perceptions is influencing consumer attitudes and acknowledging the attitude. The study contended that marketers should emphasize consumer attitude as one of the crucial factors.

Since there is a lot of socio-cultural disparity as we move from country to country, cultural issues must be considered seriously in online business. Thus, Amazon.com discovered the specific country to enter by research on their culture, habits, and languages. It is essential to recognize consumer's habit of a country and used it intelligently in the e-commerce. In addition to the people's mindset, Amazon.com also gauged the level of wealth disparity in the country to make sure that not only luxury goods are sold on the ecommerce, but also necessities. E-commerce is closely related to technology, thus the number of internet users is growing drastically every day. Around 445 million users in 2020 has created great

opportunities for regional and global e-commerce (Marathe & Gawande, 2020). Amazon.Com's information technology system is what makes the difference between them and other competitors, since it is one of the first to have an IT-system operation, which fulfils an important part of all customer relationship management tasks (Donika, Mahi, Ignas, & Mahi, 2012).

Issues of network security is a matter of great focus by marketers. Based on research of perception towards online shopping, consumers worry about their credit card details being shared by unknown people (Marathe & Gawande, 2020). Therefore, the level of network security should be always maintained in high performance to ensure cybercrime will not occur along with certain level of technology is needed to access online shopping website in the country.

The country which continuously researches on technology is best suit to the ecommerce, and the obsolescent technology should be avoided. Good network security is outmost importance to prevent cybercrime. Thus, sufficient information technology (IT) specialists and resources are highly needed to operate the online business system.

PROFILE OF THE ORGANISATION AND RESPONDENTS

We all know that Amazon is the largest online retailer of electronics, clothing, music, books, and many other goods. On top of that, Amazon's subscription services attract millions of users worldwide. That's why learning about Amazon demographics can provide marketers with a better understanding of consumer behavior. Likewise, SEO specialists can use these insights to improve their content and digital marketing strategies.

- Amazon's mobile shopping app had 150.6 million users in 2019.
- The global Amazon marketplace has 6.3 million sellers.
- 85% of young consumers buy online at least once a week.
- The Amazon Prime membership base has over 200 million users worldwide.
- The average Amazon Prime member spends \$1,400 a year on online shopping.
- The average age of an Amazon consumer is 37.
- 43% of consumers click on Amazon ads while browsing the web.
- 79.8% of Amazon customers say that free and fast shipping is the primary reason for shopping on the platform.

Amazon's third-party sellers made up more than half of the company's projected \$300 billion revenue in 2020. So, just who are these people?

The team at Jungle Scout surveyed thousands of Amazon sellers to learn more about them, their business strategies, sales, and more. Male or female, college grads or retired seniors, working a full-time job or earning income from their Amazon business alone — Amazon sellers are about as diverse as the products they offer.

We take a closer look at Amazon seller demographics, particularly:

1. Gender: Are more Amazon sellers' men or women?
2. Age: How old are most Amazon sellers?
3. Location: Where do most Amazon sellers live?
4. Education: How educated are Amazon sellers?
5. Employment: Are Amazon sellers employed?

1. Gender: Are more Amazon sellers men or women?

In 2021, nearly two-thirds (64%) of Amazon sellers are men, compared to just a third (32%) who are women.

- Men: 64%
 - Women: 32%
 - All others: 6%
-
- Age: How old are most Amazon sellers?

While the majority of Amazon sellers (58%) are between 25 and 44 years old, more than a third of sellers (37%) are over age 45. The most common age for an Amazon seller is 39.

- 18-24: 5%
- 25-34: 30%
- 35-44: 28%
- 45-54: 21%
- 55-64: 12%
- 65-80: 3%
- 80+: <1%

2. Location: Where do most Amazon sellers live?

Nearly half (49%) of all Amazon sellers surveyed live in the United States, followed by China (7%), the UK (7%), Canada (7%), and India (4%) .

The remaining 25% are located in both English-speaking and non-English-speaking countries throughout the world.

1. United States: 49%
2. China: 7%
3. United Kingdom: 7%
4. Canada: 7%
5. India: 5%
6. All other countries: 25%

4. Education: How educated are Amazon sellers?

Amazon sellers are largely educated. The majority (71%) have a bachelor's degree or higher, and 28% have master's or higher.

On the other hand, 12% have a high school diploma/GED, and 2% have no high school

or higher education.

- No high school/GED/secondary education: 2%
- High school diploma/GED/secondary education: 12%
- Associate's degree/some post-secondary education: 13%
- Bachelor or equivalent: 43%
- Master or equivalent: 26%
- Doctoral or equivalent: 2%
- Trade/technical/vocational or other: 2%

5. Employment: Are Amazon sellers employed?

Most Amazon sellers (70%) have other work outside their Amazon businesses. In fact, 36% have full-time jobs of 40 or more hours per week, and 22% earn income from their Amazon sales alone.

- Student: 1%
- Not employed; looking for work: 1%
- Furloughed due to COVID: 1%
- Employed, working 1-39 hours per week: 9%
- Employed, working 40+ hours per week: 36%
- Self-employed/own own business: 25%
- Earn income only from Amazon business: 22%
- Not currently working (including maternity/paternity leave and stay-at-home parents): 1%
- Disabled, not able to work: 1%
- Retired: 2%
- Other: 1%

OBJECTIVES

The online shopping method has replaced the traditional shopping method. Amazon.com as one of the largest online shopping platforms has adopted a number of strategies which has contributed to its success. It includes innovation, outstanding customer service, execution, and diversification. The purpose of this study is to investigate the factors that lead Amazon.com to be a successful online shopping platform. This study explored what made Amazon today by gauging some factors such as the level of customer awareness, sources of awareness, customer perception, customer satisfaction, competitor analysis, competitive advantage, etc. It also investigates the opportunity Amazon gained in the market. This study proves there is a positive relationship between the factors and the success of Amazon.com.

RESEARCH METHODOLOGY

This research included literature study from several sources like Wikipedia, and other websites. The research design that was qualitative and quantitative. The data were collected from a survey questionnaire designed based on secondary research. The questionnaire was structured in nature and random sampling method was used for sampling purpose. The tenure of the project coincided with Covid 19 lockdown made it difficult to have a personal interaction with the respondents because of which the questionnaire, created with Google form, was distributed by WhatsApp. The survey received a total of 44 responses which then were collected and recorded.

Subsequently, the responses were analyzed and interpreted. Later, conclusions were drawn and recommendations were generated.

It is for sure that your research will have some limitations and it is normal. However, it is critically important for you to be striving to minimize the range of scope of limitations throughout the research process. Also, you need to provide the acknowledgement of your research limitations in conclusions chapter honestly.

It is always better to identify and acknowledge shortcomings of your work, rather than to leave them pointed out to you by your dissertation assessor. While discussing your research limitations, don't just provide the list and description of shortcomings of your work. It is also important for you to explain how these limitations have impacted your research findings.

Your research may have multiple limitations, but you need to discuss only those limitations that directly relate to your research problems. For example, if conducting a meta-analysis of the secondary data has not been stated as your research objective, no need to mention it as your research limitation. Research limitations in a typical dissertation may relate to the following points:

- 1. Formulation of research aims and objectives.** You might have formulated research aims and objectives too broadly. You can specify in which ways the formulation of research aims and objectives could be narrowed so that the level of focus of the study could be increased.
- 2. Implementation of data collection method.** Because you do not have an extensive experience in primary data collection (otherwise you would not be reading this book), there is a great chance that the nature of implementation of data collection method is flawed.
- 3. Sample size.** Sample size depends on the nature of the research problem. If sample size is too small, statistical tests would not be able to identify significant relationships within data set. You can state that basing your study in larger sample size could have generated more accurate results. The importance of sample size is greater in quantitative studies compared to qualitative studies.
- 4. Lack of previous studies in the research area.** Literature review is an important part of any research, because it helps to identify the scope of works that have been done so far in research area. Literature review findings are used as the foundation for the researcher to be built upon to achieve her research objectives.

However, there may be little, if any, prior research on your topic if you have focused on the most contemporary and evolving research problem or too narrow research problem. For example, if you have chosen to explore the role of Bitcoins as the future currency, you may not be able to find tons of scholarly paper addressing the research problem, because Bitcoins are only a recent phenomenon.

- 5. Scope of discussions.** You can include this point as a limitation of your research regardless of the choice of the research area. Because (most likely) you don't have many years of experience of conducting researches and producing academic papers of such a large size individually, the scope and depth of discussions in your paper is compromised in many levels compared to the works of experienced scholars.

SAMPLING DESIGN

- Simple Random Sampling :- By questionnaire
- Systematic Sampling :- 44

Findings of the Study

- Majority of respondents are female because they are more passionate than male, and they are graduate come under the age group of 22 to 45 years.
- The majority of respondents are middle-class people, and their monthly income level is 10000 to 40000.
- Online shopping provides various facilities, out of which the customers highly motivate the availability of a wide range of products
- In online shopping, different product and services are available, out of which customers are buying clothing rather than books and mobile accessories.
- Different company's offers online shopping majority of the respondents have visited Amazon online shopping.
- The majority of respondents use cash on delivery for making payment
- Most of the respondent's opinions that online shopping is good.

Suggestion of the Study

- Online shopping must take necessary steps to identify their customers like phone verification, and physically interacting with customers.
- Transactions should be safe, and proper security should be assured to the people making online purchases.
- That convenience, accessibility, scope, attraction, reliability, experience the study highlights, and clarity are the major factors considered by the online shopper.
- Acquire more respondents to participate in user testing so that more accurate results can be reached.
- Any kind of hidden cost must be exposed to the customers before offering the product to the customers.
- Online shopping should heavily concentrate on attractive advertisements and various promotional strategies.
- To be effective, an online shopping environment must focus on the consumer and marketing factors of internet shopping. To facilitate internet procuring, e-tailors should acknowledge both of the consumer and marketing factors collectively and improve the quality of service at their internet stores.

Conclusion

Online shopping is becoming more common day by day, with an increase in the usage of the World Wide Web known as www. Understanding customer's need for online business has become a challenge for marketers. Especially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to buy online will help marketers to gain the competitive edge over others. Therefore our study casquet; power inly on perception analysis of online shopping we foresee that our findings will give a clear and wide picture on online and it will help them understand the specific factors that influence consumers to shop online, so they can build up their strategies to cater online shoppers in Shimoga.

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The Study of Buying Behaviour of Youngsters towards the Sports Shoes of NIKE

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Introduction:

A shoe is an item of footwear intended to protect and comfort the human foot while doing various activities. Shoes are also used as an item of decoration. The design of shoes has varied enormously through time and from culture to culture, with appearance originally being tied to function. Additionally, fashion has often dictated many design elements, such as whether shoes have very high heels or flat ones. Contemporary footwear varies widely in style, complexity and cost. Basic sandals may consist of only a thin sole and simple strap. High fashion shoes may be made of very expensive materials in complex construction and sell for thousands of dollars a pair. Other shoes are for very specific purposes, such as boots specially designed for mountaineering or skiing. Shoes have traditionally been made from leather, wood or canvas, but are increasingly made from rubber, plastics, and other petrochemical-derived materials. Until recent years shoes were not worn by most of the world's population largely because they could not afford them. Only with the advent of mass production, making shoes available very cheaply, has shoe-wearing become predominant. The foot contains more bones than any other single part of the body. Though it has evolved over hundreds of thousands of years in relation to vastly varied terrain and climate condition, the foot is still vulnerable to environmental hazards such as sharp rocks and hot ground, which shoes. A shoe is an item of footwear intended to protect and comfort the human foot while doing various activities. Shoes are also used as an item of decoration. There are a wide variety of different types of shoes. Most types of shoes are designed for specific activities (wikipedia.org, 2015). India is the second largest global producer of footwear after China, accounting for 13% of global footwear production of 16 billion pairs. India produces 2065 million pairs of different categories of footwear (leather footwear - 909 million pairs, leather shoe uppers - 100 million pairs and non-leather footwear - 1056 million pairs). India exports about 115 million pairs. Thus, nearly 95% of its production goes to meet its own domestic demand.

Customers buying behaviour is enormous, and highlights the importance of the customer at the centre of the marketer's universe. Sports and games have become one of the most essential elements of human life as it contributes to both the physical as well as mental fitness. Now day's people are trying to get involved in any sports activities to build their team spirit, mental strength, constructive use of time, confidence and decision making. The survey study on

Customer buying behaviour towards Sport Shoes in Billimora Region" has been conducted to observe the preferences of. This system of education is highly appreciated as it provides with the opportunity to acquaint with the outside world. The consumer purchasing process is a complex matter as many internal and external factors have an impact on the purchasing decisions of consumers. Understanding the buying behaviour of the target market for its company products is the essential task for the marketing department. Manufacturers will need to implement strategies that encourage consumers to buy products from them instead of their competitors. A descriptive research methodology is adopted. The practical work helps to view the real business world closely, which in turn widely influence the conception and perception of knowing their perception regarding Sport shoes.

Literature Review:

Buying behaviour according to Kotler (2004, p.601) is defined as “The buying behaviour consumers – individuals and households who buy goods and services for personal consumption.” the term ‘consumer’ can be described as a person who acquires goods and services for self-satisfaction is often used to describe two different kinds of consuming entities: the personal consumers and the organizational consumers. The personal consumers buy goods and services for his/her own use. In this context the goods are bought for final use by individual, who are organizational consumers, encompasses for profit and not for profit business, government agencies, institutions, all of them must buy products, equipment and services in order to run their organization (Kotler, 2004). Peter and Olson, (1993) mention that interactions between the people emotions, moods, affection and specific feelings is called consumer behaviour, in other words in environmental events which they exchange ideas and benefits each is called consumer behaviour . Buying behaviour of people, who purchase products for personal use and not for business purposes (Peter and Olson, 1993). The Physical actions of consumers that can directly observe and measured by others, by influencing behaviour profit can be earned (Kotler, Armstrong and Cunningham, 1989). The study of consumer behaviour has evolved in early emphasis on rational choice (microeconomics and classical decision theory) to focus on apparently irrational buying needs (some motivation research) and the use of logical flow models of bounded rationality (Howard and Sheth 1989). The latter approach has depended into what is often called the ‘information processing model’ (Bettman 1979). The information processing model regards the consumer as a logical thinker who solves problem to make purchasing decision (Holbrook and Hirschman 1980). Compares the four major approaches to create successful inter-organizational relationships and integrates them into a single prescription for managing important inter -firm relationships Service fails, in satisfying the customers and developing customer loyalty over time in business to business markets. Cyert (1956) may have been the first to observe that a number of managers in addition to the purchasing agents are involved in buying process, and the concept was labeled ‘ buying behaviour’ and popularized by Robinson.

Famously identified five buying roles, they are: 1. users 2. Influencer 3. buyer 4. decider and 5 Gatekeeper (Webster and Wind, 1972). Further categories have been suggested as the ‘initiator’ (Bonoma, 1981), and the ‘analyst’ and spectator by Wilson (Wilson, 1998). The product purchase decision is not always done by the user. The buyer necessarily purchases the product. Marketers must decide at whom to direct their promotional efforts, the buyer or the user. They must identify the person who is most likely to influence the decision. If the marketers understand consumer behaviour, they are able to predict how consumers are likely to react to various informational and environmental cues, and are able to shape their marketing strategies accordingly. The consumer behaviour influences are follows: The consumer behaviour influences in 3 aspects, they are acquiring, using and disposing. The acquiring means that how the consumer spends money on the products, such as leasing, trading and borrowing. Using means some of the consumers use the high price products and some of the consumer sees the quality. Disposing is nothing but distribution, order or places a particular product. The researcher had study on emerging lifestyle woman and its impact on the footwear purchase. Women in the age group of 20 - 55 yrs have been considered. The population is infinite. Therefore, the sample size has been statistically fixed at 2365. Though women have not been the ones to spend on items like shoes, for the past two decades there has been a tremendous change in the buying habits of the consumers. This paper examines the buying behaviour of towards casual wear based on various attributes in Gujarat. Using statistics like descriptive analysis. A sample of 381 consumer was personally surveyed using structured questionnaire. It evaluates the difference of satisfaction for some demographic factors towards casual wear, ANOVA test. The Hypotheses were tested. Significant difference of satisfaction is found out in income while demographic groups didn’t show significant

difference which may be useful for decision makers in shoes markets. The results may help the decision makers to serve consumers better. The aim of this paper is evaluating attitudes and behaviour of the youth's buying behaviour towards branded sports shoes. Research design is Quantitative in Descriptive. Consumer's behaviour towards buying different branded shoes and Adidas sports shoes. Literature and theory of consumer behaviour. research based on questionnaire of Adidas shoes and case studies of Nike sports shoes In the survey the results, most of the males voted for style option because they are using for the style and second highest vote is given for price and thirdly they are using for multi factors and fourth largest voting for Product Quality and lastly for advertisement. Most of the females voted for style option, because they are using for the style and second highest vote is given for multi factors and thirdly they are using for Product Quality and fourth largest voting for price and lastly for advertisement. Females viewed shoes are not considered just footwear to protect and comfort foot, but a fashion product for decoration and express self-image. There are three parts of questionnaires: (1) demographic and shopping behaviour variables; (2) shoes attributes; and (3) attitude, subjective norms, consumer perceived behaviour control and purchase intention of fashion shoes. A pilot study including sixty-six female customers was conducted to test the clarity of questionnaire wording. Using Mall-intercept method we distributed 450 questionnaires to customers of four department stores. These department stores locate in Kaohsiung, a Southern city in Taiwan. The final data analysis included 422 completed questionnaires and the overall response rate was 94%. Study found in this research shows attitude, subjective norms and perceived behaviour control made significant differences between high and low purchase intentions of shoes in Taiwan, it is important to explore the effect of attitude, subjective norms, and perceived behavioural control on purchase intention varies in different cultures.

Prof. Ram Mohan (2014) - This study tries to identify the influence of product and place factors on consumer buying behaviour in formal footwear sector. Data was collected from 256 respondents in Bangalore through a survey administrated questionnaire. The objective of the study is to identify the factors and to identify the most influential variables under each factor. The questionnaire captures 17 variables, 10 under product factors and 7 under place factor. Male customers are found to prefer branded products and Female customers give more importance to the style of the footwear. The purpose of the study is to identify the importance given to various factors by the customers while purchasing a pair of formal footwear. The study measures different aspects of consumer buying behaviour. The purpose of the study is to identify the factors which customers give more importance and the purchase frequency and price paid by the customers based on these factors. The main purpose of the study is to help the manufactures and small stores in Bangalore to understand what exactly is the customer looking for and the buying behaviour of the customers. Geetha Anand (2013) - The researcher had studied on determinants of consumer preference in footwear. The study is done on Statistical tools like frequency distribution, percentages and statistical techniques like Linker scale analysis, Chi-square test have been used to test the association between the variables. Footwear is the product to protect human feet from effects of all biological damages. The present project is an attempt to understand the differences in buying patterns of footwear of people belonging to different income groups.

Objective of Study:

- To analyze and compare the consumer behaviour at the Bottom of the pyramid and Top of the pyramid in the Footwear Industry.
- To study the factor influencing the purchase of footwear.
- To study consumer buying behaviour toward sports shoes in bilimora region.
- To examine buying behaviour towards sports shoes
- To study the factors influencing the purchase of sports shoes.

SCOPE OF STUDY

The study is conducted in Billimora city to know the consumer buying Behaviour of towards sport shoes. The questionnaires for the survey, was framed considering those factors where corrective action can be taken. The study is limited only to various People of Billimora the results of the study may not be 100% accurate

RESEARCH METHODOLOGY

The research methodology is a procedure of collecting data to find out purpose. The data collection distinguished in secondary and primary data including description of the target population, survey method, design of questionnaire and presenting and demonstrated finally, used methods for the analysis and conclusion.

Method

As the types of method qualitative and quantitative researches are. Usually, qualitative research is supported by quantitative to describe the research object more precisely (Aaker, Kumar and Day, 1997), the research is focused on quantitative method to get more attention on the purpose. Quantitative method is the analysis of the complex collected data much due to the amount of information and the highly resource demanding (Gilbert, Churchill, Jacobucci, 2005). Quantitative method of research provided insights into the problem and in developing approach by generating relevant questions.

Types of research

The objective of descriptive research is to provide a description of various phenomenon connected to individuals, situations or events that occur. The purpose might be to develop empirical generalization. Once, such generalizations begins to appear, then they are worth explaining, which might lead to theory development (Reynold, 1971).

Moreover, descriptive research is often used when a problem is well structured and there is no intention to investigate cause/effect relationship (Yin, 2003). The objective with explanatory research is to analysis cause-effect relationship, explaining, because explanatory study is to develop a theory that could be used to explain the empirical generalization that was developed in the descriptive stage. This provides a cycle of theory construction, theory testing and theory reformulations, this research is descriptive research which objective is that to get the accurate answers from the respondents (Robinson, 2002). Combination of items from the frame of statistical explanation which quantifies the risk and thus enables an appropriate sample size to be chosen, descriptive studies require a clear specification of who, what, when, where, why, and how of the research. (Gilbert, Churchill, Jacobucci, 2005).

Research approach

The Research can be divided into two categories, 1. Deductive or inductive research. Qualitative and quantitative research of the study, the qualitative and quantitative methods refer to the way one chooses to treat and analysis the selected data. Selectivity and distance to the object of research characterize a quantitative approach, whereas a qualitative approach is characterized by nearness to the object of research. Both approaches have their strengths and

weaknesses and neither one of the approaches can be held better than the other one. The best research method to use for a study depends on the study's research purpose and the accompanying research questions (Yin, 2003). There is one significant difference between these two approaches. In the quantitative approach results are based on numbers and statistics that are presented in figures in the qualitative approach, the focus lies on describing the subject with the use of words, which approach to choose depends on the problem definition together with what kind of information is needed. The two approaches are used as per their suitability and also be used in combination (Holme & Solvang, 1997). Population and sample

The two definitions of population and sample: The whole number of people, or inhabitants, in a country, or portion of a country; as a population. For example, of ten millions known as population, whereas sample means a part of anything presented for inspection, or shown as evidence of the quality of the whole; a specimen; as, goods are often purchased by samples (Gilbert, Churchill, Jacobucci, 2005), the international and national students were chosen for the sample. Data has been collected from the Halmstad university students who are from bachelor's level and master level students wearing sports shoes not wearing sports shoes. The Halmstad university students both national and international, how they approach towards buying sports shoe.

The students were randomly selected 406 of 7000 students of Halmstad University participated in interviews. All the students responded towards the questionnaires about the shoe products differently, mostly the youth have participated in the research, as far as research is concern more about utility theory and reality of buying behaviour of youth.

This research is useful for further research in the subject area. The research came out with the new ideas in consumer behaviour when they are purchasing the shoe products in the market.

Instrument to collect the data.

For the acquisition of data a questionnaire is used for standardizing the data and allowing and easy comparison (Sounder, Lewis and Thronhill, 2003). Instrument to collect the data, questionnaires used to get the data from the students. The primary data which helps for the research to do more effective research of the study, when talking about secondary data: there to investigate the demand on which the consumer behaviour is based, thus it was decided. (Bovee and Thill, 1992). Primary data collection includes both in-depth interviews with Halmstad University students. It is applied randomly in the way of simple and straight forward questionnaire. Questionnaires are close ended, multiple and moreover covering with research questions as well the subject related. The questionnaires were asked deeply to do the research more effective and efficient. (All questionnaires included in the Appendix)

Secondary data can be usually collect quickly compared to primary data. The data are source materials that have been collect for the study. Secondary data is derived from sources like internet, online internet articles, journals and the most important source is from Halmstad university databases, other online databases home site of Nike and other marketing management, consumer behaviour books and consumer behaviour literature books from Halmstad university. Research validity and reliability

To optimize the validity of this research, some early steps have been handled carefully, when interviewed in person by contacting them personally, still list the question guideline to direct me in collecting information's more effective. To ensure the reliability further checked the data, especially the figures repeatedly to ensure the source accuracy. I have tried my best to reduce the limitation, primary data and secondary data furthest.

When finished the whole work, I also recheck everything again to make the research more reliable.

PURPOSE OF THE STUDY

The purpose of this dissertation is to contribute to a better knowledge of consumer buying behaviour towards purchasing the sports shoes. The aim of the thesis is to find out the factors influencing the youth in purchasing sports shoes. The purpose of the study could be expressed by the following research question. Assessment factors, which influence the youth to buy sports shoes.

SAMPLE SIZE OF THE STUDY

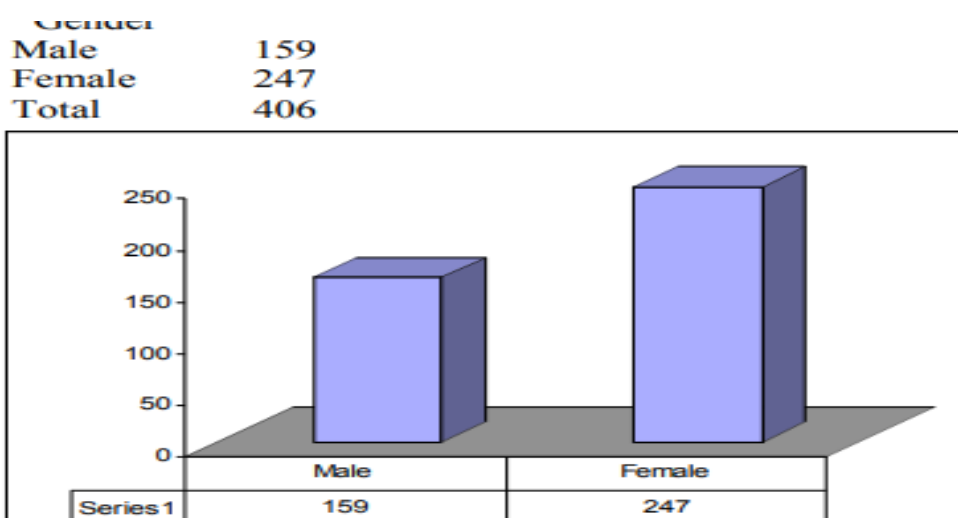
- Data was collected from survey method of data collection.
- The data was collected from 108 people of billimora city.

DATA COLLECTION METHOD

Researcher using to survey method of data collection as researcher are going to approach customers in the footwear shop to know their experience about the sport shoes. Survey method of data collection were used in this research. The primary data were collected using structured questionnaire.

ANALYSIS OF THE STUDY

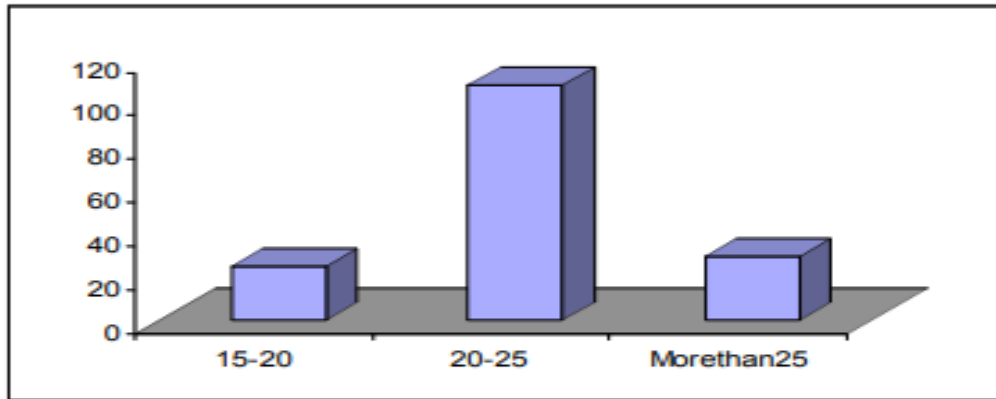
Introduction: In the analysis part, first the graphical representation of different questionnaires and description after that presenting the empirical analysis of the study, the questionnaires the way is used more scientifically and very straight and deep questions, which are very easy to get the answers from the students, which are very positive and appropriate answers from the respondents.



Description: According to random sample survey, we found in halmstad university including all international and national student males are 158 and Female are 247 Total numbers of students are 406.

2. Age

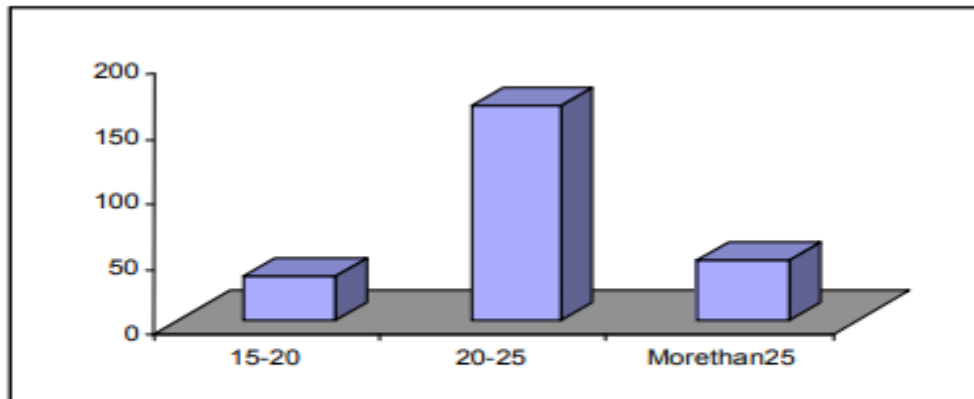
Male	
15-20	25
20-25	108
Morethan25	29
Total	159



2. Fig No. 2.2

Age

Female	
15-20	35
20-25	165
Morethan25	47
Total	247

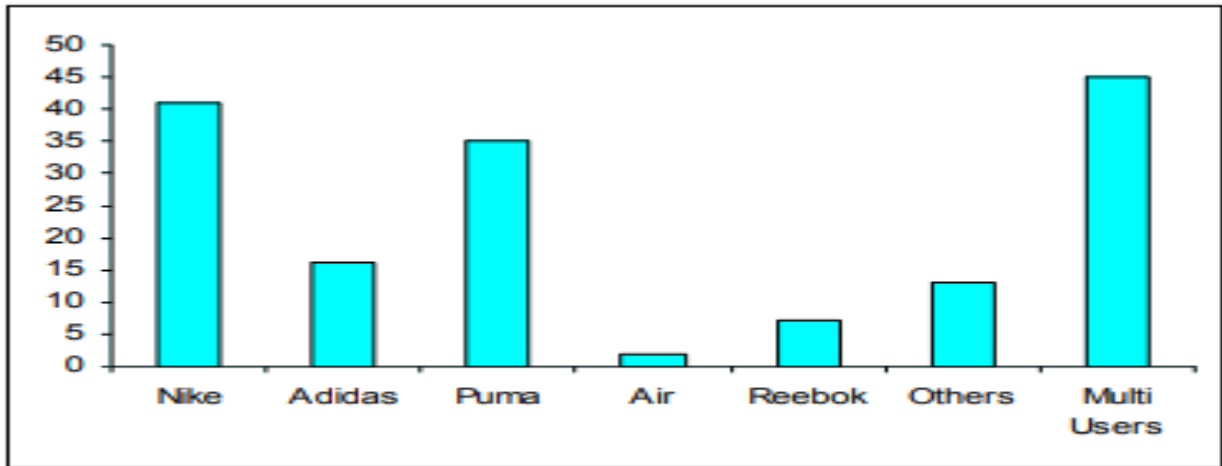


3. Fig 2.3

Interpretation: According to our research male wise the total random sample survey, the age groups 15-20=25, 20-25=108 and More than 25=26. Female age group 15-20=34, 20- 25=214 and More than 25=47. Mostly we found the 20-25 age groups from Halmstad University.

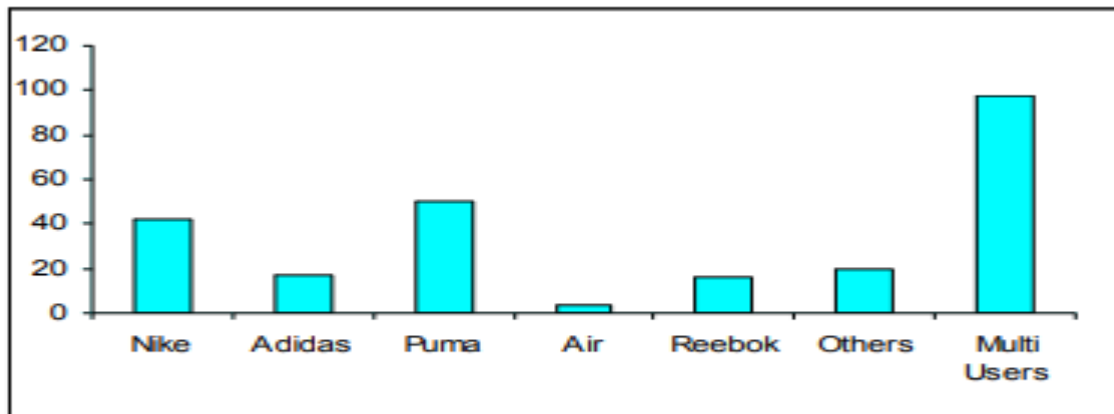
How many types of sports shoe brand do you have?

For the question we separated men and women to know deeper information from the youth consumers.



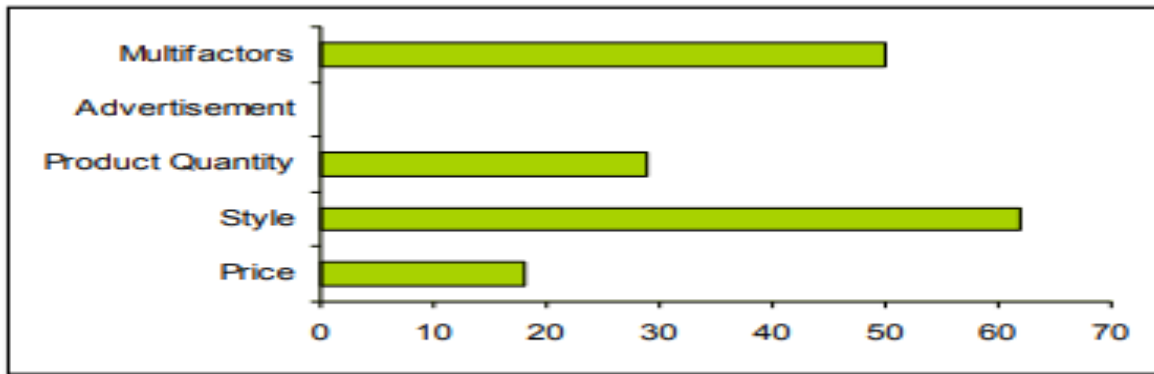
4. Fig No. 2.4

Description: According to the random sample survey, in male category they were chosen various brands, in that most of them are multi users, it means that they are using various types of brands. One of the respondents has been using all brands like Nike, Adidas, puma and other brands. Under this category most of them were found, not only they are using branded shoes, even they are also using local made brands. The second place is occupied by Nike a shoe which has been used by 41 members, puma 35 Reebok 7, Adidas 16.



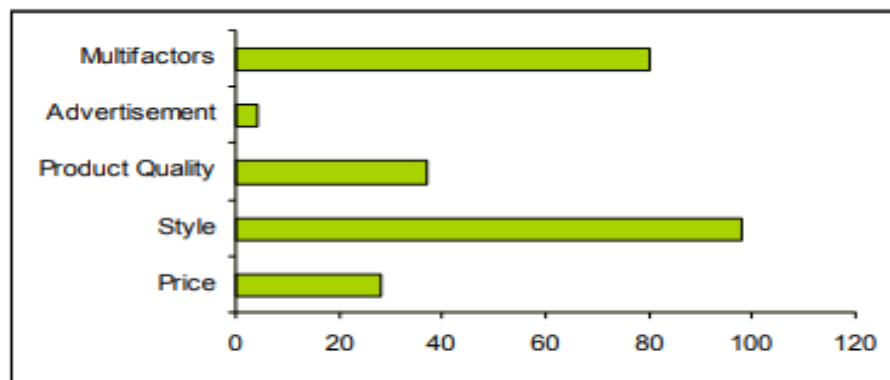
5. Fig No. 2.5

Description: In the survey the total sample of females are 247, in that most of them are multi users because, they are wearing and using so many brands like puma, Adidas, Nike and other local brands. The second place occupied by puma, in this category, they are using 49 members and the third position occupied by the Nike sports, this brand has been used by 40 members and other like Reebok 17 others 20, Adidas 16 air and multi brands are 101 as follows.



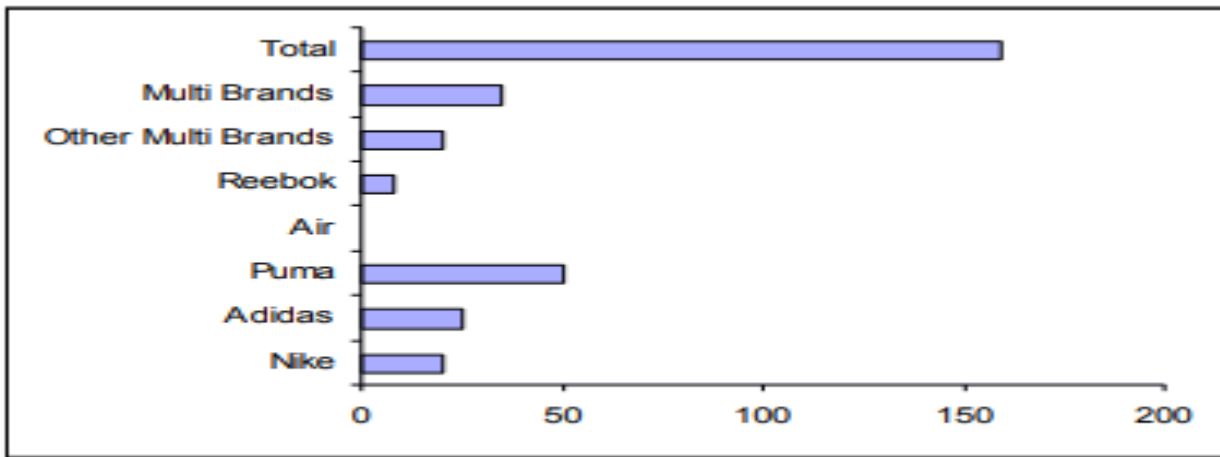
6. Fig No. 2.6

Description: In the survey the results, most of the males voted for style option, because they are using for the style and second highest vote is given for multifactor and thirdly, they are using for product quality and fourth largest voting for price and lastly for advertisement. This is the choice of the males. These choices will influence the youth's buying behaviour.



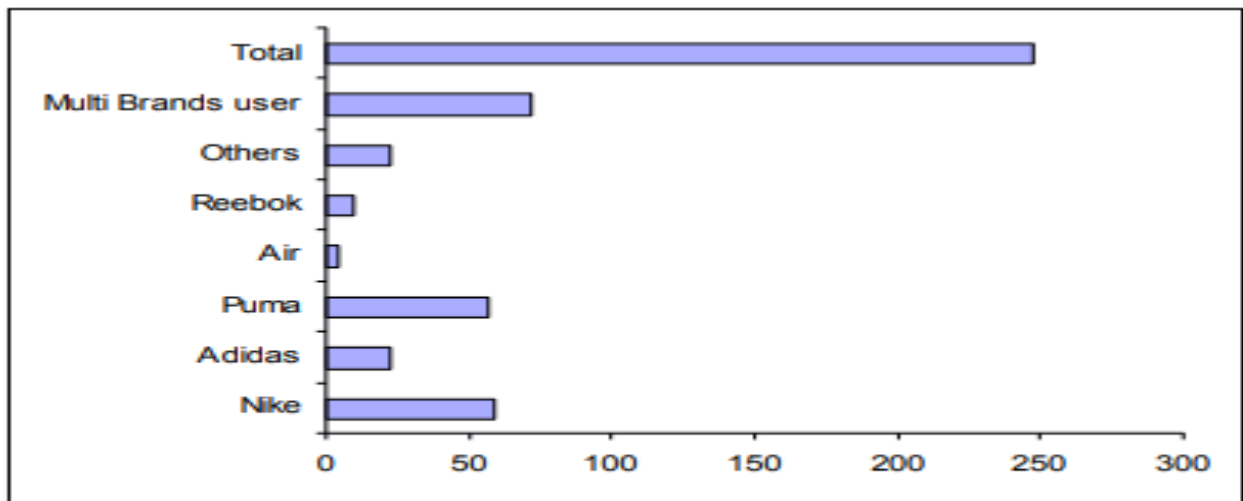
7. Fig No. 2.7

Description: The female's choice is very much similar to the men, because most of the females voted for style and secondly they voted for multifactor, for example; so many reasons to select this multifactor like fashion, passion, comfort ability and so on. They gave separated vote for the multifactor option. This choice will influence the youth's buyer's behaviour.



8. Fig No. 2.8

Description: Most of the males are voted for puma brand they like most and after that they like more multi brands like various brands thirdly males are using Adidas after they selected different brands.

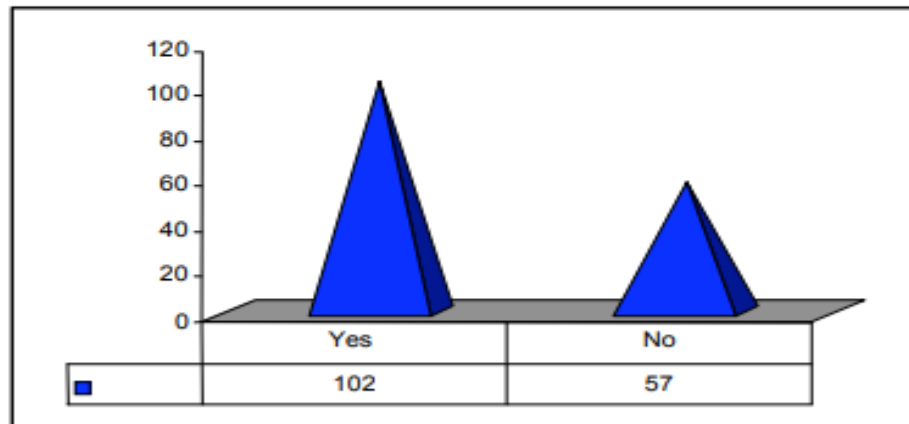


9. Fig No. 2.9

Description: Most of the female users are using multi brands and after they are using Nike brands and thirdly the female users are using Nike brands and after so many other brands.

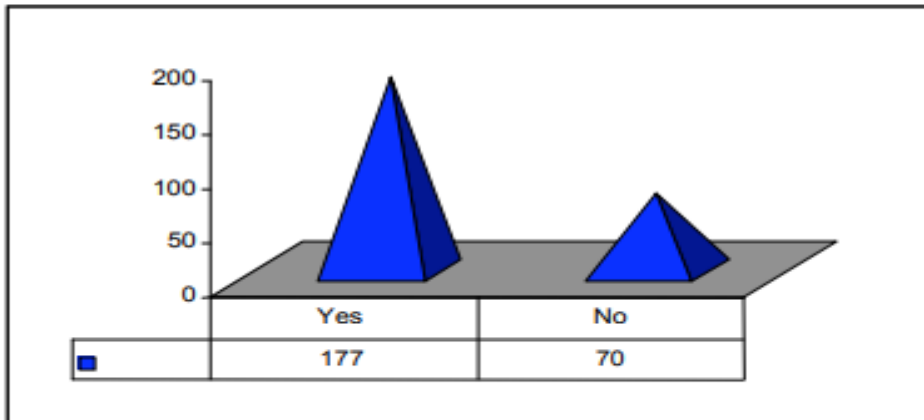
6. Do you have a Nike sport shoe?

Male	
Yes	102
No	57
Total	159



10. Fig No. 10

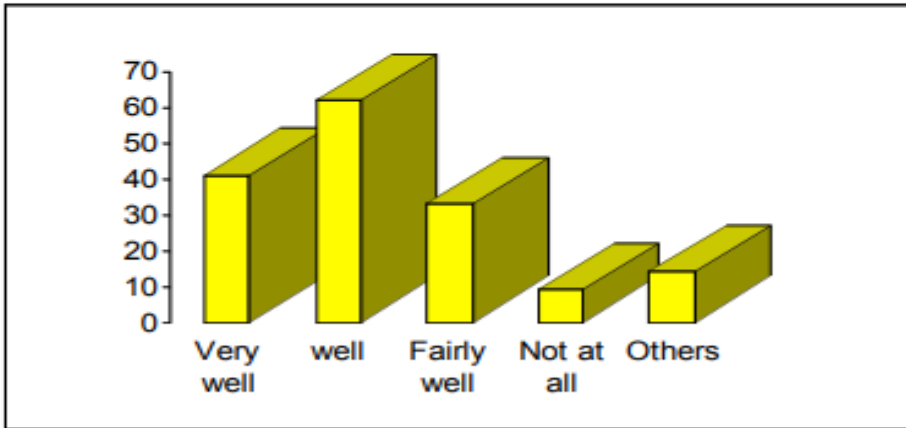
Female	
Yes	177
No	70
Total	247



11. Fig No. 2.11

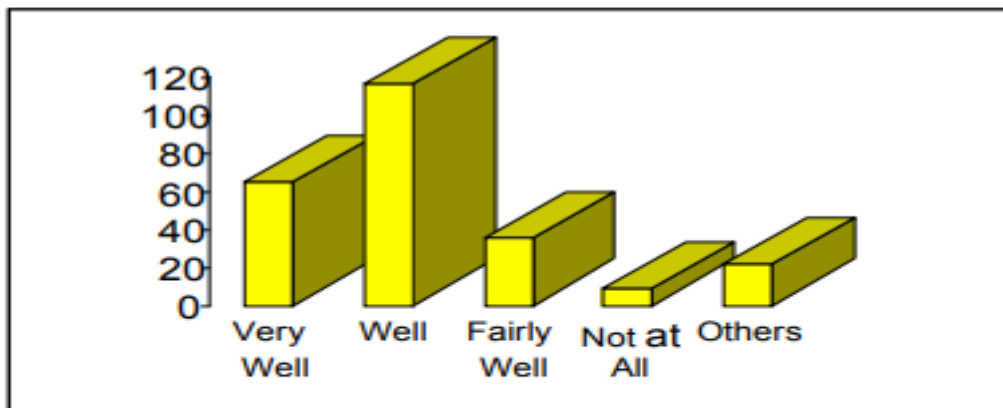
7. How well are you satisfied with Nike sports shoes?

Male	
Very well	41
Well	62
Fairly well	33
Not at all	9
Others	14
Total	159

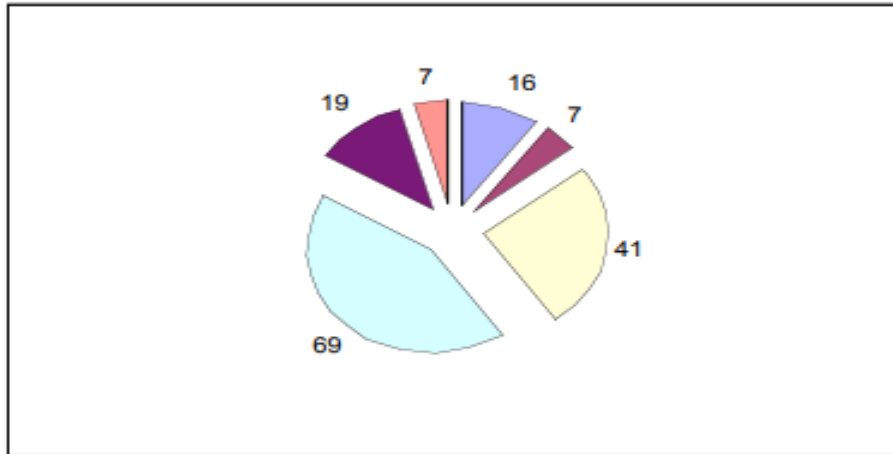


12. Fig No. 2.12

Female	
Very well	65
Well	116
Fairly well	35
Not at all	9
Others	22
Total	247

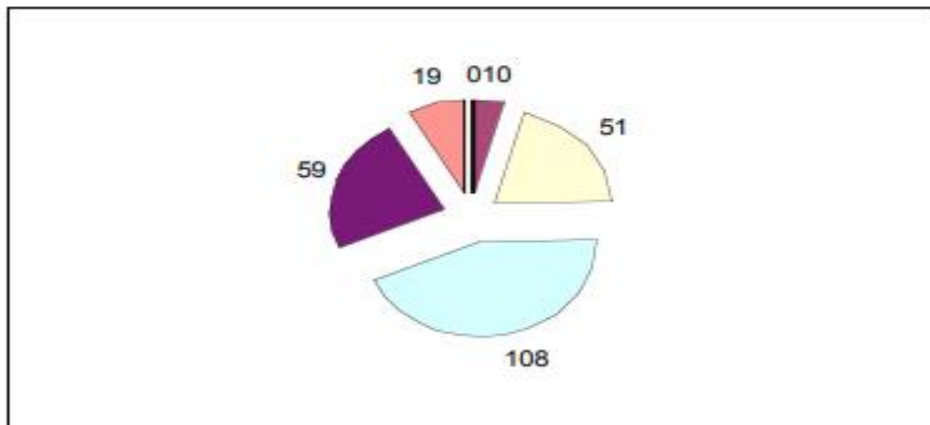


13. Fig No. 2.13



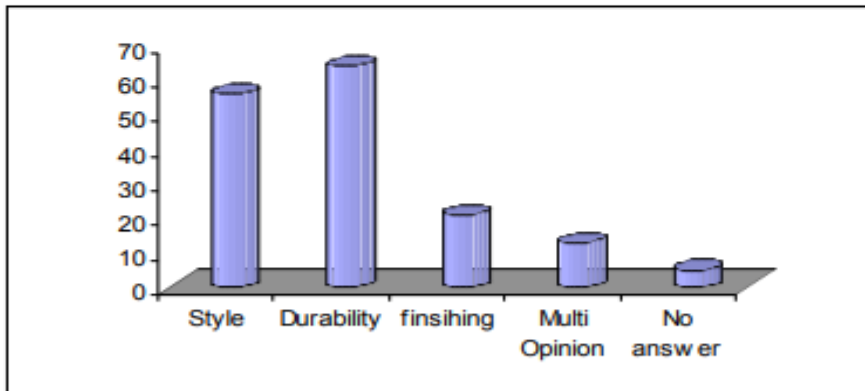
14. Fig No. 2.14

Female	
1	0
2	10
3	51
4	108
5	59
No answers	19
Total	247



15. Fig No. 2.15

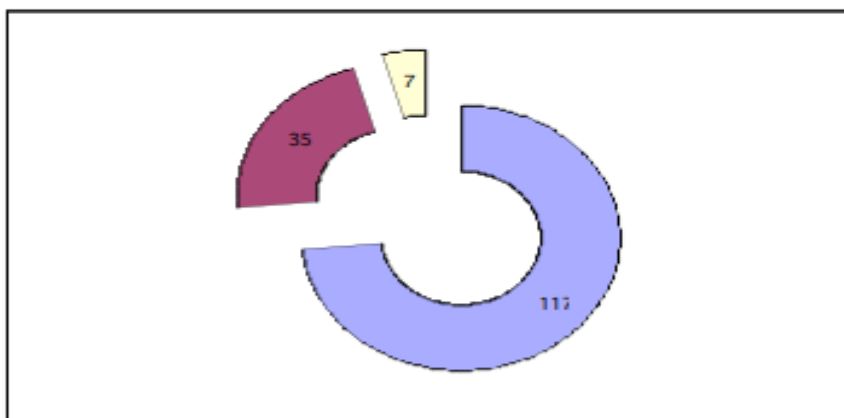
Male	
Style	56
Durability	64
Finishing	21
Multi	
Opinion	13
No answer	5
Total	159



16. Fig No. 2.16

10. Do you think is lacking in Nike's sports shoes?

Male	
Yes	117
No	35
No Opinion	7
Total	159



18. Fig No. 2.18

ANALYSIS OF THE STUDY

In Analysis of the study, asked open questions to youth, those are with one- or two-lines description in their own words of opinion.

Categorized three kinds of deeper, direct, closed and multiple questions:

For the first question the respondents responded in a different way of opinions and feedback about the Nike brands. The question is directly asked the respondents like what do you like in Nike sports shoes? For this question the consumers have given different kind of answers with long description about the Nike products. The overall opinion about the Nike sports shoes is that some of the consumers explained that the Nike shoes have style, quality, durability and long lasting. Some of them written that the Nike shoe look cool and design and it has brand image. The most of the opinions are positive but some of them responded that I have never used this shoe I do not have an idea about Nike shoes. So many different opinions about this Nike shoe products.

The second question asked to consumers that in order to improve the Nike sports shoes in the market, then what should be recommended? For this question the respondents gave multiple answers. The consumers were responded that through promotional activities, channel sales, franchising of the products, establish more factory outlets, internationalization of all products. Atmospheric conditions, reliable price with lot of varieties, find out the different style of manufacturing methods, reduction of existing prices, advertisement of Nike sports shoes, conduct more events on the Nike shoes; manufacture more canvas shoes for ladies and gents. Manufacture more innovative and new product development.

Finally, asked the students that why you will not want to buy the Nike sports shoes, and any specific reasons? The youth have given the answer that decrease the price of Nike sports shoes, most of them are not buying because of price factor, some of them are habituated towards the existing sports brands, some of them are telling that they do not

have an idea to express their feedback. Some of them told not interested. When asked the students, what factors influences to choose the sports shoes? The male students were using the puma shoe and female students were using the multiple brands, the reason is to utilize the puma sports shoe is that, company is manufacturing many varieties and it fits well to the foot. The graphical representation tell us that how the students (male and female) are using the brands. This is an idea to know student opinion, which are influenced by the sports shoes brands.

The brands, to which they are voting mostly and to which one they like mostly in the market, this tells that the consumer in which way they like Nike shoes products, this question is one kind of deeper question it will help the researcher to know the deeper behaviour of every consumer and why they are choosing this particular product, may be consumer have special reasons to choose this special product. How well are you satisfied with Nike sports shoes? The respondents were given different kind of response like fairly well, well, very well and not at all. With this kind of questions, I got the closed information about the Nikes sports shoes.

How the buyers are intending to grab the Nike sports shoes and in the buyer's mind, which possession occupied by Nike brand. According to the buyer opinion they have chosen those different opinions like style, durability and finishing, this will help me to research further in Nike brand. The direct questions asked the buyers like do you think that Nike brand reflects the product quality in the market. This will help me to know the buyer response directly.

To know buyer's inner behaviour towards Nike sports shoes, asked them directly that what are the features do you like most? For this question the buyers responded with different answers.

For further research in Nike case studies the buyers recommended some features should be developed in the Nike sports shoes brand, this will really help researchers to do further research in Nike sports shoes. Always there are merits and demerits in all business portfolios

LIMITATIONS OF THE STUDY

- The sample size of 108 respondents, Research survey was conducted for a period of 3days.
- The survey was limited to billimora city.
- Minimal possible bias in administrating the questions due to busy in their work. The reaction and attitudes are subjected to changes according to the needs and time. Taking the market conditions into consideration the survey, which includes a sample size of 406, was a respective one. Resource survey was conducted for a period of 3months.
- The University region covered for the survey was limited to the boundaries of the Halmstad University. Since the survey was conducted in the class rooms.
- Improper response from buyers; but it was minimal. Minimal possible bias in administrating the questions due to busy in the class rooms. The reaction and attitudes are subjected to changes according to the needs and time.

Findings:

- 100% People are wearing sports shoes in Billimora region.
- 26.9% People are buying sport shoes in specialty shops.
- People are maximum buying sports shoes in specialty shop. People are highly influence by his/her self to purchase a sport shoes. 39.8 % people are influence by self to purchase sports shoes.
- The most of person are buying sports shoes on sports competition. 54.6% people are buying a sports shoes on sports competition.
- 85.2% people are compared a different brand. People are wearing sports shoes during playing a sport or whenever he/she get time to wear sports shoes.
- 30.6 % people are wearing sports shoes during playing sports or whenever he/she get time to wear sports shoes.
- 26.9% person spend up to 2500 rupees on buying sport shoes.86.1 % person are buying a sports shoes when there is promotion scheme going on.
- 89.81 % person is saying to other to buying a sport shoes.
- 50.9% people are satisfied with brand and comfortable with brand.
- 68 % male are buying a sports shoes and 32 % female are buying a sports shoes.
- 21-40 age group people highly used sports shoes 71.3 % young age group people are using sports shoes.
- In my sample 75% people are unmarried and using a sports shoes and 25% people are married and using a sports shoes. The students are mostly preferring to sports shoes.

Conclusion:

I have found that the majority of respondents“ favoured imported sports shoe. As a result, imported sports shoe dominated the consumers“ choice in billimora-city The study findings indicated that among other factors quality, style and price, were a reasons for the majority of respondents shoe choice. Thus, product quality, style and price were considerably important basis for the consumers“ choice of sports shoes in bilimora -city shoe market. Local brandslike Bata, Paragon, Liberty, Khadims, Relaxo are popular among lower income and middle-income groups, while the top-of-the-pyramid segment clamors after the international brands like

Woodland, Nike, Reebok, Adidas, FILA, Catwalk, Inc5 and Puma. The poorest consumers also desire self-esteem and social recognition and buy items that not only fulfill their needs but also look nice and make them feel better.

Recommendations:

- In Billimora city very less customers are going to buy shoe from online so company need to do more adverting to buy shoe online at economical rate.
- Create awareness regarding online shopping.
- Give more offer to attract local buyer.

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A Study on Consumer Perception towards Online Cab Booking

Shivam Agrahari, Student GLBIMR



Introduction

In the past decade the transportation facilities in urban areas have undergone tremendous changes. Among various modes of transportation the cabs have become important mode of transportation in metropolitan and urban cities in India. The growth of organized car rental industry is continuously growing with support of technology. The customers in the present era are using mobile apps to book a cab at anytime and from any place in urban areas. The pricing strategy of cab operators had been positively influencing customers to book a cab instead of traditional mode of transportation like auto sand local buses etc. Like most of the industries the car rental industry had underwent lot of transformation with internet technology. The consumers are able to access book cabs at competitive prices because of tough competition among the organized cab operators. In this regard the present paper briefs about the behaviour of consumers while booking cabs. The variables like coupon redemption, innovativeness and price consciousness Ola had a head start in the aggregation market, founded in Mumbai during December 2010 and active in 110 cities in India. TaxiForSure was founded a few months later, in June 2011. Uber founded in San francisco, during june 2009, and entered India only in October 2013, active in 29 cities in India. Meru, of course, started much before, in Mumbai during 2007, but it mostly had owned cars - it bought cars and employed drivers, active in 23 cities in India. It began a shift to the aggregation model in 2011. Ola managed to raise money faster; it's Series A funding came from Tiger Global in 2012 and Series B from Matrix Partners and Tiger Global in November 2013. Fast Track founded in Chennai during 2001 and active in 42 cities in India.

The app-based taxi business has emerged as fast growing business in the Indian transportation sector and the way app- based taxi business is running today is highly impressive. It is acting as an intermediary between the customer and the taxi drivers. The motive of the study is to explore the app- based taxi industry in India, the perception of consumers towards this sector in transportation and the various factors which result in customer satisfaction in the app base taxi sector. The study will also include how this sector runs through different business models and at the same time, the opportunities for the existing and the potential players in the industry.

The transportation industry has undergone drastic changes in recent years with the introduction of application-based taxi and car service hailing systems. New industry entrants, like Uber and Ola, have made structural changes to an old industry that functioned much the same way it did decades ago, with individuals in need of a cab having to either physically wave at a taxi at the street corner or call a local car service to reserve a car at least half an hour prior to the pickup time. With the arrival of the Uber and Ola, all the primitive issues seem solved and it seems to give the end user peace of mind and a little luxury especially to the Indian middle class who always aspired to own a car are now at least getting an affordable cab ride.

One of the best examples that can be quoted for disruptive innovation that the industry witnessed very recently is cab aggregation using mobile application, which is a result of technological progress making the transportation, especially within the city limits affordable and trouble-free for all categories of people. With the arrival of the Uber and Ola these services became very popular in all the major cities.

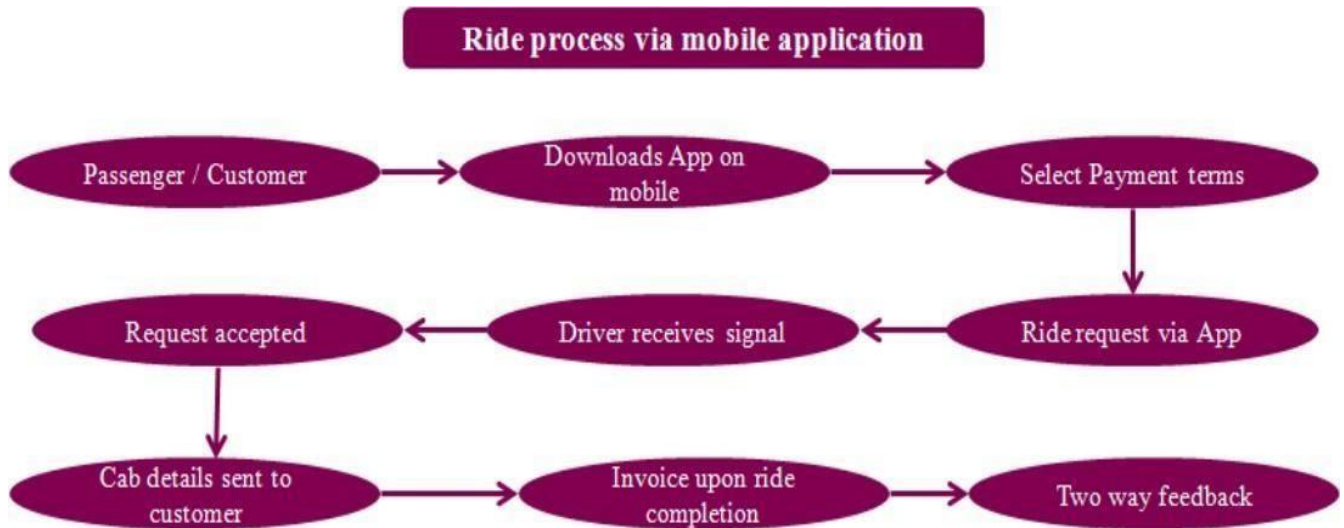
The increase of the smart phones in India and the higher usage of mobile internet made the task easier for the aggregators. In fact this is one of the thought triggers that made them to think innovatively to build the mobile application, where the users can book a cab with just a finger touch. Based on the availability the cab will appear in few minutes usually. It is the other way also now, the increased usage of the mobile app (Application referred as app generally) to confirm the cab amplified the mobile internet usage to certain extent. Another reason for the rapid development of the cab industry is the growth of the IT/ITES industry. The employees of the companies especially working with the call centres log-in and log-out at odd times to support the client business round the clock. To facilitate the employee commute between Home and office, also from safety and security perspective the companies started providing cab facilities. Slowly with the improved income levels and having got used to the comfort, these young employees started using cabs mostly even for their personal travel. (Mr. Sai Kalyan Kumar Sarvepalli, April 2016).

The taxi transportation industry in India was much unorganized and not so affordable. With their ground-breaking business models Uber and Ola primarily concentrated on matching the demand and supply, thus creating a win-win situation for the drivers, customers and aggregators themselves. Initially when these companies started, their primary business model followed was to connect the drivers and customers, gaining some commission out of the transaction. Then the major challenge that these two companies realized is that many drivers signed up themselves for both Uber and Ola to get the rides. To avoid this trend both Uber and Ola is now trying to shift its business model to partly inventory, where it will own some of the cabs lending them to its drivers who work exclusively for them.

The introduction of E-Hail apps has made it possible for users to arrange car transportation from any location using their smartphones, and has given them access to a whole new group of service providers -- entrants into the industry (drivers) who have stylish cars, and a level of autonomy. This new type of personal transportation provides all the benefits of traditional taxi services, plus extra conveniences, while removing many of the challenges that have been involved in the use of Yellow Cab and black car services. The use of these services has also introduced new rules that govern the way things are done -- in terms of pricing, and decision-making options for both drivers and passengers. (For example, drivers are able to rate their customers, and it is not possible for drivers to deny their services to passengers heading to an undesirable location.) A drawback, however, is that the flooding of the market with new service providers has created a level of competition that has reduced the market share of traditional taxi services and lowered the overall profits of drivers, who bear

the brunt of the costs involved with this type of transportation. (Jalloh, 2015).

CURRENT BUSINESS MODEL OF TAXI AGGREGATION



Source: “Measuring the Performance of Taxi Aggregator Service Supply Chain”, SAMVAD: SIBM Pune Research Journal

Figure 1

The ride booking process with the Ola or Uber fundamentally is the same but with the little differences or advantages as they claim as value additions to the users. Say Ola has a Pre- booking option whereas Uber accepts only on the basis of availability. To book a Cab, user has to initially download the mobile application on his data facilitated smart phone. Then he has to enable the location tracker, so that the application can trace the location of the user. Next step s/he has to choose the payment terms out of the available ones like Credit card, Cash, discount coupons and even mobile wallets. Further can confirm the ride looking at the availability of the cabs, usual experience is it will be in few minutes. Upon booking driver receives the details of the request and customer receives details of the cab even with photograph, cab number, expected time of arrival for easy identification. This can be tracked online till the cab arrival and ride completion. After the ride is complete, if the payment option is selected as cash, upon invoice customer needs to pay by hand, else it will be automatically deducted for other options like credit card or mobile wallets. It is always recommended to have the non-cash options to save time, safety, clarity and also to avoid issues like change tendering.

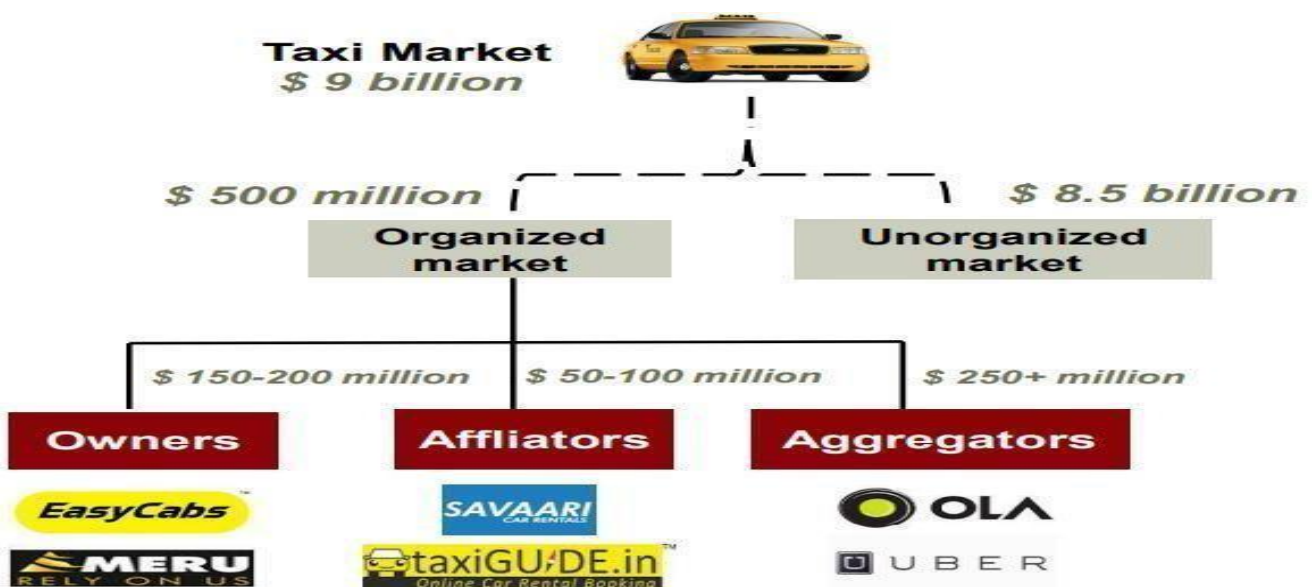
Finally important thing is the feedback – Uber and Ola both take this very genuinely, and as soon as the ride is completed, customer is requested to provide feedback via app and also driver is provided the option to give feedback as well. In a way this has made mandatory, if in case this was not given immediately, when the app is opened

for next booking it will block the screen to feedback. Uber will consider all this feedback and for a specific driver if the feedback is less than a value, say 4.7 (assumption here for better understanding), then he will be asked to leave the network. Ola treats this in a little different way, if the feedback is not ok or any complaints received then they will cancel the incentives accumulated for that week. This way both the companies are trying to maintain the standards to serve and benefit the customer better. (Easaw, December, 2015)

- **Market Overview**

The taxi market in India is estimated at \$9 billion; the organized sector constitutes around 6% revenue share of the overall market. Size of taxi market in India 2014 Estimates,

Cab Aggregation Industry is still considered a budding industry, as only five percent is being controlled by the organized players out of the estimated \$9 billion Indian Cab market. The growth is expected to increase 30 percent every month and this substantiates the huge potential yet to be tapped in the market. The unorganized market is constituted of individual car owners and agencies which operate in one or few cities. Owned vehicles segment includes pure-play car rental companies (e.g. Zoomcar) and players like Carzonrent and Meru. Aggregators are a new phenomenon driven by rise of start-ups like Ola, Taxiforsure and in 2013, Uber. Affiliators are associated with multiple car rental agencies and offer various packages/deals. (Redster consulting presentation, April, 2015).



Segmentation by car ownership pattern

Source: Redseer Consulting presentation, published in Automotive dated April, 2015, www.in.com/automotive

Figure 2

- **Opportunity Areas**

- **Transportation related expenses:** On an average 3-5% of total income is spent on public transport facilities. People are also getting conscious about their comfort which also works in favour of taxi cab market.
- **Lack of Public Transport Facilities:** Public transport facilities are not sufficient at many places. Moreover luxurious and comfortable transportation facilities are hardly available. Many consumers are ready to pay higher for the comfort which is a booster for app based taxi market.
- **Influx of Tourist:** Number of foreign visitors in India is growing resulting in increasing demand and demand rose at the Airport.
- **Demand from Corporate Sector:** Existing and upcoming industrial hubs and corporate parks on the outskirts of metro and tier-1 cities such as are creating significant growth opportunities for app-based taxi operators. Moreover, young working class, in particular, opts for app-based taxis due to enhanced convenience and safety. The IT & ITES industry is concerned about pick up and drop facility for which they require a constant supply of cabs at their disposal.
- **Change in Consumer Mindset:** Customers are increasingly shifting from traditional black & yellow taxis (which are aging) to modern Taxis equipped with AC, GPS, 24x7 customer support, electronic fare meter and other tangible and intangible features.

The consumer market is filled with opportunities and possibilities to develop. Every market place has a pivot point. In the case of e-tailers, it is the consumers whose appetite for discounts leads them to flame venture capitalists. The passenger vehicle segment is one of the most sought after and fast growing market in India. The customers are seeking the comfort, pride, and prompt service with safety. The increasing population and limited infrastructure adds to the opportunity to grow, especially attracting the foreign investors and the son of soil to invest in the competitive manner, which in turn leads to more attractive services at affordable rates to the customers. There is a mushroom growth of taxi service providers like, Bharathi, Golden, Ola, Uber, Meru, Yellow, Fast track, Friends Track, Royal friends, etc. In the case of on-demand taxi aggregators such as Uber , Ola Cabs and Meru Cabs, it is the drivers. Taxi aggregators typically don't own any cabs or employ drivers; they connect customers with drivers through a tech platform, the front-end for the customer being an app. According to the press release, nearly 1.6 million vehicles in India are licensed to run as cabs but there are not as many quality drivers. It is quite a task for aggregators to convince drivers - used to a mom-and-pop model or radio taxis - to work with them.

Securing the supply side has become a slugfest among India's top three on-demand taxi companies - ANI Technologies, which runs Ola, Uber and Meru - as they pour money to capture the market. Ola and Uber, particularly, backed by global venture capitalists, are threatening to make every other taxi company in India irrelevant. Meanwhile, big money is making this battle worth fighting for. According to the Association of Radio Taxi India, the taxi business in the country is growing at 20 to 25 per cent a year. The organized taxi sector accounts for just four to five per cent of the industry and totals \$800 million. It is expected to grow to \$7 billion by 2020.

Factors influencing the Consumers in Selection of Cab Services

This paper is focusing on factor influencing consumer brand choice. The researcher starts this chapter by studying on mobile applications and taxi booking mobile applications which are related to the topic of this research. In taxi booking mobile applications topic, Uber, Ola and Meru will be defined and studied. After that, brand, consumer behavior and marketing mix (7Ps) will be examined. And last, conceptual framework will be conducted and make clear overview of this research.

Mobile Applications

The American Dialect Society voted “app” (noun, an abbreviated form of application, a software program for a computer or phone operating system) as the word of the year for 2010. The researcher followed the definition defined by Wigmore I. (2013) that a mobile app is a software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers. These mobile apps are built to make things easier for the users; they have 12 different design and color from their website template. Moreover, they are designed for user-friendly site navigation and high speed load time.

Taxi Booking Mobile Applications

Uber

Uber is a taxi E-hailing mobile application established Travis Kalanick, the Co-founder and Chief Executive Officer and Garrett M. Camp, the Co-founder and Chairman of Uber since March 2009, which headquartered in San Francisco, California. The Uber service is now available in 311 cities and 58 countries around the world. (Travis, 2015) The concept of this app is to submit trip request from the passenger's smart phone and send to nearest Uber driver who use his own car. Uber will track the Uber car to pick passengers up by location from their smart phone. When the passengers reach their destination, they can rate scores of the driver and the driver can also do the same. A receipt will be automatically sent to their email.

Ola

Ola is India's largest mobility platform and one of the world's largest ride-hailing companies, serving 250+ cities across India, Australia, New Zealand, and the UK. The Ola app offers mobility solutions by connecting customers to drivers and a wide range of vehicles across bikes, auto-rickshaws, metered taxis, and cabs, enabling convenience and transparency for hundreds of millions of consumers and over 1.5 million driver-partners.

Ola's core mobility offering in India is supplemented by its electric-vehicle arm, Ola Electric; India's largest fleet management business, Ola Fleet Technologies and Ola Skilling that aims to enable millions of livelihood opportunities for India's youth. With its acquisition of Ridlr, India's leading public transportation app and investment in Vogo, a dockless scooter sharing solution, Ola is looking to build mobility for the next billion Indians. Ola also extends its consumer offerings like micro-insurance and credit led payments through Ola Financial Services and a range of owned food brands through India's largest network of kitchens under its Food business. Ola was founded in Dec 2010 by Bhavish Aggarwal and Ankit Bhati with a mission to build mobility for a billion people.

Brand

For customer view, brand is an important part that shows the value of any Products or companies. It is perceptions that represent a company, product or service; Plus, it is the essence or promise of what will be delivered or experienced. Brand also Refers to a name, term, design, logo, symbol or audio jingle. (Brand, n.d.) Brand can Identify the image and uniqueness of the products and differentiate them from Competitors. It also contains a level of credibility, quality, and satisfaction.

Brand Awareness

Awareness is the ability to perceive, to feel, or to be conscious of Events, objects, thoughts, emotions, or sensory patterns. (Brand Awareness) Brand awareness refers to the strength of a brand's presence in the consumer's mind. Brand awareness can provide a host of competitive advantages for the marketer. These include the following (Aaker, 1996): Brand awareness can influence consumer loyalty and decision making by affecting the establishing and strength of brand image.

Brand Loyalty

Being loyal is when you say no to other brands in the same product-category even if they're better than the brand you choose. Loyalty gives an advantage to the firms, as they can handle competition in lower price and develop the products much better when having loyal consumers. Brand loyalty is important for several reasons such as reducing the production cost due to sales volume is high, spending less money on advertising, using premium price for increasing profit margin and word of mouth by loyal customers. It is very important to have loyal customers, company need to point out the advantage of the product over competitor's one.

The below figure is showing the Loyalty pyramid by David A. Aaker



Figure 3: The Loyalty Pyramid

- The first level represents non loyal customers who do not care much about brand name and can change the brand if they see differences in price. So, brand does not affect their decision making. Second level is group of customers who buy the brand out of their habit. These kinds of customers don't see any reason to change their purchasing behavior. If they cannot find the brand they often used in the shop, they are going to choose another brand instead of going to another shop.
- Third, it consists of satisfied customers with switching cost.
- Forth level is all about emotion, quality and experience, customers are truly like the brand and logo, they have good perception on the brand or they have a long term relationship with the brand.
- Last, it represents committed customers who proud to use the brand. For them, brand can express their personality and they also give recommendation to others.

Consumer Behavior

As defined by Kuester, Sabine (2012), consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. From Lynn R. Kahle, Angeline G. Close's study (as cited in Asaad Ali Karam), consumer behavior blends elements from psychology, sociology, social anthropology, marketing and economics. It helps business people to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect purchasing behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand customer's need. It also assesses influences on the consumer from groups such as family, friends, sports, reference groups, and society in general.

Marketing Mix (7Ps)

Marketing mix is a marketing strategy tools which often crucial when determining a product or brand's offer, and is often associated with the four Ps. A four Ps classification was presented by the marketing expert E. Jerome McCarthy in 1960, which consists of product, price, promotion and place. The "seven Ps" is a marketing model added to the four Ps mentioned above. It's including physical evidence, people, and process. It is used when the relevant product is a service, not a physical good.

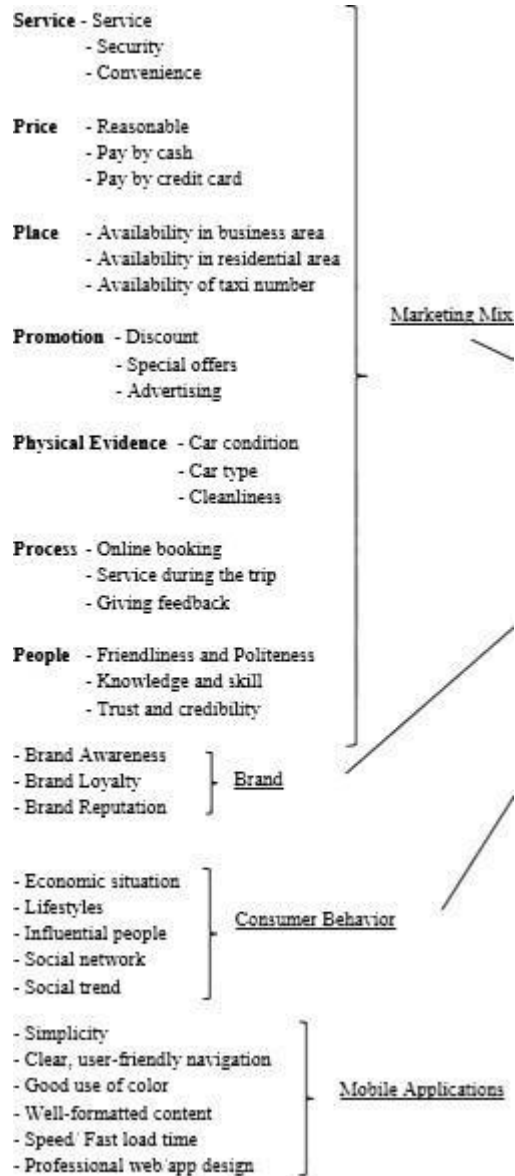


Figure 4

This research studies the relationship between marketing mix (7Ps), mobile applications, consumer behaviour and brand

Literature Review

Shukla and Al (2017) studies OLA VS UBER: The battle of domination and points out that the main attraction of India is the size of its market and the increase in purchasing power that leads to uplifting lifestyles. On the other hand, Indian consumers are smart, very demanding and very sensitive to prices, without brand loyalty; Managing this market is not an easy task.

Companies must stay alert and continue designing new packages and offers to attract customers for a long time, which sometimes leads to too much money. Therefore, it would not be easy for Ola and Uber companies to operate in that environment. You must optimize your costs at all levels; it has to be more customer oriented and goal oriented; Highly innovative Hanif and Sagar (2016) found that taxi services in Mumbai have enormous growth potential as the needs of the business world increase around the world and even the middle class and the rich are developing day by day. As the city of Mumbai faces major parking problems, many residents prefer to call a taxi service to visit a shopping center, attend special events or even attend a night party. This service scores higher points when it takes time to find a parking spot for your own vehicle or negotiate hassles in a quiet weekend.

The study shows that customer satisfaction is very high. This is a positive point for growth and expansion. Sarvepalli and Prakash (2016) have tried in their paper to cover exactly the taxi aggregation industry in India, since innovators have innovated by providing the solution using technology. In addition, it covers the current scenario and the problems of companies and customers. Ola and Uber have changed the face of the industry. In summary, it has affected consolidation, which is slow in the industry, and only the analysis of companies that focus on the best quality of service will only do so in the future. The RIDE model is proposed for the benefit of future research and explains why continuous research is needed to understand the client and how innovation gaps can be mastered using technology in an innovative way. Companies that are adapting to changing trends as quickly as possible are those that maintain their position in the market. Venkatesh and Easaw (2015) found that the success of the taxi aggregator business model is sufficient evidence of the increasing impact of technology on the success of a company.

Technology plays a more important role in the effective adaptation of supply and demand in the services of a taxi aggregator. This article has highlighted the innovative way in which aggregators such as Ola and Uber have entered the Indian market with the help of smart phone technology. They identified the problems of urban transport in the subway of India and then turned them into commercial opportunities. In addition, they have dominated their efforts. Research on service supply chains continues to evolve. The special nature of the services contributes to the complexity of the provision of the service. However, technology can significantly improve the quality of service. After success, taxi aggregators should focus on performance measures to ensure the sustainability of the business model.

With the increase in service quality, customer expectations can only grow in the future. The performance metrics allow the comparative evaluation of the service and focus on the continuous improvement of the service quality. Tax aggregators should also focus on innovation to develop the business. Joshi and Mehta (2015) found that a large amount of money has been invested to build a shopping center to acquire fleets

of new vehicles and to integrate the latest technologies in their vehicles. It was a win-win situation for the government, the major taxi companies, the drivers and passengers. The change of mentality was the most important factor in the growth of the radio market. However, there are some other aspects that impede the development of the radio booth market, such as high tariffs, limits on the Indian telecommunications regulator (TRAI) for SMS and Internet. No availability of parking spaces. Radio taxi companies have to find a perfect balance between growth engines and challenges for further development.

Kumar and Kumar (2016) noted that there is strong competition in the organized taxi service, which is why the organization has to motivate consumers through coupons. Innovative consumer behavior helps to download mobile apps and motivates them to use coupons while booking cabs. The results of this study are in line with previous research studies, since it has been found that price conscious consumers can buy coupons. Modern consumers are innovative and, at the same time, sensitive to prices, so the exchange of coupons contributes to customer loyalty. The brand also plays an important role in customer retention and offers coupons. Shi Lian, (2016) examined the passenger queue taxi system at two ends.

They identified the relationship between optimal thresholds and optimal arrival rates for taxis and passengers, analyzed government policies and determined the conditions under which the government should subsidize or tax taxi drivers. Slavulj, et.al, (2016) examined the demand of the Uber service in Zagreb to compare prices with the large taxi companies and explore the possibilities of improving the legislation of the taxi service. Skok & Baird (2005), a case study from London, illustrates how a newcomer to the industry, Delta Cabs, could break traditional entry barriers and innovate with emerging technologies and redefine the competitive nature of the industry. Peter Abelson (2010) examined the regulation, performance and reform of the taxi industry in Sydney, which governs the entry of Sydney, the structure of the industry, the quality of service and the prices of the taxi industry. He finds that few social or efficiency reasons for these regulations are responsible for the poor performance of taxis. Neelam Kumari (2012) examined the radio market in Delhi through several interviews with taxi drivers. She points out that although rates are higher than those of local taxis and public transport, the taxi service is very reliable.

The introduction of GPS technology has radically changed the traditional approach to managing the taxi fleet. However, to improve service quality and develop sophisticated public transport systems, reengineering and training of end users are essential (Liao, Z., 2001).

Literatures on App's on Research Frame of Cab services

Abdul Wahid Khan Et.al. (2016) the study determines the factors of consumer full filling the desire needs with excellent services in existing products in Indian taxi services. The target customers are categorized into three criteria the first one is trendy and a tech savvy customer the second one is Urban travellers and the third one is Luxury. Attributes of service quality were been identified tangibles, reliability, responsiveness, assurance and empathy.

Adewole et.al (2016), states that transportation service can be chosen in advance by using appthrough smart phone, the services have spread with an Android based applications. It helpthe person intermediate between passenger and driver. The user has the option to choose the car which he/she wants the model integrated with google

maps. The study helps to improve the quality of app for future guidance of travellers to travel easy.

Charoen (2015), the investigation is based on the business model of Grabtaxi to know the competitive advantage with the application used to utilizes the global position system that directs the customers location and track the route with safety. The study is useful to the customer's ease of use by using app through the quality of service with safety and tapping the large network strategy.

Kishore and Ramesh (2015) point out the relationship between the comforts of mobile app for booking the cab services and analyzed the influencing factors of booking cab services with innovative behaviour that download app for taxi booking. The study showed that with the service quality and trust of customer made satisfaction Kiran and Saptarshi (2017) the investigation of the research is based on radio taxi travel to identify customer satisfaction of cab services in India. The well-structured questionnaire is framed and analyzed with the SPSS software. The model which was developed by Parasuraman, Zeithaml and Berry (SERVQUAL). The consumer expectations with service quality research gap with consumer perception are compared with the variables of tangibility, reliability, responsiveness, assurance and empathy. It's considered a high potential for tier-1, tier - 2 and tier -3 cities. It was founded that the result of service provider with comfort and cheap and convenient mode of intercity and even intra city.

Khupse (2017) the investigation is based on the taxis that provide a large number of benefits. The mobile based app is frequently used by the travellers with comfort, economy, and safety and convince base. Only the app using respondents have been chosen for the study with well- structured questionnaire. Here the data collected from the 150 app used respondents.

Mai and Ngo (2016) today transportation services play a main role in urban areas, changes in the taxi industry with innovation and downloading app has made it easy to travel safely to any designation point. The research carried with cross sectional study compared with model of SERVQUAL and IDCTP Model. A well-structured questionnaire was framed with five point liker scale based on ten dimensions. The study found variables as direct and indirect relation. The direct method was identified by unstandardized regression coefficient (β). The indirect method identified by multiple regressions. The study results customer satisfaction affects 99% with confidence level that's found positive.

Shilvia et.al (2017): stated that the investigation is based on service quality of online transportation focused in the technology aspect. The sample size of the respondents 1670 are all Indonesians majority of the respondents belong to the gender data collection were conducted in the year of March 2017 to April 2017. It was found that most of the users are in the age group of 20 – 30 the factors which influence the people who know to use the app, who are capable of adopting new technological development, the higher weight are perceived quality, system availability, privacy, trust, perceived risk and content adequacy.

Venkatesh and George, (2015) research analyzed the performance measure of aggregator services. It helps to identify the taxi aggregators to improve their customer satisfaction in their quality service. The taxi services is also known as ride sourcing services. It was found that for Uber and Ola in India with the development of technology the aggregator's gives right information to the right person in right time. The performance is based on criteria, responsiveness, flexibility, reliability, tangibles, profitability, and cost resource utilization. The study resulted that App creates service quality, satisfaction, and retention.

Literatures on App Usage in Cab Services

Emmanuel and Solomon (2015) the study based on customer satisfaction towards the minicab service in Ghana examined with six variables to know the relationship based on the customer satisfaction. The variables are 1. Continuous services, 2. Comfort, 3. Affordability, 4. Safety, 5. Reliability, 6. Driver behaviour. The statistical tool of Pearson correlation was used and they found positive significant relationship in consumer satisfaction. The questionnaire is framed by using the RECSA model.

Gooi Sai Wenga,(2017), The study is based on the investigation with focus on mobile application service, based on taxi booking by the consumers. The data was collected from 387 users of respondents in Malaysia in central part of Kuala Lumpur. A well-structured questionnaire was framed and divided into two parts, the first part contains the demographic information, the second part contains Technology Continuance Theory (TCT). The mobile app is perceived positively and easy to use by the customer's continuous usage MTB Apps (mobile taxi booking). There are two models used one is PLS and SEM models which help to know the results of measurement model. PLS is used to know the possibility of relationship among the constructs. The study supports the effects of subjective norms with the attitude towards using the app of MTB.

Mona Bhalla, (2018) the investigation traces the taxi market with the growth of taxi market in India. It analyses the growth of taxi aggregators along with factors and the study helps for better understanding the future of taxi market in India. Organized sector player starts in the year 2000 organized by mega cabs and established in the year 2006 - 2007 followed with the model of cab ownership. The study focused on the result that App is making a new stream of life in the retention of customers

Utsav Pandya, Rishi Rungta, Geetha Iyer, (2017) stated that buying vehicles is not possible for all for day to day work commitment. Hence taxi is used for transportation by lakhs of Indians. Here the study focuses with private taxi and public taxi market as it helps to understand the variables like technology, trends, safety, comfort ease of availability, tariff and flexibility of available time. The result of the study showed App is the convenient way that make the customer immerse in the digital mode of taxi booking

The entire literature is divided into two parts App literatures and Extent literatures) this is again sub divided into four parts that are : App Literatures - App's on Research Frame related to Cab Services (primary base articles); Literatures on App Usage in Cab Services (secondary base articles); and Extent Literatures - Literatures of App On Research Frame of Other Industries; Literatures Of Digital Market on Research Frame of Other Industries (overall supporting articles), which has made the concept of the research fully supported. The other considerations of the research such as idea on the place of the study and population frame were completely identified from the study respectively from the literatures (Kiran and Saptashri and Deng et.al)

There has been continuous research and contributions in the field of Service Quality, Customer Satisfaction, and Customer Trust by various players. However, the research focused on to Digital app based on the Service Quality, Customer Trust Customer Satisfaction, Customer Commitment and Customer Retention on the basis of service sector via app which has attracted many researchers, this made the researcher focus on to taxi sector combining with all the considerations for the research. From other

previous literatures mentioned it was identified that main factors contributing to creation of Trust in customers is (Perceived Usefulness, Information Quality, Security) there had been lesser research conducted on the area of Digital Marketing and synchronizing with retention of customer.

Online Cab Booking System specializing in Hiring cabs to customers. It is an online system through which customers can view available cabs; register the cabs, view profile and book cabs. Cab booking service is a major transport service provided by the various transport operators in a particular city. Mostly peoples use cab service for their daily transportations need. The company must be a registered and fulfils all the requirements and security standards set by the transport department.

Online Cab Booking System is a web-based platform that allows your customers to book thetaxis and executive taxis all online from the comfort of their own home or office. The platform should offer an administration interface where the taxi company can manage the content, and access all bookings and customer information. More and more Taxi companies are looking for integrated taxi booking systems as it makes life much easier for (1) The traveler - this is highly important and in today's internet age people should be able to book taxis online without having to pick up the phone and (2) the taxi company as all their bookings are now managed via an automated system which means they have an electronic record of future and historic bookings

Geeta Kesavaraj (2013) reveals that "As global competition grows, communication and technology channels open up new markets, and products and services are translated into a wide array of choices for our audiences, companies must work harder than ever to gain and keep customers at a competitive cost. In this new age, companies must focus their strategy, energy, processes and budgets to improve their knowledge and commitment to customers. It is imperative that companies make it their priority to use innovative Customer Relationship Management methodologies and to know how to implement customer centric strategies, together with the use of adequate technologies to aid in this process".

Tazyn Rahman (2014), According to the industry sources, unorganized operators dominate about 85% of the market. The car rental industry grew from ` 30bn in FY03 to ` 200bn in FY11 notching up an annual average growth of 30%.The Radio cabs business has emerged as one of the fastest growing businesses in the Indian transportation sector. The concept of 24- hour radio cabs caught up in the country about a decade back with Delhi-based Mega Corp setting the wheels rolling under the Mega Cabs brand in cities such as Bangalore, Mumbai, Calcutta, Chandigarh, Ludhiana and Amritsar. Guwahati also is not lying back in this regard. Private luxury taxi operators in Guwahati are also planning to expand their fleets in the absence of a state-owned service and the shift by most commuters to the economical yet comfortable mode of transport. The Northeast is a prime destination for tourist, so the demand for car rental services can only get bigger. In the absence of a state-owned radio cab service in Guwahati, the private players are eyeing big business. My Taxi has the pioneered private taxi operators (not radio taxi) to hit the road in 2010 followed by Prime Cabs. Prime Cabs launched in 2012 has emerged as the first organized Radio taxi service provider. Prime Cabs offers a cab service that emulates the best taxi service norms across the world. Their endeavor is to ensure that customers need for commuting is met every time they need to commute and in as hassle free a manner as possible. The prime objective of this study is to understand the customer perception and customer satisfaction level on Radio Taxi services with special reference to the city of Guwahati and to offer suggestion to improve the performance of the services.

Dipesh Bhawnani, ET. al., (2015), focuses on analyzing the cab company's customer dataset which will help company to analyze its frequent customers: so that the company can understand its customers and can provide different offers to them. Demand of cabs of type and at particular location and time, so that the company could make necessary arrangement of particular cab like small cabs, luxury cars, buses etc. We have analyzed the possible cancellations of cab booking by the customer using data obtained from the company. The goal is to reduce the cost incurred by the company as a result of cab cancellations made by the customer. Cab companies will be able to manage its vendors and drivers by providing them with up to date information about Customer cancellations. We have also analyzed travel and package type used by the customer. Tableau is used to connect Horton works hive data source and the data is analyzed and shown in graphical format for better visualization and understanding. Kumar, Kishore & Namavaram, Ramesh. (2016), the purpose of this paper is to study the factors influencing the consumers while selecting cab services. The dependent variable is 'coupon redemption behavior' and independent variables are innovativeness and price consciousness. The relationship between dependent and independent variables are empirically verified through statistical methods. The statistical tools like correlation, regression and descriptive statistics are used for data analysis. It is found from the study that consumers are interested to redeem coupons while selecting cab services. It is also revealed from the study that consumers are comfortable to redeem coupons through mobile apps while booking cab services.

Rexi A. (2016) states that "Call taxi have a greater value in the community, in the taxi industry is regulated in various ways by the state Governments through their respective Departments of Transport. Through this regulation the Government is able to exert some control over the activities of the industry, with the ultimate objective of providing a higher level of service (a complex construct in itself) to the public. In the current scenario the best and convenient way to travel to and from bus stands, railway stations, airports and to other places of interest in Coimbatore is by call taxi. There are as many as 40 to 50 call taxi service providers available in the Coimbatore city and its suburbs call taxi service is mostly available 4 hours within the day. And people regard it as the most convenient way to travel. This study is mainly used to identify the awareness towards call taxi services, factors influencing the choice of call taxi services, satisfaction towards the call taxi services, and the problem faced by people while using call taxi services.

Ruchi Shukla, Ashish Chandra & Himanshi Jain (2017) states that "Every other day in India, there is a new start up offering efficient cab service to the citizens operating in urban and rural lifestyles. This raises a question that is India going through a possible 'Taxi Revolution' In this paper, an attempt has been made to do comparative study of two of such taxi aggregators that have radically changed the way "the great Indian middle class" commutes daily-Ola and Uber. Currently, both Ola and Uber cabs are following International Journal of Pure and Applied Mathematics Special Issue 14922

The strategy of expanding their operations and building customer base in key metropolitan cities across India. The motive is to increase market share and achieve economies of scale and at the same time providing customer satisfaction. This article seeks to understand the dynamics of India's taxi market by studying various factors like the pricing, market share, revenue models, etc. The paper is qualitative in nature and based on secondary data collected from different sources.

Conceptual Framework

Taxi market in India is growing rapidly with a lot of new entrants who run private taxi companies apart from the existing public taxi market. The public taxi market consists of taxis that are too old with very little comfort and safety, while on the other hand the taxis in the private taxi market are modern along with features like GPS, more comfort and safety. Thus, to study the impact of the private taxi companies on the public taxi market, we have carried out this research by using specific variables that will explain the effect of the private taxi market on the public taxi market. These variables have been considered considering the usual factors that a customer might think of while thinking hiring a taxi. So according to the variables considered, a theoretical framework was developed containing the dependent and independent variables along with the null and alternate hypotheses that had to be proved true or false depending upon the data collection. A questionnaire was prepared with the help of which two sets of data were collected of the public taxi market and the private taxi market through a survey filled by people chose at random using the randomprobabilistic sampling technique. The data collected was analyzed using the SPSS software and Minitab software for which a set of analysis techniques were applied and the data was interpreted which helped in proving the corresponding null or alternate hypotheses true as per the requirement of the research.

The different models of operating the business in India:

Marketplace/Aggregator Model: It has emerged as the public transport and the parking fare at the airports, these most popular business model which is operated by the radio cab operators are looking for new ways to cater renowned players in the market like Uber, Taxi for sure, point-to- point commuting demand such as on demand cabs Ola, Meru, BookmyCab, TaxiGuide, etc. Herethe using the smartphones having mobile apps for booking the drivers need to register themselves with the fleet cabs. The Taxi market is slowly beginning to see the operator and need to have a smartphone that is used as an emergence of the aggregation models from the new as well two way communication device and the customers can as the existing operators in the point-to-point commuting also connect to the operator using the smartphone app. segment.

Cab Sharing Model: It was introduced in January'15 in players such as Savaari, TaxiGuide, Taxi for Sure and Ola India by Bla Bla, which acts as a facilitator between Cabs who are supported by Venture Capitalist firms like commuters travelling on the same route. It allows Inventus Capital, Accel Partners, Tiger Global people having private vehicles and other travelers Management, Helion and Blume are now becoming a threat know about each other's plan for travelling. The to the Public Taxi market as these operators are providing the company fixes a ceiling cost depending on the route of customers with far more better services like on demand travelling avoiding unnecessary hassles then.

Self-Drive Model: This model was popularized by Zoom more comfortable and safe as compared to the Public Taxis. Cars in India and it is also similar to the model which was The current study will study the impact of parameters on the followed by companies in the developed countries like Hertz Public Taxi. and Avis. This company provides cars on a rental basis to the commuters charging them on an hourly basis or daily basis

wherein the payment is made in advance. The main To study the current scenario of taxi market in India and advantage of this model is the cost efficiency as this understand the effect of various variables like Technology eliminates the costs of hiring a driver and provides Trends, Safety, Comfort, Ease of Availability, Tariff and flexibility of time. (Amit Jain, 2015).

Case 1: In this case we have Public/Private Taxi Market as have considered in all seven variables (1Dependent the Dependent variable and Technology Trends, Ease of variable, 6 Independent variables), which will help in Availability, Price, Comfort, Safety and Payment Option as determining the effect of each independent variable on the independent variables. These Independent variables will dependent variable. Based on the considerations of these affect the Dependent variable directly or indirectly variables, a theoretical framework has been designedwhich depending upon each variable's nature.

Case 2: In this case we have Public/Private Taxi Market as the Dependent variable and Technology Trends, Ease of availability, comfort, safety and payment option as the independent variables whereas here we have Price as the Moderating variable, which will have an effect on the

Relationship of the Dependent-Independent variables.

Case 3: In this case we have Public/Private Taxi Market as the Dependent variable and Technology Trends, Ease of Availability, Comfort and Payment Option as the independent variables whereas here we have safety as the independent variables whereas here we have Safety as the Moderating variable, which will have an effect on the relationship of the Dependent-Independent variables.

Research Objectives

Rationale for the study

In the recent years of rapid growth on rental services, there is tremendous increase in the usage of call taxi services in all cities, especially in metros. In every sphere of business, the service and quality should be matched with the perceived, expected and delivered. The big market players in call taxi services are keen in enhancing the products and services to tap the customer base. This study will help to know the customersatisfaction with respect to the comfort, convenience, tariff, service quality and staff courtesy,etc. Also, we can have the input and ideas to improve the services to meet out the customer expectation in the near future.

Objectives of Study

1. To find out the customer satisfaction towards the call-taxi services.
2. To ascertain the customer view towards the driver behavior and courtesy.
3. To study the influence of price consciousness on consumers while selecting a cab service.
4. To ascertain the role of innovativeness of the consumers in the selection of cab services.
5. To study the impact coupon redemption behavior of consumers in the selection of cabservices.

Scope of Study

The present study covers factors like innovativeness, price consciousness, customer satisfaction and coupon redemption behavior. There may be other factors influencing the consumers in selection of cab services which are not covered in the study. This study had not covered the influence of demographic characteristics on other psychographic variables.

Research Methodology

This study is descriptive in nature and mainly utilizes qualitative approach. It will be necessary to conduct detailed review on available literature related to app-based passenger transportation services across world. Primarily questionnaire-based survey method will be used to collect data from passengers. A structured questionnaire will be designed to measure consumers' perception.

The primary data is collected through structured questionnaire and secondary data is gathered through journals, magazines and reliable websites etc.

Simple random sampling methodology is used for collected primary data. The respondents for this study should have consumed cab services in the last six months and they should have booked the cab through mobile app in their smart phones.

Number of respondents: 255

Research can be defined as the search for knowledge or any systematic investigation to establish facts. The primary purpose of Descriptive research is to provide an accurate description or picture of the status or characteristics of a situation or phenomenon and hence the same is adopted in this study.

Primary Data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

Secondary Data

These are data which are already collected and used by someone previously. In this research review of Literature, Details of the industry are collected from the Internet.

Survey Method:

The survey method is the technique of gathering data by asking questions from people who are thought to have the desired information. Every effort should be made to state the objectives in specific terms.

The survey design can be defined as: "gathering information about a large number of people by interviewing a few of them." (BACKSTROM & HURSH P3)

The definition can be modified by stating that collecting information with other data collection alternatives available to survey researcher in addition to interviewing i.e. questionnaire, personal observation etc.

Surveys are conducted in case of descriptive research studies with the help of questionnaire techniques in most appropriate manner. Survey type of research studies usually have larger sample. It is concerned with conditions or relationships that exist, opinion that are held, processes that are going on effects that are evident or trends that are developing. Thus in surveys variables that exist or have already occurred are

selected and observed. It is the example of field research.

Data Collection:

Data collection means to a purposive gathering of information relevant to the subject matter of the study from the units under research.

Primary data are empirical observations gathered by the researcher or his associates for the first time for any research and used by them in statistical analysis. There are several methods of collecting primary data particularly in descriptive researches.

- Telephone enquiries
- Postal/mail questionnaire
- Personal interviewing
- Panel research
- Special survey techniques.

Telephonic inquiries and mailing questionnaires are the best's method for gathering quickly needed information at the cheapest way.

Questionnaire:

The questionnaire has a list of questions to be asked and spaces in which the respondents record the answer. It is either printed or typed in definite order on a form or set of forms. Each question is worded exactly as it is to be asked; also the questions are listed in an established sequence.

Generally, it is mailed to respondents who are expected to reply in the space provided in itself or may be approached personally to explain the purpose and meaning of questions in the questionnaire, they are conducted by enumerators. Often questionnaire is considered as heart of a survey operation hence should be drafted carefully. Hence structured questionnaire ensures easy quantifications.

In present study, the required data was collected through Sample survey using structured questionnaire. Since 'Customer's inclination towards Online marketing' is the core focus of the study, a structured & closed ended questionnaire was prepared for customers only. (Covering various demographic parameters).

The questionnaire incorporated questions related to customers' preference for online marketing and other traditional mediums for getting awareness on various brands and making purchase decision.

Though questionnaire is an economic tool for data collection, non-response or incomplete response is high in this case. However, proper follow up was taken to overcome this barrier by making sure that each questionnaire is completely filled.

Secondary data is the data collected by others in the past and used by others. It may be either being published or unpublished data. It includes the following:

1. Various publications of central, state and local governments.
2. Various publications of foreign governments or international bodies.
3. Technical and trade journals
4. Books, magazines, and new paper.

5. Reports prepared by research scholars, university economists etc.
6. Reports publications of various associations connected with business and industry, bank, university, economists etc.

Sources of unpublished data are mainly diaries, letters, unpublished biographies; autobiographies etc. before using secondary sources the researcher must ensure reliability sustainability and adequacy of data.

In present study, researcher has used published and unpublished sources of secondary data.

Secondary data was collected to provide the dissertation with necessary theoretical back up. Information related to IMC, online marketing & its implication etc. was collected through various secondary sources such as research journals, reference books, business magazines and content sharing websites.

Sampling methods:

Sample selection is undertaken for practical impossibility to survey entire population by applying rationality in selection of samples we generalize the findings of our research. A complete enumeration of all items of the population is known as census enquiry. But practically considerations of time and cost almost invariably lead to a selection of respondents called sampling techniques.

A sample design is a definite plan for obtaining a sample from a given population.

Sampling process:

1. Define the population: the population is said to be completely defined if at least the following terms are specified i.e. elements, sampling units, extent, and time. In this research such terms may be defined as follows:
 - Elements
 - Sampling units
 - Extent
 - Time
2. Identifying the sampling frame: a complete list of population units is the sampling frame it should be so selected which consist of almost all the sampling units. Popularly known sampling frames are census reports, electoral register, list of account holders, etc.
3. Specifying sampling unit: it is the basis unit containing the elements of target population.
4. Specify the sample method: it indicates how the sample units are selected, whether probability or non-probability samples are to be taken.
5. Determine the sample size: the decisions about the number of elements to be chosen i.e. number of observations in each sample of the target.

6. Parameters of interest: one must consider the questions of specific population parameter which are of the interest.
7. Select the sample: final step in the selection of sample process where a good deal of field work and office work is introduced in the actual selection of sample elements:

Descriptive type of study generally used probability sampling design (random sampling) and requires structured or well, thought out instruments for collection of data like questionnaire. In present study researcher has used stratified probability sampling with -

- Sample size: 200 (Sample size is selected on the basis of discussion with the research expert)

Data analysis tools for research:

To analyze data collected through structured questionnaire researcher used statistical software SPSS 17.0 and Ms-Excel Add-In Data Analysis. Statistical tools used for the analysis are Mean, Median & mode, Standard deviation, Skewness & Kurtosis.

Validity of the data:

The approach of content validity was used in order to verify whether the context of measure covers the full domain of the content. It helped to assess how items used in the survey represent their context domain and how clear they are. Verification made to assess whether questions asked to the respondents covers all the necessary details related to dissertation topic.

Thus, the present study adopts descriptive research design and undertakes the survey method with questionnaire as a research instrument in order to collect primary data required in the research. Stratified probability sampling is the sampling technique used to select the appropriate sample. And content validity is used for the verification of data.

Data Analysis & Interpretation

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups.

The data after collection has to be processed and analyzed in accordance with the outline laid down in research plan or research design. This is essential for a scientific study and for ensuring that we have all relevant data for making comparisons and analysis. Technically processing of data implies editing, coding, classification and tabulation of collected data so that they are available for analysis. Analysis particularly in case of surveys involves estimating the values of unknown parameters of the population and testing of hypothesis for drawing inferences.

“Thus in the process of analysis, relationships or differences supporting or conflicting with original or new hypothesis should subject to statistical tests of significance in order to determine with what validity data can be said to indicate any conclusions.”

Analysis therefore may be categorized as descriptive analysis and inferential analysis which is often known as statistical analysis.

Descriptive Analysis:

Descriptive statistics is the term given to the analysis of data that helps describe, show or summarize data in a meaningful way such that, for example, patterns might emerge from the data. Descriptive statistics are simply a way to describe our data.

“Descriptive analysis is largely the study of distribution of one variable. This study provides us with profiles of companies, work groups, persons and other subjects on any of multiple characteristics such as size, compositions, efficiency, preferences etc.”

Descriptive analysis is more specific in that they direct attention to particular aspects or dimensions of research target. Such studies reveal potential relationship between variables, thus setting the stage for more elaborate investigation later. It is a search for broader meaning and research findings. It is the device through which the factors that seem to explain what has been observed by researcher in the course can be better understood and provides theoretical conception which serve as a guide for further researches. It is essential because it will lead towards findings of the study and proper effective conclusions of the study. Descriptive approach is one of the most popular approaches in these days. In this approach, a problem is described by the researcher using questionnaire or schedule. This approach enables a researcher to expose new ideas or areas of investigation. Direct contact between respondents and researcher is brought through this descriptive approach.

Inferential Analysis:

Inferential analysis is used to generalize the results obtained from a random (probability) sample back to the population from which the sample was drawn. This analysis is only required when: a sample is drawn by a random procedure; and the response rate is very high.

The methods of inferential statistics are

- (1) the estimation of parameter(s) and
- (2) testing of statistical hypotheses.

Data Analysis and Interpretations

Demographic Profile of the Respondents

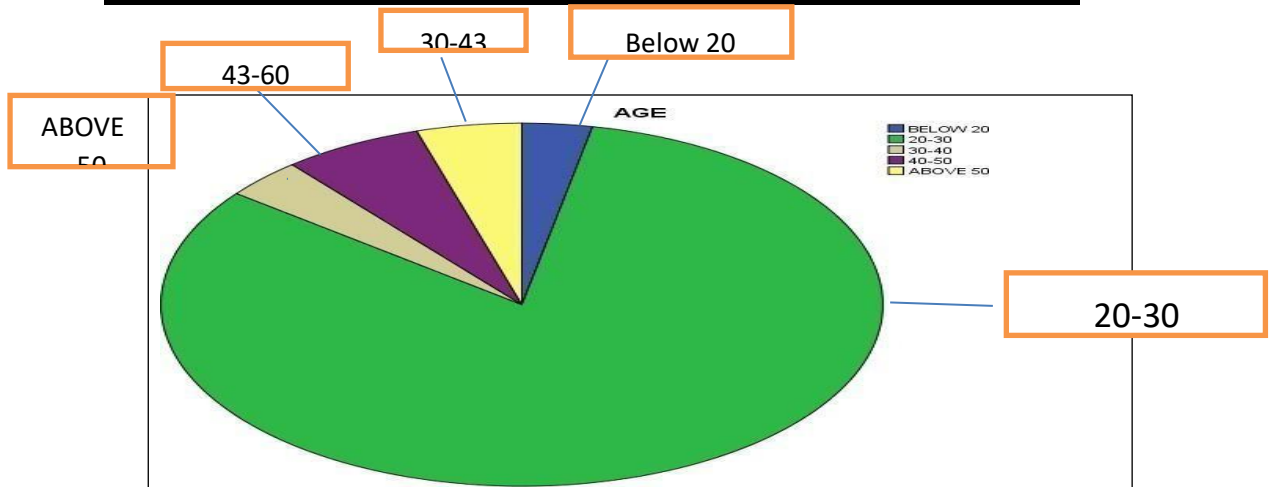
Gender	Frequency	Percent	Cumulative Percent
FEMALE	102	40.0	40.0
MALE	153	60.0	100.0
Total	255	100.0	140

INTERPRETATION:

It is visible from the above table and figure that out of 255 respondents, 153 males i.e. 60% are fonder of using cabs as compared to 102 females that forms 40% of the total respondents.

AGE

Age	Frequency	Percent	Cumulative Percent
BELOW 20	8	3.1	3.1
20-30	210	82.4	85.5
30-40	9	3.5	89.0
40-50	16	6.3	95.3
ABOVE 50	12	4.7	100.0
Total	255	100.0	372.9

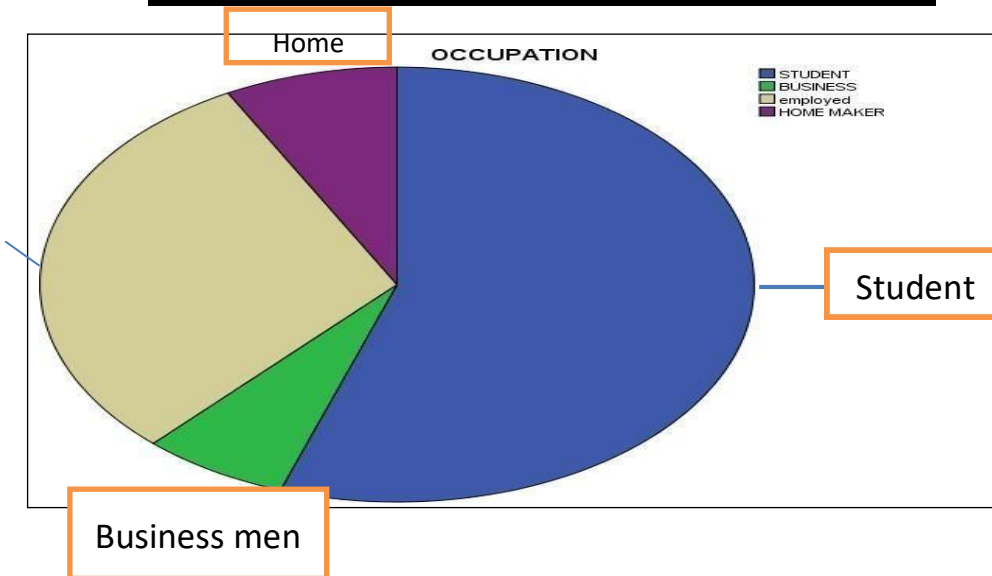


INTERPRETATION:

It can be observed that out of the total respondents who use the cab service, majority of the respondents' i.e.82.4% belong to the young generation between the age of 20-30. 3.1% of the respondents are below the age of 20, 3.5% are between the age of 30-40, 6.3% are between the age of 40 to 50 and rest are above 50 years of age.

OCCUPATION

Occupation	Frequency	Percent	Cumulative Percent
STUDENT	141	55.3	55.3
BUSINESS	17	6.7	62.0
EMPLOYED	77	30.2	92.2
HOME MAKER	20	7.8	100.0
Total	255	100.0	



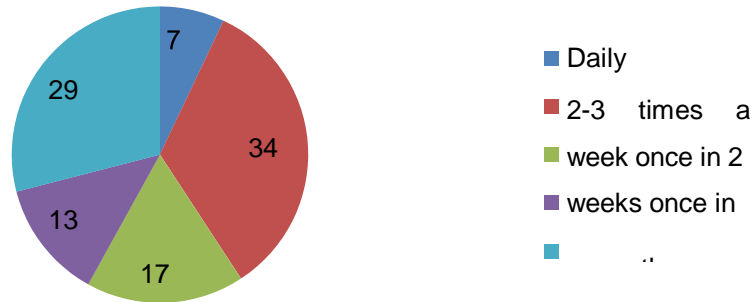
INTERPRETATION:

It can be interpreted from the above table and figure that out of 255 respondents, 55.3% of the respondents who use cabs are students and 30.2% of the respondents are self employed followed by housewives who accounts to 7.8% and the least which is 6.7% are business class people who use the cab services the least.

HOW FREQUENTLY DO YOU BOOK A CAB?

Frequency	Frequency	Percent	Cumulative Percent
Daily	18	7.1	7.1
2-3 times a week	86	33.7	40.8
Once in 2 weeks	44	17.3	58.0
Once in a month	33	12.9	71.0
Occasionally	74	29.0	100.0
Total	255	100.0	276.9

FREQUENCY OF BOOKING

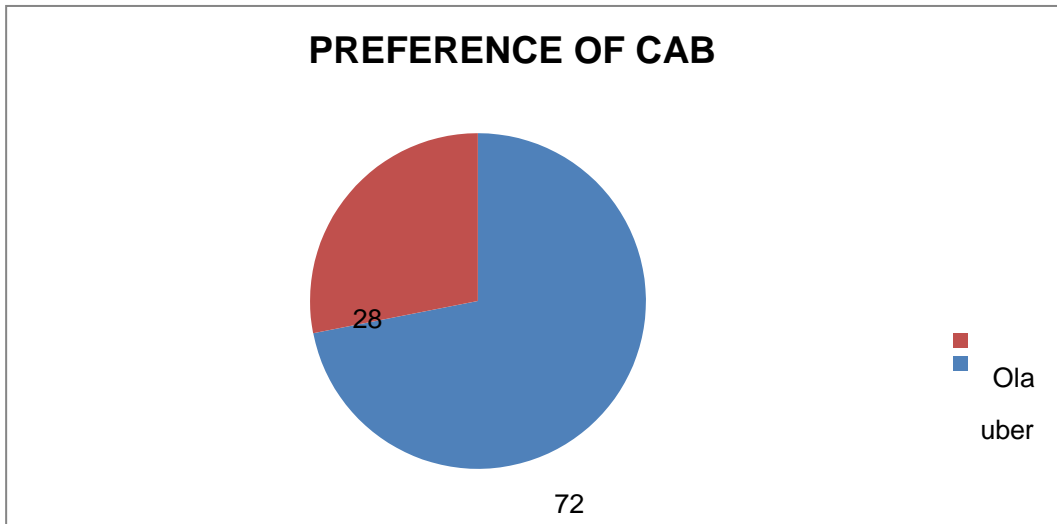


INTERPRETATION:

After the survey it has been found that 29% respondents travel by cabs only on occasional basis, 33.7% of the respondents are regular travellers, i.e. they travel 2-3 times in a week by cabs, 17.3% of the respondents travel once in 2 weeks by cabs, 12.9% travellers travel once in a month and only 7.1% travel everyday by cabs.

PREFERENCE OF CAB SERVICE

Preference	Frequency	Percent	Cumulative Percent
Uber	106	41.6	41.6
Ola	149	58.4	100.0
Others	0	0	100.0
Total	255	100.0	241.6



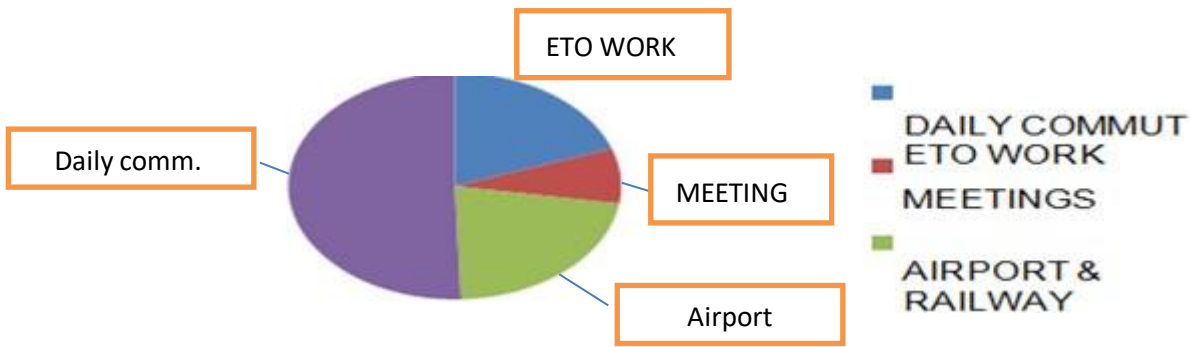
INTERPRETATION:

From the table and the figure, it can be seen that 58.4% of the respondents avail the services of Ola followed by 41.6% for Uber and none of the respondents have opted for others. Hence it is found that Ola is the most popular app based taxi. Also, it can be concluded that Ola and Uber dominate the app based taxi sector in the region since very less people travelling by cabs use any cab service other than Ola or Uber.

FOR WHAT PURPOSE DO YOU USUALLY USE THE CAB?

Purpose	Frequency	Percent
DAILY COMMUTE TOWORK	50	19.6
MEETINGS	20	7.8
AIRPORTS & RAILWAY STATIONS	56	22.0
PERSONAL TRIPS	129	50.6
Total	255	100.0

For what purpose do you usually use the Cab?



INTERPRETATION:

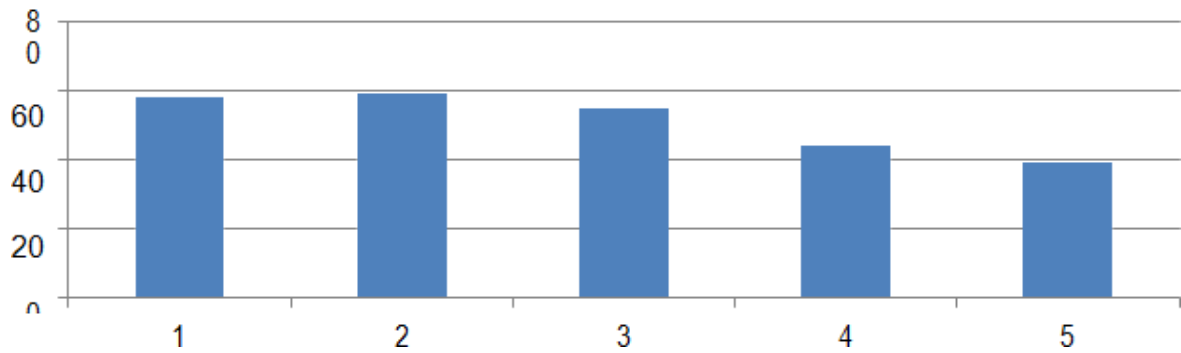
Nearly half of the respondents i.e. 50.6% people use the cab service for personal trips, followed by use of cabs to go to airports and railway stations i.e. 22%. 19.6% people use cabs to travel from home to office and back. The cabs are least used to go for meetings.

Rank (1-5) the following indicating the strength of importance of values you consider when you hire cab services.

Ranking of Security

Ranking	Frequency	Percent
1	58	22.7
2	59	23.1
3	55	21.6
4	44	17.3
5	39	15.3
TOTAL	255	100.0

Ranking of



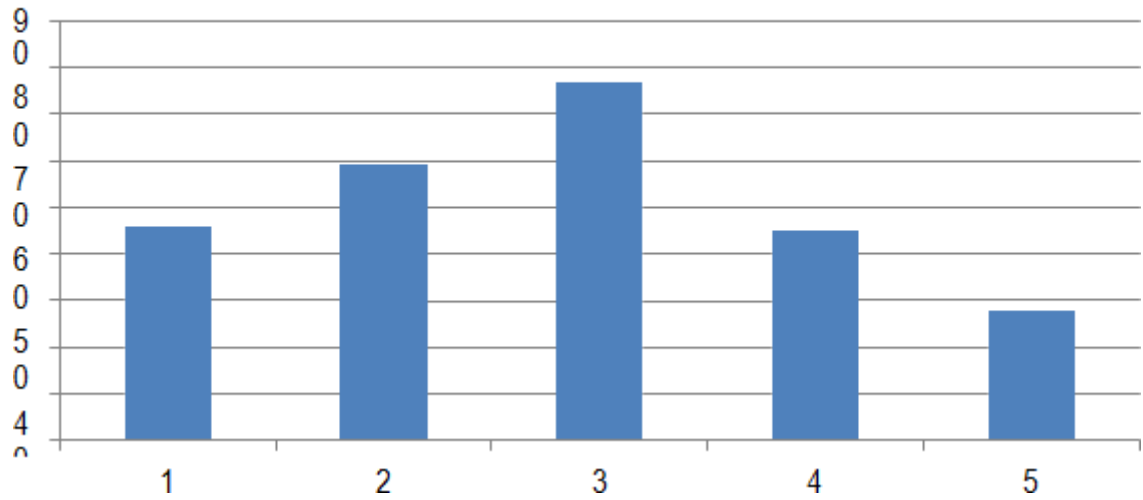
Interpretation:

It is found that out of 255 respondents, 22.7 % and 23.1 % ranked security as the prime reason for booking a cab followed by 21.6%, 17.3% and 15.3%, so it can be interpreted that most of the respondents think that cab services are more secured.

Ranking of Accessibility

Ranking	Frequency	Percent
1	46	18.1
2	59	23.1
3	77	30.2
4	45	17.6
5	28	11.0
TOTAL	255	100.0

Ranking of

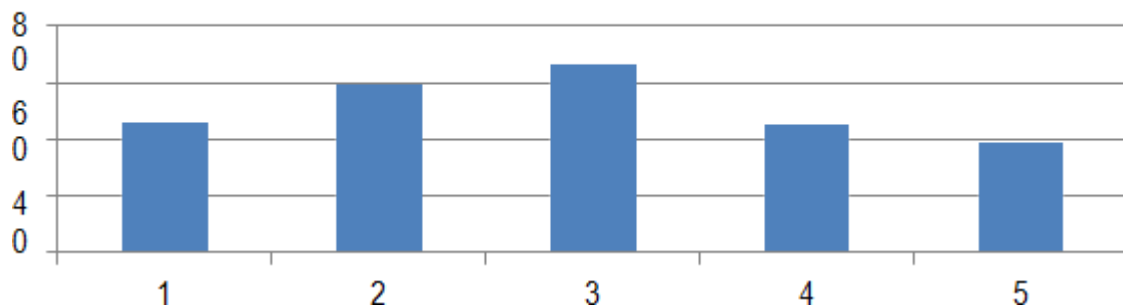


Interpretation: It is found that out of 255 respondents, 30.2% of the respondents' ranked accessibility at 3 and only 18.1% of the respondents ranked it at 1st, so it can be interpreted that accessibility is not given much priority while booking a cab.

Ranking of Price

Ranking	Frequency	Percent
1	46	18.0
2	59	23.1
3	66	25.8
4	45	17.6
5	39	15.2
TOTAL	255	100.0

Ranking of

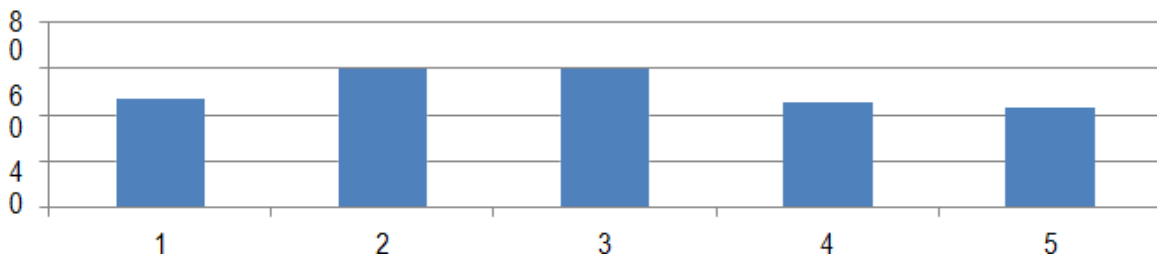


Interpretation: It is found that out of 255 respondents, 23.1% and 25.8% of the respondents ranked price at 2nd and 3rd, whereas only 18% of the respondents have ranked price at first. So it can be interpreted that respondents don't prioritize price as their first preference while booking a cab.

Ranking of Quality service

Ranking	Frequency	Percent
1	47	18.4
2	60	23.5
3	60	23.5
4	45	17.6
5	43	15.2
TOTAL	255	100.0

Ranking of Quality

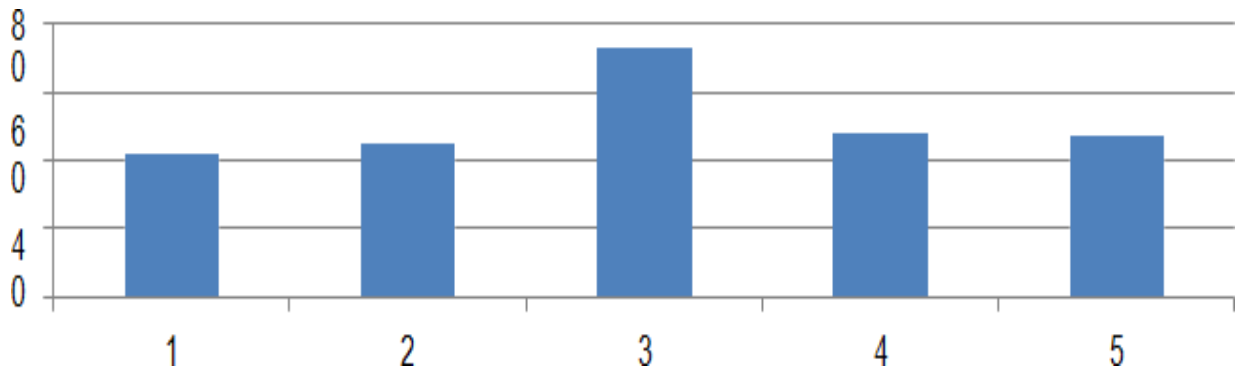


Interpretation:

From above table and graph it can be clearly observed that quality service is important to people while booking a cab because 23.5% respondents have given 2nd and 3rd rank to quality service while 18.4% respondents has given 1st rank to quality service. Very few people have given a low ranking to this variable.

Ranking of Comfort

Ranking	Frequency	Percent
1	42	16.6
2	45	17.6
3	73	28.6
4	48	18.8
5	47	18.4
TOTAL	255	100.0



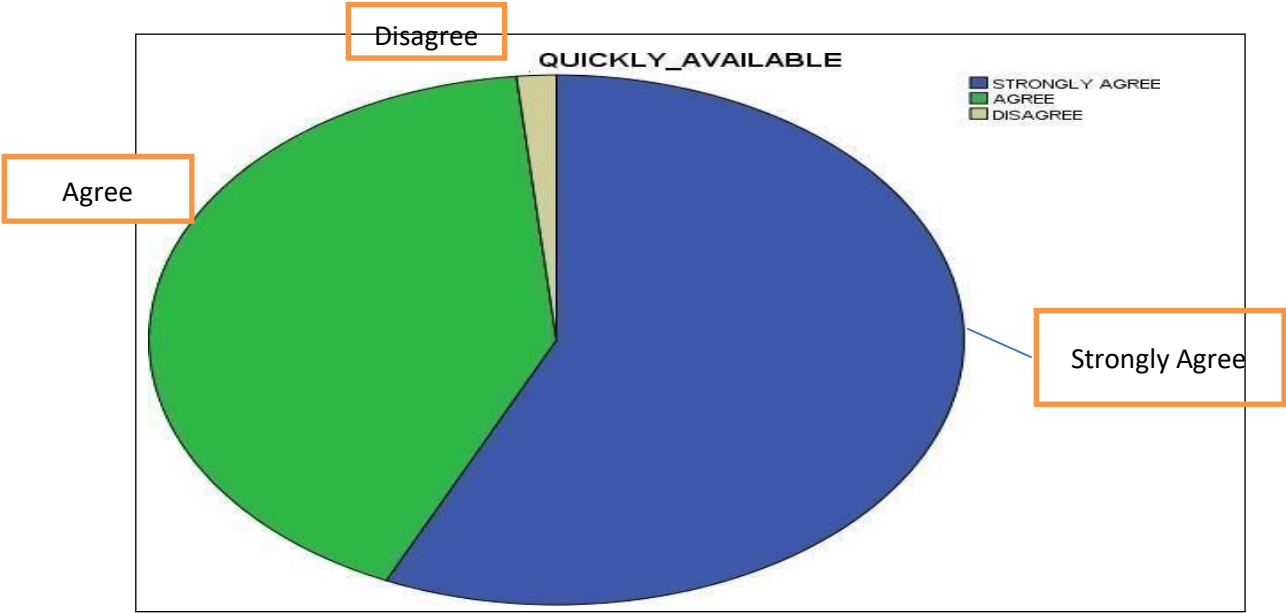
Interpretation: According to the above table most of the respondents have given 3rd rank to comfort factor which influences their choice while booking a cab. 16.6% and 17.6% respondents have given 1st and 2nd rank to comfort followed by 18.8% (4th rank) and 18.4% (5th rank). It shows that respondents are moderate towards comfort level while hiring cab services.

What are your reasons for using app based taxi services? (Please tick the appropriate as per the given scale): Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree

App based taxi is quickly available

QUICKLY_AVAILABLE

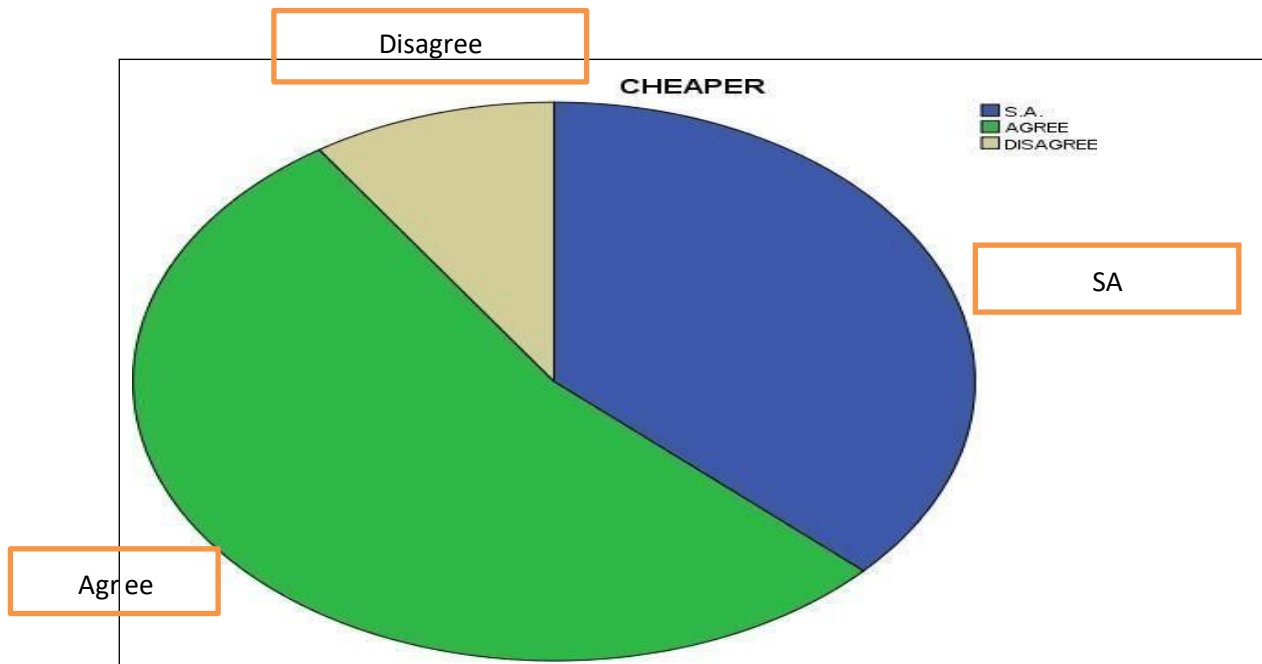
	Frequency	Percent	Valid Percent	Cumulative Percent
STRONGLY AGREE	145	56.9	56.9	56.9
AGREE	106	41.6	41.6	98.4
DISAGREE	4	1.6	1.6	100.0
Total	255	100.0	100.0	



App based cars are cheaper than

traditional taxis CHEAPER

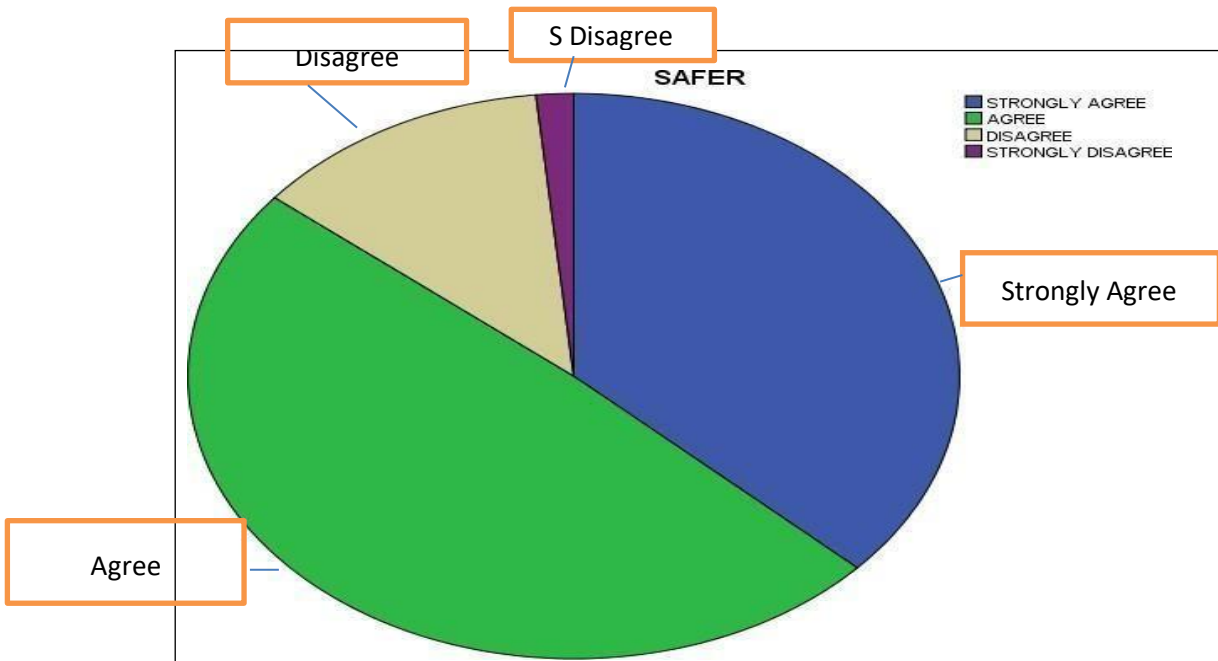
	Frequency	Percent	Valid Percent	Cumulative Percent
S.A.	94	36.9	36.9	36.9
AGREE	137	53.7	53.7	90.6
DISAGREE	24	9.4	9.4	100.0
Tota l	255	100.0	100.0	



App based taxies are safer

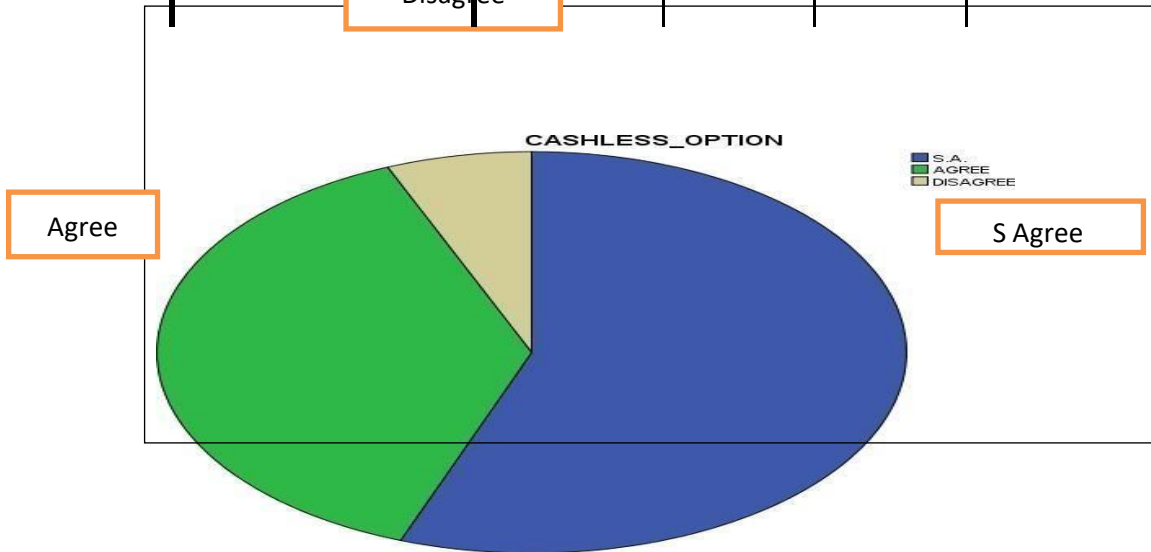
SAFER

	Frequency	Percent	Valid Percent	Cumulative Percent
STRONGLY AGREE	94	36.9	36.9	36.9
AGREE	125	49.0	49.0	85.9
DISAGREE	32	12.5	12.5	98.4
STRONGLY DISAGREE	4	1.6	1.6	100.0
Total	255	100.0	100.0	321.2



I can use the cashless options while in the app based taxi
CASHLESS_OPTION

	Frequency	Percent	Valid Percent	Cumulative Percent
S.A.	142	55.7	55.7	55.7
AGREE	97	38.0	38.0	93.7
DISAGREE	16	6.3	6.3	100.0
Total	255	100.0	100.0	249.4

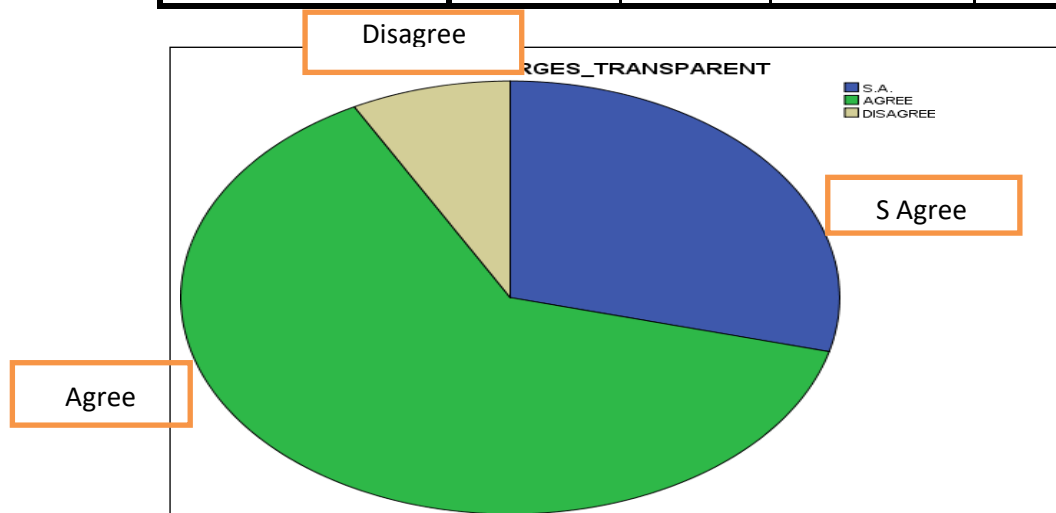


The charges of app based taxies are transparent and fair

CHARGES_TRANSPARENT

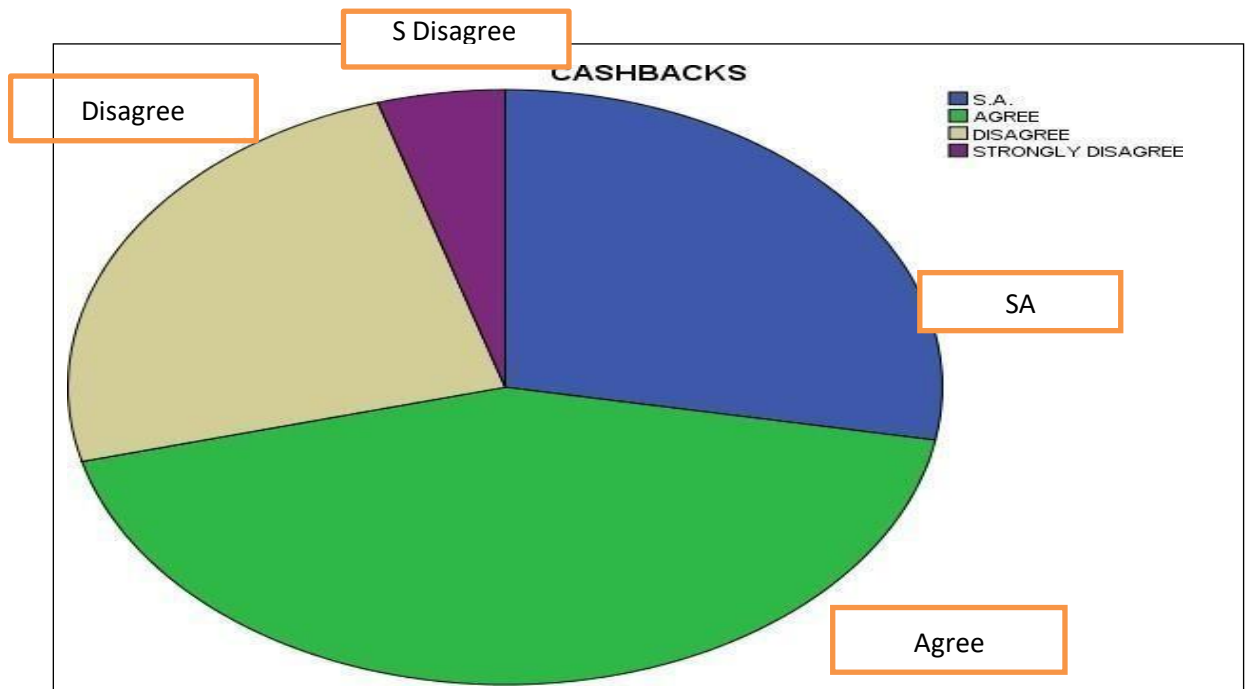
	Frequency	Percent	Valid Percent	Cumulative Percent
S.A.	74	29.0	29.0	29.0
AGREE	161	63.1	63.1	92.2

DISAGREE	20	7.8	7.8	100.0
Tota l	255	100.0	100.0	221.2

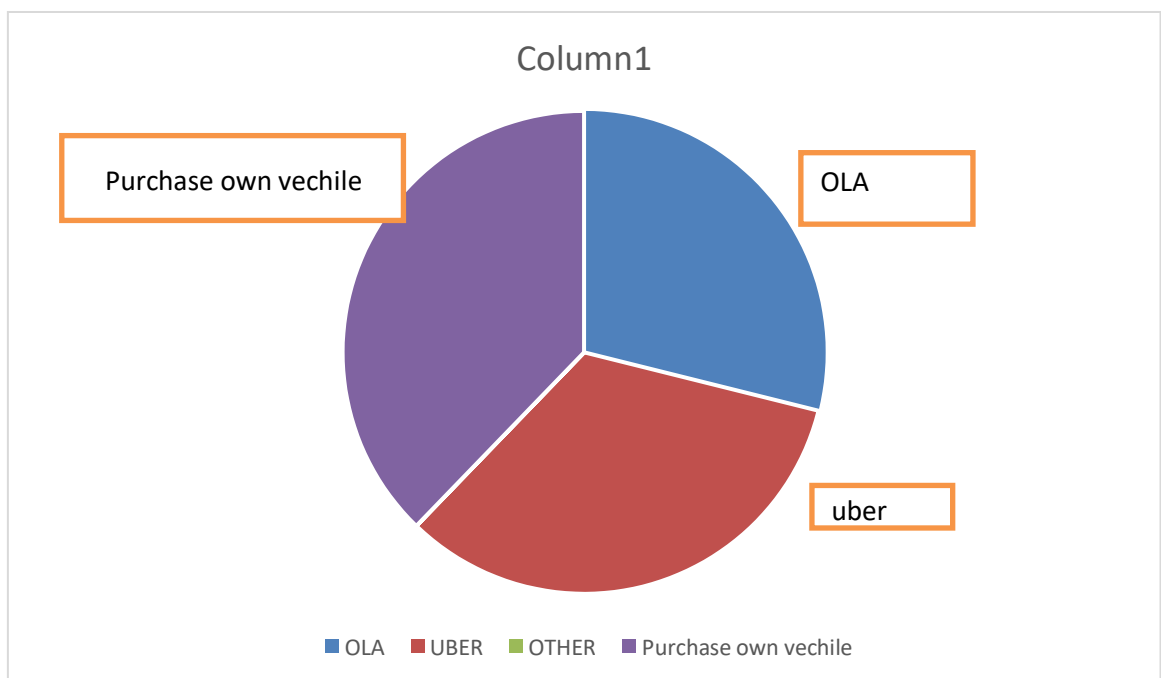


ATTRACTED BY CASHBACKS

	Frequency	Percent	Valid Percent	Cumulative Percent
S.A.	71	27.8	27.8	27.8
AGREE	110	43.1	43.1	71.0
Valid DISAGREE	62	24.3	24.3	95.3
STRONGLY DISAGREE	12	4.7	4.7	100.0
Total	255	100.0	100.0	



After lockdown which cab service you prefer to go to the work place or any other place?



Conclusion, Recommendation & Limitations

This chapter gives a positive ending to the study by drawing conclusions based on interpretations and accordingly putting forward the recommendations. The chapter ends with limitations occurred while conducting research.

Findings

The overall findings of the study are:

- Maximum cab users belong to the younger generation between the age of 20-30, which is a mixed group of students and employed professionals.
- Ola and Uber dominate the app-based taxi sector in the region since very less people travelling by cabs use any cab service other than Ola or Uber. Also, Ola is a more preferred app-based taxi service than Uber.
- It has been observed that maximum users of cab services book the cabs for their personal trips and some others use cabs for commuting to their workplace or travelling to airports and railway stations.
- After the analysis, it can be said that the following factors which affect the customer perception and purchase intention for cab services: safety, price, service quality, transparent charges and cashless option.
- It has been observed that cashbacks do not entice all the customers and hence, cashbacks do not form an important basis for customers' choice of taxi service.
- Out of all the factors safety and convenience (quick availability) is the factor which highly affect the customer's purchase intention.
- It has been observed that although price is an important factor, yet it is not the first factor that the consumers consider while opting for a cab service.
- It has also been found that apart from price, people have prioritized safety as an important factor.

Conclusion And Recommendations

The business is booming in a huge way in India with versatile private operators both national and international investing tremendous money in setting up the call centers, acquiring fleets of new cars, and incorporating latest technologies in their vehicles. It has proved to be the win-win situation for government, app-based cab companies and the most importantly passengers. The study involves a detailed discussion about the various reasons for which people use application-based taxi services. After conducting the study, the results showed that all of the basic reasons are and important and statistically significant when tested. As it was expected, the reasons, such as, safety, price, easy availability of taxis, cashless option and transparent charges are the main reasons to use app-based taxis. The visitors have not given much importance to cashbacks as a factor for choosing the app-based taxi service. In brief the app-based taxi companies such as Ola and Uber must take care of the aspects highlighted above while improving their services. Increasing prices or removing service quality parameters may probably disconnect their travelers from them. Similarly, the availability of taxi and safety assurance is also equally important.

The study however concludes that, due to a large number of benefits provided to the travelers, app-based taxis are being very popular day by day. Change in the people's mindset has been the greatest factor in the growth of radio cab market. However, a consistency in quality will make them able to survive in future. Taxi companies must strike a perfect balance between growth drivers and challenges to move ahead.

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A Study on the Effect of Training on Workplace Diversity

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INTRODUCTION

Training constitutes a basic concept in human resource development. It is concerned with developing a particular skill to a desired standard by instruction and practice. Training is a highly useful tool that can bring an employee into a position where they can do their job correctly, effectively, and conscientiously. Training is the act of increasing the knowledge and skill of an employee for doing a particular job.

According to Edwin Flippo, 'training is the act of increasing the skills of an employee for doing a particular job' HR practices are the means through which your human resources personnel can develop the leadership of your staff. This occurs through the practice of developing extensive training courses and motivational programs, such as devising systems to direct and assist management in performing ongoing performance appraisals.

Diversity may be defined as the presence of differences among members of a social unit. Diversity is an increasingly important factor in organisational life as organisations worldwide become more diverse in terms of the gender, race, ethnicity, age, national origin and other personal characteristics of their members. The workforce comprises people who are different and share different attitudes, needs, desires, values and work behaviours. In spite of the growing importance of workforce diversity, very little research has been done to assess management of diversity.

Human resource management practices and workforce diversity

Managing diversity means establishing a heterogeneous workforce to perform to its potential in an equitable work environment where no member or group of members has an advantage or a disadvantage. Managing diversity includes a process of creating and maintaining an environment that naturally allows all individuals to reach their full potential in pursuit of organisational objectives. Diversity management emphasises building specific skills, creating policies and drafting practices that get the best from every employee. It assumes a coherent environment in organizations' and aims for effectiveness, productivity and ultimately competitive advantage.

This research also measures and evaluates the various tools that are used by HR's in their research commonly.

The role of the Human Resources in the current time has went through the sea changes & the focus is on developing such operational strategy which enable effective execution of the major business strategy. Human Resource & the corporate strategy functions in an alignment. In today's time the HR work toward facilitation & improvisation of the performance of the employees by constructing a favourable work situation and giving maximum prospects to the personnel for contributing in structural development & choice

production procedure.

All the main events of HR are pushed to enhancement of high performing leader & fostering the employee motivation. So, it can be construed that the role of HR has grown from merely an evaluator to a mediator & an enabler.

History of Training

The word Training got its importance in 1980 when the management programs for quality came to the highlight, getting the superior performance and the work efficiency became the priority of many organizations.

Tools like job designs, leadership-development, learning & reward system got the equal momentum all laterally with the conventional training process in the new inclusive and a much broader context. Training is a continuing transmission procedure which is conducted b/w the managers & the personnel throughout the year. This procedure is very much cyclic and constant in conduct. **It also includes the following points:**

- Creating evident job reports and training plan.
- Selecting the right person of training by executing the suitable selection procedure.
- Training is set to meet the standard to measure the outcomes & the overall efficiency against the pre-defined benchmark.
- Giving the continuous Feedback during the period of the training
- Classifying the learning and development need by knowing the outcome achieved compared by the set standard & implementing the effective development program for the improvisation.
- Conducting quarterly performance-development plans & analysing the employees' performance by the Development plans.
- Making the effective Recognition and Reward system for recognition of employee who are expert in their work by meeting the given standard in harmony of performance plan or surpass performance-benchmark.
- Training in an organisation helps the HR to process, manage and monitor the performance of employees against their KRA and the standard set by the Organization.
- Training is having the below mention benefits
- Today's training is about sharing understanding and helping employees to achieve their targets in the organisation as well as their own self targets which help them in growth of their professional careers.
- Training help employees to be motivated and engage towards their work as when they know what they contribute to the organisation they feel better.
- Effective training also helps in building the culture of the organisation for the competency is that employees required to make the organisation successful.
- Training ensure that the employees are not directionless, and they are getting the continuous feedback for their improvement and succession planning.
- It helps an organisation to grow in their mission and vision that help them in their development.

LITERATURE REVIEW

Training is an extensively debated notion in the process of HR. The significance rendered to training in part comes from the nature of present corporate environment, that needs to achieve organizational objectives as well as stay appropriate in extremely aggressive marketplaces throughout outstanding employee outcomes (Eldridge, 2012). Though this setting, several researches says that organizations could barely monitor the behavior of the workers (Attorney, 2006). The organizations yet regulate how employee look at their jobs. In addition, workforce diversity research show that the major number of employees are having the wish to do their roles well as part of their personal goal as well as a display of trustworthiness toward the organization (Cheng, 2008). Perhaps, the major part in guaranteeing that personnel accomplish well remains in the capability to give them the right working conditions. Like giving an atmosphere usually include fair conduct, giving help, effective interaction, and cooperation. As per Maley (2012) there are the many characteristics that are formed by an efficient trainer. As per Syed 2012, The role of the Human Resources in the current time has went through the sea changes & the emphasis is on developing such operational strategy that allows effective execution of the major business strategy. Human Resource & the corporate strategy functions in an alignment. In today's time the HR work toward facilitation & improvisation of the workforce diversity by constructing a favorable work situation & giving all-out prospects to the personnel for contributing in structural development & choice creation procedure. Despite the above restrictions, in strategies to execution evaluation, surviving data on execution examination despite everything shows that exhibition the executives when initiated in the correct way can add generously to workers inspiration (Devos, 2012). At the point when acknowledged in the lack of clear objective, training can anyway have genuine ramifications as far as specialist discontent and in this manner a decrease in productivity and authoritative responsibilities (Maly, 2014). On the hopeful edge, it has been said that exhibition the executives give a fundamental chance to perceive laborers' buckle down work. Affirmation right now for since quite a while ago been esteemed as a key representative inspiration. Its criticalness is underlined by Samarakoon (2011) who recommends that person in various cases incline toward antagonistic remarks as contrasted to no affirmation by any stretch of the imagination.

While a few associations keep up to utilize classified and explicit execution evaluation methodology to make reward decision, there is verification that real introduction training strategies an inexorably across the board in the ongoing occasions (Sheilds, 2009). Gardner (2008) portrays execution examination as training of an employee work with essential purpose of incoming at target staff choices. It is in like manner measured as the route toward getting, analyzing similarly as recorded information that pivots about general value of the specialist to the affiliation. Arm strong, 2008 said that training occurs through the organized correspondence between an affiliation's boss and laborers where the presentation of representative is assessed by the past exhibition. One of the guideline targets for this circumstance is the recognizable proof of the characteristics and inadequacy that structure the reason of proposing exercises for improved laborer execution (Gardner, 2008). The assessment is a proof from previous studies one of the

exploration structure that was continuous years expanded important pervasiveness in both enormous and little firms (Deb, 2009). By delineation of the training assessment structure, the examination system wraps the points of view on different entries of the investigators who looked into in training field. The technique moreover consolidates the specialist's assessment about him/herself and from now on its affirmation as a multi-source, multi-rater and by and large work evaluation structure (Przemek, 2014). While the particular situation, Tsai, (2011) through the investigation on delegate aptitude perceives four key training assessments. The principal explanation for the utilizing training is that a great deal of research learn about a given viewpoint can be collected when distinctive source are used (Sahoo 2013). By the day's end, the training assessment systems considers social piece of the info about an specific from different degrees. While subsidiary such points of view. Devb (2007) underscore that the usage of various evaluation types ensure that a worker's input is twofold checked. Additionally, training structure is considered as one that assistants in overcoming burdens, for instance, favoritism, subjectivity and brilliance botches, which portrays the traditional evaluation systems (Hau et al., 2005). Espinilla et al., (2013) takes the note of that the uses of this training system makes it impossible that the agent is examined solely by the director. Sahoo and Mishra (2012) incorporate that systems of training are seen by HR Executives as progressively insightful of their shows.

The major part in guaranteeing that personnel accomplish well remains in the capability to give them the right working conditions. Like giving an atmosphere usually include fair conduct, giving help, effective interaction and cooperation. As per Maley (2012) there are the many characteristics that are formed by an efficient training process.

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“Training employees” contributes to positive developmental experiences” by Daniel C. Fieldman and Barton A. Weitz suggest that this paper examines the individual, interpersonal, and organizational factors which lead to successful work environment

The research paper titled “reintroducing the training ways” by Trpy L. Thomson, Leonard S. Zegans and William H. Sledge said in a study that the reintroduction of the training ways requirement has caused a number of changes in working ways of the employees in the past decade.

3. RESEARCH METHODOLOGY

3.1 OBJECTIVES

The study aims to seek & create the link that exist between the training & workforce diversity of the employees.

So, for meeting the objective of this common goal, The following goals were made & the research aims to study the same:

1. The study aims to find the types of training techniques used by organization to know the Targets Achieved of the employee.
2. The research aims to find that how the training influences the workforce diversity.

3.2 METHODOLOGY USED FOR ANALYSIS

Purpose of the Study

This research aims to understand the impact of training on Workforce Diversity. For this, various Training process and different type of workforce diversity have been studied.

Research design

The research work is exploratory in nature, and is meant to provide the basic information required by research objectives. It is a preliminary study based on primary data and the findings can be consolidated after a detailed conclusive study has been carried out.

<u>Dependent Variables</u> <u>(Workforce Diversity)</u>	
Equal Opportunity Employer	A employer who does discriminate between their employees on any basis and gives opportunity to every employe
Gender	“It is term used in the society to differentiate between men and women
Age	It refers to the time period that a person has lived.
Education	A way of teaching good etiquettes and making people learn about good ideas.
Individual Recognition	It is given to every person in the org depending upon their work contribution in the company. It has no relation with the post or position in the company.

Table 3.2.1: Dependent Variables

<u>Independent Variables</u> <u>(Talent Management)</u>	
Gender needs	Different needs by different type of people like male and female are known as gender needs.
Enhance Personal Growth	Way of improving someone’s habit or needs or increasing their personal emotions.
Achieving Organizational Objectives	These are the objectives of the company for short and medium term which every employee has to work towardsto achieve them
Improved Performance	Improving performance of the employees by motivating them through different ways or different critieria.

Table 3.2.2: Independent Variables

Research Instrument

A structured questionnaire with statement on independent variables and dependent variables have been included for better understanding of the effects of training on workforce diversity. The online questionnaire was created for and the questionnaire was shared to around 60 manufacturing Firm of different size by mail & LinkedIn. The answers were taken in the Google spreadsheet.

The following likert scale was used for getting the responses & doing the analysis: **Strongly Agree** **Agree** **Neutral** **Disagree** **Strongly Disagree** There were three variables that were used to make the questionnaire. They are as follows:

- Training in the Organization
- Workforce Diversity Techniques in an organization
- Managing the Training Programs in an organization.

Sample Size

As per the literature review, there are three hypotheses that were assumed. The Initial data was taken from **32** Technology firm, which finally created total responses of **100** individuals. The conclusion of the research was that there is a significant relation between the way that organization manages its training & diversity of their employees. Thus, the practices that were done to manage the training & diversity of an organization were having a positive relation with the workforce diversity.

DATA ANALYSIS AND INTERPRETATION

Demographic Variable

Age

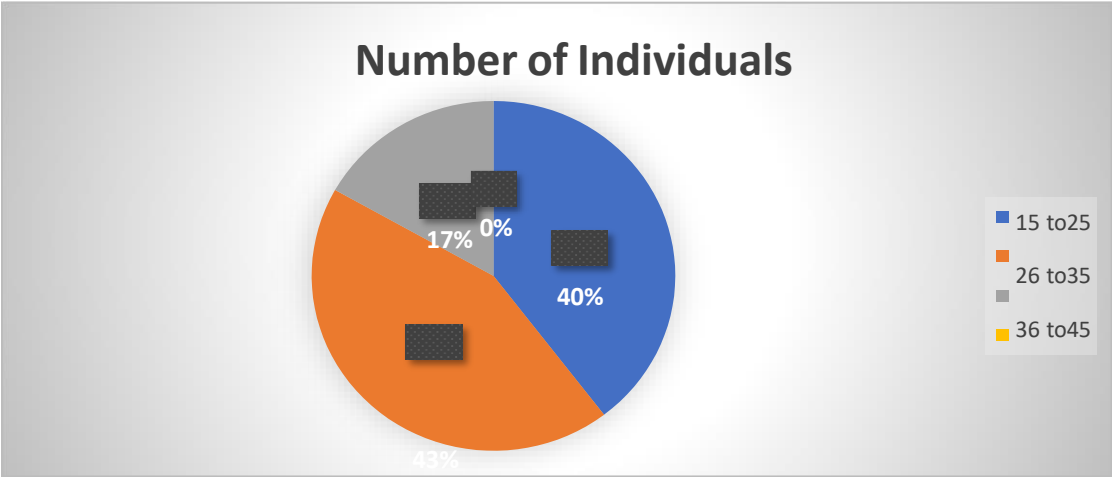


Figure 4.1: Age

This shows that 40% of the respondents are from the age of 15 to 25. 43% of the respondents are from the age of 26 to 35. 20% of the respondents are from the age of 36 to 45. 0% of the individuals are from the age of 46 to 55.

Gender

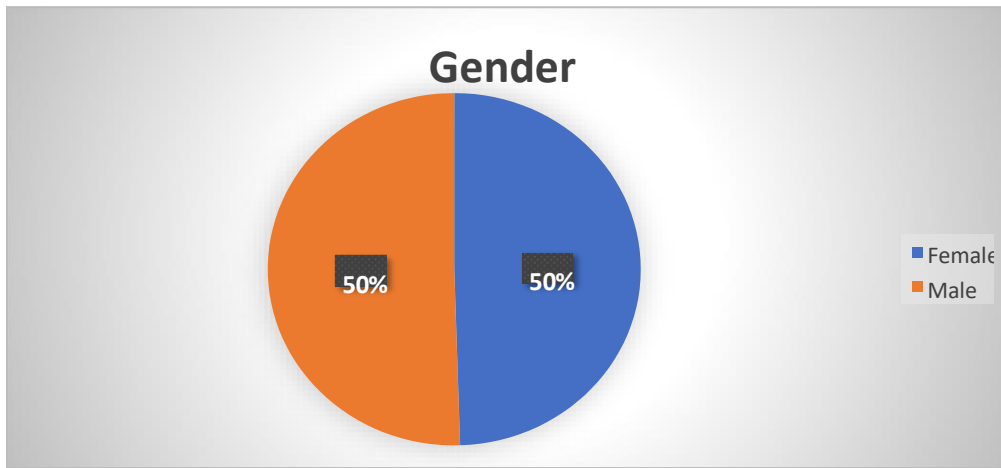


Figure 4.2: Gender

50% of the individuals are female while 50% of the individuals are male.

Question 1 The organization does a good job of attracting diverse people from diverse areas.

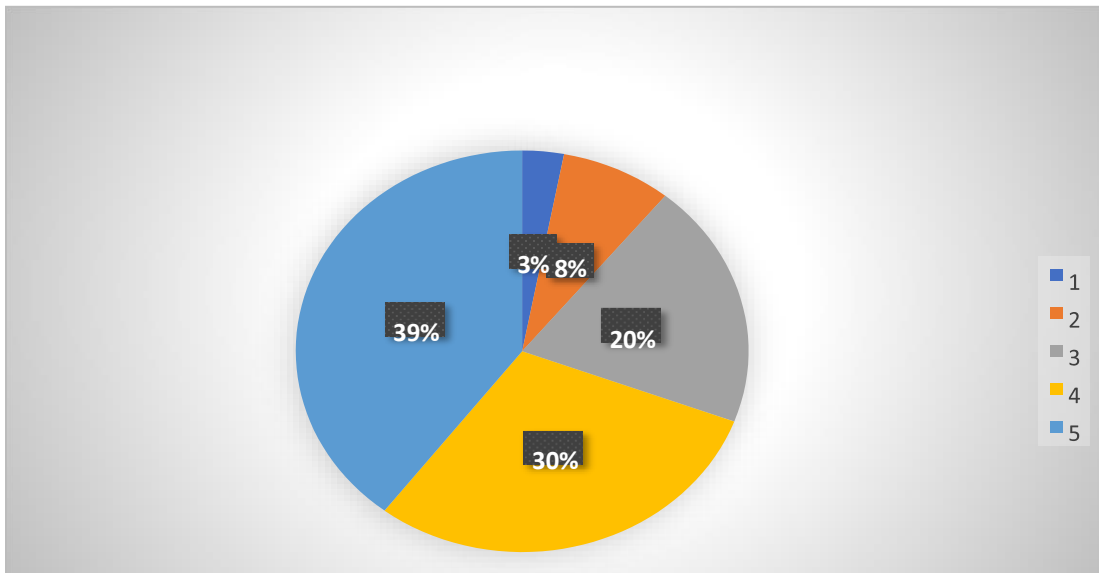


Figure 4.3: Question 1

3% of the individuals are not satisfied with the statement that the organisation is doing good job of attracting diverse people from diverse areas. 8% of the individuals are somehow not satisfied with the mentioned statement. 20% of the individuals are very neutral with the mentioned statement. 30% of the individuals are satisfied with the mentioned statement. 39% of the individuals are strongly satisfied with the mentioned statement.

Question 2 Does your company organizes training keeping in mind the needs by every employee?

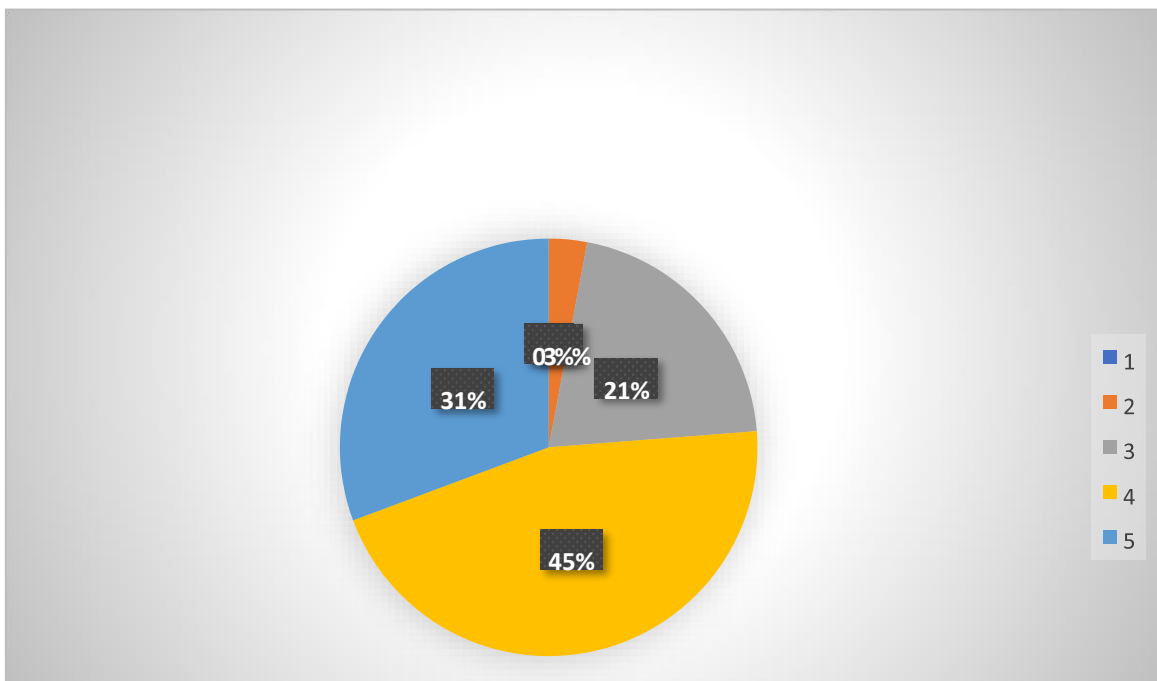


Figure 4.4: Question 2

0% of the individual are completely dissatisfied with the statement that organisations training and development program is developed to meet the requirements of all genders. 3% of the individuals are dissatisfied with the mentioned statement. 21% of the individuals are very neutral with the statement. 45% of the individuals are satisfied with this statement. 31% of the individuals are strongly satisfied with the statement.

Question 3 Opportunity for growth and advancement exist for every gender.

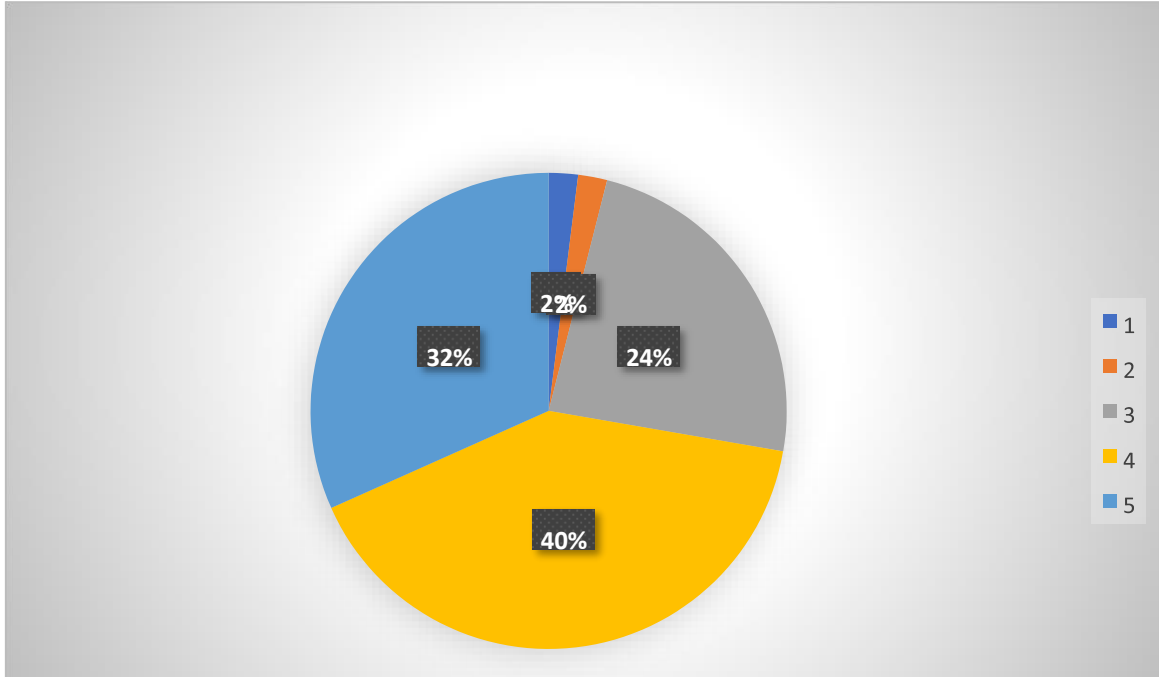


Figure 4.5: Question 3

2% of the individuals are completely satisfied with the statement that opportunities for growth and advancement exist for every gender. 2% of the individuals are dissatisfied with the statement. 24% of the respondents are very neutral with the statement. 40% of the individuals are satisfied with the statement. 32% of the respondents are completely satisfied with the statement.

Question 4 The organisations training and development program is developed to enhance my personal growth.

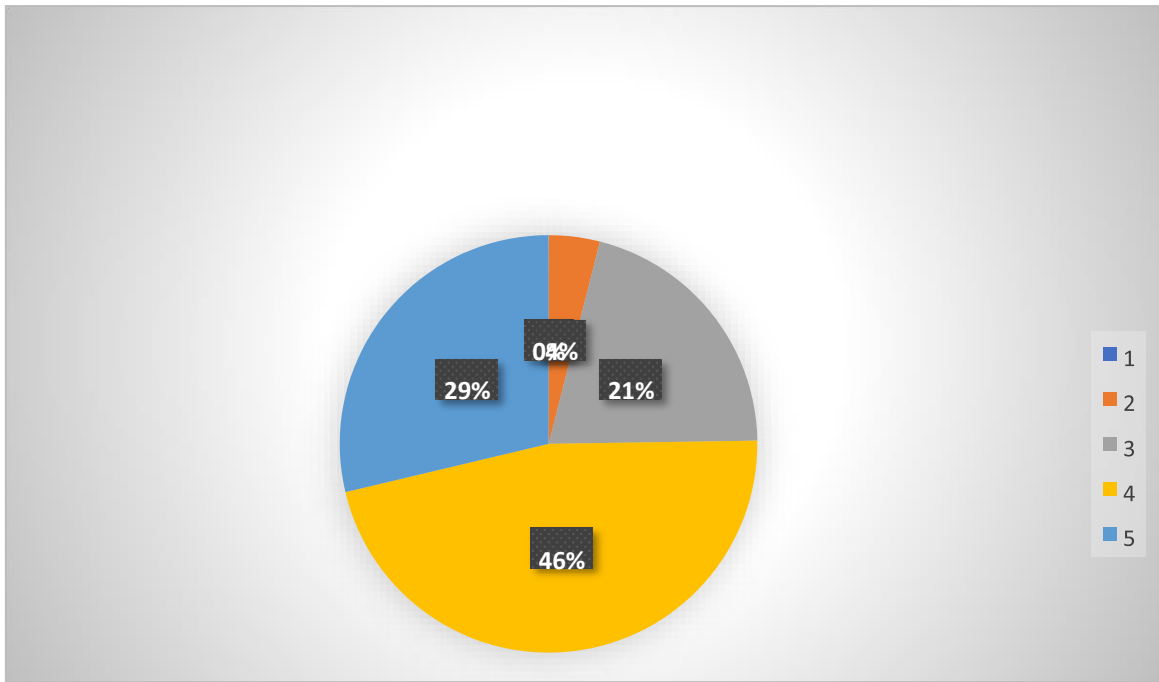


Figure 4.6: Question 4

0% of the individuals are dissatisfied with the statement that the organizations training and development program is developed to enhance their personal growth. 4% of the individuals are dissatisfied with the statement. 21% of the individuals are very neutral with the statement. 46% of the individuals are satisfied with the statement. 29% of the individuals are strongly satisfied with the statement.

Question 5 The performance criteria for success are expected to be higher for men for women

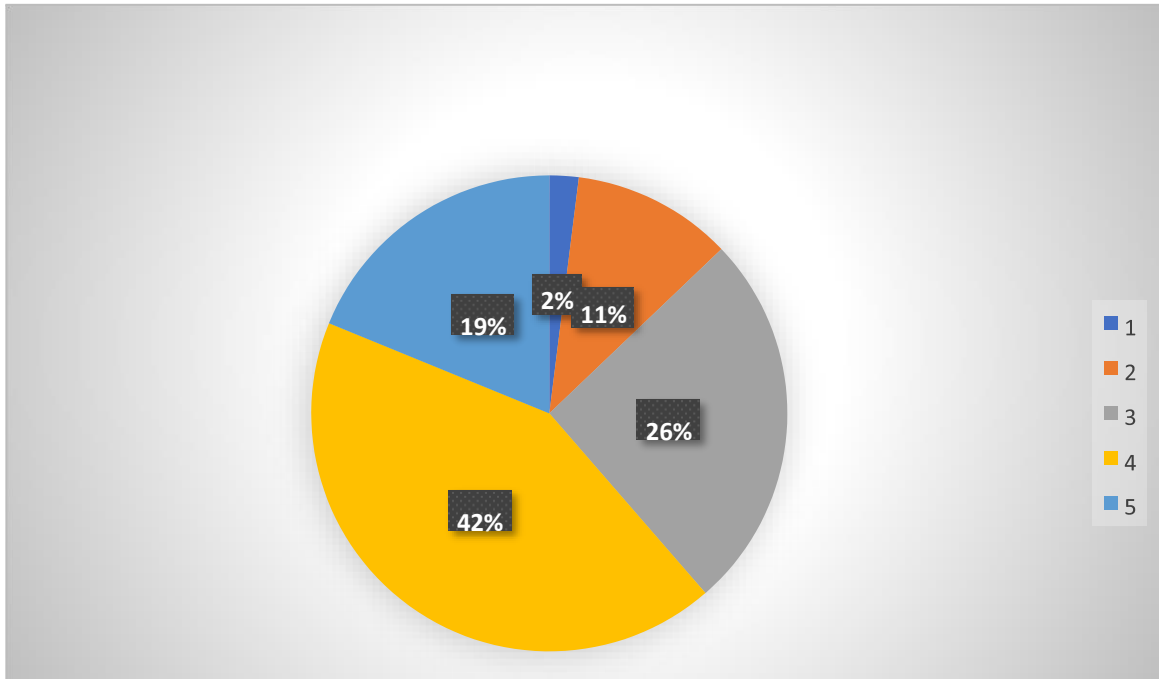


Figure 4.7: Question 5

2% of the individuals are strongly dissatisfied with the statement. 11% of the individuals are dissatisfied with the mentioned statement. 26% of the individuals are very neutral with the statement. 42% of the individuals are satisfied with the statement. 19% of the individuals are strongly satisfied with the statement.

Question 6 The training helped me to achieve the organisational objective.

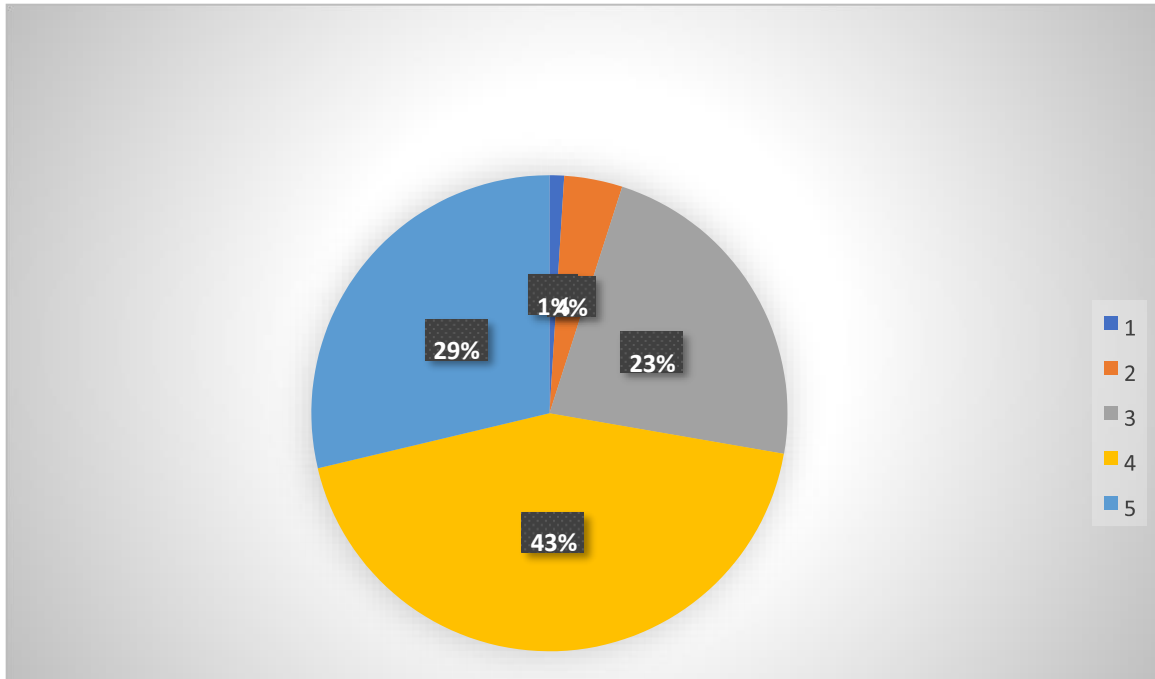


Figure 4.8: Question 6

1% of individuals are strongly satisfied the statement that the training help them to achieve the organisation objective. 4% of the individuals are completely dissatisfied with the mentioned statement. 23% of the individuals are very neutral with the mentioned statement. 43% of the individuals are satisfied with the mentioned statement. 29% of the individuals are strongly satisfied with the statement.

Question 7 Does your team leader include everyone in the decision making irrespective of their age?

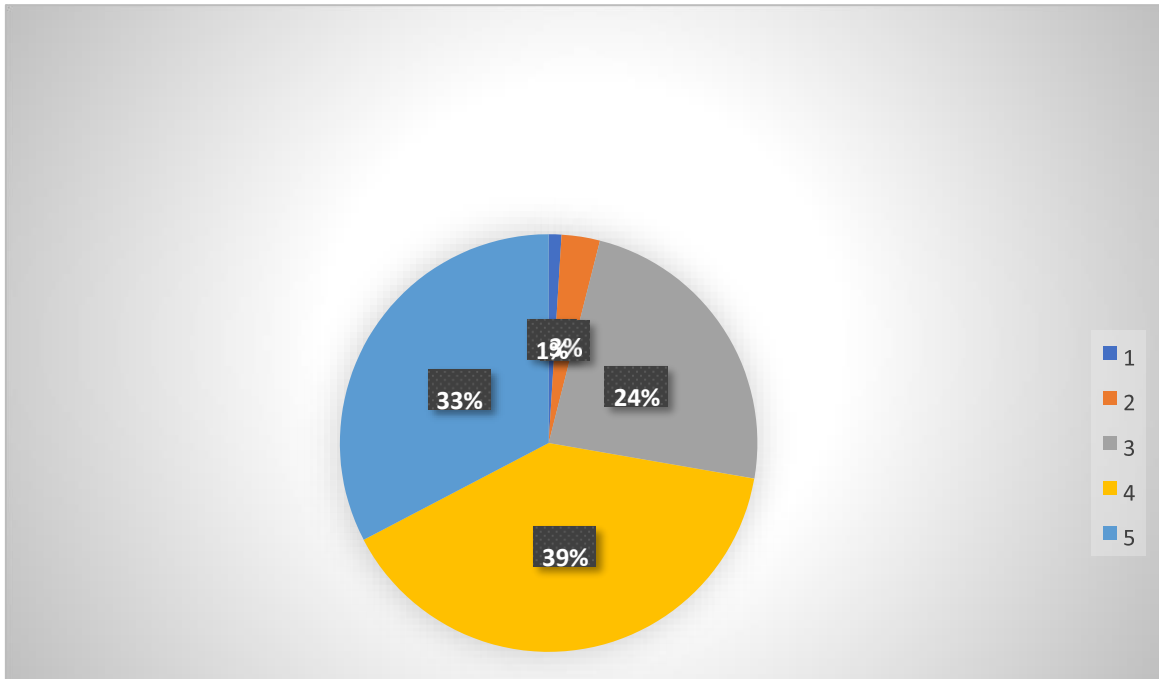


Figure 4.9: Question 7

1% of the individuals are strongly dissatisfied with the statement. 3% of the individuals are strongly dissatisfied with the mentioned statement. 24% of the individuals are very neutral with the mentioned statement. 39% of the individuals are satisfied with the mentioned statement. 33% of the individuals are strongly satisfied with mentioned statement.

Question 8 The training given by your company enhances your skills and does that improve your performance?

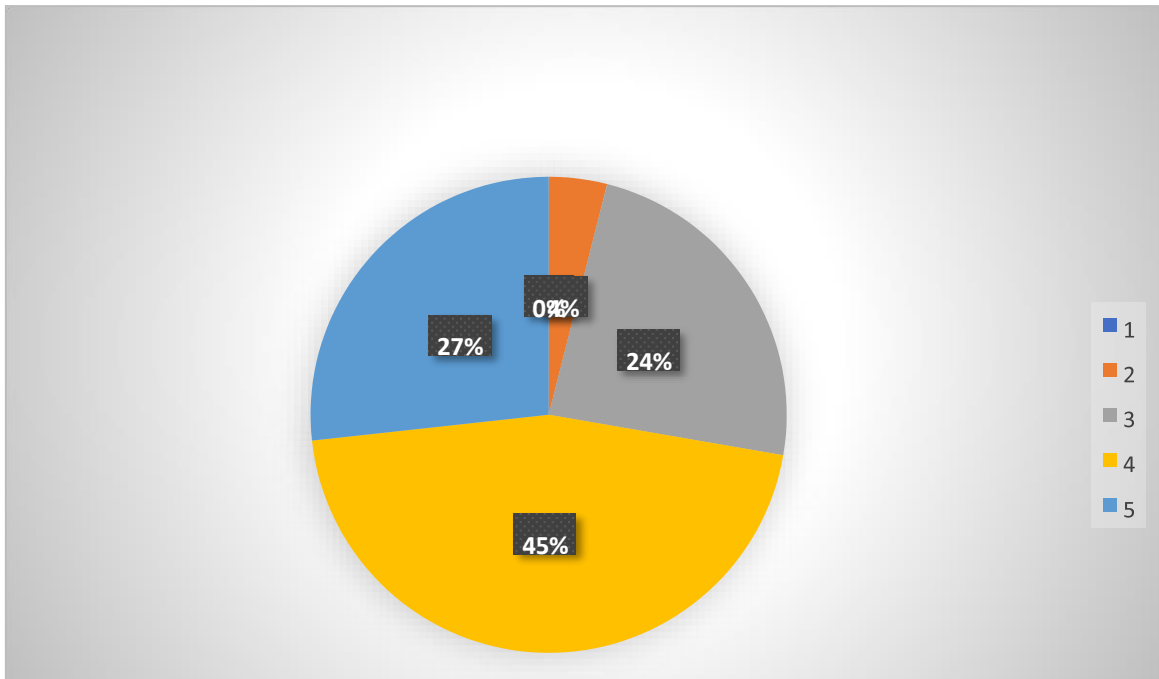


Figure 4.10: Question 8

0% of the individuals are completely dissatisfied with the statement that by learning more skills in training they improve their performance. 4% of the individuals are are dissatisfied with the statement. 24% of the individuals are very neutral with the mentioned statement. 45% of the individuals are satisfied with this statement. 27% of the individuals are strongly satisfied with the statement.

Question 9 The age differences on work group might cause conflict

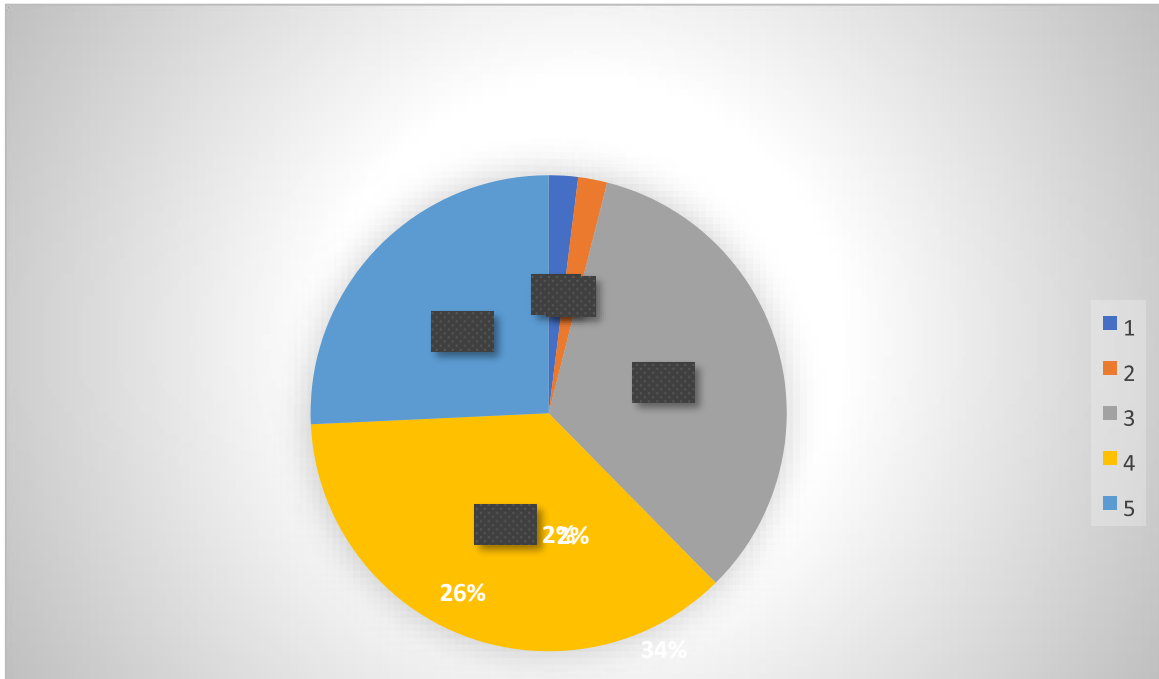


Figure 4.11: Question 9

2% of the individuals are strongly dissatisfied with the statement that yes differences on workgroup might cause conflict. 2% of the individuals are dissatisfied with the mentioned statement. 34% of the individuals are very neutral with the mentioned statement. 36% of the individuals are satisfied with the mentioned statement. 26% of the individuals are strongly satisfied with mention statement.

Question 10 Does your company gives benefits regardless of their qualification?

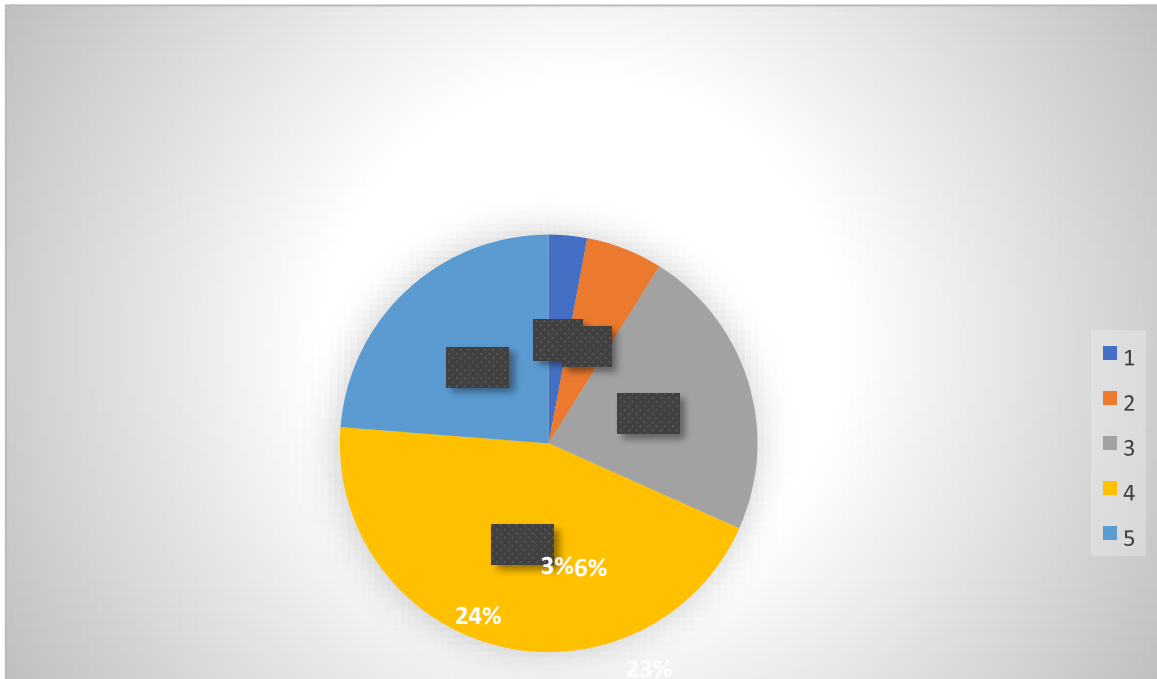


Figure 4.12: Question 10

24% respondent strongly agree 44% somewhat agree 23% respondents are neutral 6% 3% completely disagree with this

Question 11 The organization gives equal treatment when to come to the diversity of educationbackground

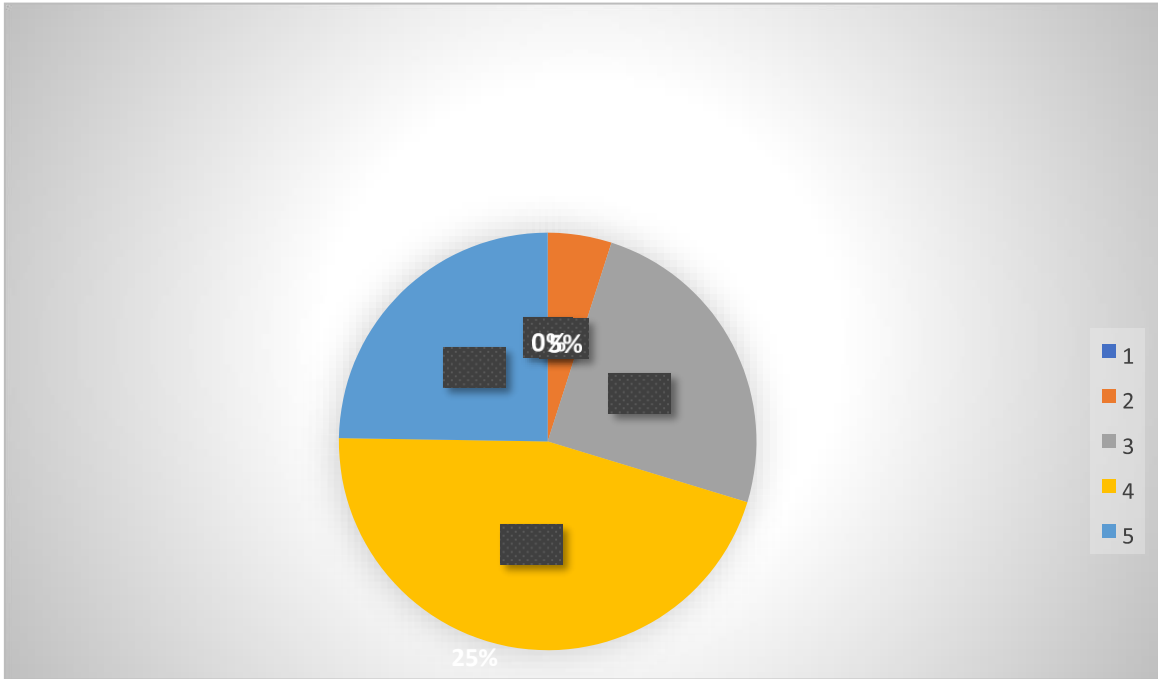


Figure 4.13: Question 11

25% respondents completely agree that organisation gives equal treatment two different diversityis in educational background 45% respondents somewhat agree 25% respondents or neutral and 5% respondents somewhat disagree do this.

Question 12 Does every employee perform best and do you enjoy working their?

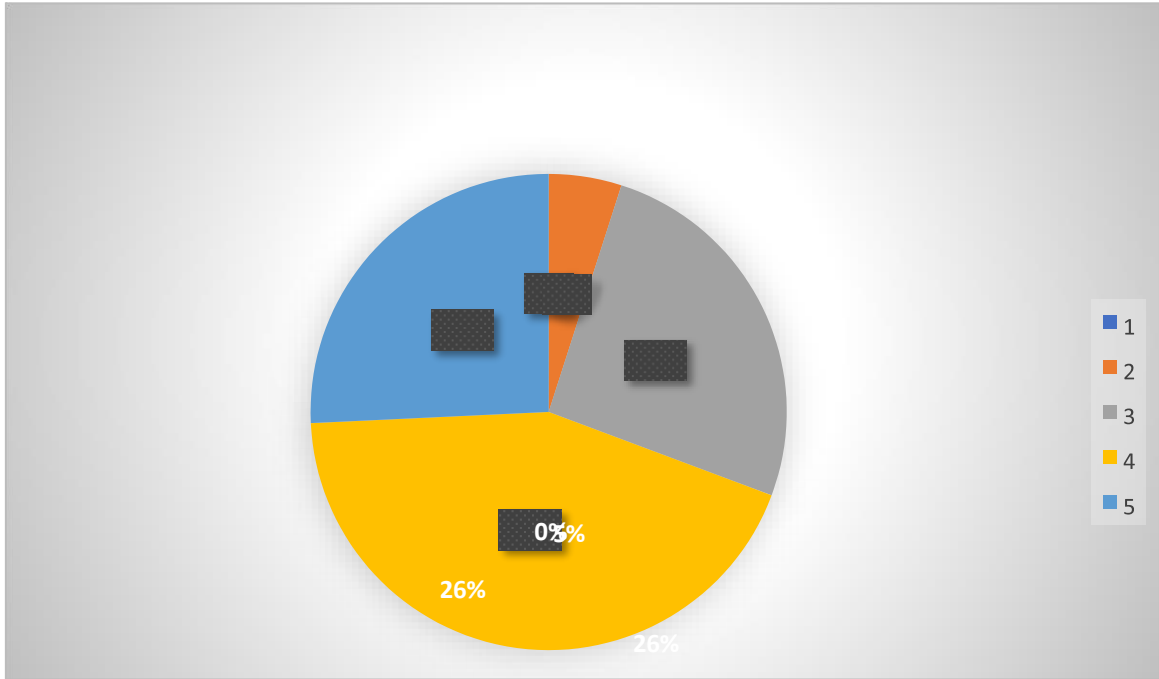


Figure 4.14: Question 12

26% respondents agree 43% respondent somewhat agreed 26% respondents are neutral and 5% responded somewhat disagree to the statement

Question 13 Company gives opportunities to every employee to do your task.

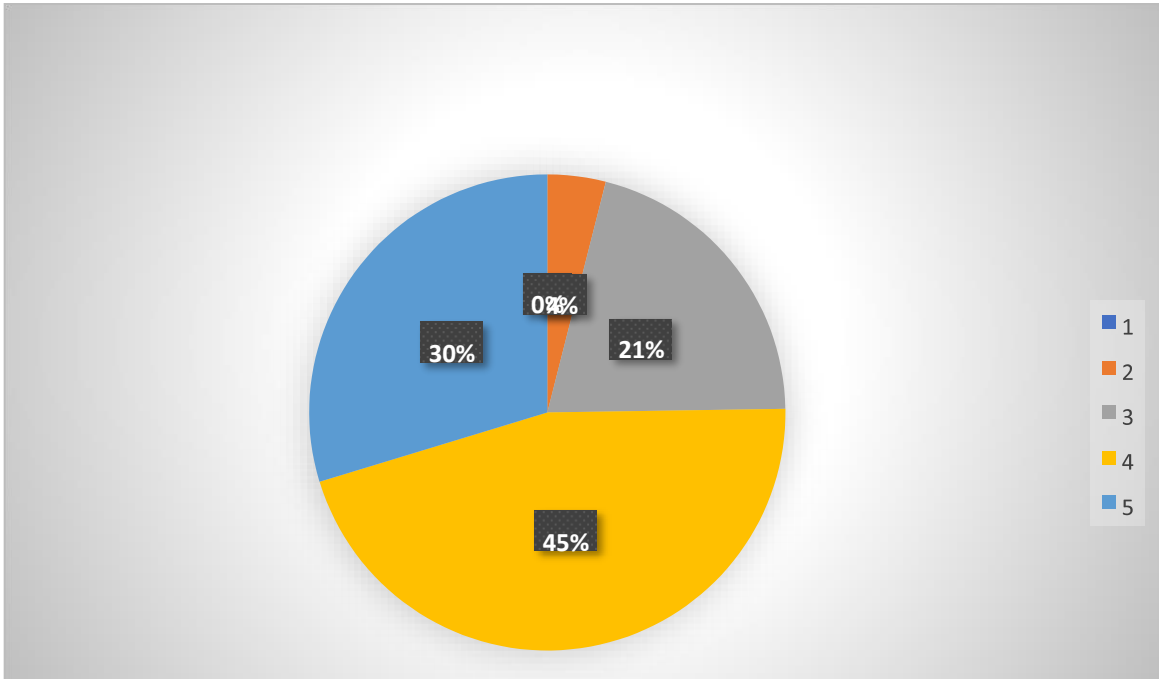


Figure 4.15: Question 13

30% respondents completely agree about being given a chance 45% respondent somewhat agreedo this 21% respondents for neutral and 4% respondent somewhat disagreed your statement.

FINDINGS

The research has the following findings that are mentioned below:

- Training identify the needs for most of the employees.
- Major of the employees are satisfied with the training system in their organization.
- Majority of the employees are doing self-appraisal with the help of training
- For major of the employee's workforce diversity plays an important role in an organization.
- 45% of the respondents say that the training program meets the requirement for all genders.
- 36% of the respondents say that the age difference causes conflicts in their organization.
- 44% employees say that in their org opportunities exist for lower qualification of the group also.
- Majority of the people agree with the statement saying that the training program in the organization helps them in personal growth.
- For major of employees, training sometimes helps them to identify their strengths & weaknesses.

CONCLUSION

- In today's time the HR work toward facilitation & improvisation of the training programs for the employees by constructing a favorable plan and giving maximum prospects to the personnel for contributing in structural development & choice production procedure.
- The role of the Human Resources in the current time has went through the sea changes & the focus is on developing such operational strategy which enable effective execution of the major business strategy. Human Resource & the corporate strategy functions in an alignment.
- All the main events of HR are pushed to enhancement of high training programs & fostering the workforce diversity. So, it can be construed that the role of HR has grown from merely an evaluator to a mediator & an enabler.
- This research shows that more transparent & fairer the system is, the more motivated & satisfied the employees are.

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A Study on Culture of Online Classes Teaching Pedagogy with its Outcome Analysis Comparison from Online & Offline Classes

Rohit Singhal, Student GLBIMR

INTRODUCTION



From past years, we can see that technology has developed a lot and almost everything has been online. Be it shopping, ordering food, even marketing of product and lot many. With this growth in the technology, even studies are being online. There are lot of courses with are executed online but now due to this pandemic every school, colleges and institutes are having online classes. This pandemic has encouraged E-Learning to a greater extend. Due to the demand of time, alleducation institute have started online classes. Online classes or we can call it E- Learning means teaching or delivering knowledge or instruction using internet, intranet, and multimedia platform. We can also call E- Learning as Web- Based- Learning. E- Learning can be done through various way like interaction using online platforms, video sessions or through self-paced independent study. It is been predicted that E – Learning with grow rapidly in future as, worth about 18 billion U.S. dollars. According to KPMG report, it has been predicted that the Indian online education industry will witnessa growth of X6 times by 2021. It is true that there is an increase in the number of users enrolling in online education. In 2016, number of users were 1.6 million and it has been predicted that the number will touch 9.6 million users by 2021. Total revenue allied with online education industry may be worth \$1.96 billion. Thus, in this regard, by 2022 estimates shows that the E-Learning market (worldwide) will grow massively to the tune of more than 243 billion U.S. dollars. These predictions clearly point that E- Learning is set to become a global trend.

A report on "Online Education in India: 2021"also talked about the growing constancy of the Indian education industry on the internet, related to the development of the E- Learning market. This report said that in the last two years, the online searches has increased x2 times for education purposes and X3times is the growth in the searches through mobile devices. The valuation of both reskilling and online certification has increased from \$93 million in 2016 to predict increase is to reach \$463 million by 2021. In coming years, E- Learning has Been observed as a potential game-changer due to the growth of the online education market and it has also raised employment opportunities and preserving the demand-supply gap in the Indian industries.

ONLINE EDUCATION MARKET GROWTH

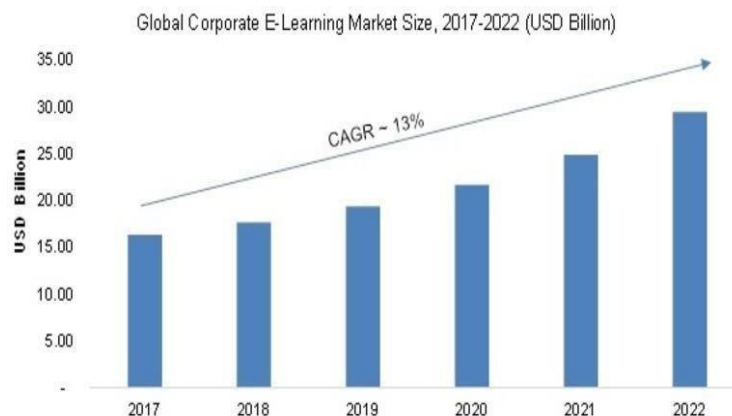
Category	Market size in 2016 (\$mn)	Estimated market size in 2021(\$mn)	Compound annual growth rate (in %)
Primary and secondary supplemental education	73	773	60
Test preparation	43	515	64
Reskilling and online certifications	93	463	38
Higher education	33	184	41
Language and casual learning	5	29	42
Total online education market	247	1,964	52

Sources: Online Education in India: 2021 by KPMG in India and Google

Fig 1: This figure shows the estimated growth of Online Education in India by 2021 according to KPMGReport.

A report on "Online Education in India: 2021" also talked about the growing constancy of the Indian education industry on the internet, related to the development of the E- Learning market. This report said that in the last two years, the online searches has increased x2 times for education purposes and X3times is the growth in the searches through mobile devices. The valuation of both reskilling and online certification has increased from \$93 million in 2016 to predict increase is to reach \$463 million by 2021. In coming years, E- Learning has been observed as a potential game-changer due to the growth of the online education market and it has raised employment opportunities and preserving the demand-supply gap in the Indian industries.

Fig 2- The figure shows the expected market size of E- Learning corporate from 2017 to 2022



Background of research

As the Indian online education industry is in its growth stage and the future of this industry is quite safe, it is very important to understand how students perceive about this industry. As for this industry students are the customers, so it is very important to know the perception of students about E- Learning. Student's level of understanding in traditional and online teaching might be different and it is important to understand their level of understanding of course, academic performance of student through E- Learning. In traditional classes, it is easy for the student and the faculty members to get immediate feedback, responses and to interact on one- one basis. For many years students have been learning through traditional method and it is important to know how students are reacting to this new way of learning. In this pandemic of Covid- 19, even primary schools are adapting E- Learning tools and these tools might not be as friendly as traditional methods. Even students face many issues in E- Learning, so that is an important matter to be studied. . This study aims to understand the perception of the students regarding E- Learning and teaching pedagogy and the challenges faced by the students in online classes or virtual classes. The results of the research will help to understand what students are expecting from online classes and how the teaching pedagogy in online classes matters. There are factors which need to be improved for an effective E- Learning. It is important to know whom students are reacting to the elements of online education and how are they coping up with it.

Research Motivation

This research is important to understand the perception of students about the teaching pedagogy in online classes and the perception of student regarding the online classes and the challenges faced by the students in virtual classes. It will help to understand the level of the course and academic performance of the students in online classes. It will help to analyze the perception of the students regarding both method of teaching i.e. online or traditional. It will also aid to know the challenges faced by students in virtual classes and these challenges can be solved to improve the experience of the students.

Research Objective

1. To know the student's perception towards teaching pedagogy in online classes
2. To determine student preference for online classes.
3. To understand the difficulties faced by students in virtual classes.

Research Hypothesis

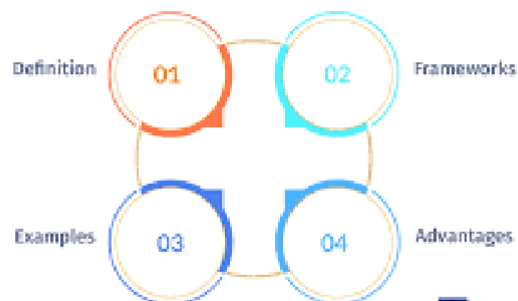
H1 – There is a significant difference between the perception of students regarding onlineandtraditional method of teaching.

H0 – There is no significant difference between the perception of students regarding onlineandtraditional method of teaching.



Conceptual Review

WHAT IS CONCEPTUAL RESEARCH?



QuestionPro

Perception is a process of transforming stimuli into meaningful information. Perception is the process of interpreting what we see or hear in our mind and we use it later to judge or give opinion on a person, situation, group, event, etc. It is important to understand the perception of customers to about any product or service to know where the company stands and what all are required by the company to improve. Similarly, in E- Learning industry perception plays an important role, it is important that students perceive what is delivered through online mediums too.

The learning theory says that learning is enhanced when students are actively involved in learning, when the assignments of students reflects the real life context and experience and when critical thinking and deep learning is promoted through applied and reflective activities. In online learning too, these aspects are as important as in traditional method. Students are expected to be an active part in virtual classes and interaction between faculty and students are done in virtualclasses⁵. There are lot of platform developed to make virtual classes more user friendly and interactivity for example Zoom, Jio Meet, Google classes, Airtel Blue Jeans, etc. In E-learning, it is very important to have a social presence, without social presence virtual classes in not possible. The faculty and the student both need to have social presence for E-Learning. Both needs to communicate through some platform. Similarly, social interaction is also an important part of E- Learning. Interaction makes thinks more clearly. Interaction help in feedback, it help to know the understanding of students. As in virtual class's body language and other ways of observing student is not there, so social interaction is the best way to know the effectiveness of the teaching through online mediums.

Internet is the major requirement in E-Learning. The only way through which student and faculty are connected is through internet. In this pandemic internet has only helped the education industry to continue and has not affected the academic session of the students. So for teachers and students both connectivity through internet is important to have an effective learning in virtual classes or online classes.

In both traditional and online classes, teaching pedagogy is different. Teaching pedagogy is the way of teaching or we can say the practice used to teach or the strategies applied to teach. In traditional method, it is easy to teach with blackboard or whiteboard, power point presentations, etc. However, in online classes the pedagogy used differ because it is not possible to use boards, so different pedagogy is used.

In this pandemic time online classes or E, learning has been adopted on a large scale. Online classes have helped schools, colleges and different education institutions to operated classes even in lockdown. E learning needs more efforts as very thing is in virtual mode and to connect to student is a bit difficult. In fact, there are many challenges in online classes. Some of them are connectivity issue, unethical practices, do not know the other person is listening or is busy in some other work.

Online learning is not “slapping classroom content online”. The use of a delivery mechanism, such as the Internet or Blackboard “should not define the pedagogical practice.”

The technology should provide “the mechanism through which the online teacher implements the best pedagogy for that course or topic”.

The online teacher must use technology to enhance the course content. By utilizing the positive aspects of technology, the online teacher can provide a quality educational learning experience. An effective online pedagogy is one that emphasizes student-centered learning and employs active learning activities. “Interactivity, faculty, and student presence are essential in an effective online learning environment” Bill Pelz (2009), a Professor of Psychology and Sloan Consortium Award for Excellence in Online Teaching winner, provides three principles of effective online pedagogy

Principle 1: Let the students do (most of) the work. The more time students spend engaged with the content, the more they will learn.

Principle 2: Interactivity is the heart and soul of effective asynchronous learning.

Principle 3: Strive for presence: social, cognitive, and teaching presence.

As the Indian online education industry is in its growth stage and the future of this industry is quite safe, it is very important to understand how students perceive about this industry. As for this industry students are the customers, so it is very important to know the perception of students about E-Learning. Students' level of understanding in traditional and online teaching might be different and it is important to understand their level of understanding of course, academic performance of students through E-Learning. In traditional classes, it is easy for the student and the faculty members to get immediate feedback, responses and to interact on a one-to-one basis. For many years students have been learning through traditional methods and it is important to know how students are reacting to this new way of learning. In this pandemic of Covid-19, even primary schools are adapting E-Learning tools and these tools might not be as friendly as traditional methods. Even students face many issues in E-Learning, so that is an important matter to be studied.

From past years, we can see that technology has developed a lot and almost everything has been online. Be it shopping, ordering food, even marketing of products and a lot more. With this growth in technology, even studies are being online. There are a lot of courses which are executed online but now due to this pandemic every school, colleges and institutes are having online classes. This pandemic has encouraged E-Learning to a greater extent. Due to the demand of time, all education institutes have started online classes. Online classes or we can call it E-Learning means teaching or delivering knowledge or instruction using internet, intranet, and multimedia platform. We can also call E-Learning as Web-Based-Learning. E-Learning can be done through various ways like interaction using online platforms, video sessions or through self-paced independent study. It is predicted that E-Learning will grow rapidly in the future as this pandemic has a long way to go. Research done by Technavio's market research analyst predicted that the Indian online education market would grow at a CAGR of about 20% by 2020, worth about 18 billion U.S. dollars. According to KPMG report, it has been predicted that the Indian online education industry will witness a growth of X6 times by 2021. It is true that there is an increase in the number of users enrolling in online education. In 2016, the number of users were 1.6 million and it has been predicted that the

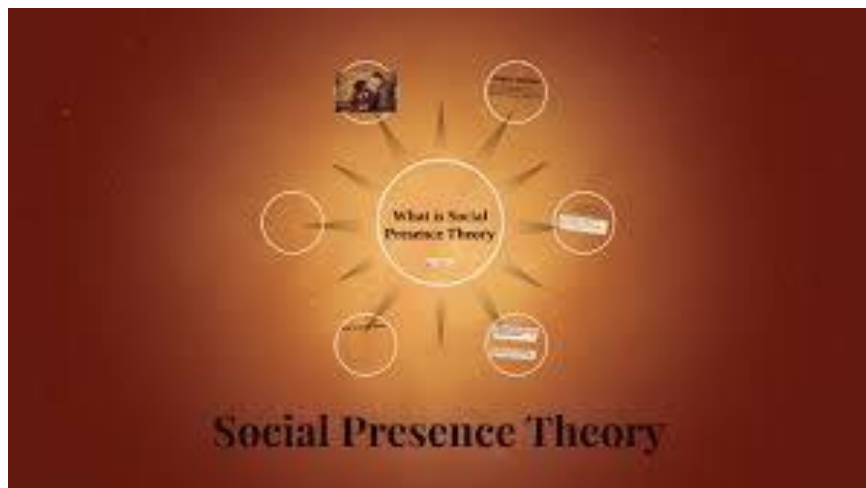
number will touch 9.6 million users by 2021. Total revenue allied with online education industry may be worth \$1.96 billion. Thus, in this regard, by 2022 estimates shows that the E- Learning market (worldwide) will grow massively to the tune of more than 243 billion U.S. dollars. These predictions clearly point that E- Learning is set to become a global trend.

In E- learning it is very important to have a social presence, without social presence virtual classes in not possible. The faculty and the student both need to have social presence for E-Learning. Both needs to communicate through some platform. Similarly, social interaction is also an important part of E- Learning. Interaction makes things more clearly. Interaction helps in feedback, it help to know the understanding of students. As in virtual class's body language and other ways of observing student is not there, so social interaction is the best way to know the effectiveness of the teaching through online mediums.

Even when teaching online, it is important to create a classroom setting that students want to engage with. Live class sessions using technology can help create a classroom setting. Utilizing great visual aids can help students find fun and enjoyment from their learning. As the teacher, you can utilize technology to record fun videos so students feel connected to you, or host live class sessions or one-on-one conversations so students can still engage with you in real time. Students want and need that interaction with a teacher to trust and learn well from them. A narrative approach to teaching will help you create a classroom setting to engage students. Talk about yourself, tell stories, and create fun learning opportunities for students online. Call students by their names, remember details about them, and have stories throughout different lessons to really help you create a fun, comfortable classroom setting.

Online teaching is becoming more prevalent today, and teachers are required to go beyond their comfort zone to reach students. Technology is extremely useful in helping teachers create meaningful learning environments within an online setting.

Social Presence



One of the most important factors in online learning is social presence. Social presence can be defined as the degree of salience between two communicators using a communication medium due to the differing perceptions of medium of its online learning. Social presence also can be interpreted as the degree to which a person is perceived as

“real” in mediated communication, which contribute to the social climate in the classroom experience. About that, Garrison, Anderson, and Archer also argued that social presence refers to Community of Inquiry (CoI) framework, namely the students’ ability to project themselves socially and emotionally as “real people” in an online learning community, which is support cognitive and affective objectives of learning in a community of learners.

As Salmon argued, the importance of social presence is to cultivate and build the successful of communication and group, which has something to do with cognitive presence. As Gunawardena argued, social presence is necessary to increase the communication both in traditional and in technology based classrooms. Instructor must be able to create and maintain the educational arrangements, while students enjoy that arrangement. If the social presence is low, it means the interaction in learning is also low.

Social Interaction



More demonstrated that interaction is one of the most important components of teaching and learning experiences. Interaction is the most important thing when it comes to face-to-face learning or even in online learning. Inevitably, interaction that uses the social aspect must be apply in learning in order to improve student learning by enhancing student knowledge. Social interaction is fundamental to the explanation of the relationship between social presence and the social learning theory. When social interaction becomes part of the classroom dynamics, therefore classrooms become active places [12]. In addition, social interaction of learning which is very essential for the successful learning provides and support productive and meaningful learning.

Besides, social interaction also promotes learning engagement that has been identified as positively affecting achievement of learning outcomes.

Satisfaction



Like social presence and social interaction, satisfaction in courses is an important thing in learning. When comparing satisfaction with online and face-to-face courses, many researchers argued that learners tend to be more satisfied with face-to-face interactions [14]. Regarding that, Gunawardena and Zittle also argued interactions between learner and instructor also contribute to satisfaction is satisfaction deals with three parts, namely satisfaction with instructor's directions and support, satisfaction with own commitment to learning, and satisfaction with course policies as well. There are several studies have been conducted to measure the level of student satisfaction in traditional and online environments. However, this study solely focused on social presence, social interaction, and satisfaction dimension, because these three dimensions were suitable and amenable to conduct with participants' background. From past years, we can see that technology has developed a lot and almost everything has been online. Be it shopping, ordering food, even marketing of product and lot many. With this growth in the technology, even studies are being online. There are lot of courses with are executed online but now due to this pandemic every school, colleges and institutes are having online classes. This pandemic has encouraged E-Learning to a greater extend. Due to the demand of time, all education institute have started online classes. Online classes or we can call it E- Learning means teaching or delivering knowledge or instruction using internet, intranet, and multimedia platform. It is been predicted that E – Learning with grow rapidly infuture as this pandemic has a long way to go. Research done by Technavio's market research analyst predicted that the Indian online education market would grow at a CAGR of about 20% by 2020, worth about 18 billion U.S. dollars. According to KPMG report, it has been

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Literature Review



Saakshi Agarwal and Java Shankar Karshik (2020), according to the participants in the research in an open session through Zoom said that online sessions broke monotonous routine, were a good utilization of time and the material was easy to access. Most frequent factors hindering learning were stated as limitation on the number of participants, time limitation of the sessions, and technical faults during the conduct of sessions. These shortcomings were addressed subsequently through buying advanced version of the software that allows more time, and better opportunity to interact with students.

The study done by *Nattaporn Thongsri, Liang Shen and Yukun Bao (2019)*, talks about Class Start, which is a learning management system, developed to support Thailand's educational management and to promote the student-centered learning processes. In this research, it was found that performance expectancy, social influence, information quality and system quality have the significant effect on intention to use Class Start. According to a research on "A study of student's perception about E-learning" by *Mehandi Vinayak Mahajan and Kalpana R (2018)* said that a new phenomenon is being implementing and adapting by the students and the educators with is E- Learning. The study was a quantitative approach. The study concluded that according to student perception it has a positive impact on students' performance. Students suggested having a blog for online homework submission, online discussion and video assistance training to guide them. The universities also need to come out with effective E- Learning tools and modules for a better learning experience and positive impact on students' career.

S Bali and M C Liu (2018), examined in their study about the student's perception towards online and face-to-face learning in context with social presence, social interaction and satisfaction in Indonesia Open University. The result indicated that face-to-face perception was higher than E- Learning was in terms of social presence,

interaction and satisfaction.

Alex Azike Nwankwo (2015) studies the E- Learning in UWS. The study said that student- content interaction is most important predictor that shape the perceptions and learning experience of the participants at UWS. According to the study understanding, the content is a motivation to the online courses.

Dr. David A (2011) in his study has described the motivational and learner characteristics within online classes. The study also highlights the positive and negative aspect of online classes as experienced by students. The study also tells how instructor can improve teaching in online courses. It help to understand the perception of students regarding online tools and environment. The findings of the study says that the role of communication in shaping students' perceptions and approach to learning. It was also found that the participants did not perceive negative attribute of the technology to inherent to technology itself but in its uses and implementations.

The dimensions of online and face-to-face learning by different studies Spears (2012) Fortune . M., Spielman. M., and Pangelinan. D. (2011) Gray. J., and DiLoreto. M. (2016)

In this Study a. Social Presence a. Learning Environment a. Course Structure/ Organization

a. Social Presence b. Social Interaction b. Face to Face b. Learner Interaction b. Social Interaction c. Collaborative Learning c. Technology c. Student Engagement c. Satisfaction d. Satisfaction d. Learning d. Instructor Presence e. Preferences e. Student Satisfaction.

Sang Joon Lee. Sandhya Srinivasan. Trudian Trail. David Lewis. Samantha Lopez (2011) did a study which looked at student support, particularly in the course context, focusing mainly on guidance provided to students within a course. Three categories of support were identified and used for the purpose of this study: instructional, peer, and technical support. A total of 110 students completed an online survey on students' perceptions of support and course satisfaction in an undergraduate online course at a large south eastern university. The results showed perceived support was significantly related to their overall satisfaction of the online course. The findings of this study suggest that teachers should communicate what types of support are available to students and provide an easy way of accessing and taking advantage of the support.

Gilton Eun- Junlee (2007) identified seven key factors affecting college students' perception of online learning communities based on two psychosocial constructs, Social Presence and Sense of Community: Needs Fulfillment, Membership, Emotional Connection, Media Intimacy, Immediacy, Impersonal Communication, and Instructional Facilitation. The degrees of students' satisfaction with learning activities in online learning communities were measured in the framework of Maslow's needs of hierarchy: Fundamental, psychological, and self-actualization needs satisfaction.

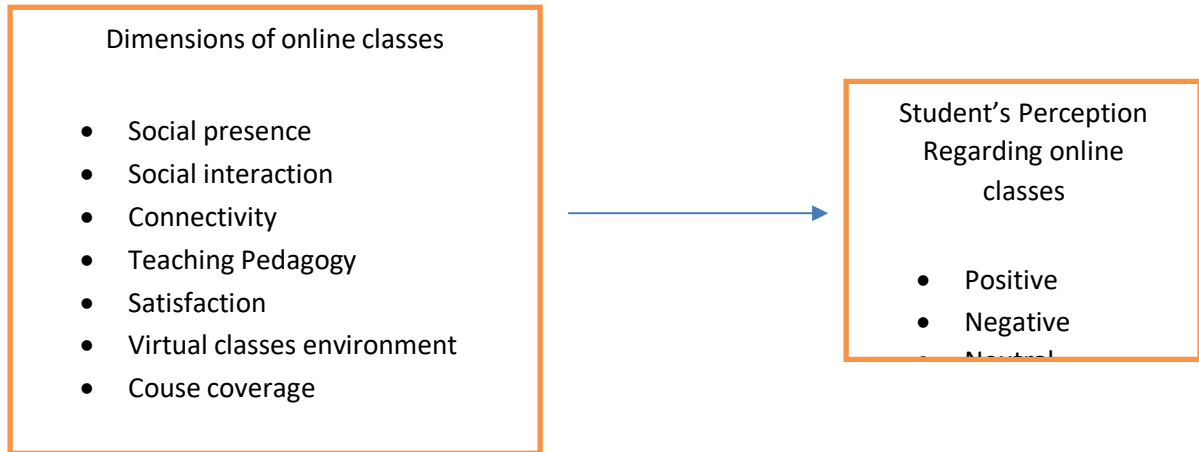
Karl I. Smart, James J. Cappel (2006) the study examines students' perceptions of integrating online components in two undergraduate business courses where students completed online learning modules prior to class discussion. The results indicate that participants in an elective course rated the online modules significantly better than those

ina required course. Overall, participants in the elective course rated the online modules marginally positive while those in the required course rated them marginally negative. The outcomes suggest that instructors should be selective in the way they integrate online units into traditional, classroom-delivered courses. The integration should be carefully planned based on learner characteristics, course content, and the learning context.

Conceptual Framework

Independent Variables

Dependent Variables



Research Design



This research is both exploratory. As the research is highly structured and data studied will be qualitative and quantitative. The research will show the qualitative data for the dimensions of

online classes, which are important for students. And the research will also contain qualitative data which will show the perception of the students regarding online classes. The research will help to know how students perceive online classes and their level of understanding in online classes. It will enable to know the challenges faced by the students in virtual classes.

3.1 Sample Design

- Population

Population for this research are the students who are attending online classes. In a pandemic almost all colleges and schools are running online classes or video lecture. However, in this research we are considering the students who are attending online classes through virtual classroom.

- Sample size

Sample size for the research is 200. Students are from higher secondary school, undergraduate and post graduate.

- Sampling techniques

Non-Probability sampling with Convenience sampling technique will be utilized for this study. Even the cities from where samples will be taken are Greater Noida, Bokaro and Ranchi, which are being selected based on Convenience.

Research Instruments/Questionnaire

1. Age-
2. Gender
 - a) Female
 - b) Male
 - c) Others
3. Current level of study?
 - a) Schooling
 - b) Graduation
 - c) Post- Graduation
 - d) Ph.D.
 - e) Others
4. Is your college/ school/ institute/ university providing online classes in this pandemic?

- a) Yes
 - b) No
5. Are you taking the online classes provided by your institute/ college/ school/university?
- a) Yes
 - b) No
6. By which mode you are assessing the online classes.
- a) Smartphone
 - b) Laptop
 - c) Desktop
7. Are you satisfied by the environment of virtual classes?
- a) Yes
 - b) No
8. Rate your responses for the following statement?

Statements					
I can understand complex concepts in online classes					
I can get good grades with online classes					
Online classes keep me up with class compared to offline					
Online classes help me to have friendly Classmates					
Effective communication is done in online classes with my classmate					
I can express my opinions toother classes without any issue					
It is easy to assess and download Materials					
I can post a message in a discussion board					

I can reply to others message in a discussion board					
It is easy for me to submit the assignment online					
Can seek help from the faculty whenever required					
I can express my opinions to my faculty					
I can give effective feedback to my faculty					
I am satisfied with teaching pedagogy in virtual classes					
I enjoy studying and spending time in virtual classes					
I have gained good understanding of basic concepts of materials provided in online classes					
I have improved my ability and learnings from online Classes					
Quality of the classes are Improved in online classes compared to offline classes.					
If you had another opportunity to take online classes via Internet, I would gladly do.					
The curriculum needs were served well through online classes					
Classes via Internet in this pandemic is a wise decision					
Online learning was fun compared to offline learning					
Teaching was more appropriate in online classes compared to offline classes					

9. In comparison with offline, classes rate your responses.

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
It felt that faculties were around and teaching in online classes.					
The lecture were similar to offline classes					
You always felt that you were with our classmate and faculties together in the same place.					
You were not at all distracted During your online classes.					
Teaching pedagogy in online classes were easy to Understand.					
The session are as interactive as in offline classes.					
Giving feedback to faculties was also easy.					

10. What are the challenges faced by you during online classes?

- Connectivity issuers
- Difficult to understand the numerical
- Distraction due to family members
- Unhealthy environment in virtual classroom
- Difficult to interact with faculty
- Difficulty in adapting new teaching pedagogy
- The App for the classes are not user friendly
- Data consumption in high
- Duration of the class

11. According to you, among the online and offline classes which one is better in following parameters?

Parameters	Online Classes	Offline Classes
Concept understanding		
Healthy Interaction with faculties		
Easy feedback		
Interest generation regarding the subject		
Teaching pedagogy		
Relation with classmates		

Data Analysis Methods

The data in the research will be analyzed using MS Excel and SPSS tools. The data are represented in table and graphs using MS excel. The SPSS tool, which will be used in the research, is Multiple Regression. As in the research, we have to analyze the dimensions, which students consider in online classes, so the relation of the dimensions and the perception is to be determined. Multiple regression will help to know which dimensions is important for the students and statistically prove the significant. It will help us to know which dimension is more significant and which is less significant.



Data Representation

1. Age of the Respondents

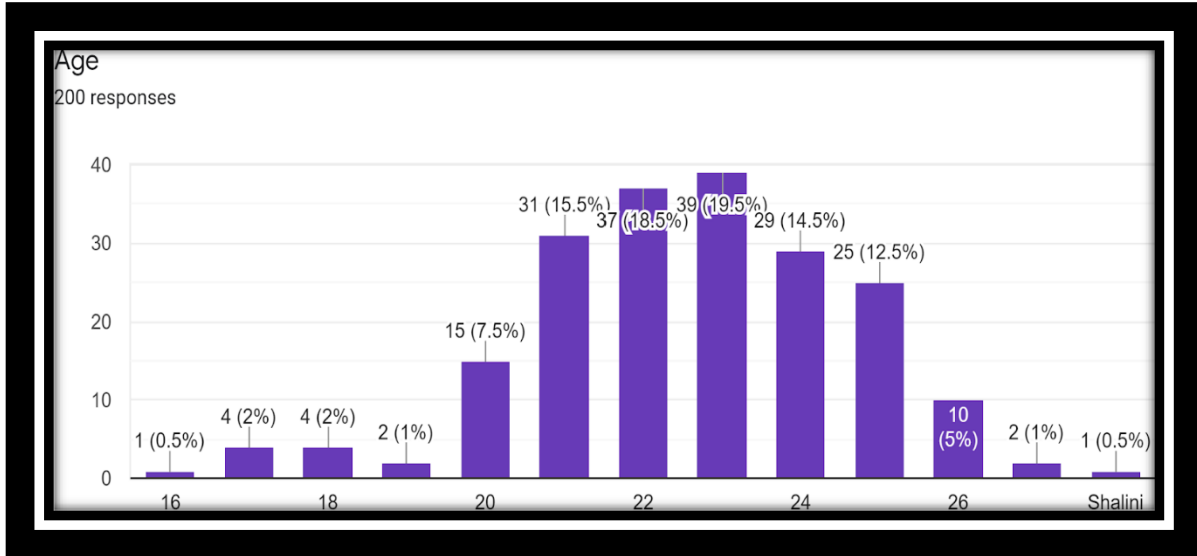


Fig 3: the above figure shows the age of the respondents

2. Gender of the Respondents

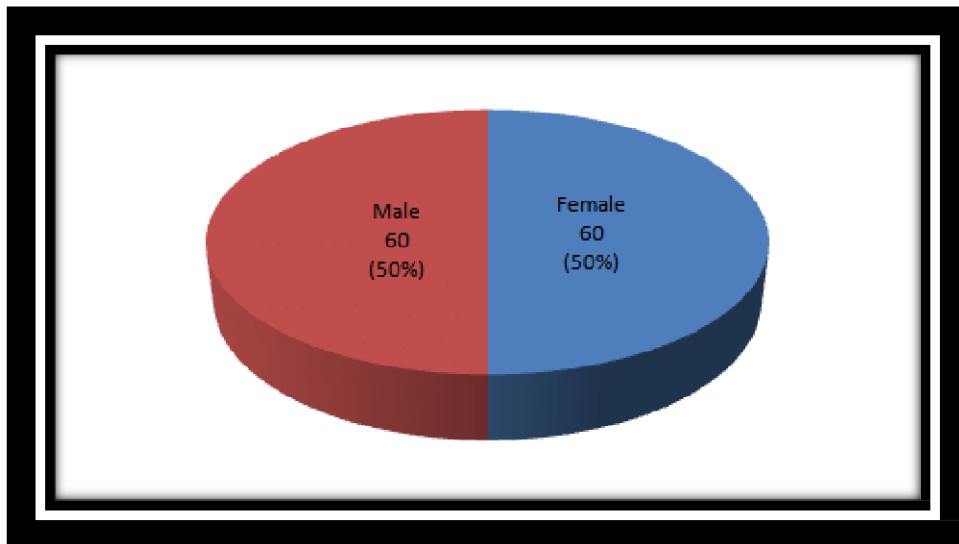


Fig 4:- the graph shows the gender of the respondents.

3. Current level of Education of the Respondents

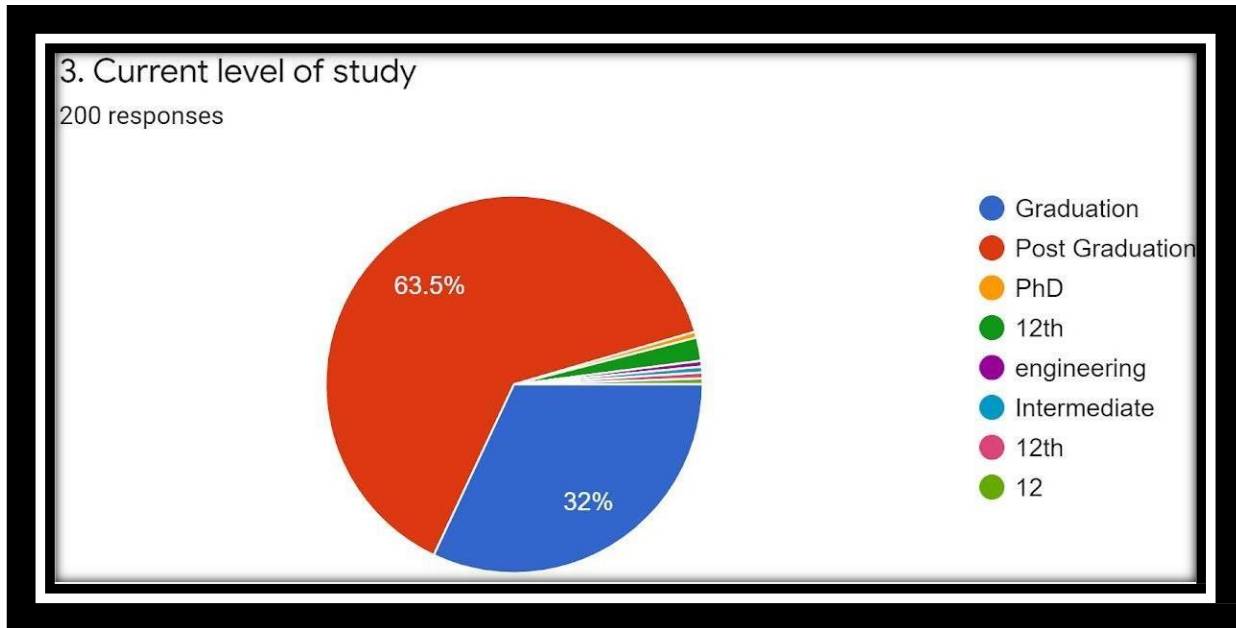


Fig 5: this figure shows the current level of education of the respondents

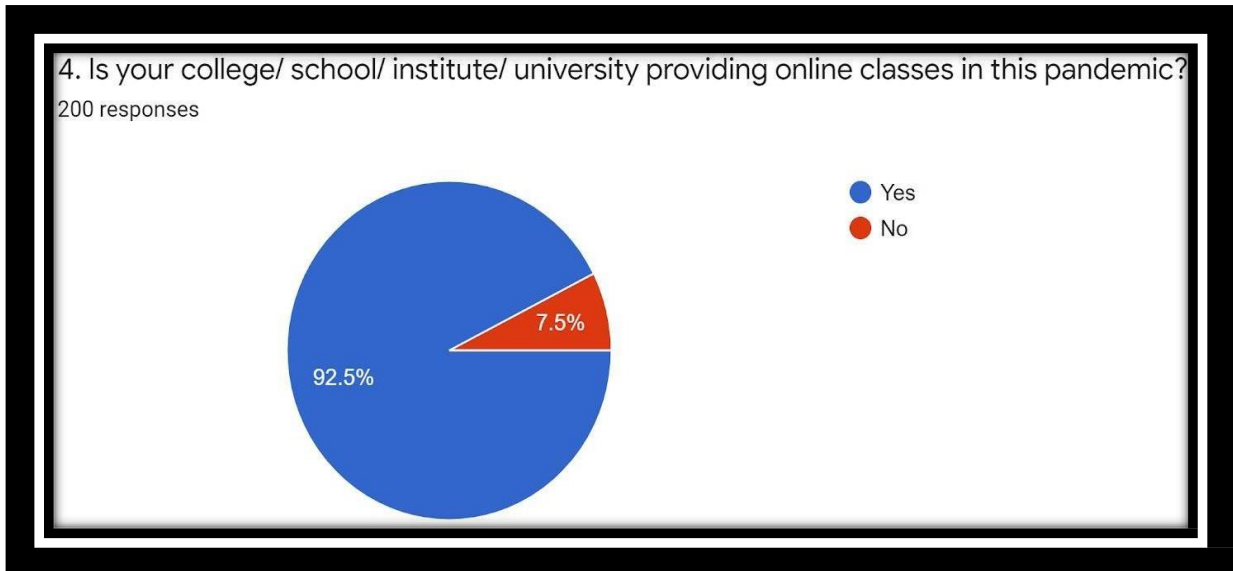


Fig 6: It shows the percentage of respondents how college is was conducting onlineclasses during COVID 19.

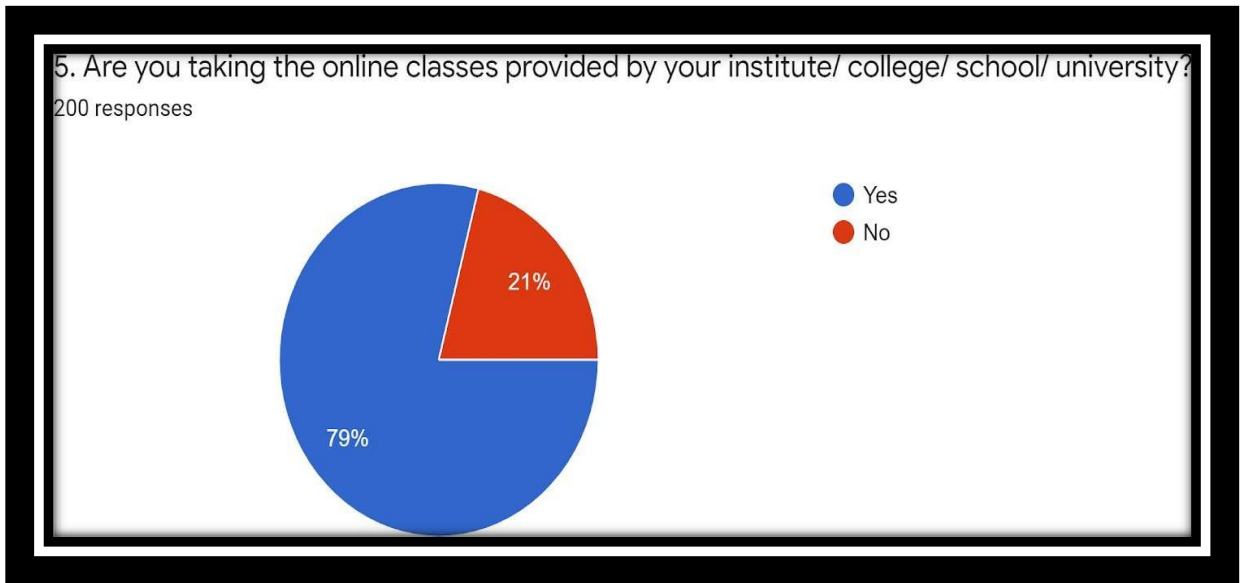


Fig 7: It shows whether the respondents were taking online classes or not.

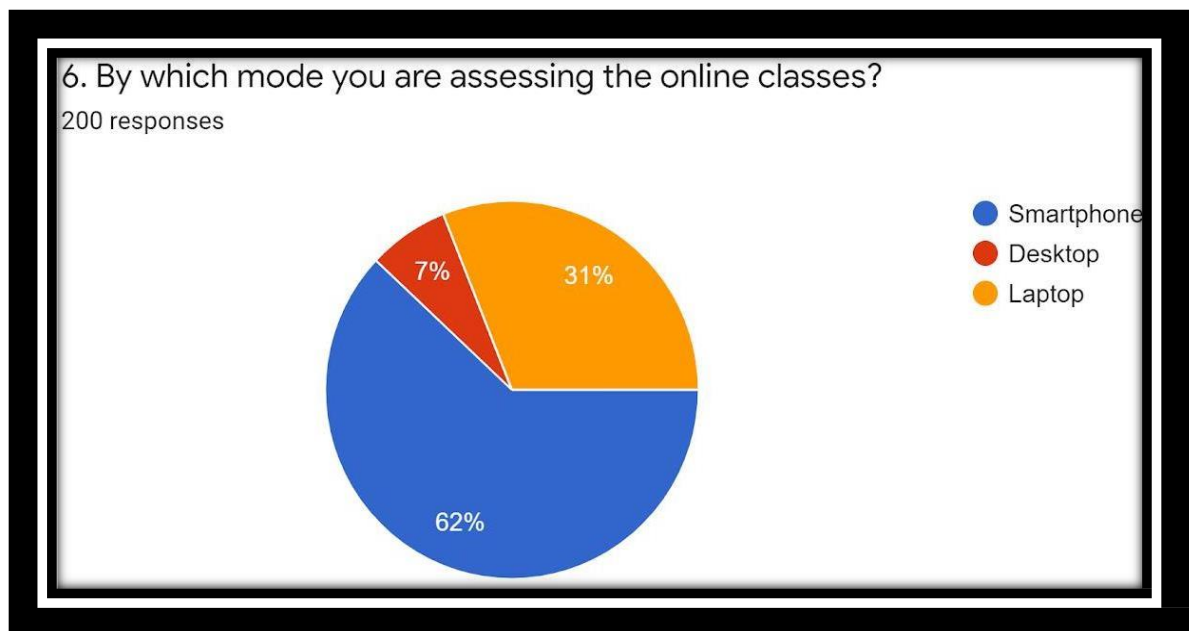


Fig 8: The figure shows the mode of attending online classes of the respondents

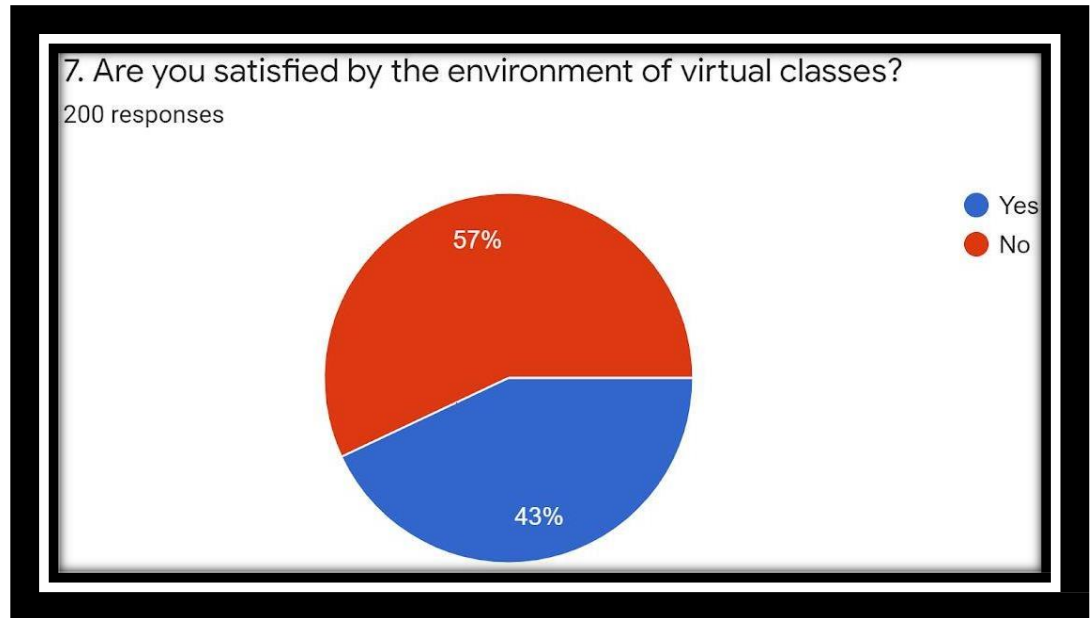


Fig 9: this graph shows the satisfaction of respondents from virtual classes' environment

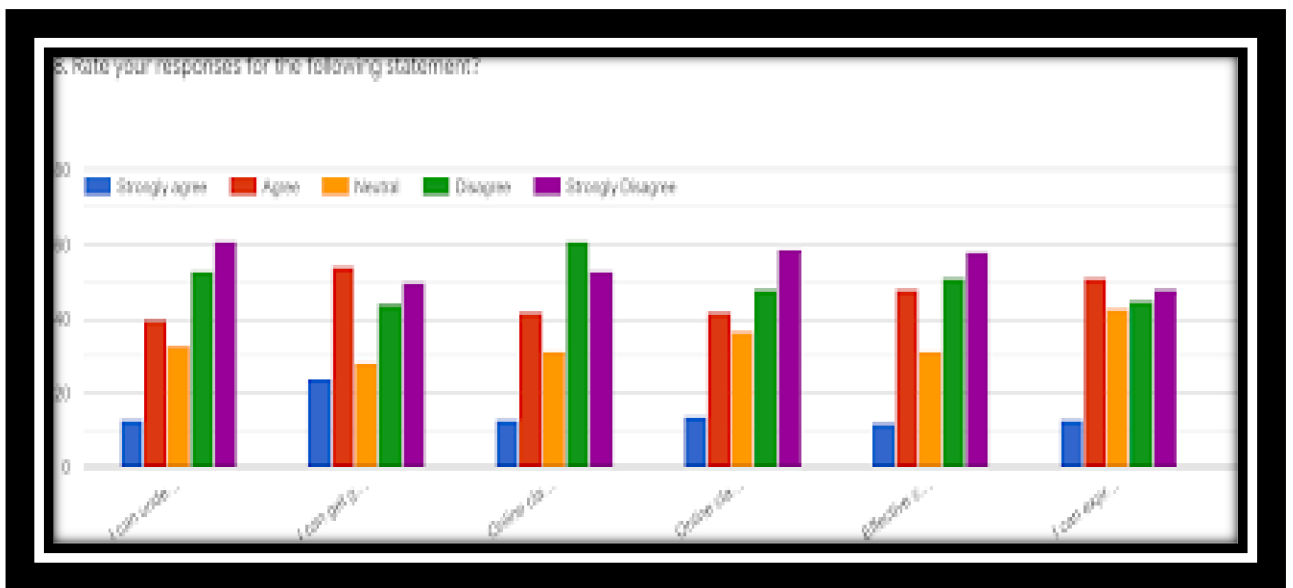


Fig 10: this shows the satisfaction of the respondent on following statement like environment of the virtual classes, course over, teaching pedagogy, etc.

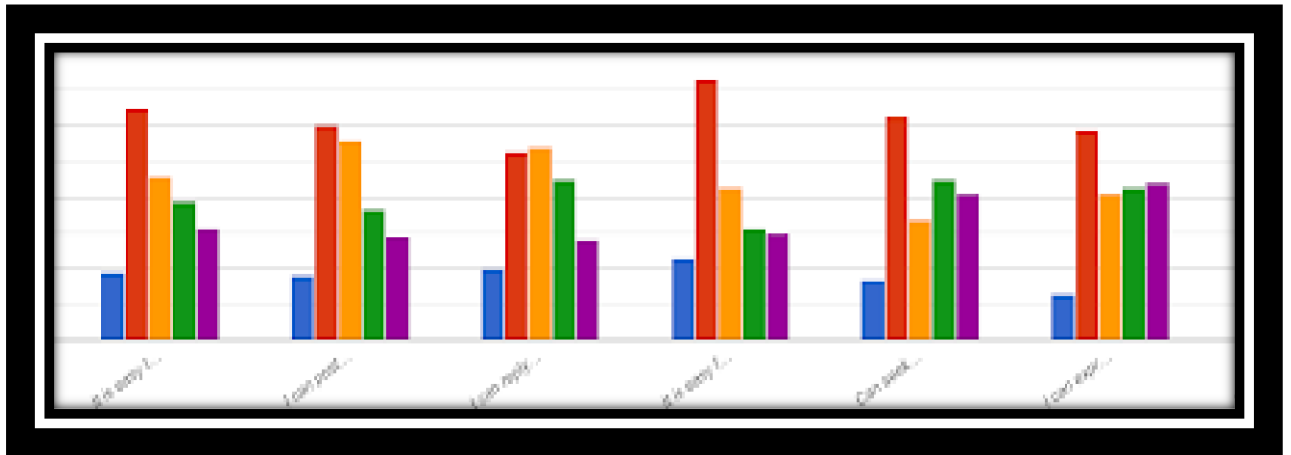


Fig 11: this shows the satisfaction of the respondent on following statement likeenvironment of the virtualclasses, course over, teaching pedagogy, etc.

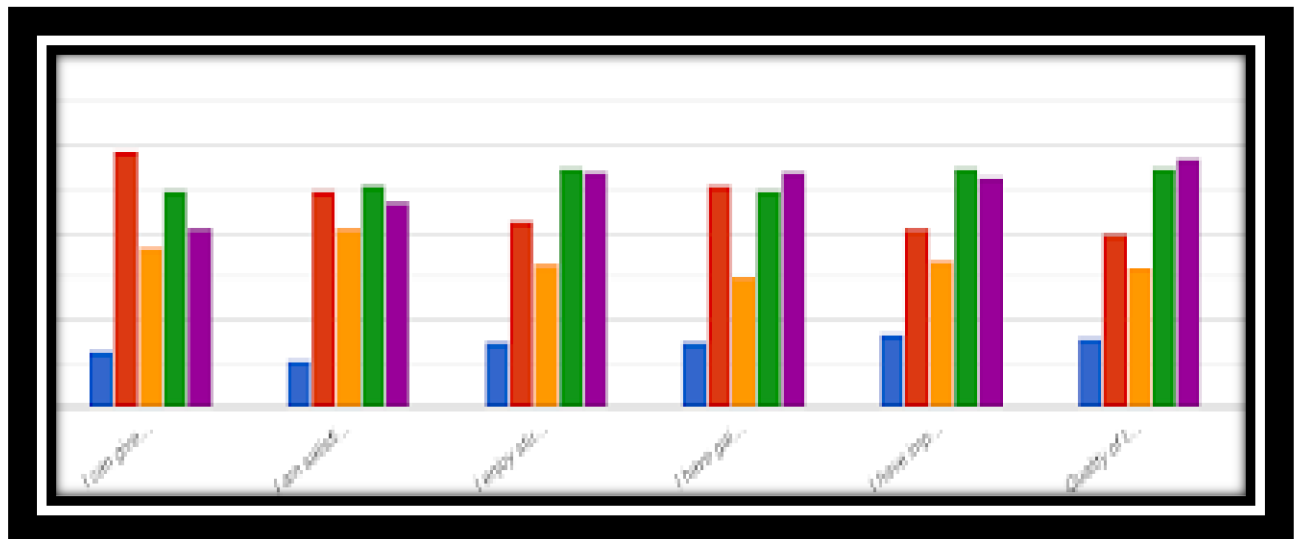


Fig 12: this shows the satisfaction of the respondent on following statement likeenvironment of thevirtual classes, course over, teaching pedagogy, etc.

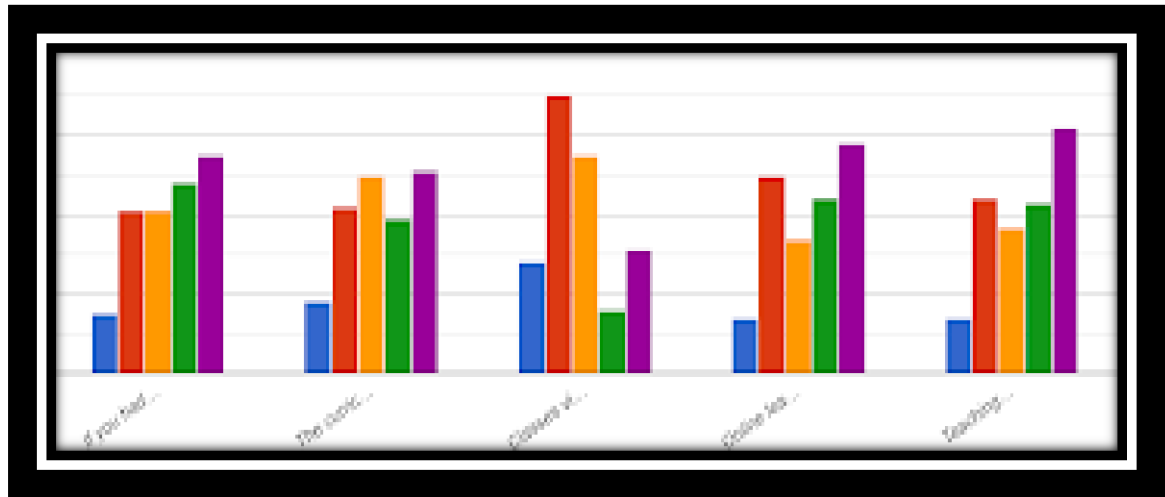


Fig 13: this shows the satisfaction of the respondent on following statement like environment of the virtual classes, course over, teaching pedagogy, etc.

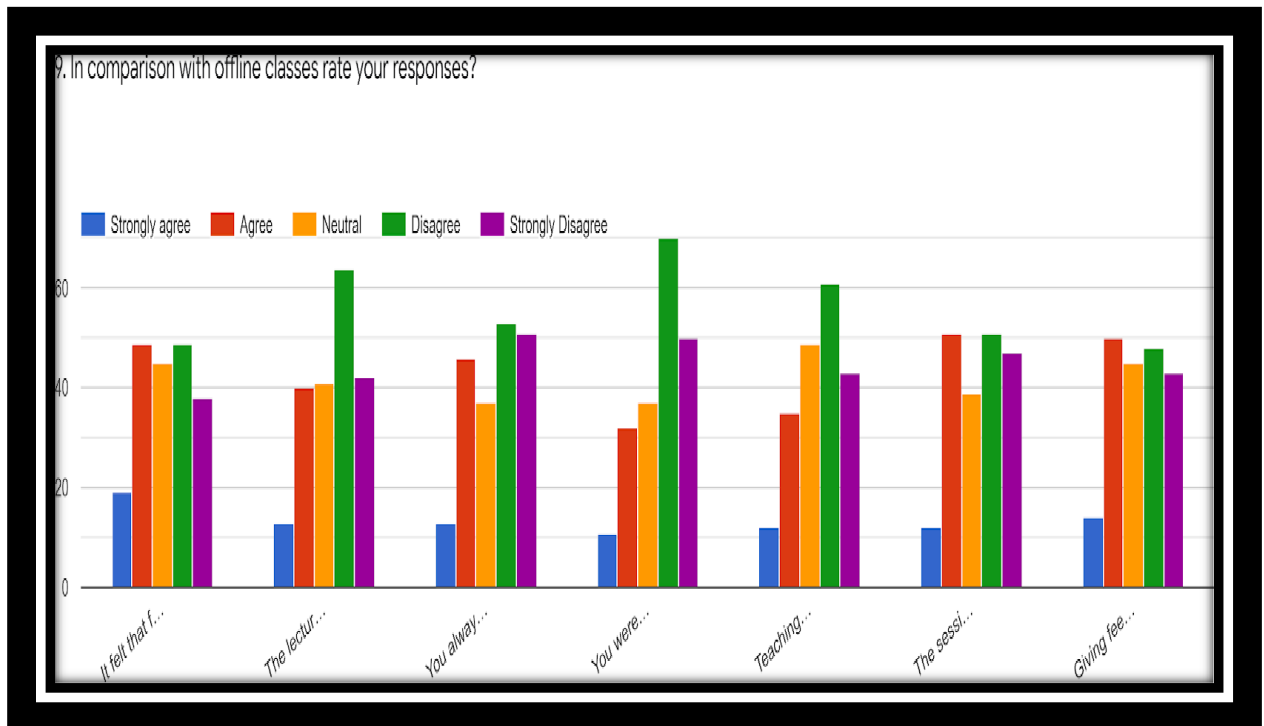


Fig 14: this figure shows the comparison of online classes with offline classes on different parameters.

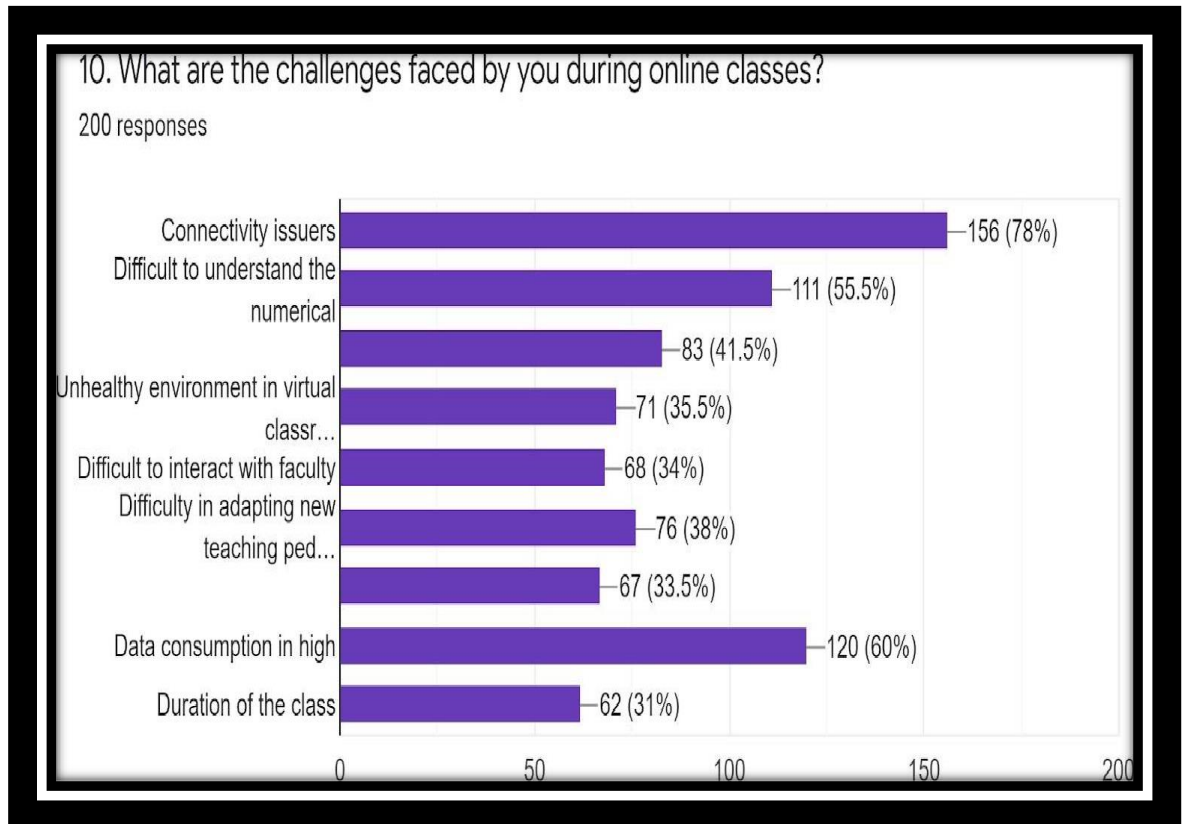


Fig 15: this shows the challenges faced by the respondents in online classes

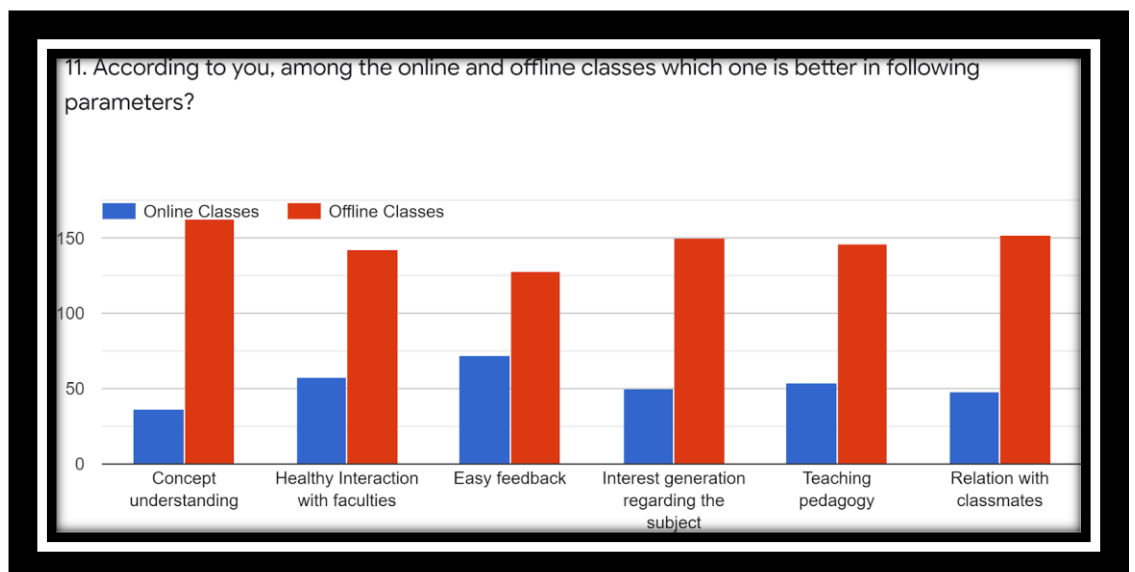


Fig 16: this figure shows according to respondents which is a better mode of teaching among the both

4.2 Comparison of perception of male and female students regarding the understanding of course and teaching pedagogy in online classes using t- Test

Independent sample t-test represents the comparison of the means of two independent

groups in order to determine whether there is statistical evidence that the associate population means are significantly different. Here, we are going to test the perceptions of the respondents from both the gender regarding the understanding course and teaching pedagogy in online classes.

Group Statistics				
City	N	Mean	Std Deviation	Std Error Means
Male	100	4.05442	.80832	.11431
Female	100	3.8927	.70509	.09971

Table-1 Group Statistics

The table shows the mean, standard deviation and the standard error means of both the groups.

Independent Sample Test					
Levine's Test for Equality of Variances			t-test Equality of Means		
	F	Sig	T	df	Sig (2 tailed)
Equal variances assumed	4.730	.032	1.064	98	.290
Equal variances not Assumed			1.064	96.226	.290

Therefore, we would reject the null hypothesis that there is significant difference between the perceptions of the respondent regarding the understanding of students in online classes.

Findings

The finding from the research are as follows: -

- The majority respondents of the research were between the age group of 22- 24.
- Ration of male and female for the research were 50-50. Number of male respondents were 100 and female were 100.
- 63.5% of the respondents were from higher level of education. They were doing Post Graduation and 32% of them were in graduation. 4.5% of the respondent were in another category.
- From 200 respondents, 92.5% of respondent's college were organizing online classes due to COVID-19. In addition, 7.5% of their colleges were not organizing online classes.
- From the total respondent, 79% of them were taking online classes provided by their college.
- Majority of the respondents were taking online classes from their smartphones'. 62%.31% of them were attending classes from their laptop and rest 7% by desktop.
- 57% of the respondents were satisfied with the environment of virtual classes. In addition, rest 43% of them were not satisfied with the same.
- Out of total respondent, 114 felt that they could not understand complex concept in online classes. 33 of them were neutral for the statement and rest 53 of them felt they could understand complex concept in online classes.
- On the statement regarding getting good grades in online classes, 94 of the respondent disagreed that they will not get good, 28 were neutral and 78 of them felt them will get good grades.
- More than 50% of the respondents feel that online classes does not keep them up with class schedule as offline classes did.
- 53.5% of the respondents said that online classes does not helps them to have a friendly social interaction with their classmates.
- According to the majority of the respondents, effective communication is done in online classes with their classmates.
- Respondents were neutral when they were asked about expressing opinion to others students in virtual classes without an issue.
- For 64% of the respondents, it is easy to access and download instruction and materials.
- Out of 200 of the respondent, 78 agreed that they can message in a discussion board, 56 were neutral and 66 disagreed that they cannot message in a discussion board.
- Majority of the respondents agreed that they could reply to others messages in a discussion board.
- For 76% of the respondent it is easy to submit assignment online.
- 80 of the respondent felt that they could seek help from faculties whenever required. 34 were neutral and rest 86 felt that could not ask help from faculties whenever required.
- When asked about expressing opinion to faculties, 72 agreed, 97 disagreed, and 41 were neutral.
- According to 91 of the respondents, giving effective feedback online was not possible and 72 of them felt it was possible. 37 of them were neutral.
- According to 50% of the respondents were not satisfied with the teaching pedagogy in virtual classes.
- More than 50% of the respondents does not enjoy studying online and spending time in virtual classes.
- Out of 200 respondents, 104 of them disagreed that they gained a good understanding of

basic concept of material provided in online classes.

- 52.5% of the respondents said that they have not improved their ability and learning in online classes. 17% of them were neutral and 29.5% of the respondent said they have improved their ability and learning in online classes.
- 56% of the respondents felt that the quality of the classes are not improved in online classes. Whereas 28% of them felt that, the quality has improved.
- 51.5% of the respondents will not take online classes in future.
- Out of 200 respondents, 90 of them disagree that the current needs were served well through online classes. 50 of them were neutral and rest 60 agreed that the needs were served well through online classes.
- 50% of the respondents felt it was a wise decision to take online classes in this pandemic situation.
- 51% of the respondents said online learning was not fun for them. 32% of them felt it was fun and 17% of them were neutral.
- Majority of the respondents'. 105 out of 200 felt that teaching pedagogy was not more appropriate in online classes compared to offline classes.

Following are the findings when the respondents were asked to compare online classes with offline classes on following statements: -

- Respondents did not felt that faculties were around them while teaching in online classes as they used to feel in offline classes.
- 80% of the respondents felt that lectures were not similar to offline classes. 45.5% of them were neutral and 26.5% of them felt that the classes were similar as offline classes.
- Out of 200 respondents, 104 disagreed that they never felt that they were in the same place with their classmates and faculties in online class.
- Almost 60% of the respondents were distracted by their family member during online classes.
- 52% of the respondent said that the teaching pedagogy in online classes were not easy to understand when compared to offline classes.
- Respondents disagreed that the classes were not as interesting as offline classes.
- When asked about giving online feedback, respondents were neutral.

The challenges faced by the respondents during online classes are-

- For almost 78% of the respondent's connection issue was the mostly faced difficulty in online classes.
- According to 60% of the respondent's data consumption in online were high and it was the second most difficulty faced by them.
- 55% of them felt that understanding complex numerical were also a challenge for them.
- 41.5% of the respondents were distracted by their family member during online classes.
- Difficult in adapting new teaching pedagogy was also one of the challenges faced by the respondents.
- 35.5% of the respondents said unhealthy environment in virtual classes is also one of the difficulties faced.
- 34% felt that it is difficult to interact with faculties in online classes.
- For 33.5% of the respondents the application were a challenge. They felt that the apps were not user friendly.

- In addition, for 31% of the respondent's duration of the classes were difficult to manage. When to choose between offline classes and online classes in some parameters, following are the findings from the same: -
 - According to 81.5% of the respondent's concept understanding is better in offline mode.
 - 71% of the respondents felt that there is a healthy interaction with faculties and students in offline classes.
 - 64% of the respondents said it is easy to give feedback in offline classes.
 - According to the respondents, the interest in the subject is better created in offline classes. Almost 75% of the respondents agreed to the same.
 - Out of 200 respondents, 146 of them i.e. 73% said that the teaching pedagogy is better in offline classes.
 - Relationship with the classmate is also better in offline classes according to 76% of the respondents.

When the respondents were asked to choose between both the mode, it was seen that majority of them choose offline classes as a better option.

Parameters	Offline classes	Online classes
Concept understanding	81.5%	18.5%
Healthy Interaction with faculties	71%	29%
Easy feedback	64%	36%
Interest generation regarding the subject	75%	25%
Teaching pedagogy	73%	27%
Relationship with classmates	76%	24%

Table 3: This table shows the percentage of respondents how choose the which is better when compared to each other on certain parameter

Suggestions

- Create a classroom setting that helps students feel connected with the faculties.

Even when teaching online, it's important to create a classroom setting that students want to engage with. Live class sessions using technology can help create a classroom setting. Utilizing great visual aids can help students find fun and enjoyment from their learning. As the teacher, you can utilize technology to record fun videos so students feel connected to you, or host live class sessions or one-on-one conversations so students can still engage with you in real time. Students want and need that interaction with a teacher to trust and learn well from them. A narrative approach to teaching will help you create a classroom setting to engage students. Talk about yourself, tell stories, and create fun learning opportunities for students online. Call students by their names, remember details about them, and have stories throughout different lessons to really help you create a fun, comfortable classroom setting. Online teaching is becoming more prevalent today, and teachers are required to go beyond their comfort zone to reach students. Technology is extremely useful in helping teachers create meaningful learning environments within an online setting.

- The application used for the online classes should be user friendly and should have advance features to maintain the environment of online classes.
 - To create interest in the subject faculties should use more and more interesting videos, interactive sessions.
 - There should be compulsion to on the videos of students to know how is actually attending the classes.
 - There should be regular assessment of students to know their level of understanding of the concepts.
 - As students face difficulties in understanding complex concepts or numerical, there should be feature added in apps which can help to solve this problem. Faculties can even use whiteboards in their video to cover complex problems.
- Students should choose a place where there are least disturbed by their family member.
 - Colleges should have an interactive session with students to know what the things online method of teaching should improve are.
 - It should be made mandatory for students to take online classes in a proper way, by sitting in table and chair. As sitting in comfort, level might lack concentration in students.
 - Faculties should also on their video as student can focus more when video and audio both in on.

Conclusion

In this pandemic of Covid-19, even primary schools are adapting E-Learning tools and these tools might not be as friendly as traditional methods. Even students face lots of issues in E-Learning, so that is an important matter to be studied. This study aims to understand the perception of the students regarding E-Learning and teaching pedagogy and the challenges faced by the students in online classes or virtual classes. This study will help to analyze the problem faced by students in virtual classes which can be improved by taking necessary steps. The results of the research will help to understand what students are expecting from online classes and how the teaching pedagogy in online

classes matters There are factors which needs to be improved for an effective E- Learning. It is important to know who students are reacting to the elements of online education and how are they coping up with it. This pandemic has encouraged E-Learning to a greater extent. Due to the demand of time, all education institutes have started online classes. Online classes or we can call it E- Learning means teaching or delivering knowledge or instruction using internet, intranet, and multimedia platform. We can also call E-Learning as Web- Based- Learning. E- Learning can be done through various ways like interaction using online platforms, video sessions or through self-paced independent study. It is been predicted that E – Learning will grow rapidly in future as this pandemic has a long way to go. The research concluded the challenges faced by the respondents during online classes for almost 78% of the respondent's connection issue was the mostly faced difficulty in online classes. According to 60% of the respondent's data consumption in online were high and it was the second most difficulty faced by them and 55% of them felt that understanding complex numerical were also a challenge for them. 41.5% of the respondents were distracted by their family member during online classes. Difficult in adapting new teaching pedagogy was also one of the challenges faced by the respondents. 35.5% of the respondents said unhealthy environment in virtual classes is also one of the difficulty faced. 34% felt that it is difficult to interact with faculties in online classes. For 33.5% of the respondents the application were a challenge. They felt that the apps were not user friendly. And for 31% of the respondent's duration of the classes were difficult to manage. Out of 200 respondents, 104 of them disagreed that they gained a good understanding of basic concept of material provided in online classes. 52.5% of the respondents said that they have not improved their ability and learning in online classes. 17% of them were neutral and 29.5% of the respondent said they have improved their ability and learning in online classes. The suggestion from the research is the application used for the online classes should be user friendly and should have advance features to maintain the environment of online classes. To create interest in the subject faculties should use more and more interesting videos, interactive sessions. There should be compulsion to on the videos of students to know how is attending the classes. There should be regular assessment of students to know their level of understanding of the concepts.

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A Comparative study: The relationship between Digital Marketing Communication and Customer Loyalty in the ECommerce Sector

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INTRODUCTION



Digital channels and information technology are changing the way that companies communicate and maintain relationships with their customers. The Internet, email, mobile phones, digital TV, and other evolving channels offer opportunities for frequent, cost-effective, personalized, and interactive communication between the company and their customers. In addition to traditional offers and persuasion, customers can be provided with relational communication like newsletters, usage tips, maintenance reminders, and interactive games. Being regularly in touch with customers via digital marketing communication (DMC) offers marketers new ways to cultivate customer relationships, which can lead to increased customer loyalty. This is important, because the effects of customer loyalty on company profitability are known to be significant.

Despite the growing use of digital channels in marketing and the research evolving around them, there are few models that explain how DMC works, especially for cultivating customer loyalty. Dispersed ideas of how marketers could use digital channels to develop and sustain customer relationships are suggested in various areas of marketing literature. In this dissertation we draw together previous research into an integrative model that explains how DMC interacts with customer loyalty. In addition to a literature

review, the model is based on empirical studies from companies practicing DMC. Utilizing digitized media that is used by the massive segment of the population, digital marketing has streamlined the marketing process. Digital marketing is not just instant or interactive but is productive and profitable too. Similarly, digital marketing can be used in various ways to achieve e-commerce business goals and grow it up with a higher customer base and revenue.

E-Commerce Digital Marketing includes marketing and promoting products and services offering personalized shopping experience, engaging the audience, and building faith and trust. There is an extreme exigency of digital marketing to boost e-commerce business. Getting the potent of digital marketing that extends marketing channels in fissionable fashion, e-commerce businesses are implementing it on a priority basis. All the existing e-commerce giants had already mutated their marketing strategy into a digitized frame and evolving by coming up with an inbuilt digital marketing blueprint.

INTRODUCTION OF SECTOR

ABOUT ECOMMERCE SECTOR

E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 636.73 million in FY19. India's internet economy is expected to double from US\$ 125 billion as of April 2017 to US\$ 250 billion by 2020, backed primarily by E-commerce. India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.

Market Size

Propelled by rising smartphone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. Online retail sales in India is expected to grow 31 per cent to touch US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall. Smartphone shipments in India increased eight per cent y-o-y to reach 152.5 million units in 2019, thereby making it the fastest among the top 20 smartphone markets in the world. Internet penetration in India grew from just 4 per cent in 2007 to 52.08 per cent in 2019, registering a CAGR of 24 per cent between 2007 and 2019. The number of internet users in India is expected to increase from 687.62 million as of September 2019 to 829 million by 2021.

Government initiatives

Since 2014, the Government of India has announced various initiatives, namely Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of such programs will likely support growth of E-commerce in the country. Some of the major initiatives taken by the Government to promote E-commerce in India are as follows:

- Government e-Marketplace (GeM) signed a Memorandum of Understanding (MoU) with Union Bank of India to facilitate a cashless, paperless and transparent payment system for an array of services in October 2019.
- In February 2019, the Government of India released the Draft National E-Commerce Policy which encourages FDI in the marketplace model of E-commerce
- In order to increase the participation of foreign players in E-commerce, Indian Government hiked the limit of FDI in E-commerce marketplace model to up to 100 percent (in B2B models).
- Heavy investment made by the Government in rolling out fiber network for 5G will help boost E-commerce in India.
- In Union Budget of 2018-19, Government allocated Rs 8,000 crore (US\$ 1.24 billion) to Bharat Net Project to provide broadband services to 150,000 gram panchayats
- As of August 2018, the Government has been working on the second draft of E-commerce policy, incorporating inputs from various industry stakeholders.

Industry Analysis of E-Commerce

The e-commerce market has changed the way business is transacted, whether in retail or business-to-business, locally or globally. Prior to the Internet, success in retail was said to hinge on location, location and location. Now, the Internet is a global marketplace, affording even the smallest retailer a national -- if not a global -- presence. Brick-and-mortar locations now have websites, and new companies now sell products that were unthinkable prior to the Internet and the boom in related technology. The scope of the e-commerce marketplace is difficult to measure. The e-commerce market has become such a vital part of the economy that is difficult to pinpoint exactly where e-commerce begins and the old-world economy ends.

Online Retail

One of the largest segments of e-commerce is the online retail sector, which is dominated by the sale of consumer electronics, apparel and accessories. According to the U.S. Commerce Department, U.S. online retail sales during 2011 totaled roughly \$194 billion. By 2013 this figure had increased to \$262 billion, an increase of 13.4 percent over the prior year. Fifty retailers account for 80 percent of this market, and pure-play online retailers generally hold the advantage of speed and dynamics over brick-and-mortar brands that have expanded online. Consumers have become more sophisticated and online retail has become more competitive. Holiday sales account for a large portion of sales -- roughly \$47 billion during 2013 -- and were up 10 percent over 2012 sales.

Digital Advertising

Advertisers are spending record amounts on digital advertising, including dominant brands that have partnered with e-commerce sites and outside logistics companies to expand online sales, to expand internationally, and to deliver products directly to consumers. As of the time of publication, in the U.S. digital advertising spending roughly equals spending on television advertising and is sure to overtake it. Internet ad revenues grew by 15.6 percent during the first quarter of 2013. Total domestic digital advertising equaled \$109.7 billion, but the mobile market, which still accounts for only 3.7 percent of U.S. digital advertising, is growing at the fastest rate. Mobile advertising spending was up 81 percent during 2012, and is dominated by Google and Facebook along with their peer companies.

Business-to-Business

The business-to-business market in the U.S. is massive, recording sales of roughly \$559 billion during 2013. Big players in the B2B market include networking and infrastructure companies such as Oracle Corporation, Cisco and Alcatel, as well as enterprise systems companies such as SAP and IBM. Other B2B segments are growing quickly, including B2B social networks and advertising, and cloud computing, a segment that includes industry heavyweights like Google and Amazon. One of the fastest growing B2B segments is the software-as-a-service market, a market pioneered by Salesforce.com, which is benefiting from corporate America's desire to reduce tech spending along with the proliferation of cloud computing services.

Outlook

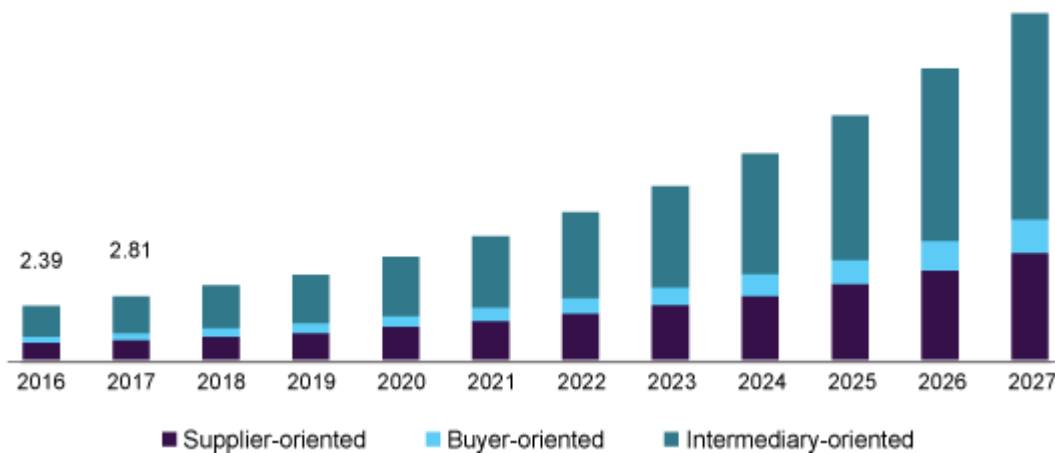
According to Forrester Research, online retail sales are projected to outpace brick-and-mortar sales for at least several years. At the time of publication, online retail sales were expected to reach \$370 billion by 2017, boosted by expanding use of smartphones and tablets and also by increased investment by traditional retailers in expanding online sales. By 2015, mobile ad spending was expected to increase to \$33.1 billion while total digital advertising spending was estimated to equal roughly \$133 billion. Projections for mobile ad spending had it rising by 61 percent during 2014 and 53 percent during 2015.

Market share of E Commerce sector

The global e-commerce market size was valued at USD 9.09 trillion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 14.7% from 2020 to 2027. Increasing penetration of internet is bolstering the smartphone using population across the world. Digital content, travel and leisure, financial services, e-tailing among others constitute a variety of e-commerce options available to the internet accessing customer base that are gaining momentum with increased internet usage. Hence, technological awareness among customers is expected to have a positive impact on market growth. The growing importance of faster browsing has led to the development in the connectivity, thus leading to development in 4G and 5G technology.



Asia Pacific B2B e-commerce market size, by deployment model, 2016 - 2027 (USD Trillion)



Implementation of 4G and 5G technology for the connectivity purpose is expected to have a positive impact on the market growth as it provides an uninterrupted, seamless experience to the user. Moreover, the adoption of smartphones is gaining momentum at a significant rate, thus increasing the exposure of online shopping for the customer. Therefore, the growing use of smartphones is projected to propel the market growth over the forecast period.

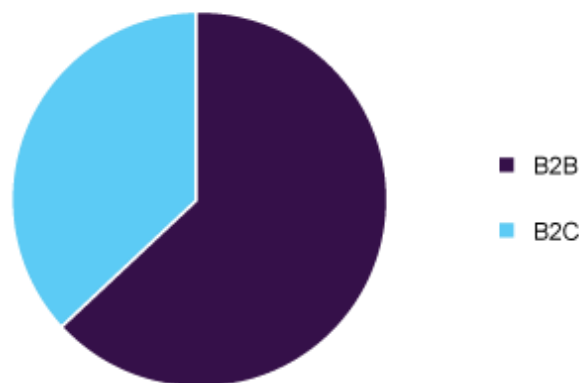
Increasing number of small and medium enterprises is also projected to escalate the demand over the forecast period. Small and medium businesses are growing at a significant rate, especially in India, South Africa, and Russia. Initiatives such as Make in India and Start-up India have led to an increased number of start-ups in the country, which adopt the online marketplace for business, thus powering the market growth. Moreover, increasing consumer wealth is estimated to propel the market growth over the forecast period. Established organizations and large enterprises are leaning towards online business due to lesser expenditure in communication and infrastructure. E-commerce offers the organization an easier reach for the customers, and hence necessary exposure to business is also achieved. E-commerce is also driven owing to the increasing importance of online marketing tools, such as Google ads and Facebook ads. Nowadays, the marketing options are in abundance due to the popularity of social media applications, which, in turn, helps in driving the market for e-commerce towards growth trajectories. Furthermore, due to the on-going COVID-19 pandemic, customers' inclination towards online shopping is rising since brick-and-mortar shops are closed. Major economies such as U.S, China, India, and Italy are severely affected due to pandemic. Hence, the evident impact on the market is projected in regions such as Europe and North America. For instance, as per the data provided by Emarsys and Good Data, revenue earned is up by 37% and orders are up by 54% since January in U.S. However, lack of implementation of technical infrastructure in the rural areas of countries, such as India, China, and Brazil, is expected to cause hindrance in the market growth.

Model Type Insights

In terms of revenue, Business to Business (B2B) dominated the market for e-commerce with a share of 63.1% in 2019 and is expected to witness the fastest growth from 2020 to 2027. This is attributed to the growing inclination of the companies towards online selling and buying of goods and services. Furthermore, increasing penetration of smartphones, coupled with internet usage, is

anticipated to drive the B2B e-commerce segment over the forecast period. The business-to-business e-commerce comprises the buying and selling of goods and services between business corporations. Moreover, B2B e-commerce platforms offer companies with new possibilities of buying and selling the products, thus reducing the operational as well as inventory costs. This is anticipated to bolster the segment growth over the forecast period. Rise of specialized or vertical marketplaces in B2B e-commerce is generating avenues for the market. The vertical marketplaces offer a wide range of products in a product category. Similarly, specialized marketplaces provide value-added services, such as quantity discounts, and multiple payment options. Inclination of companies towards selling and buying of goods and services through the B2B e-commerce platform can be clearly observed worldwide. Businesses preferring B2B e-commerce platforms follow either the marketplace model or direct model to conduct their business. The marketplace model involves companies selling their products on a common platform alongside their competitors, while the direct model involves companies setting up their private B2B platforms and selling directly to the buyers.

Global e-commerce market share, by model type, 2019 (%)



Increasing acceptance of technology is allowing the e-commerce sector to be more efficient and reachable. Growing middle-class population and intense use of social media are also aggravating the demand for online purchasing of various products and services, thereby positively impacting the Business to Consumer (B2C) segment growth. The internet has transformed the way people sell and buy goods and services. E-commerce or online retail is changing the shopping experience for customers. Banks and other players in the e-commerce industry are allowing a safe and secure online platform to pay easily via payment gateway. Market players are focusing on unique changes to their business models in order to enable sellers and consumers to transact online. The leading retailers in the market are trying to complement their traditional retailing with online commerce and tying up with other major e-commerce players.

Regional Insights

Asia Pacific dominated the market for e-commerce with a share of 55.3% in 2019 and is expected to witness the fastest growth from 2020 to 2027. This is attributed to a growing preference among

businesses to carry out businesses through the B2B e-commerce platform. Furthermore, developing infrastructure facilities and surging the number of internet users are expected to fuel the regional market growth. Furthermore, the region is expected to witness a rise in demand for B2B e-commerce adoption, which can be attributed to smartphone proliferation. Additionally, the Chinese market is going through a consumer revolution, wherein international products are taking benefit of innovative marketing, research techniques, and advertising. Brand consciousness is getting more importance in attracting Chinese consumers. Luxury goods and service providers are witnessing significant growth in China. North America and Europe are anticipated to witness steady growth over the forecast period. U.S. consumers are open to foreign brands and products. They are more aware of overconsumption and the environment. Consumers are very specific about the quality of the product, its composition, and its price. North America has one of the highest internet penetration rates. Middle East and Africa and Latin America are expected to witness significant growth in the forthcoming years owing to the growing young population and rapidly evolving online shopping market.

Key Companies & Market Share Insights

The market is fragmented and is expected to face extreme competition in the coming years. Many players are implementing various strategies to sustain their presence in the market for e-commerce. For instance, in September 2018, Flipkart completed its acquisition of Upstream Commerce, an analytics start-up based in Israel. This acquisition is expected to benefit Flipkart Pvt. Ltd. to price and position its products in an economical way. Business expansion through strategic partnerships, mergers, and acquisitions remains the premiere strategy of players operating in the e-commerce industry. For instance, in September 2019, Alibaba Group Holding Limited announced the acquisition of NetEase, Inc., a company offering online e-commerce services. This acquisition enabled Alibaba Group Holding Limited to acquire NetEase's import e-commerce platform known as Kaola and also gain a competitive edge in the e-commerce industry. Some of the prominent players in the global e-commerce market are:

- Amazon.com, Inc.
- JD.com, Inc.
- Apple, Inc.
- Alibaba Group Holding Limited
- Flipkart Private Limited
- Walmart, Inc.
- eBay, Inc.
- Best Buy
- The Home Depot

LITERATURE REVIEW

Literature on web theory is scant because it is a relatively a new area and the technologists at the forefront of Web design are typically not sufficiently academically inclined to formulate the relevant theories (Day, 1997). While previous research has examined Internet usage (Teo, Lim, & Lai, 1999), commercial websites (Gonzalez and Palacios, 2004), website design (Kim, Shaw, & Schneider, 2003), website effectiveness from the consumers' perspective (Bell & Tang, 1998), pricing paid placements on search engine (Sen et. al., 2008), and bidding (Bernard and Simone, 2011).

This form of online advertising emerged in 1998 [Fain and Pedersen 2006], rapidly has become the central business model of the major search engines [Jansen and Mullen 2008], and is one of the most rapidly growing segments of the online marketing area [SEMPO Research 2009] Search engine has become a necessity for people to surf the web [Hsien-Tsung Chang, 2011].

It is a simple user interface is designed. Any user simply fills in several fields and the system makes the decision about what to find, where to search and how to look at. The threshold of search is lowered. SEM is an internet marketing model aiming at promoting the ranking of websites in the search engine's search results page which can make a web site introduce into more web users and website traffic [iProspect 2008]. Li-Hsing HO et. al., (2011) explained about exploration of SEO technology applied in internet marketing, Kesharwani and Tiwari (2011) studied the importance of website quality towards the success or failure of any e-vendor.

Khan and Mahapatra (2009) studied that the quality of internet banking (i-banking) services in India from customer's perspective. Malhotra and Singh (2007) carried out research to find the i-banking adoption by the banks in India. Thus, it is high time that India should act fast and decisively in order to use the growing electronic trade to our advantage. As the technique and procedure of advanced stage in marketing segment is changing with the sequence of time, there are different ideas on digital marketing found. As indicated by (Times, 2015), digital marketing alludes to the advertising of products or services by utilizing computerized technologies to get hold of the targeted customer or consumer. It also incorporates providing marketing services through cell phones, display advertising as well as any other digital medium in order to promote brand. Neha (2014) proposed that digital marketing is the stage which utilizes Internet and Information Technology to make expansion and change of the marketing functions.

Elisabeta (2014) said the term e-marketing rather than digital marketing and characterized that it is the use of both web and intuitive innovations to create a connection amongst firms and its clients. They additionally said that e-marketing especially concentrates on giving IT empowered or interactive affiliation with their clients. As per (Fusun, 2015), electronic marketing (EM), or digital marketing is the exchange of both products and services through electronic devices and process from vender to buyer. The reason behind this scenario includes the changing role of customers regarding co-producers.

Besides, value creation is becoming important these days (S. Alam, 2010). (T. Heidt, 2010) remarked that technology plays a vital role in improving the quality of services provided by the business units. (E. Mustafa, 2011) preferred to use social media marketing as of digital marketing. He characterized Social Media Marketing (SMM) as urging clients to make interchanges either through organization's web site or by its social presence. However, both platforms can be utilized too for better communication. Customer loyalty through their engagement is considered as a standout amongst the most compelling business measurements. For digital marketing, loyalty program is a fundamental action which should be kept in mind in order to create a brand recognition in the minds of consumers.

Customized communications are responsible for ensuring higher retention rates. By utilizing client information, it is possible to anticipate future offers that need to be sent to their existing customers for keeping the clients alive and tied up with the organization (Mariani, 2015).

Now a day, customers have a plenty of opportunities to engage themselves in the digital platform. Business firms additionally have different alternatives, including growing correspondence through different digital media to create wider scopes to connect with the clients in the global village. According to (Retail customer experience, 2011), it has integrated different types of marketing activities through electronic devices.

One of the primary types of advanced promoting approaches known as Email marketing which incorporates conveying customized messages to the target customers on the time. Amazon, Flipkart usually deliver all sort of emails tailored to fulfill the requirements of the users.

Email marketing is termed to be pillar for any kind of business trying to increase sales through internet (Retail customer experience, 2011. By this technique, it is possible to reach customers, at the same time provoke them to stick to the website (Mariani, 2015).

Search Engine Optimization or SEO is the most general type of digital marketing tools used to escalate the visibility of the website through the search engines. Techniques used in digital marketing includes on-site technical analysis, link building, content creation and blogging. According to the Search Engine Land, SEO is the process of receiving traffic from search results based on search engines. One can elevate a website to rank higher for related searches. On the other hand, Pay per Click (PPC) is a paid version of digital marketing. Paid advertisements are generally placed above the overall search results. The cost, in fact, varies depending on the keywords that have bid on where online advertising deals in giving advertisement on others website (Safko, et.,al 2009). Social Media Marketing is one of the effective tools to manage the brand image through numerous social channels like Facebook, LinkedIn, Twitter etc. In a broader sense, it is an incredible route for the organizations keep in mind the main goal to fulfill the objectives regardless of building brand value, achieving new clients, giving client input that will increase the number of loyal clients (Safko, etal 2009). Another type of digital marketing is Viral Marketing which involves dissemination the contents' element transversely multiple channels. Some of the options may be videos on YouTube, Blogs, email marketing etc. and these are used to make sure that the content grips the concentration of the market through online communities. Text Messaging (TM) is widely used digital marketing type. With the rapid development of smartphone usage throughout the world, the reliance on fast and on time dissemination of information has increased subsequently (Web strategies, 2016). Content Marketing Institute defined another type of digital marketing generally known as content marketing as a strategic marketing method. The main focus of this method is to create, distribute of valuable and pertinent as well as reliable content for attracting and retaining new along with loyal customers (Web strategies, 2016). In addition, it is a constant procedure of communicating with clients even though if they do not purchase any products. Rather organizations should focus on utilizing content advertising techniques to ensure consistent delivery of valuable information to the customers or consumers so that they can transformed into loyal customer's sooner or later (Web strategies, 2016).

Digital Marketing

Mohan Nair (2011) takes social media as a complex marriage of sociology and technology that cannot be underestimated in its impact to an organization marketing communication, choice as to when to engage, how to manage and measure, and whether to lead or to follow is complex but not an impossible task. These cannot be answered simply by one formula because the context and the market dynamics are strong variables in these decisions. Even though the interest for social media is huge, few companies understand what the term —social media can mean to their businesses. But how much it has been given importance, as an IMC tool, varies from region to region (PricewaterhouseCoopers (PwC), 2009; BuddeComm & Chiltern Magazine Services Ltd.

(BCMSL), 2009).

The internet and the marketing mix

Nowadays, the concept of Internet marketing has expanded and brought more opportunities for companies to approach their customers. In the past, the Internet was only used as a tool to contact customers, part of direct marketing. Nowadays, the Internet, particularly websites has been becoming a popular media for any firms to introduce their products and services. The Internet is considered as an independent and effective marketing tool. During eight years, from 2000 to 2008, the number of Internet users has increased by 4 times from about 361 millions to more than 1, 46 billion (<http://www.internetworldstats.com/stats.htm>), in which, Asia, the continent with the biggest population accounts for 39.5% of World Internet Users.

According to Philip Kotler (2003), **Product** is the solution to customers wants or/and needs. It refers to the characteristics of a product, service, or brand. The Internet offers options for varying the core product, options for changing the extended products, conducting research Digital, velocity of new product development and velocity of new product diffusion (Chaffey *et al.* 2006, 217 - 222). Many digital products now can be purchased easily over the Internet via providers' website. For other products, instead of providing actual products to customers, many companies publish the detailed product information with pictures or images. Thanks to this, consumers still have concepts about different kinds of product even when staying at home. Besides that, for some companies, it is possible for buyers to customize products. Dell is a typical example. Through its websites, a customer can build a laptop or a desktop with the desired functions and features. Besides that, companies also can supply more extended product user guides, packaging, warranty, after sales services in a new method. For example, new drivers or updated package for a computer or software are easily downloaded via producers' websites. It brings conveniences for both of buyer and seller/producers. In addition, it is obvious that the Internet provides a new tool to collect customer feedback quickly and accelerate new product development since process of testing new products is more rapid and effective. The information about new products will spread out more wildly and quickly.

In its simplest form, digital marketing is the marketing of products or services using digital technologies or channels. It uses the internet as the chief promotional medium but also extends to channels—mobile phones, display advertising and any other digital medium—that do not require internet. The digital Marketing Institute aptly conceptualized it as the use of digital technologies to create an integrated, targeted and measurable communication which helps to obtain and retain customers while structuring greater relationship with them (Wymbs, 2011). This definition is insightful in that emphasizes measurability, integration, as well as relationships and communications which are of strategic importance. Similarly, Merisavo (2006) defined digital marketing “communication and interaction between a firm or brand and its customers using digital channels (e.g. the Internet, email, mobile phones, and digital TV) and information technology.” Besides the digital channels, the approaches usually highlight the two-way, personalized dialogue with each consumer (Wertim & Fenwick 2008). Various terms such as e-marketing, internet or online marketing, one-to-one marketing, interactive marketing have been used to describe it. However, these close terms do not mirror digital marketing in its totality. For instance, internet marketing is a subset of it since digital marketing uses other digital forms apart from internet (Wymbs, 2011). The main aim of digital marketing is customer's engagement and interaction with the brands (Yasmin, *et al.* 2015). This can be attained by designing the digital media in such a way that it requires end-users' action to see the motive behind that media creation. For, example to receive a free e-book, a customer might be required to fill out a form or register, giving the advertiser a lead or customer. It is worth noting that

digital marketing does not invalidate the basic marketing principles and traditional methods. As rightly opined by Yannopoulos (2011) success in the digital age is about applying the basic principles and learning new rules. However, since digital marketing is relying so much on technology which is ever evolving and fast changing, same is expected of digital marketing strategies. In like manner, the digital market state of flux tasks digital marketers to keep up with these changes by being on the lookout for emerging trends and development.

E-Commerce in India

Waghmare (2012) pointed out that many countries in Asia are taking advantage of Ecommerce through opening of economies, which is essential for promoting competition and diffusion of Internet technologies. Large enough to have a critical mass of 10 to 20 million users to be able to make an impact on e-commerce and e-governance. In the next 3 to 5 years, India will have 30 to 70 million Internet users which will equal, if not surpass, many of the developed countries. Internet economy will then become more meaningful in India. With the rapid expansion of internet, Ecommerce, is set to play a very important role in the 21st century, the new opportunities that will be thrown open, will be accessible to both large corporations and small companies. A recent report by the Internet and Mobile Association of India (IMAI) reveals that India's e-commerce market is growing at an average rate of 70 percent annually, and has grown over 500 percent in the past three years alone [geocart.com]. Zia and Manish (2012) proposed that ecommerce revenues in India will increase by more than five times by 2016, jumping from US\$1.6 billion in 2012 to US\$8.8 billion in 2016. Economic times (2013) stated that the next billion users will come from emerging markets, with at least a fourth from "India". Half of those without net access now live in just 5 countries: India, Indonesia, China, Pakistan & Bangladesh. Another newspaper Times of India (2013) written that leading online stores such as Indiatimes Shopping, Jabong and Myntra say that almost half, and in some cases more than half, of their sales now come from tier-II and tier-III towns and cities. E-commerce in the country grew 128 per cent year-on-year last year, with 25 per cent traffic coming from places outside the top 20 cities, it says.

Shoppers in Metropolitan India

Zia and Manish (2012) found that, currently, shoppers in metropolitan India are driving E - Commerce: These consumers are primarily buying travel, consumer electronics, and books online. And although spending per online buyer remains low, some 59% of online consumers in metropolitan India already make purchases online at least monthly.

Shoppers in non-metropolitan India

Consumers in nonmetropolitan areas will also help fuel growth; unlike online consumers in cities, they are more likely to shop online for goods that are unavailable at local stores. Zia and Manish (2012) estimated that E Commerce retailers in India are expanding their offerings to the online population outside metropolitan India and are investing heavily in the infrastructure to support these cities. 10 Online apparel retailer Myntra.com is already seeing demand for its products outside metropolitan India: 50% of its sales are outside India's 10 biggest cities. To widen their reach, for example, multiple retailers are building warehouses outside central locations; testing shipping options that work in rural areas; offering payment options like cash on delivery (COD) that provide options for the unbanked; and subsequently marketing these to semi-urban and rural consumers. Moreover, Aditya Kulkarni, Product Manager at Google (Jan 15, 2013) pointed out that India maybe behind the curve on the numbers, but they are growing fast, and when they reach the 200-

300 million online shoppers, you can safely assume that there will at least be as many e-Commerce players in India as there are in China. That is to say, there will be at least 10-20 successful, large and growing e-Commerce companies in India over the next few years!. I think the successful companies of tomorrow are going to look different from the ones that are on the top now. There's going to be 100-200 million new e-Commerce customers that are going to be up for grabs in the next few years. Another way to look at it is that in 80% of the e-Commerce shoppers of 2016 still are available to be nabbed by e-Commerce sites. And they're going to come from predominantly two categories. First, from Tier-2 and Tier-3 cities as the logistics and connectivity there improve and second, young people that get jobs/pocket-money and start shopping online.

Melody and Robert (2001) remarked that the Internet can provide timely information to customers because of its ability for instant communication, and its availability 24 hours a day, 7 days a week [Lane, 1996]. On-line marketing offers more choices and flexibility [Lamoureux, 1997] and, at the same time, eliminates huge inventories, storage costs, utilities, space rental, etc., [Avery, 1997]. People tend to associate Internet marketing with direct marketing because companies participating in online marketing usually shortened the supply chain [Edwards, et al., 1998] and reduced commission and operating costs. The ability to serve as both a transaction medium and a physical distribution medium for certain goods is a unique feature of Internet marketing. Such advantages can be best realized by companies that provide digital products/services such as software, music, news, consulting services, online ticketing and reservations, telemedicine, insurance, banking, stock brokerage, tax, and other financial service industries. Using the Internet as the distribution channel can reduce not only the delivery cost substantially, but also ensures instant delivery of products/services.

Moreover, Ruckman (2012) suggested that Internet research becomes an increasingly important tool during the purchasing process; more marketers are seeing the advantages too. It's a win-win situation. Marketing departments are investing more into online marketing today because it's:

- Attractive to a significant segment of the demographics for most customer profiles.
- It can effectively reach the target customer.
- Faster and less expensive to conduct direct marketing campaigns.
- Measurable, which means that successes are identifiable and repeatable.
- Open 24-hours a day.
- Cost-effective, in the long run.

OBJECTIVE OF THE DISSERTATION

- ✓ Major objective of my dissertation will be to understand the relationship between digital marketing communication and customer loyalty.
- ✓ To understand the customer loyalty in E-Commerce Sector.
- ✓ To take a note of customer satisfaction while buying the product through E-Commerce Websites.

Hypothesis

- H1: There is a positive relationship between Digital marketing communication and consumer loyalty in E commerce sector.
- H2: There is a positive relation between customer satisfaction while buying the product with E commerce site.

Research Methodology

This chapter discusses and justifies the methodology chosen for the research to guarantee that the range of data collected will be able to answer the research aims and objectives. The researcher uses a deductive approach to test the conceptual framework.

Research Design

The purpose of designing any research is to discover new information and answer any unknown questions in a systematic way to increase knowledge on a subject. The design of a study is the end result of a series of decisions made by the researcher concerning how the study will be conducted. The design is closely associated with the framework of the study and guides planning for implementing the study. It is a blueprint for conducting the study that maximizes control over factors that could interfere with the validity of the findings. Research designs vary with regard to how much structure the researcher imposes on the research situation and how much flexibility is allowed once the study is underway.

In this research I used Quantitative Method. The quantitative method, in comparison, uses collected data to be able to view relationships between variables and also to be able to measure trends in relation to specific questions and topics. Quantitative data emphasizes measurements and numerical analysis gathered from large samples. It enables the data to be collected and analyzed from a much larger number of respondents than using a qualitative method. The quantitative method utilizes methods such as questionnaires. For this reason, it was more appropriate to use quantitative data collection for the study as it allowed for a much larger data set to be analyzed, gives accurate statistics and means that no assumptions needed to be made based on the responses by individuals as with qualitative data. This research utilized the use of an online google form questionnaire.

Pilot study

A pilot study is one of the essential stages in a research project. This paper aims to describe the importance of and steps involved in executing a pilot study by using an example of a descriptive study in primary care. The process of testing the feasibility of the project proposal, recruitment of subjects, research tool and data analysis was reported. We conclude that a pilot study is necessary and useful in providing the groundwork in a research project. The pilot questionnaire used a variety of scales including Likert and semantic differential and was given to ten participants to complete as this was seen to be a

large enough number for a pilot study of this nature. The Likert-scale asks the participant to rate how he/she Strongly agrees, strongly disagrees or feels about the statement. For the purpose of this research a five-point Likert-scale was developed. A five-point scale was developed as it gave an opportunity to have two negative answers, a mutual answer and two positive options. The Likert scale is an example of a balanced scale which includes equal numbers of positive and negative answers. The Semantic Differential scale, in comparison, asks participants to self-rate an idea using a bipolar scale. Semantic Differential Scale is a survey or questionnaire rating scale that asks people to rate a product, company, brand or any "entity" within the frames of a multi-point rating options. These survey answering options are grammatically on opposite adjectives at each end. In this research Likert scale and Semantic differential scale. The questions used were close questions to be able to analyses the data quantitatively and make it easier for participants to self-complete the questionnaire.

Data Collection

Data was collected from the population with the help of a questionnaire. The questionnaire is made with the help of google form. The questionnaire was an internet-based web and mobile questionnaire, and participants were contacted using social media. It is said the internet is now the primary method for quantitative data collection due to its ease. This was chosen as it targeted specifically, respondents aged 15-50 who used social media regularly even though responses were used from all participants. Using social media to distribute the questionnaire created a snowball effect, meaning participants passed the questionnaire onto one another which resulted in a greater level of response. Sampling this way can lead to an uneven distribution of respondents as it is out of the control of the researcher. Distributing the questionnaire online gave the researcher a better opportunity to gather a large sample. The sample used in the research were 202 people. Using a large sample meant that the research could allow for mistakes made in completion, non-respondents and invalid results that cannot be used. Using a sample of this size ensured that it was not too large which may make the data difficult to analyze but however allowed causal relationships and patterns to be easily seen.

Data Analysis

The quantitative data developed from the research will be analyzed using descriptive and Interpretation statistics and methods. Descriptive statistics are used to explain exactly what the data shows, using bar graphs and the inferential statistics to develop conclusions and meaning from the data using mean.

Questionnaire Design

The questionnaire was designed using the Google Form. For the questionnaire a Likert scale was developed as discussed. A five-point scale was chosen as it meant that two negative options, two positive and a neutral option could be given to the respondents. A five-point scale gives "sufficient discrimination for most purposes and is easily understood by respondents". It was decided that if a seven-point scale was used there would be too much choice for respondents and would also make analysis difficult in terms of seeing causal relationships and patterns. A three-point scale however, would not have provided respondents with enough options to choose between and not provided much

information for analysis. Using an even scale eliminates the neutral mid-point response which can force respondents to decide who would otherwise have chosen a neutral answer.

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A STUDY ON EFFECT OF BRANDING ON CONSUMER PURCHASE DECISION OF DURABLE GOODS

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INTRODUCTION

India is the second largest consumer market in the world. The Indian consumer profile has been developed and changed in terms of education, income, occupation, and reference group and media habits. There is a shift in consumer brand preference for durables products for the past decade with the influx of modern technology. The consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. Products, which were once, considered luxury items have become a necessity because of the changing lifestyle and rising income levels. With growth in disposable incomes, the demand for high-end products such as television, washing machine, refrigerator, and air conditioners has increased considerably. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Increasing in demand for consumer durable in the market the fall in prices as Indian consumers are continue to attach a high degree of importance to value for money. The consumer is brand-conscious, but not necessarily brand-loyal, and might even pick up a reliable private label if it offers good price and quality values. Consumer durable penetration is one of the lowest in India and the untapped potential is evidently enormous. Both manufacturers and traders would be compelled to explore every conceivable method to improve operational efficiencies, in order to achieve substantial and profitable business growth. The Indian consumer durables market has undergone a major transformation since the liberalization process, initiated in 1991. The market size, product penetration, the variety and technology of products sold, have all experienced a quantum leap. Improved product choice and decline in real prices, matched by increased consumer incomes have driven the market growth rate to dizzy heights. Now brands are becoming the most valuable assets that businesses can possess. The marketers are facing lot of challenges: regarding differentiation which do the customers value. Brands in this context are new business warriors. Brands are wealth generators of the twenty first century. Products are not differentiated in the factories, but brands are differentiated in the customers' mind. Brands are capable of transforming mundane products into objects of desire. Accordingly, the number and types of brands it holds determine the market value of a business. Today in a competitive market, the question is about the survival of the company in the market. The answer is survival of companies by branding. The proper strategy of branding planning is needed to achieve revenue, sales, quality and market share. A good strategy differentiates one company's brand from the other competitor's brands. Consumer durables involve any type of product purchased by consumers that is manufactured for long-term use. Durable goods are those which don't wear out quickly, yielding utility over

time rather than at once. Examples of consumer durable goods include electronic equipment, home furnishings and fixtures, photographic equipment, leisure equipment and kitchen appliances. They can be further classified as white goods, either such as refrigerators, washing machines and air conditioners or brown goods such as blenders, cooking ranges and microwaves or consumer electronics such as televisions and DVD players. Such big-ticket items typically continue to be serviceable for three years at least and are characterized by long inter-purchase times. The Indian consumer durables industry has witnessed a considerable change over the last few years. Changing lifestyle and higher disposable income coupled with boom in the real estate and housing industry and a surge in advertising have been instrumental in bringing about a sea change in the consumer behavior pattern. Consumer durables have emerged as one of the fastest growing industries in India. The consumer durable market is expected to become fifth largest consumer durable market in the world, the present consumer market size in India is US\$ 7.3 billion in FY 12 and is expected to double at 14.8 per cent CAGR to reach US\$ 12.5 in FY 15. The Indian consumer durables can be segmented into three groups. India ranks first with 131 index points in the global consumer confidence survey. Around two-third of Indian population is below the age of 35, and nearly 50% are below 25. There are 56 million people in the middle class who are earning \$4,400-\$21,800 a year. Besides the steady growth, changing lifestyles and disposable income resulting in greater affordability have been causing fundamental change in the Indian consumer behavior. A study by PricewaterhouseCoopers (PwC) and Federation of Indian Chambers of Commerce and Industry (FICCI), for the National Manufacturing Competitiveness Council (NMCC), points out that its favorable demographics and untapped market potential, India is emerging as an attractive market for consumer durables. The urban market accounts for the major share (65 percent) of the total revenues in the consumer durables sector in India. Despite the high growth rate, the penetration level of consumer durable categories is still very low relative to the size of the Indian market. The report by RNCOS finds that the penetration level of many appliances was very low. For example, the use of refrigerator stands at around 18%; washing machine 6%; microwave oven about 1% and air conditioner less than 2%. The low penetration of these products unveils a rewarding untapped market. Further, established brands account for less than 10% of the total consumer good market in India.

Concept of Marketing

The term —Marketing‖ suggest different meanings to different people; to some it is shopping, to others it is selling and still others understanding it is the activity undertaken by the companies to make an exchange transaction, accomplish and adding one bring out greater output at a minimum cost. Marketing in its most general definition, — it is the directing of the flow of goods and services from the producer to consumer or users. Marketing research may also be defined as intelligent tool of management or as an investigative arm of marketing manager helpful in planning and controlling marketing operations. Thus, marketing research has a broad area of application, which describes its scope. The main purposes of marketing research to a marketer are planning and control, but one point that must be stressed here that marketer or a marketing manager has always

limitations in terms of resources and time. There may be a number of problems or decisions to face and due to the above limitation only critical problems, areas should be identified and given priorities for the research.

Though branded products are perceived to be costlier than the no branded products, the penetration of branded product is increasing. This enumerated shift makes it imperative that sound understanding of the consumer profile is an urgent need for the marketers. With rising input costs and other environmental factors continuously putting pressure on margins, the competition among the consumer durable brands is building up in India. Effective marketing not only creates new and bigger markets, but also enables the firms to reduce cost, enhance demand and eventually achieve economies of scale. Therefore, it is essential for the marketers to keep a close eye on markets to face new challenges and convert them into meaningful opportunities.

Today the environment is gradually updating in India. An enterprise's marketing behavior should take the consumer as the core. By studying the influencing factors of consumer behaviors, the enterprise can identify the consumer demand, enhance the factors that promote consumer purchasing, and change unfavorable factors, taking the satisfaction of consumer as the start point and ultimate goal of marketing behaviors. Only by providing high- quality products, reasonable prices, and complete services, and satisfying consumers 'material and spiritual needs, can an enterprise earn more consumers, increase market shares, and create special core competences and competitive advantages.

Over the last twenty years the consumer durables industry has become more and more commercialized. Marketing and advertising have targeted the middle to upper income groups that have the disposable income to purchase durable goods and luxury items. An increasing number of market planners find the growing complexity and uncertainty of the environment difficult to cope with. Organizations are continuously facing new equations in their operating environment in every direction. Complex competitive status, venerable demand forecast, varying attitudes towards branded products, existence of too many brands, changing attitude of channel intermediaries and shortening of the product lifecycle, are making marketing decision extremely difficult and risky. To gain a better insight into the structure and drivers of consumer demand in India, marketers need to additionally develop a view of the market by looking at it through the consumer.

Consumer Buying

Behavior The consumer buying behavior can be defined as the way in which consumers or buyers of goods and services tend to react or behave when purchasing products that they like. Buyers tend to exhibit different types of buying behavior when they are in the process of purchasing goods and services and the type of product he/she wants to buy influences the behaviors witnessed. Consumer buying behavior involves a long process where the buyer has to identify the product, study well its features, the pros and the cons and lastly deciding on whether to purchase it or not. Consumer buying behavior would make a certain buyer to purchase product A as opposed to product B or whether to purchase a certain product or leave it alone and all that is as a result of the buying decisions made by the buyer as to whether the product suits his/her needs and requirements. The Consumers of goods and

services may possess different types of consumer buying behavior that are unique to themselves. The buying behavior of consumer A may be different from those of consumer B and the difference may vary buying decision made by a consumer. To understand more on this let us give a definition to each of the different types of consumer buying behavior that are associated with different buyers and consumers of products. Indian consumer durable market is well known by the foreign firms whom coverage foreign products and technology as per preference of Indian consumer.

Consumer Durable Goods

Consumer durable goods refer to various devices used in a household kitchen to reduce manual human labor content, to remove the drudgery in working place, and to make household activities speedy, tidy and enjoyable. There are, in the present day, a large number and a variety of such household appliances like Air conditioners, Refrigerator, Television, Washing machine and, Wet Grinder. To make life more enjoyable and entertaining, people also own audio and video players, home theatres and music systems. The researcher selected durable goods like Air conditioners, Refrigerators, Television, Washing machine and Wet grinder for the present study.

Shopping Pattern of Consumer Durables

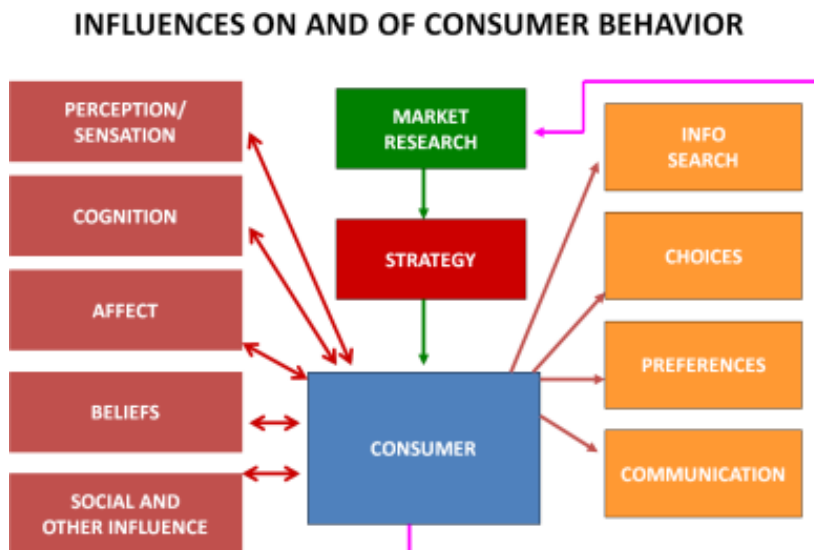
The present world is changing fast. India is no exception. Especially after the opening up of the economy, the pace of change that India and its people are experiencing in their socio-cultural milieu is overwhelming. India, with its wide diversity, offers a fascinating scope to study the host of changes, which developmental activities have brought about in its social and economic framework.

Need Recognition

Need recognition means awareness of a want or a desire. A buying process starts with the need arousal. A need can be activated through internal or external stimuli. The basic needs of a man arise to a particular level and become a drive and he knows from his previous experience. This is a case of Brands are like human beings. They are born, fed and nurtured, made strong and responsible so that they can be faithful friends of the people (customers), form mutually beneficial and satisfying relationships with them and become their companions for life. Such brands, make their parents (organization or corporate) proud of them. The best brands are the ones who help in forming and sustaining strong long-term -parent-brand-people relationships. These brands form the potential for present growth and future expansion. They help the organizations conquer peaks at the time of booms and stay afloat and swim at times of depression. We come across a number of brands in our daily lives. Our morning starts with using a toothpaste (Colgate, Pepsodent or Close-up), using a bathing soap (Lux, Fairglow or Cinthol) and shampoo (Clinic All Clear or Vatika), wearing clothes (Allen Solly, Levi's or Raymonds), breakfast bread (Britannia or Modern) and butter (Amul) or jam (Kissan), lunch and dinner (Nature Fresh or Pillsbury flour and Safal vegetables), morning and evening tea and coffee (Tetley, Nescafe or Bru), going out in a car (Hyundai Santro, Honda Accord or Mercedes Benz). Talking on the cell

phone (Motorola, Nokia, Siemens or Samsung), watching television in the evening (LG, Sony or Philips) or listening to music (Philips or Apple) etc. However, how often do we think of what all a company does to put a positive imprint (fight for a shelf space) in the mind of the customer? Today nearly all the companies are focusing more and more on building strong brands. The concept of brand equity and its management has come to the fore like never before. More and more companies are refocusing on select strong brands. This project is thus a timely study of the importance of brands, what it takes to build them, what benefits do they give to different stakeholders (organization, distributors and customers), how can they be leveraged, what is the impact of modern technology on branding, branding on the web, branding in mergers and acquisitions etc. examples have been given and cases discussed at every suitable point to bring out an application oriented understanding of -building and managing brands.

EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOUR



In order to fully answer this research question, the following objectives have been set:

- Set a valid and sustainable research question in order to achieve a non-bias and accurate understanding on the topic in question;
- Present the key concepts behind branding, its values and its usage in modern day marketing campaigns by reviewing current literature pertaining to the subject matter;
- Determine whether a correlation between consumer identities and perceived brand identities is present;
- Determine the impact of branding on the consumer purchase decision-making process

History of Branding

Brands in the field of marketing, originated in the 19th century with the advent of packaged goods. Industrialization moved the production of many household items, such as soap, from local communities to centralized factories. These factories, generating mass-produced goods, needed to sell their products in a wider market, to a customer base familiar only with local goods. It quickly became apparent that a generic package of soap had difficulty competing with familiar, local products. The packaged goods manufacturers needed to convince the market that the public could place just as much trust in the non-local product. We tend to think of branding as a modern day phenomenon. Certainly, during the late 1990s and the early 2000s, branding emerged as a significant area of emphasis not only for companies and their products, but also for municipalities, universities, other non-profit organizations and even individuals. Branding became ubiquitous. Many of us also know that Proctor & Gamble and other consumer product companies began branding their products in earnest in the mid-to-late 1800s. But more interesting to me is how far back in time branding goes. For instance, companies that sold patented medicines and tobacco began branding their products as early as the early 1800s. Around the same time, some fraternities and sororities branded their pledges (literally) during initiation rites as a form of identification and bonding, a practice that has long since been identified as hazing and therefore abandoned. That is still recent history -- relatively. Between the 1600s and 1800s, criminals were branded (again literally) as a form of punishment and identification. For instance, in England, they branded an S on a person's cheek, while in France; they branded a fleur de lis on the shoulder. As repugnant as it may be to us today, slaves were also branded roughly during the same time to connote ownership. In the 1200s, England required bread makers, goldsmiths and silversmiths to put their marks on goods, primarily to insure honesty in measurement. In the Medieval times, printers also used marks as did paper makers (watermarks) and various other craft guilds. However, branding goes back even further. As far back as 1300 BC, potter's marks were used on pottery and porcelain in China, Greece, Rome and India. Branding of cattle and livestock go back as far as 2000 BC. In addition, archaeologists have found evidence of advertising among Babylonians dating back to 3000 BC. So, how far back does branding go? At least 5000 years. What is more interesting to me are underlying needs from which branding originated: to insure honesty, provide quality assurance, identify source or ownership, hold producers responsible, differentiate, as a form of identification and to create emotional bonding. Interestingly, people value brands for many other same reasons today. Clearly, history provides some insight and perspective on modern day branding.

Importance of Branding Principle of branding

A set of related products that are manufactured by a company and are sold as a family of products under the marquee or banner of a brand have a certain recognition and a place of respect within that very market. Branding the product thus, is a means of

creation of identification and recognition in the market. It is not just a process of getting a trademark and logo, but it is a process of evolving as a well-reputed name on the market and field. A very well known brand that has become the identity of the market itself is the office equipment manufacturer 'Xerox'. Though it is a company's name, the act of photocopying is termed as 'Xeroxing'.

Importance of Branding in Business

From the point of view of a business, the process of branding involves making of a trademark and a good name. A registered trademark and a name ensure individuality and uniqueness of a particular product or family of products. The lawful registration of the trademark means that any competitor cannot copy any of the elements and names of the products. Branding can be done for anything that can be promoted in the consumer's market, may it be a simple label, a family of products or an umbrella brand. People can also have a personal brand. The primary advantage of branding is that it is safeguarded from unlawful activities and at the same time, it is a way of developing a good reputation in the market. Often you might see some new product carry the tag that says 'from the makers of ...brand', well this is another advantage of branding. When a business who owns an already famous brand wants to launch a new brand in the market, they can use the pre-earned goodwill and reputation for the new launch. The advantage is that, people are bound to purchase the new products out of curiosity.

Importance of Branding in Marketing

Marketing primarily involves the study of demand in a market and creating a response in the form of supply. In the field of marketing, the brand name plays an important role as it helps the people to promote the brand name and its merits quite easily. Apart from that, it also becomes possible for the marketing people to generate intelligence information about the brand's popularity and what people exactly want from the brand owning company. Because of a brand loyal group of consumers, it also becomes easier for the marketing department to assess regular and promised demand. Apart from that, schemes such as gifts and discounts often boost the sales, as the brand is an important icon of the market. Importance of Branding in Advertising is often considered a part of marketing however; branding a particular product helps the advertisers to provide catchy logos and advertisements. As a brand name can never be copied, advertisers face lesser heat from unauthenticated advertisements, effectively, their advertisement creation gets protected. Apart from that, advertisers can initiate fearless and independent advertising as due to the process of branding, the consumers are already well aware of the product, its identity and nature. In short, the importance of branding can be summed up in simple words 'successful branding is a process that generates revenue that cannot be counted, it creates a reputation that is felt not seen, and it is an asset that one cannot show on a balance sheet.'

The Competitive Advantage of Brand Loyalty

There is a palpable correlation between the efficient branding of a product or service, and the display of brand loyalty in consumer purchasing patterns. In this instance, loyalty is defined as a –deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same- brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior". Brand loyalty is a direct consequence of the ability to better satisfy the desires of a customer that main competitors do. It now becomes clear that a modern day marketer's principal objective is to build sustainable forms of loyalty between a company and its consumers, instead of focusing solely on the individual sale of products.

Brand Loyalty

It is the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image, or level of quality at the right price. Consumer behavior is habitual because habits are safe and familiar. In order to create brand loyalty, advertisers must break consumer habits, help them acquire new habits, and reinforce those habits by reminding consumers of the value of their purchase and encourage them to continue purchasing those products in the future. The image surrounding a company's brand is the principal source of its competitive advantage and is therefore a valuable strategic asset. Unfortunately, many companies are not adept at disseminating a strong, clear message that not only distinguishes their brand from the competitors', but distinguishes it in a memorable and positive manner. The challenge for all brands is to avoid the pitfalls of portraying a muddled or negative image, and instead, create a broad brand vision or identity that recognizes a brand as something greater than a set of attributes that can be imitated or surpassed. In fact, a company should view its brand to be not just a product or service, but as an overall brand image that defines a company's philosophies. A brand needs more than identity; it needs a personality. Just like a person without attention-grabbing characteristics, a brand with no personality can easily be passed right over. A strong symbol or company logo can also help to generate brand loyalty by making it quickly identifiable.

Understanding Consumer Buying Behavior



Definition - Consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or service. Consumer behavior involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, socio psychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general. Buyer behavior has two aspects: the final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone.

Factors Effecting Consumer Buying Behavior

Consumer buying behavior is influenced by the major three factors:

1. Social Factors

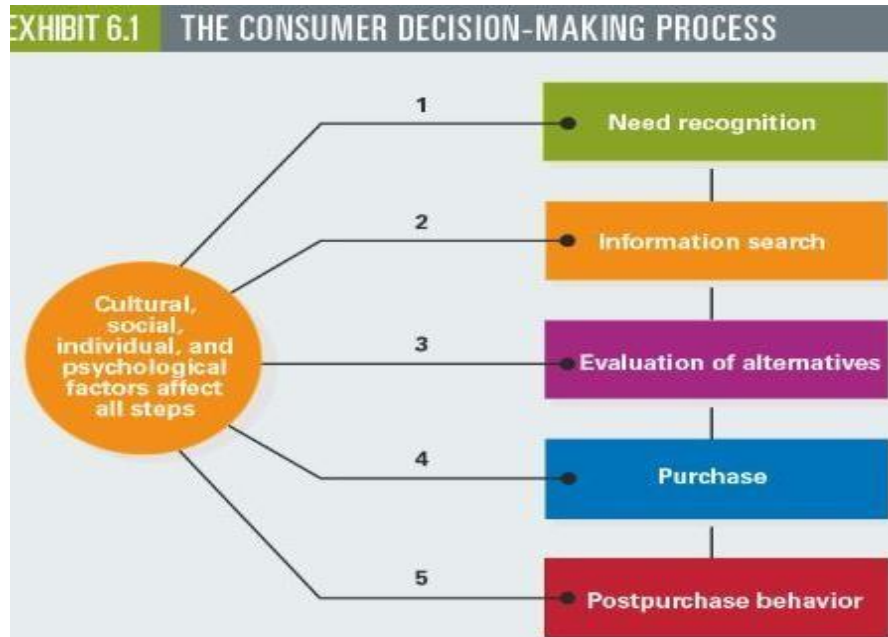
2. Psychological Factors

3. Personal Factors.

1. Social Factors Social factors refer to forces that other people exert and which affect consumers' purchase behavior. These social factors can include culture and subculture, roles and family, social class and reference groups.

2. Psychological Factors These are internal to an individual and generate forces within that influence her/his purchase behavior. The major forces include motives, perception, learning, attitude and personality.

3. Personal Factors These include those aspects that are unique to a person and influence purchase behavior. These factors include demographic factors, lifestyle, and situational factors.



Consumer Buying Decision Process

Consumer buying decision process is the processes undertaken by consumer about a potential market transaction before, during and after the purchase of a product or service. Consumer decision-making process generally involves five stages:

- **Problem Recognition**

Purchase decision-making process begins when a buyer becomes aware of an unsatisfied need or problem. This is the vital stage in buying decision process, because without recognizing the need or want, an individual would not seek to buy goods or service.

- **Information Search**

After the consumer has recognized the need, he / she will try to find the means to solve that need. First he will recall how he used to solve such kind of a problem in the past, this is called nominal decision making. Secondly, a consumer will try to solve the problem by asking a friend or goes to the market to seek advice for which product will best serve his need, this is called limited decision making.

- **Alternatives Evaluation**

Consumers' evaluates criteria refer to various dimension; features, characteristics and benefits that a consumer desires to solve a certain problem. Product features and its benefit is what influence consumer to prefer that particular product. The consumer will decide which product to buy from a set of alternative products depending on each

unique feature that the product offers and the benefit he / she can get out of that feature.

- **Purchase Action**

This stage involves selection of brand and the retail outlet to purchase such a product. Retail outlet image and its location are important. Consumer usually prefers a nearby retail outlet for minor shopping and they can willingly go to a far away store when they purchase items which are of higher values and which involve higher sensitive purchase decision. After selecting where to buy and what to buy, the consumer completes the final step of transaction by either cash or credit.

- **Post-Purchase Actions**

Consumer favorable post-purchase evaluation leads to satisfaction. Satisfaction with the purchase is basically a function of the initial performance level expectation and perceived performance relative to those expectations. Consumer tends to evaluate their wisdom on the purchase of that particular product. This can result to consumer experiencing post purchase dissatisfaction. If the consumer's perceived performance level is below expectation and fail to meet satisfaction this will eventually cause dissatisfaction, and so the brand and/ or the outlet will not be considered by the consumer in the future purchases. This might cause the consumer to initiate complaint behavior and spread negative word-of-mouth concerning that product.

Impact on Consumers' Perception of Brands

One may refer to Foxall (1980), where Engel defines perception as —the process whereby stimuli are received and interpreted by the individual and translated into a response. At this point, it is important to note that this process is unique to each individual, as perception is highly dependent on a consumer's individual beliefs structure. Perception is crucial in the decision-making process. In a market where branding is used, products are no longer only purchased for their functional characteristics, but primarily for the social or in some cases, psychological identity they express. Building on these concepts, One can elaborate on these concepts by outlining two determinants that influence a consumer's perception of brands. These two factors are stimulus discrimination and stimulus generalization. Whether a consumer has the ability to —discriminate between the various methods used to stimulate a consumer? When a customer is introduced to a brand, whether this is done via advertising, packaging, word of mouth marketing or any other form of stimuli that affected them during their decision-making process, their levels of awareness of the brand will gradually increase via their ability to learn. Once their level of brand awareness has increased, their purchase decision-making process will be influenced by their perception of the brand in question. The perception of brands is crucial to both the marketer and the customer. If one considers that frequency of purchases varies from consumer to consumer, one can understand that the influence of perception is vital. By providing relevant information for the consumer market, marketers enable the creation of symbolic links between the consumer and the brand image. Thus, consumers will have the relevant tools needed to distinguish between the brands on offer and therefore be persuaded in their selection. In the event that a consumer is a new user with no product experience,

he or she will not be able to make relevant decisions based on the actual product. Thus, the brand image again, becomes vital in directing the consumer to a specific product. In order to better understand the relevance of branding on the consumer purchase decision-making process, four key factors that are responsible for directing a potential consumer towards a particular brand are referred. Perceived Quality In time, consumer will have faith in a brand's integrity via their perceived quality of the brand in question Building Excellent Service When a company implements excellent after service sales, this endorses the perceived quality of the brand and facilitates activities in the pre and post purchase moments of the decision-making process. As discussed previously, this is key in the creation of loyal customers Standing Out in the Consumer's By striving to differentiate one's brand from another, companies hope to become embedded in the user's culture and mind. This is the most effective way to insure consumers positively perceive the brand and product. This eventually leads to extremes forms of competitive advantage Investing in Differential Markets When one seeks to establish a brand, it is essential to select a market in which it is possible to create differentiation. Otherwise, the concepts of branding will not be possible. Brands have a large impact on the perceived risks consumers associate with the consumer purchase decision-making process. There to be six risks that are perceived by consumers during all aspects of the decision-making process and further outlines how brands can appease the consumer's mind in regards to these perceived risks. The first perceived risk a consumer might encounter is one of a functional nature. The consumer might worry whether the product will meet his or her expectations. In the creation of a trustworthy brand, marketers seek to raise the level of perceived quality in order to specifically address this risk. Consumer might also perceive a physical and/or psychological risk that might dissuade them from continuing the purchasing decision-making process. A fourth possible risk that might be perceived by the consumer is one of an economic nature. Price sensitive consumers will question whether the product is in fact properly valued at the quoted asking price. Again, marketers will strive to counter this by highlighting the perceived value of a product in the branding process. If properly done, consumer can become price insensitive by forming a strong bond to a brand and therefore isolating him or herself from competitors. Socially speaking, a fifth risk a consumer might perceived to be detrimental to the buying process is whether his or her selection of a brand will cause embarrassment in a social setting, amongst his or her peers. Marketers address this issue in the creation of the brand image. By emulating current market trends and fashions, marketers strive to identify and differentiate their products as being the selected choice of revered people. . Yet another economic risk consumer might consider, is the opportunity cost of seeking out alternative products, and should the selected one fail to satisfy their needs and wants. Reflected in a loyal consumer base, is a brands ability to deliver on the satisfaction guarantee. Thus, one can understand that branding is the key in addressing this issue in the consumer's mind.

Impact on Consumers' Attitudes towards Brands

An attitude can be considered either positive or negative, depending on the outcome of their learning and evaluating process. The evaluation of consumer attitudes towards brands has quickly become a major part in conducting marketing research. The development of positive attitudes towards brands can lead to not only the sustaining of competitive advantage, but in the bettering of the financial health of a company. Branding has been found to be a key in formation of positive attitudes towards products, especially those involving low- levels of consumer involvement. However, it has been noted that there are factors that might negate the effects of the formation of positive attitudes. One being that the effects of positive attitudes can dissipate should the consumer not purchase the product within a certain time frame. Another factor that might negate the effects of positive attitudes might be an overtly high pricing policy, which might have a contrary effect to the consumer's positive attitudes towards the brand and result in a non sale. In considering attitudes towards brands, one must ponder whether these attitudes all remain at a conscious level, or whether branding can instigate attitudes at a sub-conscious level. Sigmund Freud's theory that individuals are rarely aware of how their own psychology shapes their visual behavioral patterns which suggests that at an unconscious level, consumer might have beliefs that shape their attitudes towards products. By acknowledging Freud's theories, one can conclude that branding can be used to target sub-conscious desires that rest at a primal level.

Positioning Various authors have given different definition of Positioning.

Some are:- Beckman, Kurtz, Boone —Product positioning refers to the consumer's perception of a product's attribute, use, quality & advantages & disadvantages in relation to competing brands. Berkowitz, Kerlin, Rudelius —Product positioning refers to the place an offering occupies in the consumer's mind on important attributes relative to competitive offerings.

Usefulness of Positioning

As competition intensifies & brands proliferate, consumers tend to differentiate brands in their own way. Positioning is a conscious attempt on the part of the marketer to accentuate this natural tendency & in the process, impart a distinct identity to his own brand to make it stand out among the competitors. The basis on which this differentiation is achieved reflects consumer preferences or attitudes. The marketer, through his diverse & coordinated actions, tries to influence this process. The concept of positioning is also important in various other aspects of the marketing strategy. Once one is clear about the position one wants, the other marketing decisions like product design, packaging, pricing, method of distribution, etc., become clearer.

Brand Positioning It should be remembered that positioning is more a reflection of a product and that it stifles the rich meaning of the brand without taking into account all its potentialities. Positioning applies to the process of emphasizing the brand's distinctive and motivating attributes in the light of competition.

Product positioning is invariably done in relation to various competitive offerings. In most cases, the consumers have a tendency to judge a product in comparison to the dominant brand, e.g., all photocopiers are compared with Modi Xerox, all PCs with HCL, toothpastes with Colgate & so on. Leading brand enjoys some edge over others.

The Consumer: - It should be reiterated that positioning is essentially based on consumer perception rather than factual evaluation. Hence, it becomes necessary to examine how the consumer views a product. Here, it becomes necessary to examine how the consumer views a product. Here, the consumer's self-perception comes into play along with his cognitive & connotative factor.

LITERATURE REVIEW

BRAND

The word -Brandl owes its origin to the Norwegian word -brandl, which means to burn. Farmers used to put some identification mark on the body of the livestock to distinguish their possession. Products are what companies make, but customers buy brands. Therefore, marketers resorted to branding in order to distinguish their offerings from similar products and services provided by their competitors. Additionally, it carries an inherent assurance to the customers that the quality of a purchase will be similar to earlier purchases of the same brand. A brand is a name, term, sign, symbol or design or a combination of one seller or a group of sellers and to differentiate them from those of competitors. BRANDING Branding is a process, a tool, a strategy and an orientation.

Branding is the process by which a marketer tries to build long-term relationship with the customers by learning their needs and wants so that the offering (brand) could satisfy their mutual aspirations. Branding can be used as a differentiation strategy when the product cannot be easily distinguished in terms of tangible features (which invariably happens in case of many services, durables etc.) or in products which are perceived as a commodity (e.g. cement, fertilizers, salt, potato chips etc.). Brand building is a conscious customer satisfaction orientation process. The brand owner tries to retain customers to its fold over their competitors by a mix of hardware software because when a customer feels satisfied he / she develop a kind of loyalty for the same.

Kotler- (1999) Expands on the concept of identity by stating that a brand is capable of conveying up to six different levels of meaning to a targeted audience. This is known as the -Six Dimensions of The Brandl 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 From the consumers' perspective, brand names are as fundamental as the product itself in the sense that they simplify

the purchasing process, guarantee quality and at times, form as a basis of self-expression. Hence, should a company market a brand name as nothing more than –just a name!; it would be missing the entire purpose of product branding. The challenge lies in developing a deep set of meanings for the brand. Once a target market segment can visualize all six dimensions of the brand, it will have established a strong rapport within the consumers purchase decision-making process.

Sudarshan R. and Sridhar

(2013) have conducted —Impact of Consumer Involvement of Buying Decision - A Conceptual Frame-Work. Consumer involvement refers to the intensity of interest with which consumers approach the market place. It is related to the consumers' values and self-concept, which influence the degree of personal importance ascribed to a product, or situation consumer involvement varies Krishna across different individuals, product, brands and situations.

Alet C. Erasmus, Meriam M.

(2012) has focused on the —The Paradox of Progress: Inexperienced Consumers' Choice of Major Household Appliances. The results supported the initial notion that limited consumer socialization may result in, and even necessitate inexperienced consumers' reliance on surrogate indicators of quality, such as price, brand name and store image, as compensation for lack of appropriate product knowledge unfortunately the use of surrogate indicators of quality does not necessarily imply informed, responsible buyer behaviour.

James U. Mcneal, Chyon-Yeh,

(2016) have searched that examining —Tolerance for Unethical Consumer Behaviour Provides a Key Insight to how People Behave as Consumers Worldwidel. In this study, consumer reactions to unethical consumer behaviour scenarios are investigated using sample data from Austria, Brunei, France, Hong Kong, the UK, and the USA. Nationality is found to be a significant predictor of how consumers view various questionable behaviours. Gender is not a significant predictor, while age and religious affiliation are found to be significant predictors of consumer ethical perceptions.

Christopher P. Blocker, Daniel J. Flint,

(2007) has analyzed that —The Relationship between Satisfaction, Loyalty and Buying Intention Perceived by Spanish Consumers. Scale development was based on the review of the most relevant literature regarding food marketing and agribusiness. Data were collected through a structured questionnaire. A structural equations model was applied to analyze the relationships among consumer satisfaction, loyalty and buying intention. The results show that a higher satisfaction leads to greater levels of loyalty and buying intention of the consumers. Consumer behavior is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. Knowledge of consumer

behavior directly affects marketing strategy. This is because of the marketing concept, i. e., the idea that firms exist to satisfy customer needs. Firms can satisfy those needs only to the extent that they understand their customers. For this reason, marketing strategies must incorporate knowledge of consumer behavior into every facet of a strategic marketing plan. Market may be effectively segmented through statistical analysis of brand preference and selection. Single brand preference can be regarded as a measure of loyalty, which also provides valuable information for customer management and worker segmentation. The concept of consumer satisfaction occupies a central position in marketing thought and practice. Satisfaction is a major outcome of marketing activity and serves to link processes culminating in purchase and consumption with post purchase phenomena such as attitude change, repeat purchase and brand loyalty. The centrality of the concept is reflected by its inclusion in the marketing concept that profits are generated through the satisfaction of consumer needs and wants. The need to translate the philosophical statement of the marketing concept into pragmatic operational guidelines has directed attention to the development and measurement of consumer satisfaction. In the early 1970s consumer satisfaction began to emerge as a legitimate field of inquiry. The US Department of Agriculture's Index of Consumer Satisfaction was the first study to report direct information on consumer satisfaction to policy makers.

Both Olshavsky and Miller and Anderson

It examined disconfirmed expectancies and their influence on product performance rating. The customer value concept holds that customers buy what creates the most value for them. It has also been defined as an emotional bond created between a customer and a supplier. A precondition for this bond to be established is that the product be able to meet or exceed customer's expectations. Customers can be delighted if the supplier is able to improve its performance continuously. Performance refers to how well the product does what it is supposed to do. For example, for microwave ovens, good performance involves how well the product cooks and defrosts food. Whereas for cameras, good performance involves how well the product takes pictures. For some complex consumer durables, such as automobiles, the performance dimension may itself be multidimensional. For example, for automobiles, performance involves power, safety, and comfort. To achieve high performance quality, a product must perform well and it must do so consistently. This consistency can be referred to as reliability or dependability. Thus, it is not enough that a lawn mower can start easily; it must do so every time.

The diffusion of innovation can be traced as by Rogers

In order to the beginning of this century and has included investigations of the diffusion of new products, processes and organization practices. Towards the middle of this century, this body of work came to be dominated by the epidemic model of diffusion, represented by the logistic equation and now familiar S-curve. The S-shaped curve has remained one of the central 'stylized facts' of much of the subsequent work. Another characteristic of much of the innovation diffusion has been the attention paid to the adoption of technologies between firms, ignoring the diffusion of consumer goods. Companies are adopting emerging disruptive technologies like social media, mobility,

cloud and data. Combination and convergence of these technologies is leading to the emergence of new products and solutions offering. With the multiplying smart devices, instant connectivity and massive growth of social media, customers today demand real time communication and consistent experience across channels. Companies are leveraging disruptive technologies to not just meet these changed expectations, but also to innovate and present cutting-edge products and solutions.

Deneckere and de Palma

To develop a model of a vertically differentiated durable goods duopoly. In the version of their model with endogenous quality choice it is difficult for the low quality firm to soften competition by lowering the quality of its product. This leads to less vertical differentiation than would arise in a market for nondurable goods. Whereas redefining the customer satisfaction Zeithaml et al. emphatically mentioned that companies should first examine the impact of service quality on customers' responses by asking them the following questions: What is the level of quality a supplier must deliver in order to keep the customer; what would encourage the customer to recommend the supplier; what factors would reduce the likelihood of a customer spreading negative word-of-mouth; and should the supplier focus on proactive service improvements or on complaint handling in order to keep the customer. Before the shift in focus towards brands and the brand building process, brands were just another step in the whole process of marketing to sell products. "For a long time, the brand has been treated in an off-hand fashion as a part of the product". According to Keller Brand awareness consists of brand recognition -the consumer's ability to confirm prior exposure to the brand when given a brand as a cue and brand recall -the consumer's ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or a purchase or usage situation as cue. On the other hand, brand image is created by marketing programs that link strong, favorable, and unique associations to the brand in the memory. These associations are not only controlled by the marketing program, but also through direct experience, brand information, word of mouth, assumptions of the brand itself -name, logo-, or with the brand's identification with a certain company, country, distribution channel, person, place or event. The extant research on multi-generational durables such as software, computer chips, etc. assumes that the firm faces very high development costs and very low marginal costs. In such markets, firms usually practice skim pricing (e.g. [19]). By setting initial prices high and reducing them later, the firm maximize profits via price discrimination. However, in such markets, some consumers learn the patterns of price changes over time and build expectations about future price reductions. Some forward-looking consumers may delay purchasing and wait for the price to fall. The composition of the market with regard to the number of consumers who will purchase immediately versus waiting has an important impact of the firm's pricing over time. **Aakar David and Joachimsthaler**

He mention that within the traditional branding model the goal was to build brand image; a tactical element that drives short-term results. Four factors combine in the mind of the consumer to determine the perceived value of the brand: brand awareness; the level of perceived quality compared to competitors; the level of confidence, of significance, of empathy, of liking; and the richness and attractiveness of the images

conjured up by the brand. The most studied issues in the field of consumer behavior. In general, researchers agree that the concept of consumer satisfaction/ dissatisfaction refers to an emotional response to an evaluation of a product, store or service consumption experience. Satisfaction can be thought of as a feeling of -delight and dissatisfaction a feeling of -disappointment. Positive feelings of satisfaction can have positive effects on word of mouth behavior. Pleased consumers contact the company with positive feedback, spread the -good news among friends and acquaintances, or decide to repurchase and /or remain loyal. In general however, such positive consumer actions have received less attention from researchers (and, apparently, marketers) than the seemingly more urgent negative reactions. Sarah Cook in his work *Customer Care Excellence: How to Create an Effective Customer Focus*, 5th Edition: stated as customers begin to experience a better service their expectations rise. Furthermore, the service experienced is transferable in the mind of the customer. The customer makes conscious and unconscious comparisons between different service experiences – irrespective of industry sector *Branding's Influence on Consumer Purchasing Behavior*. The preceding section of this literature reviewed has sought to define the term branding and explain its functions and values as an instrumental marketing tool used in attaining differential and competitive advantage. The following section of this literature review will seek to enlighten the impact branding has on the consumer decision-making process. First however, one must gain clear insight into the definition of consumer buying behavior in order to understand the impact branding has on it. In defining -consumer buying behavior, one may refer to Assael (1987) who distinguishes four types of consumer buying behaviors. He bases these four consumer types on the varying degrees of involvement and the degree of differentiation amongst the brands in question. Consumers who are described as displaying complex buying behavior will expand their beliefs regarding a particular product as a starting point. This stage will eventually lead them to develop positive attitudes regarding the product. These intermediary stages lead them to the final stage of their behavioral pattern, where they consciously make the choice of purchasing the product. Referring to the Assael's model; one will notice this type of consumer engages in highly involved purchasing experiences being fully aware of the range of brands available and their levels of differentiation. History of Branding Brands in the field of marketing, originated in the 19th century with the advent of packaged goods. Industrialization moved the production of many household items, such as soap, from local communities to centralized factories. These factories, generating mass-produced goods, needed to sell their products in a wider market, to a customer base familiar only with local goods. It quickly became apparent that a generic package of soap had difficulty competing with familiar, local products. The packaged goods manufacturers needed to convince the market that the public could place just as much trust in the non-local product. The manufacturers wanted their products to appear and feel as familiar as the local farmers' produce. From there, with the help of advertising, manufacturers quickly learned to associate other kinds of brand values, such as youthfulness, fun or luxury, with their products. This kick started the practice we now know as "branding". We tend to think of branding as a modern day phenomenon. Certainly, during the late 1990s and the early 2000s, branding emerged as a significant area of emphasis not only for companies and their products, but also for municipalities,

universities, other non-profit organizations and even individuals. Branding became ubiquitous. Many of us also know that Procter & Gamble and other consumer product companies began branding their products in earnest in the mid-to-late 1800s. But more interesting to me is how far back in time branding goes. For instance, companies that sold patented medicines and tobacco began branding their products as early as the early 1800s. Around the same time, some fraternities and sororities branded their pledges (literally) during initiation rites as a form of identification and bonding, a practice that has long since been identified as hazing and therefore abandoned. But that is still recent history -- relatively. Between the 1600s and 1800s, criminals were branded (again literally) as a form of punishment and identification. For instance, in England, they branded an S on a person's cheek, while in France; they branded a fleur de lis on the shoulder. As repugnant as it may be to us today, slaves were also branded roughly during the same time period to connote ownership. In the 1200s, England required bread makers, goldsmiths and silversmiths to put their marks on goods, primarily to insure honesty in measurement. In the Medieval times, printers also used marks as did paper makers (watermarks) and various other craft guilds. But branding goes back even further. As far back as 1300 BC, potter's marks were used on pottery and porcelain in China, Greece, Rome and India. Branding of cattle and livestock go back as far as 2000 BC. And archaeologists have found evidence of advertising among Babylonians dating back to 3000 BC. So, how far back does branding go? At least 5000 years.

What is more interesting to me are underlying needs from which branding originated: to insure honesty, provide quality assurance, identify source or ownership, hold producers responsible, differentiate, as a form of identification and to create emotional bonding. Interestingly, people value brands for many other same reasons today. Clearly, history provides some insight and perspective on modern day branding. Branding in Today's Markets A central function of branding is the facilitation of the consumer choice process. Due to the complexity of having to select a product amongst thousands of similar offerings, consumers will instinctively attempt to simplify their choice process by selecting brands that have satisfied them in the past. Thus, one can conclude that pleasant past experiences is highly conducive to consumers associating benefits to a brand. One can conclude that a central function of branding is its ability to negate the need for a consumer to seek out information when a need or a want has been recognized, but rather, lead him to a brand that has been satisfying in the past. One must acknowledge however, that frequent purchasing of a brand cannot always be linked to previous experiences, but can alternatively be formed by embedded perceptions. A consumer might strongly favour a brand with no prior purchasing experience. This type of consumer behavior is based on stimulus provided by direct exposure to advertising campaigns, a company's PR efforts or even a high concentration of local distribution in an area that is in close proximity to a consumer. In terms of companies' views on branding, it can induce the natural differentiation of their offerings, which ultimately, will produce a state of competitive advantage. Differentiation can only allow for competitive advantage if the cost of differentiating is significantly lower than the revenue earned by the sales. Differential advantage allows companies to showcase their offer in respects to other competitors in the same marketplace.

Branding's Influence on Consumer Purchasing Behavior The preceding section of this literature reviewed has sought to define the term branding and explain its functions and values as an instrumental marketing tool used in attaining differential and competitive advantage. The following section of this literature review will seek to enlighten the impact branding has on the consumer decision-making process. First however, one must gain clear insight into the definition of consumer buying behavior in order to understand the impact branding has on it. In defining –consumer buying behavior, one may refer to Assael (1987) who distinguishes four types of consumer buying behaviors. He bases these four consumer types on the varying degrees of involvement and the degree of differentiation amongst the brands in question. Consumers who are described as displaying complex buying behavior will expand their beliefs regarding a particular product as a starting point. This stage will eventually lead them to develop positive attitudes regarding the product. These intermediary stages lead them to the final stage of their behavioral pattern, where they consciously make the choice of purchasing the product. Referring to the Assael's model; one will notice this type of consumer engages in highly involved purchasing experiences being fully aware of the range of brands available and their levels of differentiation.

Assael (1987) classifies consumer who exhibit Dissonance-reducing behavior as consumer who are highly involved in the purchasing experience, however see few differences between brands. For this reason, the consumer will seek information on the differentiation of the product offerings and will not be particularly price sensitive when seeking functionality. In the event that this consumer finds him or herself in a market that displays low levels of differentiation, the consumer might result to purchasing influenced by convenience. Like consumers who display complex buying behavior, consumers with dissonance-reducing behavior will seek to establish personal beliefs regarding the product. If fostered adequately, these beliefs will eventually transform into attitudes regarding the product offerings. These attitudes, if favourable, will lead to a thoughtful purchase. Assael (1987) considered consumers displaying habitual buying behavior as consumers who did not experience the same sequence as the previous two behavioral types. Instead of basing their decision-making process on seeking product information pertaining to functionality or characteristics, this type of consumer will purchase based on information gathered passively, via the company's promotional efforts, by it through the medium of television, radio or print advertising. This behavioral type, as can be seen on Assael's (1987) model, with low-level involvement products. Differentiating this consumer type is the fact that they being the process with beliefs already embedded in their mind, which they have learnt passively, rather than actively. Variety-seekers are the last behavioral type contained in Assael's (1987) model. Their typical buying situation is summarized by low-level involvement in a market that displays high levels of product differentiation. Common to this type of consumer, is –brand switching, in order to satisfy their need for diversification. In order to fully ascertain the effects that branding has on the consumer decision making process, the Howard- Sheth Decision-making model by Howard and Sheth (1969) is used that explains not only the process of consumer decision-making during purchasing activities, but one that facilitates the understanding of pre and post purchasing activities as well. The model's core assumption lies in that the key to determining behavior exhibited by consumers is to fully understand the consumer

thought process. The Howard-Sheth model illustrates that cognitive decision-making is the process in which consumers mentally process information that influences his or her selection of brands.

2.3.1 Impact on The Consumer Learning Process

At its most basic definition, one can define the consumer learning process as being a time period in which a customer is heavily exposed to the branding process of a product or service. The branding process can include any aspect of the promotional strategy, including audio/visual forms of promotion. By learning from this information, whether it is a conscious process or not, the consumer will develop strong feelings towards a brand. For marketers, branding has a vital effect on the learning process, because it is self-growing. Once consumers start to purchase product, others will vicariously learn from them. Vicarious learning is when consumers begin to copy the behavioral patterns of their peers by making changes in their own lives to reflect what they have –vicariously/ learnt

In searching for a more academic view on consumer learning, one can understand the process as modifications to a consumer's behavioral patterns that are the direct consequence of either past experiences or information gathered during all aspects of the purchase decision-making process. These modifications are caused by information that has essentially been saved as a set of meaningful associations in the consumer's mind. These above-mentioned associations provide the consumer with link to the brand image of offerings in respects to the promotional tools used to further this brand image. These tools include both physical characteristics of the product as well as pricing policies. All the elements that are retained by the consumer stem from what they have been exposed to during their individual learning process. This is ultimately, what will shape their views and attitudes in regards to brands. It has been found that the learning process discussed above acts as a catalyst in creating emotional and evaluating responses. These responses are embedded in the consumer's memory span, which will be recalled when faced with a purchase decision-making process. Thus, understanding the learning process is the key to marketers who seek to efficiently use promotional methods to influence consumers, because the imprints they create in the mind of consumer will later on be recalled when selecting a product or brand.

Brand loyalty is the main strategy used by commercial organizations (Ong et al. 2016). Brand loyalty has been a debatable topic among marketers and researchers recently (Huang and Cai 2015). It is crucial to note that brand loyalty can be studied in various angles (Hameed 2013; Parker 2012). Brand loyalty is a commitment that is deeply held to consistently rebuy or re-patronize a service or preferred product in the future in spite of situational impacts and marketing efforts that gain the potential to create switching behavior (Oliver 1997). Scholars identified two dimensions of brand loyalty: behavioral and attitudinal loyalty (Aaker 1991; Dick and Basu 1994; Jacoby and Kyner 1973; Keller 1993; Oliver 1999; Zeithaml et al. 1996). Behavioral loyalty is the behavioral dimensions of the procurement procedure which includes repetitive buying behavior and continuation of this behavior (Rundle-Thiele and Mackay 2001). Attitudinal loyalty, on the other hand, refers to a specific commitment to the brand and the intention to re-purchase. It is the tendency to be loyal to a focal brand, which is proved by the intention to purchase the brand as the main choice (Yoo and Donthu 2001). It might be viewed as an emotional attachment to the brand entity (Fournier 1998). The loyalty can be measured by three different indicators as opined by Oliver (1999). These include: (a) purchase repetition from the organization, (b) purchasing

the available brand between others, and (c) motivating others to acquire the brand and use it. Loyalty has always been significant because it saves the cost of marketing using diffusion word-of-mouth (Keller 1993). Recently, several studies on loyalty have been conducted from the viewpoint of commercial settings. The majority of them have identified several predictors of loyalty in different settings with mixed results (Alkhawaldeh et al. 2017; Alkhawaldeh et al. 2016b; Chen and Tseng 2010; Huang and Cai 2015; Loureiro 2014; Boohence and Agyapong 2010; Sharma et al. 2013; Choi et al. 2011; Hameed 2013; Iqbal et al. 2013; Omar et al. 2013; Moolla and Bisschoff 2012). It should be noted that the majority of studies were conducted in the non-Arab countries. Brand awareness is a driver of brand choice (Valavi 2014). Brand awareness is the ability for a buyer to recall or recognize that a brand is a member of a certain product category. It has a hierarchy which is divided into four levels from -being unaware of the brand to -the top of mind, and each stage needs a different type of recall test (Aaker 1991). Brand awareness is categorized into two aspects, namely, brand recognition and brand recall (Keller 1993). Brand recognition is the overall level of familiarity with a specific brand. Recognition of a brand name is an essential part of brand awareness (Davis et al. 2009). On the other hand, brand recall means remembering the brand name in association with a similar brand group. Brand awareness also refers to one's level of acquaintance with a brand or the strength of presence of a brand in the mind of the consumer (Aaker 1996). In a similar vein, awareness can be seen as the extent to which consumers ponder of a brand when a provided product category is stated (i.e., a top-of-the-mind awareness) (Netemeyer et al. 2004). Creating brand awareness is the first step towards building a brand (Buil et al. 2013). A brand with a strong brand recall can impact a person's choice within a service and product category (Kimpakorn and Tocquer 2010). Scholars also affirmed that brand awareness is the key prerequisite of brand loyalty (Pappu et al. 2006; Tan et al. 2012). Future brand decisions are positively affected by a strong brand presence (Kim et al. 2008). In a nutshell, brand awareness has been examined in human behavior studies (Bianchi and Pike 2010; Hsu et al. 2011; Huang and Cai 2015). Most models of it argue that awareness is a first and necessary but insufficient step for choosing the brand (Kim and Kim 2005). This research aims to test the direct relationships between brand awareness and brand loyalty. The findings on brand awareness and brand loyalty are mixed. Brand awareness is seen as critical in customer purchase goal (Valavi 2014) but some studies however found no significant effect of brand equity (i.e., awareness) on loyalty (Ramaseshan et al. 2013). Brand awareness indirectly affected current purchases. Besides, the dimensions of brand knowledge did not significantly affect future purchases (Esch et al. 2006). Hsu et al. (2011) examined loyalty to a service brand and demonstrated that brand loyalty was a consequence of brand equity dimensions. The relationship between brand awareness and brand loyalty was significant but relatively weak. On the contrary, Liu et al. (2013) observed no significant direct relationship between brand awareness and loyalty in Taiwan. Tong and Hawley (2009), and Tranberg and Hansen (1986) found a significant relationship between brand awareness and brand loyalty. Subhani and Osman (2011) did not find a significant relationship between awareness and brand loyalty. More recently, Xu et al. (2015) demonstrated a significant positive influence of brand awareness on brand loyalty. Following the argument above, the current study proposes that brand awareness will have influence on DGs brands loyalty. Thus,

H1: Brand awareness has a significant relationship with brand loyalty. A brand image is a vital factor in creating, building and maintaining good relationships. As such, it is often referred to as brand associations (Yoo and Donth 2001). According to Aaker (1991) and Keller (1993), a brand image is a set of associations typically organized in some meaningful way in a customer memory and represents perceptions that may or may not reflect the objective reality. Additionally, Keller and Aaker pointed out that a brand image affects a purchasing decision by helping customer to retrieve information related to the brand at the time of buying. Brand image is the perceptions about a brand as reflected by the brand association held in consumer memory. There are many definitions of brand image. However, the definition that has the most support in the literature indicates that a brand image has two dimensions of cognitive and affective aspects (Bianchi and Pike 2010; Hsu and Cai 2009). The cognitive aspect is an estimate of the attributes of the brand while the affective side is emotions toward the brand focused on the role of a brand image in creating value. A brand image provides value to customers as it leads to increased loyalty to the brand, thereby giving it a competitive advantage. Brand quality is a central element of brand equity; brand quality often has been used reciprocally with customer perceived quality). Aaker (1996) also postulated the role of perceived quality in building and maintaining brand equity. Perceived quality refers to the judgment about a product's overall excellence or superiority. It is also defined as the overall judgment with respect to the dimensions of brand values (Aaker 1991; Aaker and Jacobson 1994). Consistently, perceived quality is an attitude that results from the comparison of consumer expectations with the actual performance. Perceived quality is a perception of the consumer regarding the overall superiority of a brand in relation to its intended purpose and relative to alternative brands. Additionally, perceived quality adds value to a purchase decision (Low and Lamb 2000). Parasuraman et al. (1988) proposed five dimensions of service quality which are reliability, responsiveness, tangibles, empathy, and assurance. Meanwhile, in Lassar et al. (1995) study, brand performance was used to measure perceived quality. Perceived quality presents value to customers, leading them to buy the brand, and it is an important point of differentiation (Aaker 1996; Al-Hawari 2011; Balaji 2011). As the perceptions of brand quality improve other brand perceptions, brand quality will increase purchase intention and directly influence organizational performance (Aaker 1991; Zeithaml 1988).

Impact on Consumers' Perception of Brands

Accepted.



One may refer to Foxall (1980), where Engel defines perception as –the process whereby stimuli are received and interpreted by the individual and translated into a response. At this point, it is important to note that this process is unique to each individual, as perception is highly dependent on a consumer's individual beliefs structure. Perception is crucial in the decision-making process. In a market where branding is used, products are no longer only purchased for their functional characteristics, but primarily for the social or in some cases, psychological identity they express. Building on these concepts, One can elaborate on these concepts by outlining two determinants that influence a consumer's perception of brands. These two factors are stimulus discrimination and stimulus generalization. Whether a consumer has the ability to –discriminate between the various methods used to stimulate a consumer? When a customer is introduced to a brand, whether this is done via advertising, packaging, word of mouth marketing or any other form of stimuli that affected them during their decision-making process, their levels of awareness of the brand will gradually increase via their ability to learn. Once their level of brand awareness has increased, their purchase decision-making process will be influenced by their perception of the brand in question. The perception of brands is crucial to both the marketer and the customer. If one considers that frequency of purchases varies from consumer to consumer, one can understand that the influence By providing relevant information for the consumer market, marketers enable the creation of symbolic links between the consumer and the brand image. Thus, consumers will have the relevant tools needed to distinguish between the brands on offer and therefore be persuaded in their selection. In the event that a consumer is a new user with no product experience, he or she will not be able to make relevant decisions based on the actual product. Thus, the brand image again, becomes vital in directing the consumer to a specific product. In order to better understand the relevance of branding on the consumer purchase decision making process, four key factors that are responsible for directing a potential consumer towards a particular brand are referred. Perceived Quality In time, consumer will have faith in a brand's integrity via their perceived quality of the brand in question Building Excellent Service When a company implements excellent after service sales, this endorses the perceived quality of the brand and facilitates activities in the pre and post purchase moments of the decision-making process. As discussed previously, this is key in the

creation of loyal customers Standing Out in the Consumer's By striving to differentiate one's brand from another, companies hope to become embedded in the user's culture and mind. This is the most effective way to ensure consumers positively perceive the brand and product. This eventually leads to extremes forms of competitive advantage Investing in Differential Markets When one seeks to establish a brand, it is essential to select a market in which it is possible to create differentiation. Otherwise, the concepts of branding will not be possible. Brands have a large impact on the perceived risks consumers associate with the consumer purchase decision-making process. There to be six risks that are perceived by consumers during all aspects of the decision-making process and further outlines how brands can appease the consumer's mind in regards to these perceived risks. The first perceived risk a consumer might encounter is one of a functional nature. The consumer might worry whether the product will meet his or her expectations. In the creation of a trustworthy brand, marketers seek to raise the level of perceived quality in order to specifically address this risk. Consumer might also perceive a physical and/or psychological risk that might dissuade them from continuing the purchasing decision-making process. A fourth possible risk that might be perceived by the consumer is one of an economic nature. Price sensitive consumers will question whether the product is in fact properly valued at the quoted asking price. Again, marketers will strive to counter this by highlighting the perceived value of a product in the branding process. If properly done, consumer can become price insensitive by forming a strong bond to a brand and therefore isolating him or herself from competitors. Socially speaking, a fifth risk a consumer might perceived to be detrimental to the buying process is whether his or her selection of a brand will cause embarrassment in a social setting, amongst his or her peers. Marketers address this issue in the creation of the brand image. By emulating current market trends and fashions, marketers strive to identify and differentiate their products as being the selected choice of revered people. . Yet another economic risk consumer might consider, is the opportunity cost of seeking out alternative products, and should the selected one fail to satisfy their needs and wants. Reflected in a loyal consumerbase, is a brands ability to deliver on the satisfaction guarantee. Thus, one can understand that branding is the key in addressing this issue in the consumer's mind.

2.3.3 Impact on Consumers' Attitudes Towards Brands

An attitude can be considered to be either positive or negative, depending on the outcome of their learning and evaluating process. The evaluation of consumer attitudes towards brands has quickly become a major part in conducting marketing research. The development of positive attitudes towards brands can lead to not only the sustaining of competitive advantage, but in the bettering of the financial health of a company. Branding has been found to be a key in formation of positive attitudes towards products, especially those involving low-levels of consumer involvement. However it has been noted that there are factors that might negate the effects of the formation of positive attitudes. One being that the effects of positive attitudes can dissipate should the consumer not purchase the product within a certain timeframe. Another factor that might negate the effects of ositive attitudes might be an overtly high pricing policy, which might have a contrary effect to the consumer's positive attitudes towards the brand and result in a non sale. Sigmund Freud's theory that individuals are rarely aware of how their own psychology shapes their visual behavioral patterns which suggests that at an unconscious level, consumer might have beliefs that shape their attitudes towards products. By acknowledging Freud's theories, one can

conclude that branding can be used to target sub-conscious desires that rest at a primal level. Positioning Various authors have given different definition of Positioning. Some are:- Beckman, Kurtz, Boonee -Product positioning refers to the consumer's perception of a product's attribute, use, quality & advantages & disadvantages in relation to competing brands. Berkowitz, Kerlin, Rudelius -Product positioning refers to the place an offering occupies in the consumer's mind on important attributes relative to competitive offerings.

Usefulness of Positioning

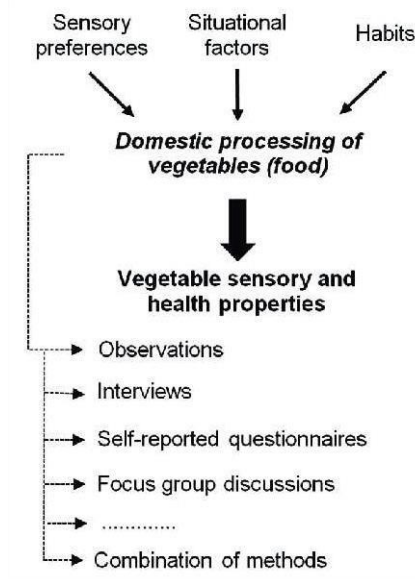
As competition intensifies & brands proliferate, consumers tend to differentiate between brands in their own way. Positioning is a conscious attempt on the part of the marketer to accentuate this natural tendency & in the process, impart a distinct identity to his own brand to make it stand out among the competitors. The basis on which this differentiation is achieved reflects consumer preferences or attitudes. The marketer, through his diverse & coordinated actions, tries to influence this process. The concept of positioning is also important in various other aspects of the marketing strategy. Once one is clear about the position one wants, the other marketing decisions like product design, packaging, pricing, method of distribution, etc., become clearer. Brand Positioning It should be remembered that positioning is more a reflection of a product and that it stifles the rich meaning of the brand without taking into account all its potentialities. Positioning applied to the process of emphasizing the brands distinctive and motivating attributes in the light of competition.

OBJECTIVES



To study the effect of brands on consumer buying behavior in relation to the company's product. To analyze the branding strategies adopted by some of the companies best product to woo the consumers into buying their products. To do a comparative study of the branding strategies adopted by the companies in the different type of product.

RESEARCH METHODOLOGY



Introduction- In order to understand the methodology used to compile this Project, this chapter is included in order to clarify how an effective methodological philosophy can contribute the successful production. This chapter also serves the purpose of justifying and authenticating the research procedure employed in order to meet the set objectives and answers the main research question of this Project.

RESEARCH DESIGN

Research design constitutes the blue print for the collection, measurement and analysis of data. A research design is a logical and systematic plan prepared directing a research study. It is a plan for the entire research to be conducted. It covers the questions like - What are the types of data required? Which techniques should be used? Where the data can be found? Where should the study be conducted?

SAMPLE DESIGN AND SIZE

The technique will be descriptive research. It is conducted to obtain descriptive information about the aspects within the study. The researcher has no control over the variables. In this research project Descriptive research design is used. Simple Random sampling method will be used to get the information about — **A STUDY ON EFFECT OF BRANDING ON CONSUMER PURCHASE DECISION OF DURABLE GOODS.**

DATA COLLECTION

Keeping in view the nature of requirements of the study to collect all the relevant information regarding the A study of effect of branding on Consumer Purchase decision of durable goods direct personal interview method with structured questionnaire was adopted for the collection of primary data. Secondary data has been collected through the various internet sites by surfing on Internet and from the records available with the sectors.

SOURCE OF DATA

PRIMARY DATA:

The primary data is collected through survey with the help of Questionnaire and unstructured interview in various department of the company. An attempt was also made to elicit reasons for its non-usage. The questions included in the questionnaire were open-ended, dichotomous and offering multiple choices.

Plan of Analysis

- Research Design – The research design is descriptive in nature.
- Data Representation- With the help of pie chart and bar chart
- Analysis Techniques- The data collected has been analysed on the basis of suitable tables by statistical tools of percentage
- Sample Size 100.

Research Instrument

The instrument used for gathering data was questionnaire. To get further insight in to the research problem, interview regarding their buying practices too was made. This was done to crosscheck the authenticity of the data provided. To supplement the primary data and to facilitate the process of drawing inference, secondary data was collected from published sources like magazines, journals, newspapers etc.

Sampling Unit

It defines the target population that will be sampled i.e. it answers who is to be surveyed. In this study, the sampling unit is the students, businessperson, and the employee of that sector.

Plan of Analysis

Analysis Techniques- The data collected has been analyzed based on suitable tables by statistical tool of percentage.

TOOLS AND TECHNIQUES OF ANALYSIS

The data so collected will be analyzed through the application of statistical techniques, such as bargraphs and pie charts.

Measurement Technique : Structured Questionnaire

Limitations of the Project

- This project is limited due to time constraint as it involves many complex variables, which require a detailed study over a period.
- The project did not cover the effect of branding on a very large scale. Only a small population was studied, which may not be enough to show correct picture.
- The consumers were very reluctant to answer the question and the response may be based.

DATA ANALYSIS & INTERPRETATION

Once the Primary data is collected, it needs to be analyzed in order to arrive to valid result and conclusions. Data analysis is a process of summarizing, transforming data, relevant information, suggestion and conclusion.

Objective of the research can be achieved by analyzing the collected data, examining the responses and opinions of the respondents. Data has been analyzed by the review of literature and objectives of study

Table No -1 Specific Gender

Male	Female
38	62
Total	100

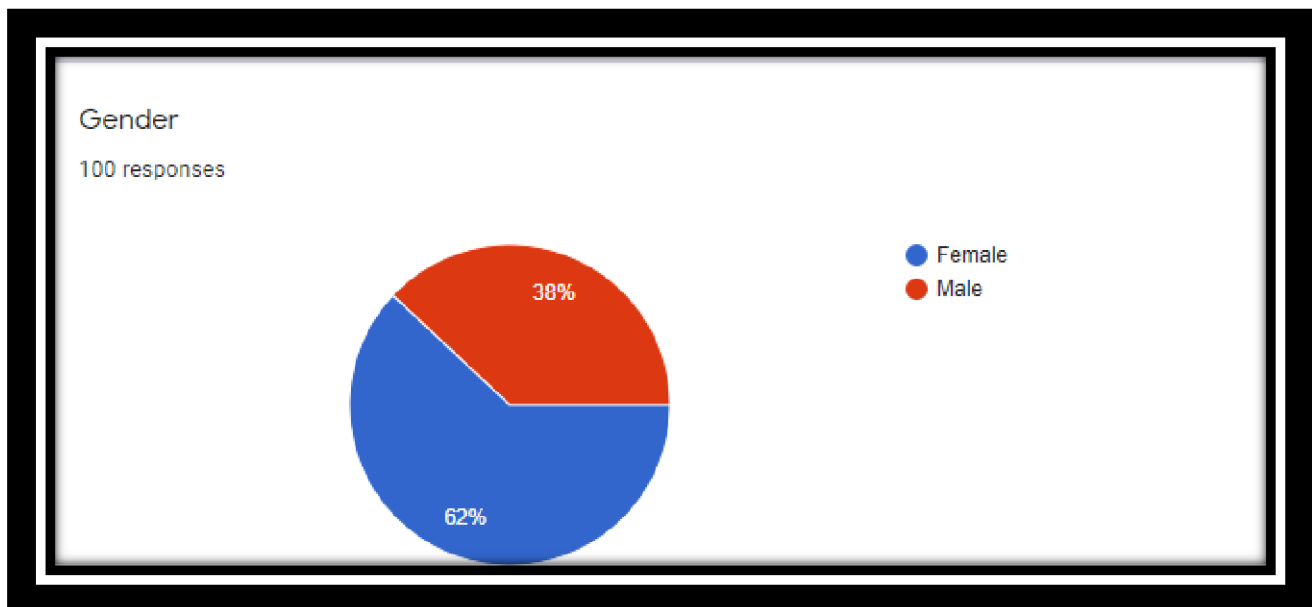


TABLE No-2 Age Group

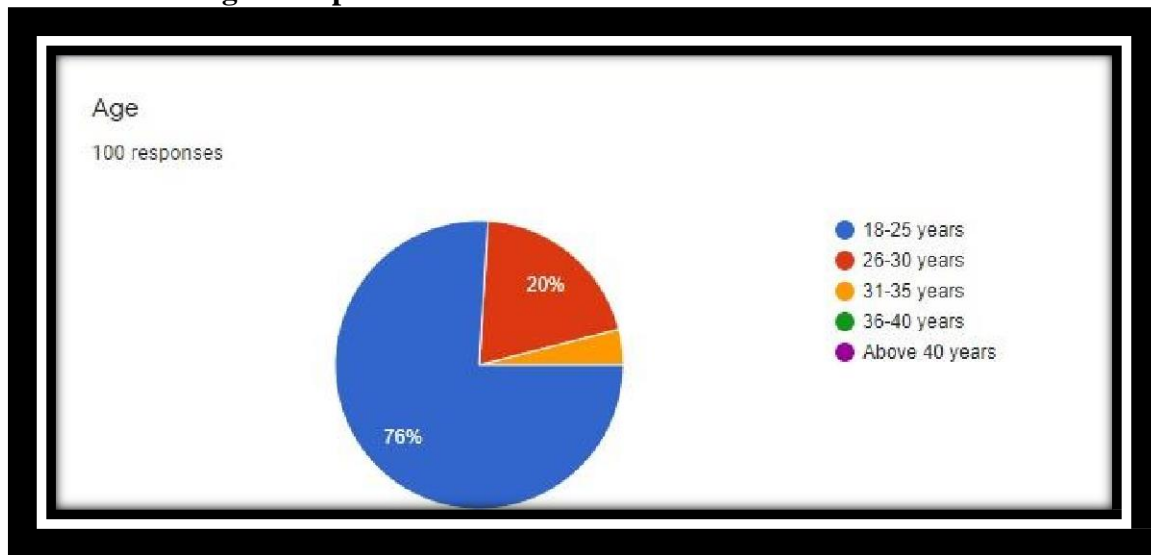


TABLE NO-3 Occupation

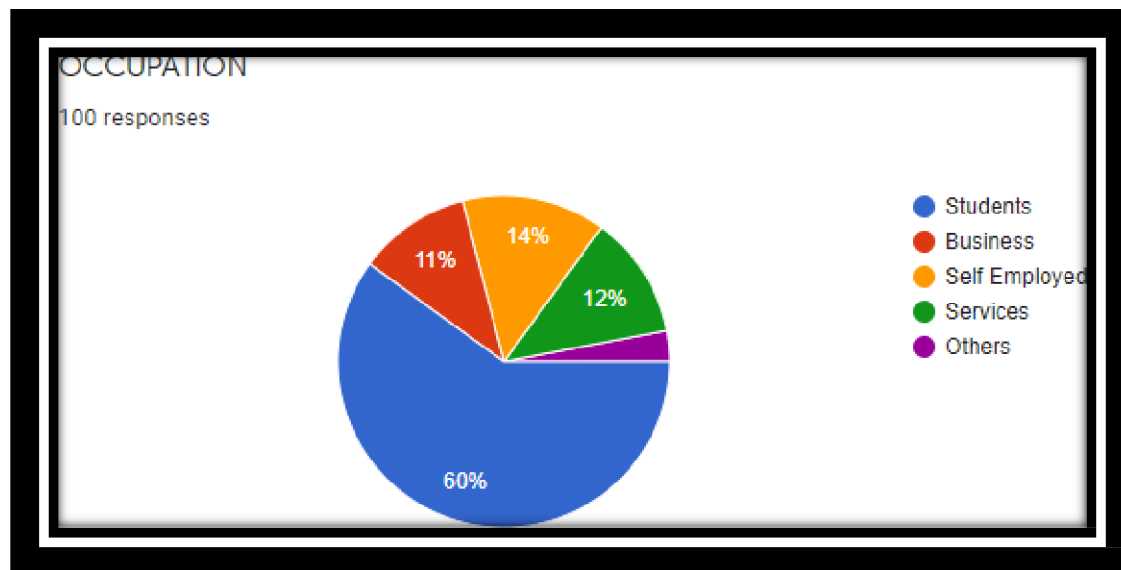
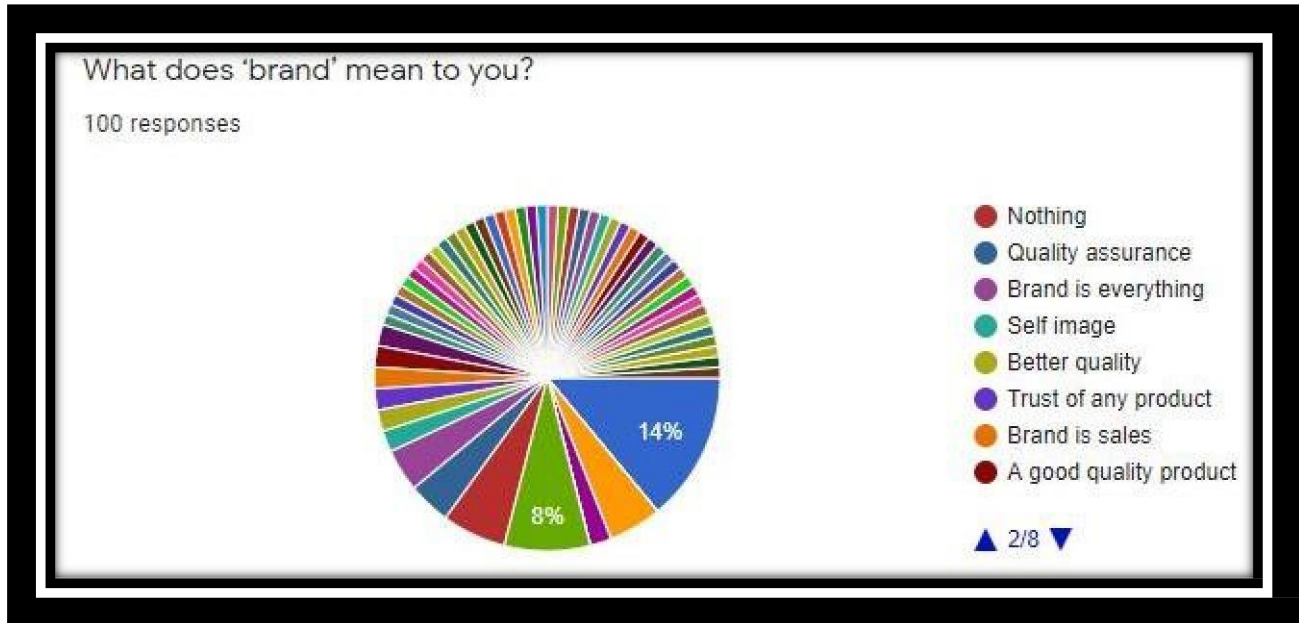
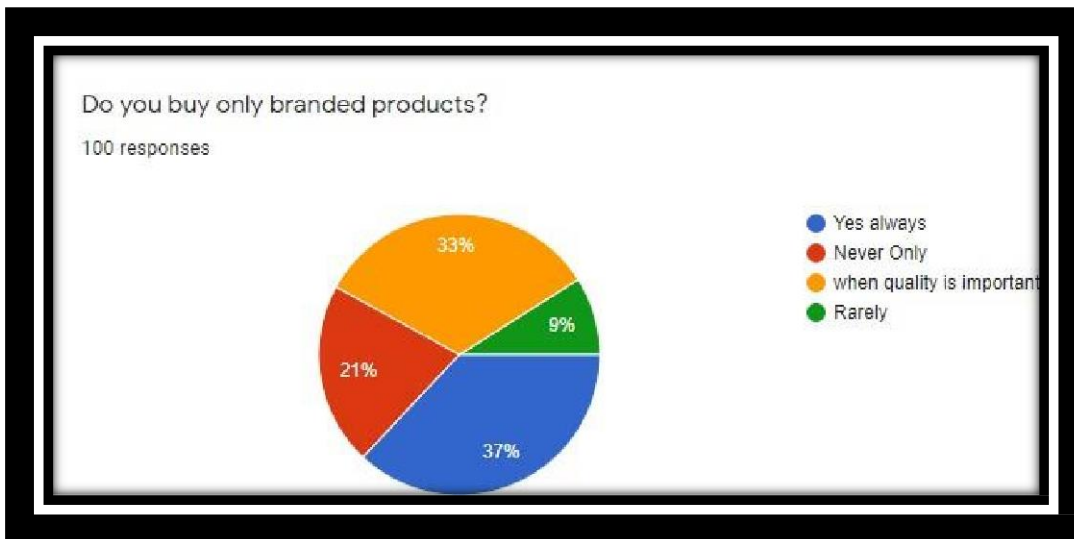


TABLE NO-4 What does “brand” mean to you?



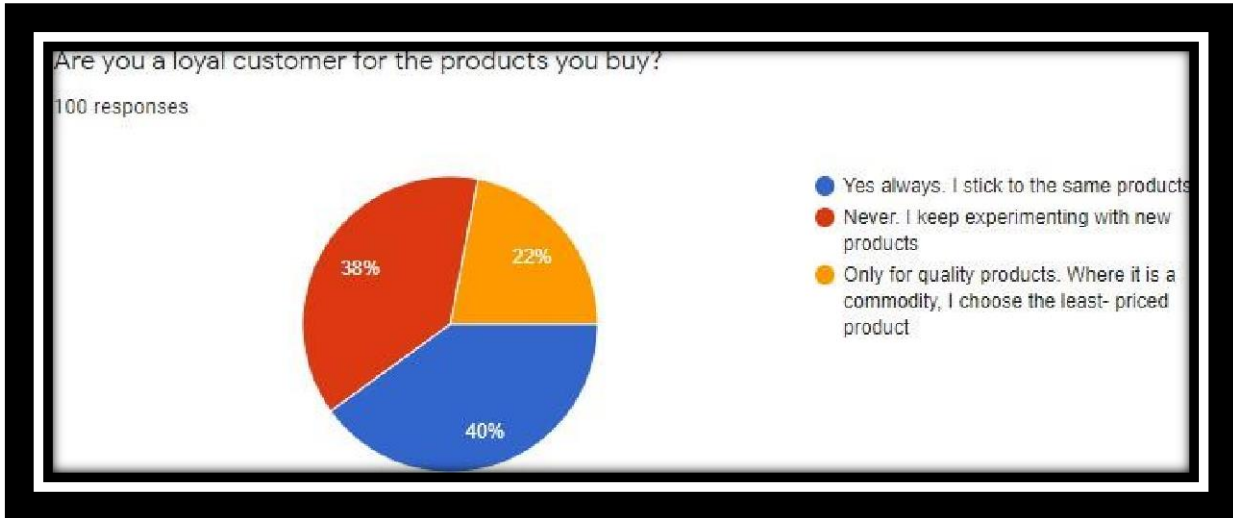
INTERPRETATION: From the above figure, it can be analyzing that most of the customer brand is asynonym for quality. Quality is the factor, which supersedes all other aspects of brands.

TABLE NO-5 Do you buy only branded products.



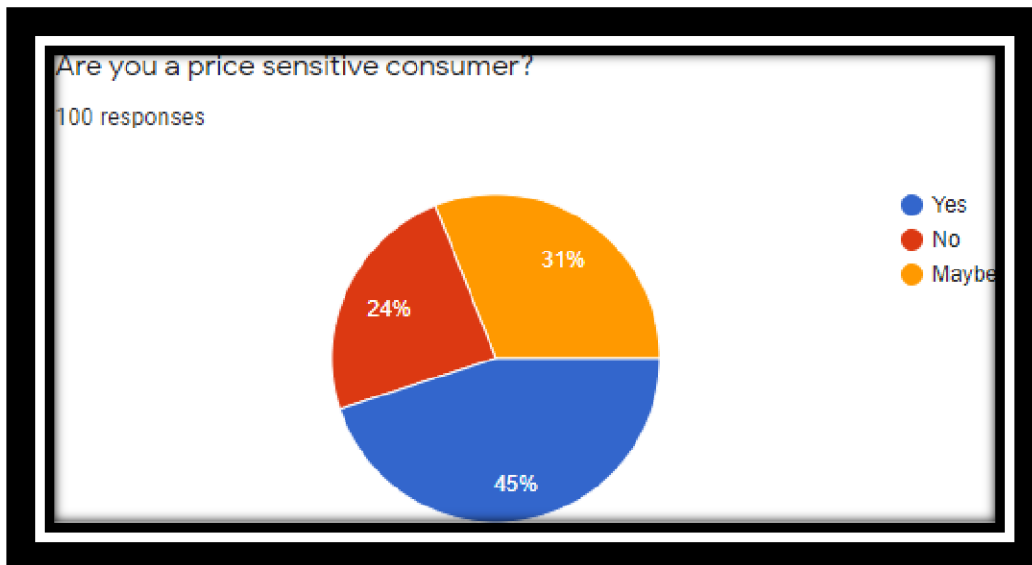
INTERPRETATION: From the above figure, it can be interpreted that 37% of the respondents have buy only branded products and 33% of the respondents buy branded products when the quality is important.

NO-6 Are you a loyal customer for the products you buys?



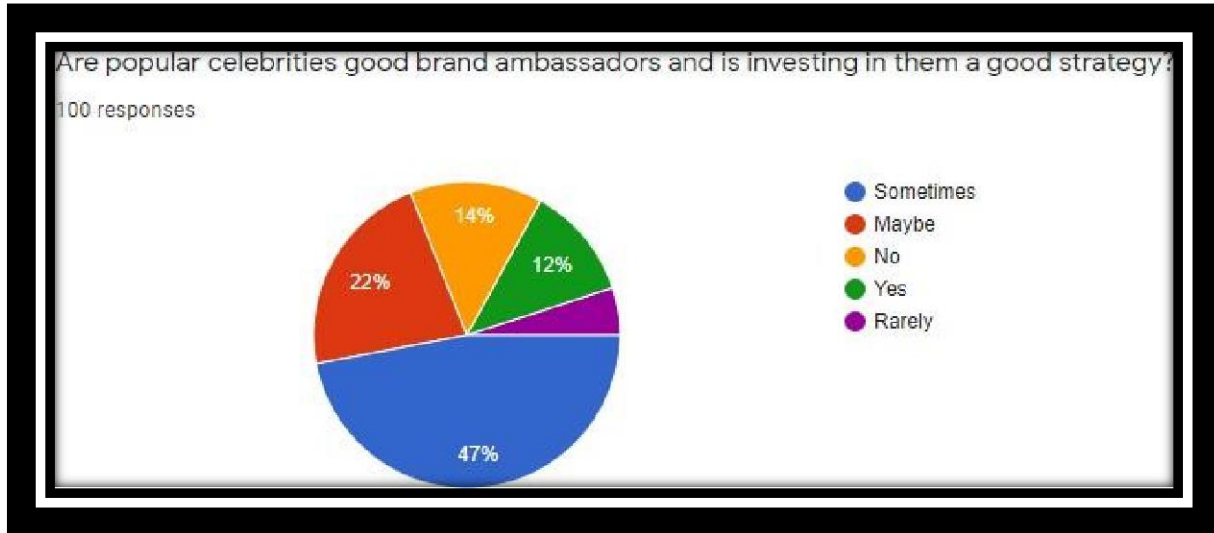
INTERPRETATION: From the above figure it can be interpreted that 40% of the respondents are loyal for the products, which they buy, and they are always stick to the same products.

TABLE NO-7 Are you a price sensitive Consumer?



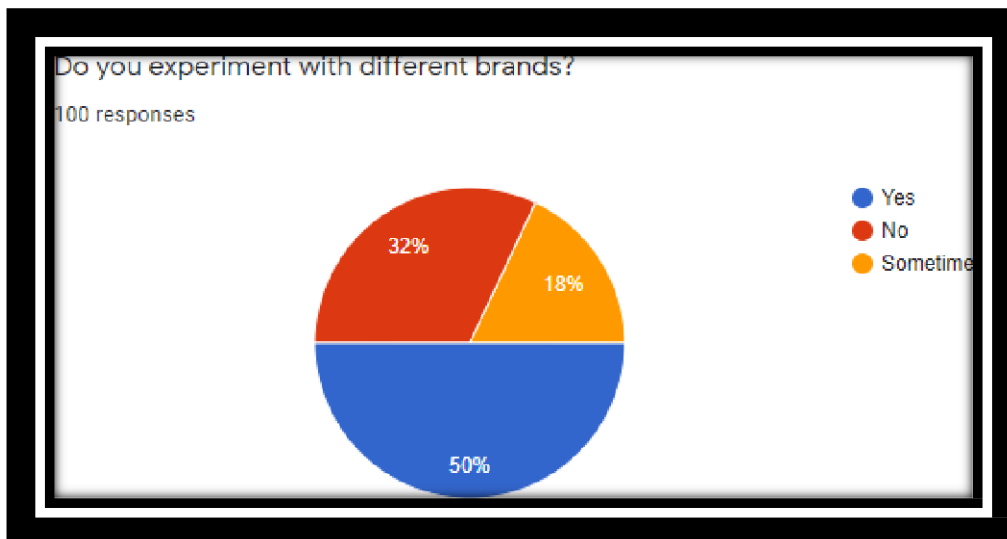
INTERPRETATION: From the above figure it can be interpreted that 45% of the respondents are very much sensitive about the price and other respondents are maybe of price sensitive.

TABLE NO- 8 Are popular celebrities good brand ambassadors and is investing in them a good strategy?



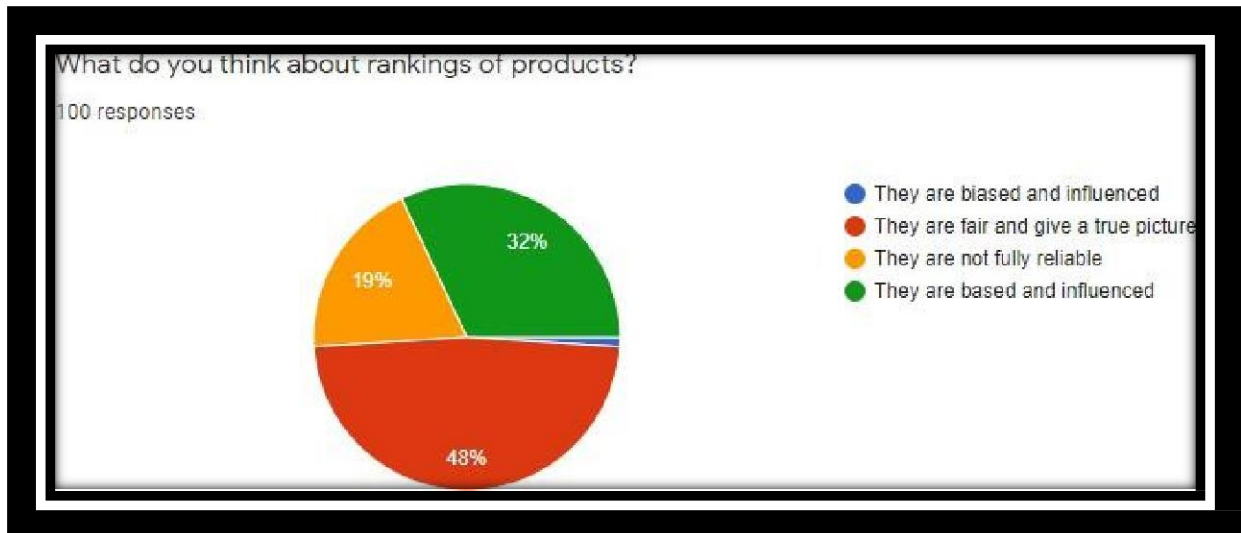
INTERPRETATION: From the above figure it can be interpreted that most of respondents aren't feeling much influenced by the celebrity endorsement but it's effect can't be totally nullify.

TABLE NO- 9 Do you experiment with different brands?



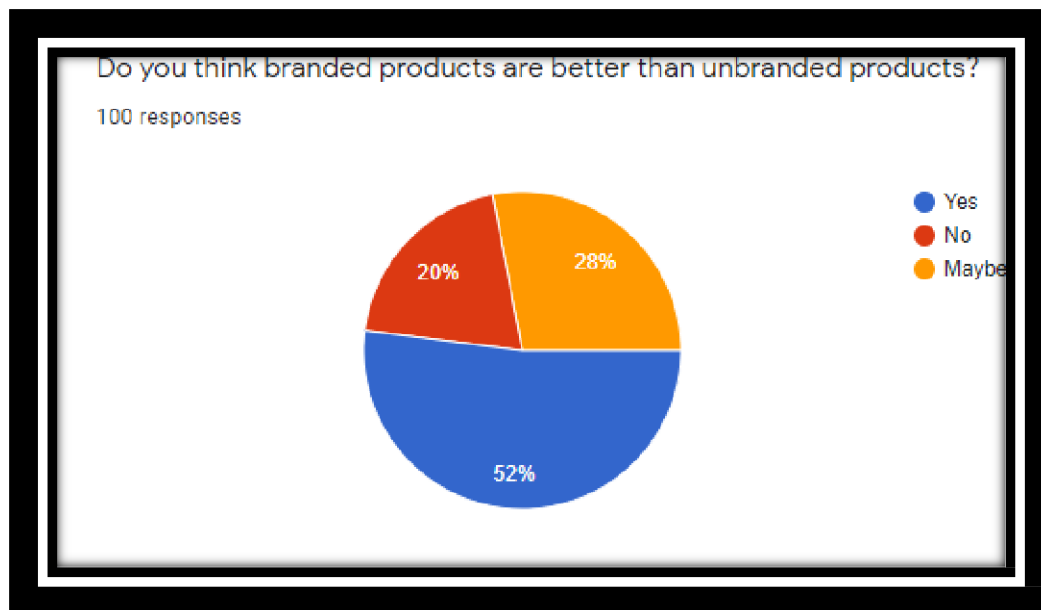
INTERPRETATION: From the above figure it can be interpreted that 50% of the respondents wanted to experiment with different brands and 32% of the respondents they don't want to experiment with different brand they are very much strict to the brand and they are very much loyal to the brands.

TABLE NO- 10 What do you think about rankings of products?



INTERPRETATION: From the above figure it can be analyzing that majority of the customer rely on ratings of products and consider this fair but a very large part of customer base find these rankings biased and influenced by certain factors.

TABLE NO- 11 Do you think branded products are better than unbranded products?



INTERPRETATION: From the above figure it can be analyzing that majority of the customer feels that branded products are better than unbranded products. The reason behind it can their reference circle, perception, quality etc.

FACTS & FINDINGS OF THE STUDY

- After analyzing data it can be said that most of the customer brand is a synonym for quality. Quality is the factor which super cedes all other aspects of brands.
- After analyzing that most of the customer have buy only branded products and some of the respondents buy branded products when the quality is important.
- After analyzing that most of the respondents are loyal for the products, which they buy, and they are always stick to the same products.
- After analysing that most of the respondents are very much sensitive about the price and other respondents are maybe of price sensitive.
- After analysing that most of respondent aren't feeling much influenced by the celebrity endorsement but it's effect can't be totally nullify.
- After analyzing it can be interpreted that 50% of the respondents wanted to experiment with different brands and 32% of the respondents they don't want to experiment with different brand they are very much strict to the brand and they are very much loyal to the brands.
- After analyzing it can be analyzing that majority of the customer, rely on ratings of products and consider this fair but a very large part of customer base find these rankings biased and influenced by certain factors.
- After analyzing data it can be analyzing that majority of the customer feels that branded products are better than unbranded products. The reason behind it can their reference circle, perception, quality etc.

CONCLUSION

Conclusions Proper use of research results that the company incorporates in its marketing strategy can lead to the formation of loyal consumers. The process starts with information about product and experience with the product. If the experience is multiple positive, it will create product loyalty. Experience will be positive if the brand is correctly positioned in the market segment. A company may use other information obtained by research in its marketing strategy by its marketing activities. If the product generates customers 'positive associations with the producer's marketing activities, then it will create brand loyalty. If a consumer is bound to decide repeatedly on the brand, we can talk about a loyal consumer who decides based on the brand. This causes the creation of the brand dominance. In the competitive environment, it is essential for the company to build a database of loyal consumers. Experience in marketing management shows that it is much more difficult to retain customers than to obtain them for the first time. A customer does not have full experience with the product by purchasing it for the first time. He or she is influenced by advertising, brand of producer and the trust in the product. In the process, a company needs to convince the customer that his or her decision was right. This task is not easy. In this process, the brand performs an important role. A customer better identifies the product and can return to its purchase based on the existence of the brand.

RECOMMENDATION AND SUGGESTIONS



1. **Rural market**- Knowing the huge size of rural population of India it is natural that the rural market is attractive to marketers. Company should study purchasing power, life styles, buying habits, optimal usage level. Brooke Bond for instance could capture the crux of the challenge when they started marketing Rs 1 tea packets.

2. **Understanding role of children**- Marketers should study the role of children in buying decision – as influencers and decision makers. However, the challenge remain how does one communicate with children? Advertising recalls being more in the case of children- one way is clear but with every one trying to apply the same technique, marketers will be gradually disillusioned with the method. Possible ways of circumventing this problem may be to market the product through schools or to use the imitative tendencies of children by influencing their peers.

3. **Distribution**- Distribution cost are an increasing component of marketing cost marketers will have to find ways through which one can achieve efficient as well as economic distribution. One solution is jointdistribution or by adopting direct marketing.

4. **Packaging**- With self-shopping gaining grounds and shelf space getting limited, packaging becomes an important factor that marketers have to be concern about. Companies should identify the requirements and pack commodities according to demand.

5. **Customer service challenge**-In an increasingly competitive market, retention of a customer is possible only through better service. Marketers will require devoting to more efforts to understand the customer view of quality and convenience. Marketers should do regular research to find this fact.

6. **Adaptation to newer environment**- As government withdraw entry barriers and relax restriction on merger or takeover many companies should install superior technology and resort to merger – acquisition route to make their unit more efficient.

7. **Creativity and innovation in overall marketing programmers**- Marketers have to develop organizational structure style and functioning, which enable them to act fast and bring in innovations in their marketing programmers.

Books / Magazines Referred:

- Kevin Lane Keller (2004), Strategic Brand Management, 2nd edition, Pearson Education, New Delhi
- Consumer Behavior, 6th Edition, by Leon G. Schiffman and Leslie I. Kanuk. Consumer Behavior, 6th Edition, by Hawkins, Best adConey. Brand Equity (Economic Times)
- <http://www.principlesofmarketing.com>
<http://www.multimediamarketing.com/mkc/buyerbehaviour>

A Study on Online Brand Loyalty and Customer Satisfaction in Amazon.com

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Introduction

The online shopping system is considered as the backbone of e-commerce and one of its most crucial aspects. With the advancement of technology, online shopping is the process whereby consumers directly buy goods, services etc from a seller interactively in real-time without an intermediary service over the internet. The topic chosen for this particular study is to analyze the customer satisfaction towards online shopping on Amazon.com. To know about various aspects of Amazon in market and the effect of factors on the buying behavior of online customers. It is usually used with smart phones and computers. The online shopping industry is over a decade old in India. The advent of e-commerce together with the growth of internet promoted the online shopping system. This paper attempts to study the use of online shopping among the population of Ottapalam Municipality in Palakkad District. This paper also examines the factors affecting adoption of online shopping by consumers. An appropriately designed questionnaire was used to collect the primary data for the study. The data for 200 respondents was organized systematically in tables and graphs and then was subjected to analysis using appropriate statistical tools. By studying 200 samples it could be concluded that in order to satisfy themselves consumer perceive many things before buying products and they will be satisfied if the company meet their expectation.

Today's world is engrossed with digital technology and trends, from daily bread to business, home to office implementation of electronic gadgets have become the part of life. Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. Customer satisfaction is a marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer satisfaction is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. The study about the customer satisfaction towards online shopping will help to analyze the customer's needs and wants, their expectancy level through online shopping. Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. Electronic retailing (e-tailing) is a buzzword for any business-to-consumer (B2C) transactions that take place over the Internet. Simply put, e-tailing is the sale of goods online. Online shopping is defined as purchasing items from Internet retailers as opposed to a shop or store. Buying books at Amazon.com instead of your local book store is an example of online shopping.

PROFILE OF THE ORGANIZATION

Amazon.com, Inc. is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is one of the Big Five companies in the U.S. information technology industry, along with Google (Alphabet Inc.), Apple, Meta (Facebook), and Microsoft. It has been referred to as "one of the most influential economic and cultural forces in the world", and the world's most valuable brand. Jeff Bezos founded Amazon from his garage in Bellevue, Washington, on July 5, 1994. Initially an online marketplace for books, it has expanded into a multitude of product categories: a strategy that has earned it the moniker The Everything Store.^[15] It has multiple subsidiaries including Amazon Web Services (cloud computing), Zoox (autonomous vehicles), Kuiper Systems (satellite Internet), Amazon Lab126 (computer hardware R&D). Its other subsidiaries include Ring, Twitch, IMDb, and Whole Foods Market. Its acquisition of Whole Foods in August 2017 for US\$13.4 billion substantially increased its footprint as a physical retailer. Amazon has earned a reputation as a disruptor of well-established industries through technological innovation and mass scale. As of 2021, it is the world's largest Internet company, online marketplace, AI assistant provider, cloud computing platform, and live-streaming service as measured by revenue and market share. In 2021, it surpassed Walmart as the world's largest retailer outside of China, driven in large part by its paid subscription plan, Amazon Prime, which has over 200 million subscribers worldwide. It is the second-largest private employer in the United States.



Amazon also distributes a variety of downloadable and streaming content through its Amazon Prime Video, Amazon Music, Twitch, and Audible units. It publishes books through its publishing arm, Amazon Publishing, film and television content through Amazon Studios, and is currently acquiring film and television studio Metro-Goldwyn-Mayer. It also produces consumer electronics—most notably, Kindle e-readers, Echo devices, Fire tablets, and Fire TV.

OBJECTIVES OF THE STUDY

1. To analyse the customer satisfaction towards online shopping with reference to Amazon.com
2. To discover the key factors that influence online buying behaviour of consumers in ottapalam.
3. To identify who are the online shoppers.
4. To understand the customer awareness on Amazon.com.

HYPOTHESES OF THE STUDY

H0: There is no significant difference in customer satisfaction among male and female users.

H1: There is significant difference in customer satisfaction among male and female users.

RESEARCH METHODOLOGY

Research Design: The study uses Descriptive and Analytical research design.

Source of Data: The study is based on primary data collected from Amazon users.

Sampling Unit: The sampling units are various users of Amazon .

Sampling Technique: Convenience sampling is used to select samples for data collection.

Data Collection Technique: A questionnaire was developed with the help of literature review and Scheduling was done to collect data.

REVIEW OF LITERATURE

1. Dr. A.B Santhi (2017) has conducted a study in Thiruppathi town to understand the consumers' satisfaction towards online shopping. The main purpose of the study was to find out various demographic factors affecting consumer's satisfaction with respect to online shopping in India and also descriptive research. For this study, data was collected from 150 smart phone users by the use of structured questionnaire. The study used quantitative method "ANOVA" in order to get statistic results from respondents. The major findings were that, people use online shopping due to its ease of use and convenience in buying products online, and are satisfied with the services provided to them.

2. Orbit-biz-dictum (2016) conducted studies on behaviour of consumers towardsonline shopping has analyzed about the factors influencing people in online shopping is convenience followed by time saving and price. In this study, a structured questionnaire was prepared to collect data from 200 respondents and thedata was analyzed by using “ANOVA” method. The main finding of the study was that the Flip kart is the most favorite shopping site of the respondent as its features like brand loyalty, safety and security etc. much satisfies the users.

3. Durgesh Agnithotri (2015) has conducted a study on customer preference and attitude towards E-floor with special reference to Kanpur. The purpose of the studywas to find out the parameters through which a customer prefers on online shoppingwebsite and to analyze the problems faced by customers if any. For this, both primary data and secondary data were used. ONE WAY ANNOVA to check the homogeneity of variance between the assumptions made and they found out that E-floor are preferred because of authenticity or variety , after sales service ,better saleservice and reachability.

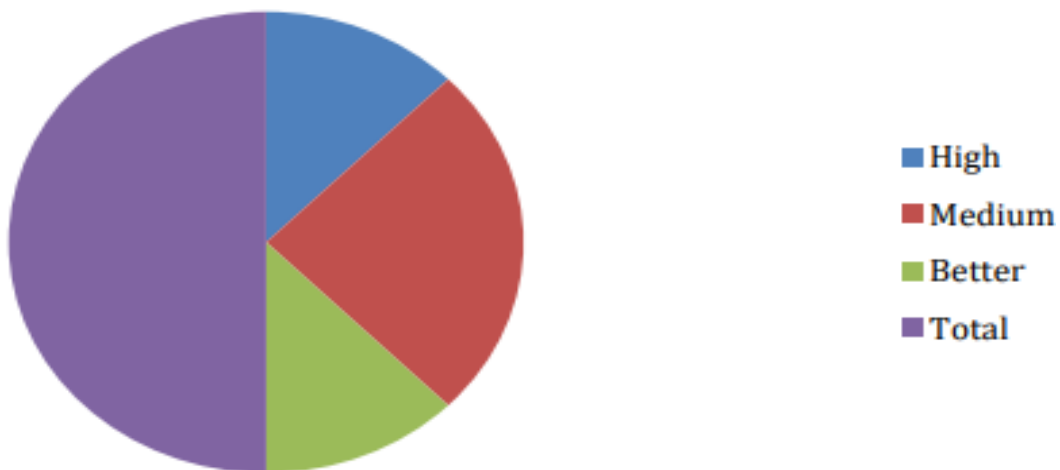
4. Dr.M.Rafiya and Meera (2017) conducted an “Empirical study about thepreference of customers towards online shopping applications in the market”. This paper is focusing upon the factors influence the users to buy through shopping application that is getting popular all over the world. The author in this research paper is trying to explore all the possibilities of getting information on the awarenessand usage of online shopping system among youth of India. A questionnaire was provided to the respondents of age group 26-35 years to collect data. The findings reveal that the customers are satisfied by the Flip Kart shopping application and most of the respondents prefer online shopping for the wide choice of goods.

5. Shun &Yunjie (2006) in their study showed that there are product types, which are more likely to be sold online such as software, books, electronics and music. Reason for this is that when purchasing these types of products, one does not requirepersonal inspection and most, if not all features, can be outlined in the product description and images. Most products in the mobile phone family belong to this category. This paper tries to find answer for certain queries related to operational procedure of online shopping. For this purpose, conceptual based and descriptive research methodology was used. The study was conducted in Chennai city. The findings indicate that the impact of demonetization has resulted in wide usage online shopping.



Data Analysis & Interpretation

Respondents rating quality of Amazon.com



ANALYSIS PART

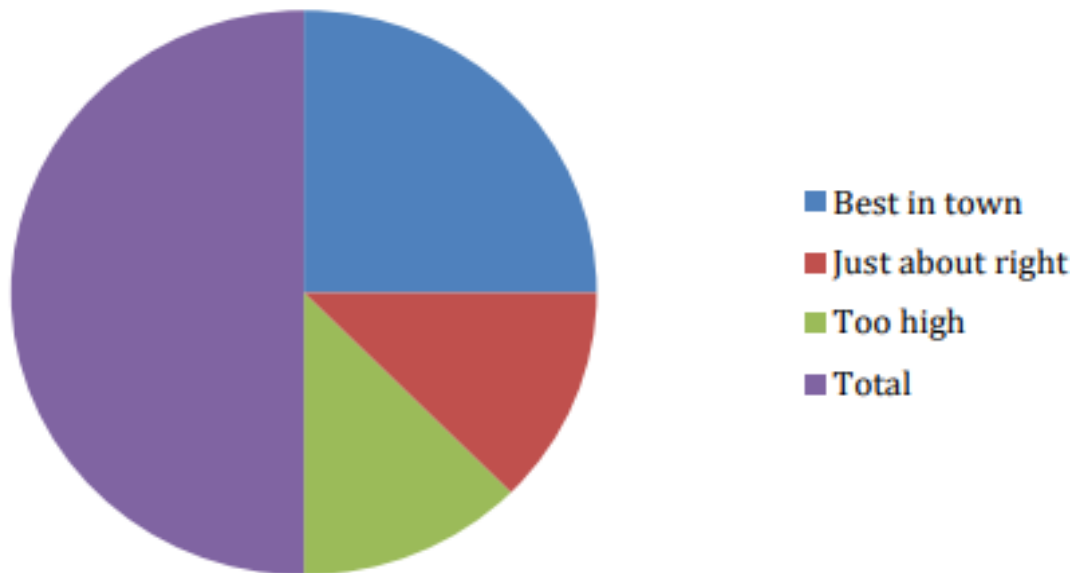
RESPONDENTS RATING QUALITY OF AMAZON.COM SERVICES

Aspect	Number of respondents	Percentage
High	25	25
Medium	50	50
low	25	25
Total	100	100

Interpretation:

From the above data: 25% of the respondents rated the services of amazon.com as high quality and remaining 50% of respondents rated As medium and rest of the respondents are rated as low Hence from the above statement majority of the respondents rated the quality of the Amazon was medium.

Feedback about prices or offers



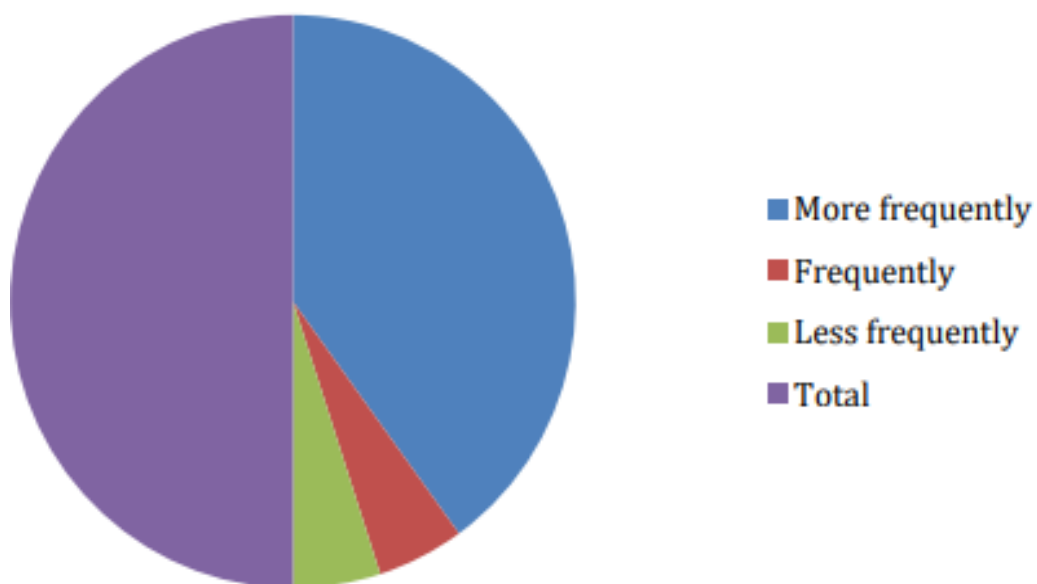
FEEDBACK ABOUT PRICES OR OFFERS

Aspect	Number of Respondents	Percentage
Best in town	50	50
Just about right	25	25
Too high	25	25
Total	100	100

Interpretation:

From the above data; 50% of the respondents are rated prices & offers are best in town and remaining 25% of the respondents are rated as they are just about right and rest of respondents are rated as they are too high.

FREQUENCY of visit website



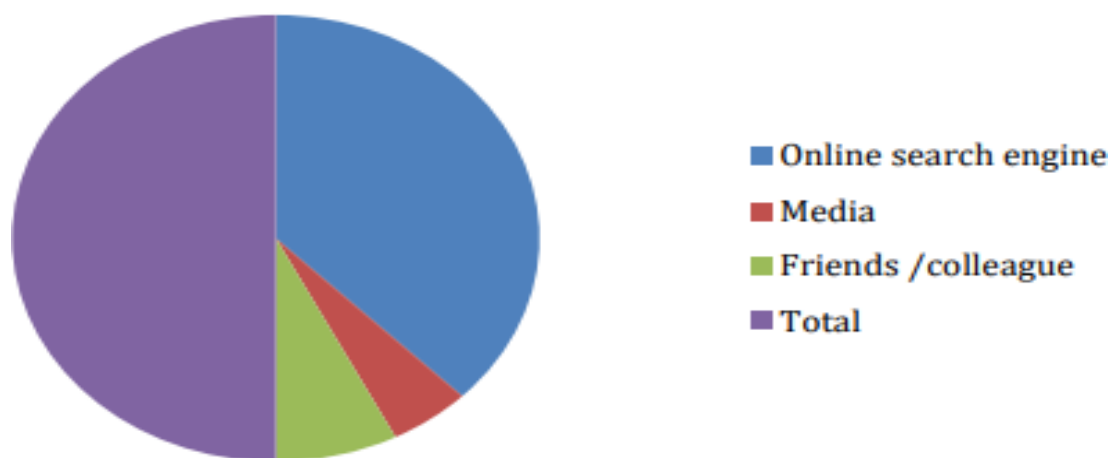
FREQUENCY OF VISIT WEBSITE

Aspect	Number of Respondents	Percentage
More frequently	80	80
Frequently	10	10
Less frequently	10	10
Total	100	100

Interpretation:

From the above data; 80% of the respondents are more frequently visits the website and the 10% of respondents Frequently visits the website and rest of the 10% of respondents visits less frequently.

Source of awareness about website



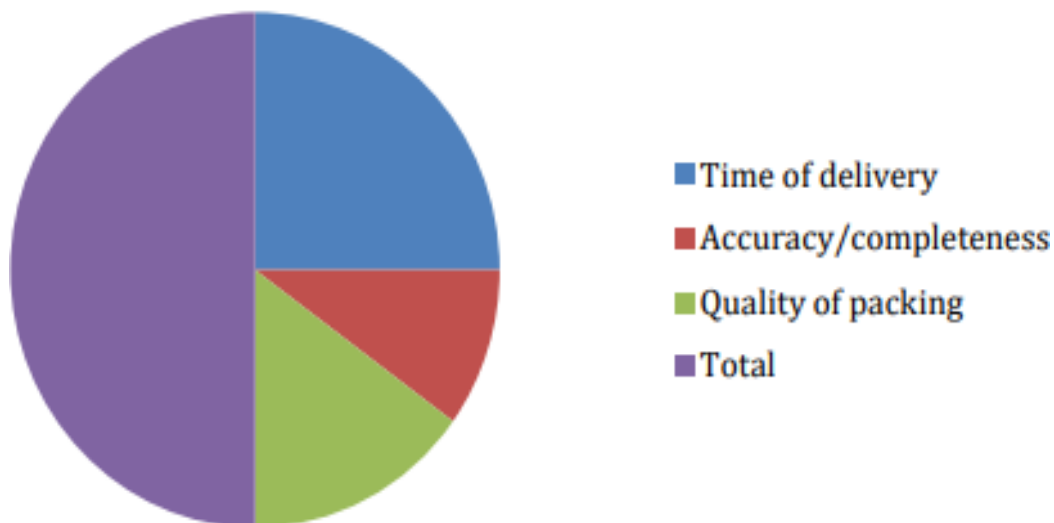
SOURCE OF AWARENESS ABOUT WEBSITE

Aspect	Number of Respondents	Percentage
Online search engine	75	75
Media	10	10
Friends /colleague	15	15
Total	100	100

Interpretation:

From the above data 75% of the respondents are awareness through the online search engine and remaining 10% of the respondents are through the media and the rest of the respondents are awareness through the friends and colleagues

Satisfaction about shipping /delivery



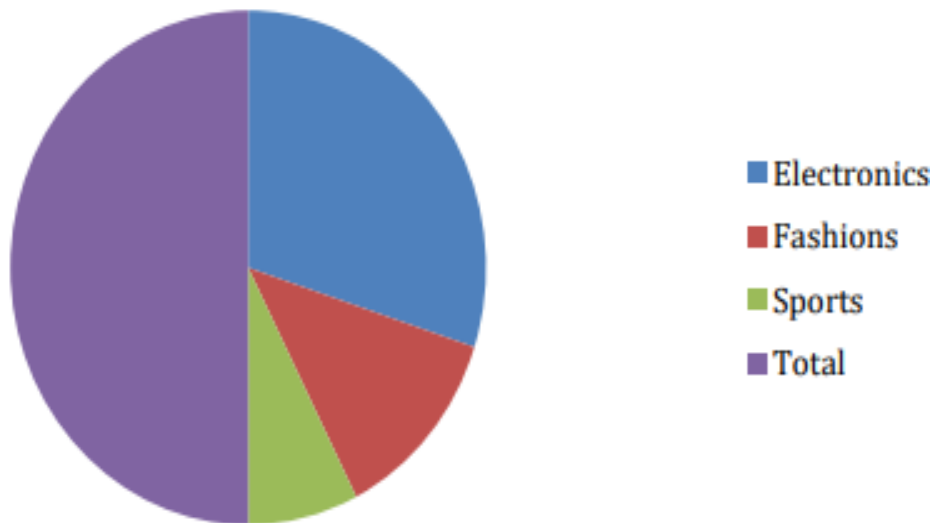
SATISFACTION ABOUT SHIPPING /DELIVERY

Aspects	Number of Respondents	Percentage
Time of delivery	50	50
Accuracy/completeness	20	20
Quality of packing	30	30
Total	100	100

Interpretation:

From the above data; 50% of the respondents are satisfied through the time of delivery and remaining 20% of the respondents are satisfied towards the Accuracy and completeness and rest of respondents are satisfied with the quality of packing.

Type of products Ordered on amazon .com

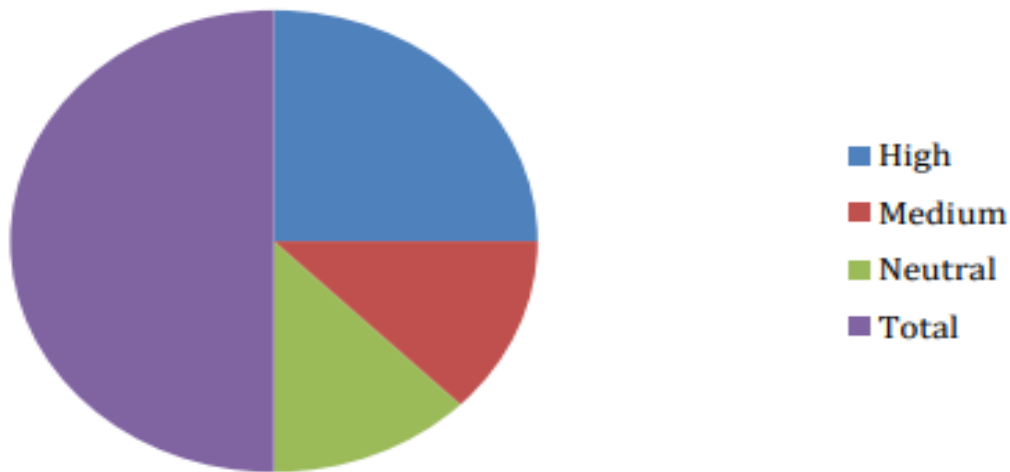


Aspect	Number of Respondents	Percentage
Electronics	60	60
Fashions	25	25
Sports	15	15
Total	100	100

Interpretation:

From the above data; 60% of the respondents are showing they are interest in ordering electronics products and the remaining 25% of the respondents are interestin fashions products and rest of the respondents are on sports products.

Purchasing frequency from amazon.com



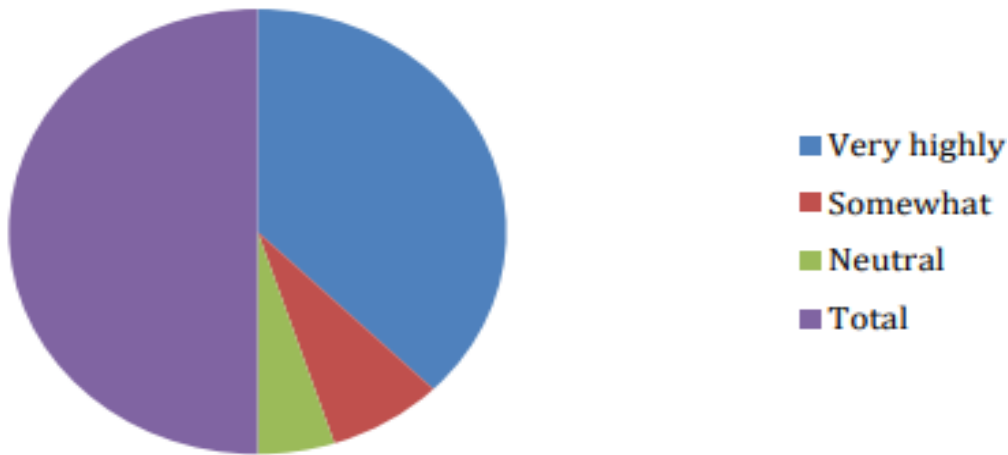
PURCHASING FREQUENCY FROM AMAZON.COM

Aspect	Number of Respondents	Percentage
High	50	50
Medium	25	25
Neutral	25	25
Total	100	100

Interpretation:

From the above data; 50% of the respondents are having high frequency of purchasing and the remaining 25% of the respondents are medium level of frequency in purchasing and rest of the respondents are neutral

Likeliness of recommending e commerce portal to a friend or colleague



LIKELINESS OF RECOMENDING E COMMERCE PORTAL TO A FRIEND OR COLLEAGUE IN THE FUTURE

Aspect	Number of Respondents	Percentage
Very highly	75	75
Somewhat	15	15
Neutral	10	10
Total	100	100

Interpretation:

From the above data; 75% of the respondents are likely to recommend and the remaining 15% of the respondents are somewhat likely to recommend and the rest of the respondents are neutral.

Findings

- The 50% of the students are rated that the quality of the services offered by Amazon is at the medium level and 25% students are rated as high.
- The 75% of students are likely to recommend the importance of the website and 10% are neutral.
- The 50% of the students are at high frequency rate of purchasing in website and 25% are at neutral.
- The 60% of the students likely placing orders like electronics and 15% are showing interest at sports. The 50% students are respondent to delivering the products on the time at website and 30% are respondent towards the packing products.
- The 80% of students are frequently visits the website and 10% of students are less frequently visits the website.
- The 50% of students are rated the prices and offers are best in town and 25% students are rated as too high.
- The 75% of students are awareness through the online search engine and 15% students are through friends.

Recommendations

- The purchasing frequency from the Amazon website is neutral to overcome this should increase offering of some quality products at all levels with some offers.
- The awareness of the website is too low at some areas to overcome this problem they should advertise the brand in social media.
- The quality of packing of products should increase.
- The accuracy and completeness of the products are too be focused to improve the standards of the website.
- The standards of the website and its offers are too increase the purchase frequency of Existing buyers and to attract the new buyers.

CONCLUSION:-

The thorough study is based on the consumer behaviour analysis which serves a great idea regarding consumer perception when they go for online shopping. In order to satisfy themselves consumer perceive many things before buying products and they will be satisfied if the company meet their expectation. The Overall Brand Value of Amazon is better than any other E-commerce site. Amazon is now dominating in the world of online shopping at global level. Though, Amazon is leading in the market they are trying to improve their service and reach to further parts of the world where at the moment they have no access. E-commerce sites helpin building a new generation of mark (we can say futuristic) which changed the wayof markets from physical to online or digital, which is amazing .it not only saves time, but also provide option to the consumer. Amazon is not only popular in the market world but also popular in technological world. Amazon eco, which looks likea speaker but can perform more than as speaker. It is speaker with build in AI software (Alexia) which is capable of performing tasks on command. This could be a fantasy, a few years back. This shows how fast Amazon is developing. Amazon focuses on consumers and built amazing experiences for the customers.

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A Study on Effectiveness in Training and Development

ABHILASHA SRIVASTAVA, *Student GLBIMR*

INTRODUCTION

William James of Harvard University estimated that employees could retain their jobs by working at a mere 20-30 percent of their potential. His study led him to believe that if these same employees were properly motivated, they could work at 80-90 percent of their capabilities. Behavioral science concepts like motivation and enhanced productivity could well be used in such improvements in employee output. Training could be one of the means used to achieve such improvements through the effective and efficient use of learning resources.

Training and Development

Human resources, are the most valuable assets of any organization, with the machines, materials and even the money, nothing gets done without man-power. The effective functioning of any organization requires that employees learn to perform their jobs at a satisfactory level of proficiency. Here is the role of training. Employee training tries to improve skills or add to the existing level of the knowledge so that the employee is better equipped to do his present job or to prepare him for higher position with increased responsibilities. However individual growth is not an end itself. Organization growth needs to be meshed with the individual's growth. The concern is for the organization viability, that it should adapt itself to a changing environment. Employee growth and development has to be seen in the context of this change. So training can be defined as:

Training is a systematic development of the knowledge, skills and attitudes required by employees to perform adequately on a given task or job

Meaning

A business' most important asset is often its people. Training and developing them can be one of the most important investments a business can make. The right training can ensure that your business has the right skills to tackle the future. It can also help attract and retain good quality staff, as well as increasing the job satisfaction of those presently with you – increasing the chances that they will satisfy your customers. Thus, Training is the act of increasing the knowledge and skills of employee. It is a universal truth that the human resources available in an organization must be managed more efficiently than the material resources comprising of machines and money. Eloquently putting “Training is a systematic development of the knowledge, skills and attitudes required by employees to perform adequately on a given task or job”.

Definition

“Training is the continuous, systematic development among all levels of employees of that knowledge and those skills and attitudes which contribute to their welfare and that of the company”.

- *M.C Lord and Efferson*

“Training may be defined as a process of developing an understanding of some organized body of facts, rules and methods. This information concerns largely the operative phases of an applied knowledge”.

- *R.C Davis*

Institutional Training

Every organization needs the services of trained persons for performing the activities in a systematic way. It is in this regard to some extent, training for the students of business courses in various functional areas become mandatory before entering in to the corporate Jobs. No doubt, the employee training is required in every stage, very frequently. Since, the fast-changing technological development makes the knowledge of employees obsolete. They require constant training to cope with the needs of corporate sector. They require constant training to cope with the needs of [jobs](#). After selecting the employees the next task of management is to give them proper training. Some employees may have some previous knowledge of jobs while others may entirely be new. Both types of workers will need training to acquaint themselves with the hobs though it is more necessary for the latter category of employees.

Increased Productivity

Training improves the performance of employees. Increase skill and efficiency results in better quantity and quality of production. A trained worker will handle machines carefully and will use the materials in an economical way.

Higher Employee Morale

A trained worker derives happiness and job satisfaction from his [work](#). He feels happily when his performance is up to the mark. This also gives him job security and ego satisfaction. The employees will properly look after a worker who performs well. All these factors will improve employee's morale.

Less Wastages

Untrained worker may waste more materials, damage machines and equipments and may cause accidents. A trained worker will know the art of operating the machine properly. He will also use the materials and other equipment in a systematic way causing less wastage. The control of various wastes will substantially reduce the

manufacturing cost. The amount spend on training the workers will prove an asset to the organizations.

•

Reduce Turnover And Absenteeism

Labor turnover and absenteeism are mainly due to job dissatisfaction. When a worker is properly trained he will take keen interest in his job and can derive satisfaction from it. A satisfied person may not like to leave his job and try at a new place.

Employee Development

Training also helps in the development of employees. It first helps in locating talent in them and then developing it to the maximum. The adaptability of a worker will help him in working on new and improved jobs. If a worker learns fast then be able to develop his talent and improve his performance.

Needs of Training

- To enable the new recruits to understand work:
A person who is taking up his job for the first time must become familiar with it. For example, if a fresh graduate is appointed as a clerk in a bank, he must first of all gain knowledge of work assigned to him.
- To enable existing employees to update skill and knowledge.
Training is not something needed for the newly recruited staff alone. Even the existing employees of a concern may require training. Such training enables them to update their skill and knowledge.
- To enable an employee who has been promoted to understand his responsibilities.
Training is essential for an employee who has just been promoted to a higher level job. With an evaluation in his position in the organization, his responsibilities are also going to multiply.
- To enable an employee to become versatile.

Sometimes an employee may have to gain knowledge of several related jobs. It will not be enough if he is only good in the work he does presently.

Purpose of training

- One of the main purposes of training is to prevent industrial accidents. This is done by creating safety consciousness among workers.
- When the employees are trained it enables them to achieve the required level of performance which in turns increases the productivity.
- Training helps in increasing the knowledge and skills of employee
- When the employees are trained it becomes easy for them to adapt themselves according to the changes made in business.
- Training reduces the cost of supervision. Trained employees needs less guidance

which in turn reduces the needs for supervision.

Higher production and productivity:

If an enterprise has a team of well trained employees there will be rise in production as well as increase in productivity. Productivity is the input- output ratio

Job satisfaction:

Trained employees will be able to make better use of the making of their skill. This increases their level of self confidence and commitment to work. Such employees are bound to have higher job satisfaction.

Better use of resources:

Trained employees will be able to make better use of materials and machines. This reduces the rate of wastage and spoilage of materials and also breakage of tools and machines

Reduction in accidents:

Trained employees are aware of safety precautions and so they are alert and cautious. This is bound to bring down the number of accident in the works place.

Reduced supervision:

Well trained employees do not need much supervision. They can do their work without having to approach their superior often for guidance.

Reduction in complaints:

‘Only bad workers blame their tools’. An employee who has acquired the necessary skill and job knowledge would certainly love his job.

Adaptability:

Trained workers have the capacity to adapt themselves to any kind of situation. They are odd in crisis management too. This indeed is beneficial for the organization.

Scope for management by exception:

With trained workers working under them, it becomes easy for the managers to get things done by delegating authority. This enables the managers to concentrate more on important issues confronting the organization.

Stability:

“The employees of today are going to be the managers of tomorrow”. The retirement of key managers may not affect the stability of an organization if it has a team of trained, efficient and committed employees who are ever ready to take over

management.

Features of training

The features of good training programs are as follows:-

- **Clear purpose:**

The objective of the program should be clearly specified. The training should be result oriented.

- **Training needs:**

The training needs of employees should be clearly defined. The methods selected for imparting training should be appropriate and effective.

- **Relevance:**

The training program and its contents must be relevant to the requirements of the job for which it is intended.

- **Balance between theory and practice:**

A good training program should provide a balanced mix of theory and practice the theoretical framework should be backed by practical application to provide all round training.

Management support:

Top management must actively support the training programme so that the training programme may help the employees to yield better results. Once the employees get the support from management support the perform there job more effectively.

Steps involved in training:

Step1:

Define the chart part of the organization in which the work has to be done. It is to have a focused approach of the study. It could either be a particular department, a section, a unit, a specific group or a staff category.

- **Step2:**

Use various data collection measures to collect both qualitative as well as quantitative data.

- **Step3:**

Analyze the entire data collected in order to find out causes of problem areas and priorities areas, which need immediate attention.

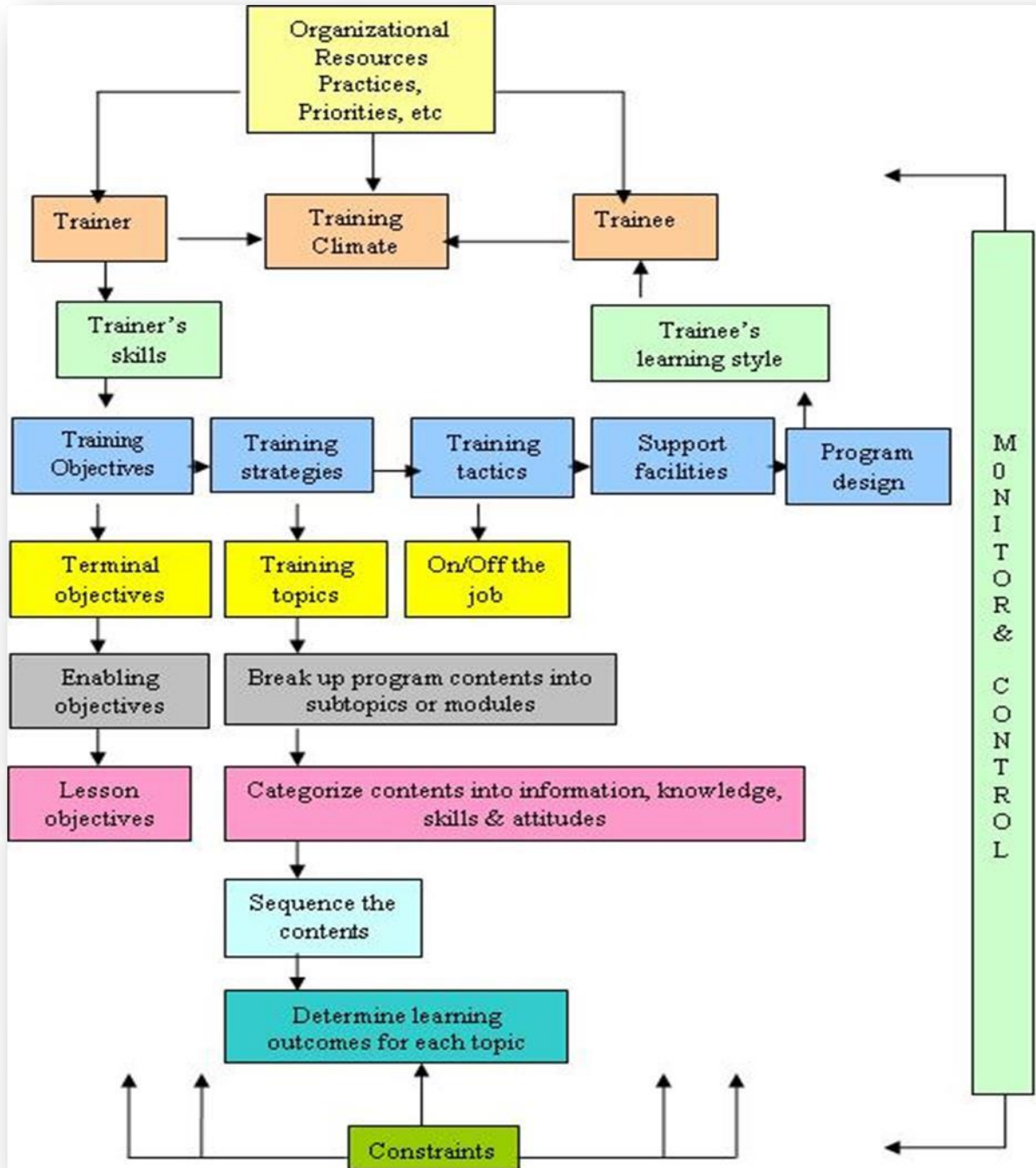
- **Step4:**

Priorities the different training programs according to the responses collected.

- **Step5:**

Record and file the entire data so that it can be used for future reference while designing training programs/ training calendar.

Training Design



Literature Review

According to the Michel Armstrong, “Training is systematic development of the knowledge, skills and attitudes required by an individual to perform adequately a given task or job”. (Source: A Handbook of Human Resource Management Practice, Kogan Page, 8th Ed., 2001). According to the Edwin B Flippo, “Training is the act of increasing knowledge and skills of an employee for doing a particular job.” (Source: Personnel Management, McGraw Hill; 6th Edition, 1984). The term ‘training’ indicates the process involved in improving the aptitudes, skills, and abilities of the employees to perform specific jobs. Training helps in updating old talents and developing new ones. ‘Successful candidates placed on the jobs need training to perform their duties effectively’. (Source: Aswathappa, K. Human resource and Personnel Management, New Delhi: Tata McGraw-Hill Publishing Company Limited, 2000, p.189). The principal objective of training is to make sure the availability of a skilled and willing workforce to the organization. In addition to that, there are four other objectives: Individual, Organizational, Functional, and Social.

Research Methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. Research methodology has many dimensions and research methods do constitute a part of the research methodology. The scope of research methodology is wider than that of research methods. Thus, when we talk of research methodology, we not only talk of the research methods but also consider the logic behind the methods we use in the context of our research study and explain why we are using a particular method or technique and why we are not using others so that research results are capable of being evaluated either by the researcher himself or by others. Why a research study has been undertaken, how the research problem has been defined, in what way and why the hypothesis has been formulated, what data have been collected and what method has been adopted, why particular technique of analyzing data has been used and a host of similar other questions are usually answered when we talk of research methodology concerning a research problem or study.

Primary Objectives

- To study the effectiveness of training and development programs in Hi-tech engineers pvtltd.

Secondary Objectives

- To study the methods used in training the employees
- To analyze whether the quality of training and satisfaction of respondents related.
- To analyze whether the employees are satisfied with their current training methods.
- To collect and analyze the views of the participants and superior on the training.
- To study the training program on the basis of relevance, implementation and

- outcomes.

Sources of Data

Data refers to information or facts however it also includes descriptive facts, non numerical information, qualitative and quantitative information. Data could be broadly classified as :

- Primary data
- Secondary data

Primary data

Primary data is the data collected for the first time through field survey. It is collected with a set of objectives to assess the current status of any variable studied. Primary data reveals the cross- section picture of the object under scrutiny. Therefore, primary data are those collected by the investigator (or researcher) herself for the first time and thus they are original in character. The primary data is the questionnaire asked to the sample.

Advantages of primary data

- They are the first-hand information.
- The data collected are reliable as they are collected by the researcher for himself.
- The primary data are useful for knowing opinion, qualities and attitudes of respondents.

Secondary data

Secondary data refers to the information or facts already collected. It is collected with objective of understanding the part status of any variable or the data collected and reported by some source is accessed and used for the objective of a study. Normally in research, the scholars collect published data analyze it in order to explain the relationship between variables.

Advantages of secondary data

- The information can be collected by incurring least cost.
- The time required for obtaining the information is very less.
- Most of the secondary data are those published by big institutions. So they contain large quantity of information

Tools Used for Data Collection

Data collection tools are instruments used to collect information for performance assessments, self-evaluations, and external evaluations. The data collection tools need

to be strong enough to support what the evaluations find during research. The researcher has used the method of interview to collect the information in that organization and other techniques like observation to collect primary data.

Questionnaire

The questionnaire contains two parts; Part A and Part B. Part A contains personal questions. The question about name is avoided to get true answers from respondents. The questions such as marital status, age, gender are asked because they have individual influence on the study. Part B contains 20 questions. All questions are provided with options and all of them were given with checkbox such that the employees can easily record their response.

The Questionnaire is attached in Annexure.

Observation technique

It is well known that observation is a method of collecting data with sensible organs in understanding less explained or explained phenomena. In this method researcher observes some of the data like utilization of resources, level of performance of workers, idle time given for workers, training frequency etc.

Research design

A research design is the assignment of conditions for collection and analysis of data in a manner that aims to combine relevance to the search purpose formidable problem that follow the fact defining the research is the preparation in this study the researcher has made use of the descriptive research design this is used to determine some definitive purpose with the help of structured questionnaire to further primary information to focus on the accurate description of the variable present in the problem

Sampling

Sampling is concerned with the selection of a subset of individuals from within a population to estimate characteristics of the whole population. Researchers rarely survey the entire population because the cost of a census is too high. The three main advantages of sampling are that the cost is lower, data collection is faster, and since the data set is smaller it is possible to ensure homogeneity and to improve the accuracy and quality of the data. In the study researcher has used probability sampling.

Sample size

The total number of total population [employees] is 150. It would be time consuming as well as difficult to interview all 150 employees. So, the researcher has selected 30% of population for sampling. The samples were selected using simple random sampling techniques i.e every individual in the total population had equal chances of being selected.

Definition of Important Terms

Training

This term is often interpreted as the activity when an expert and learner work together to effectively transfer information from the expert to the learner (to enhance a learner's knowledge, attitudes or skills) so the learner can better perform a current task or job. Here's another perspective.

Development

This term is often viewed as a broad, ongoing multi-faceted set of activities (training activities among them) to bring someone or an organization up to another threshold of performance. This development often includes a wide variety of methods, e.g., orienting about a role, training in a wide variety of areas, ongoing training on the job, coaching, mentoring and forms of self-development. Some view development as a life-long goal and experience.

Information

At its most basic form, a piece of information about something is a "unit of awareness" about that thing. (A field of philosophy, epistemology, includes analysis of what is really information and what isn't. This field might visit the question: "If a tree falls in the forest, does it make a sound?") Some people think that this awareness occurs only in the brain and, therefore, usually comes from some form of thought. Other people also accept information as a form of realization from other forms of inquiry, e.g., intuition.

Knowledge

Knowledge is gleaned by organizing information. Typically, information evolves to knowledge by the learner's gaining context, perspective and scope about the information.

Skills

Skills are applying knowledge in an effective and efficient manner to get something done. One notices skills in an employee by their behaviors.

Task

A task is typically defined as a unit of work, that is, a set of activities needed to produce some result, e.g., vacuuming a carpet, writing a memo, sorting the mail, etc. Complex positions in the organization may include a large number of tasks, which are sometimes referred to as functions.

Job

A job is a collection of tasks and responsibilities that an employee is responsible to conduct. Jobs have titles.

Role

A role is the set of responsibilities or expected results associated with a job. A job usually includes several roles.

Learning

Typically, learning is viewed as enhancing one's knowledge, understanding or skills. Some people see learning as enhancement to one's knowledge, awareness and skills. Some professionals view learning as enhancing one's capacity to perform. Some view learning as a way of being that includes strong value on receiving feedback and increasing understanding.

It's important to note that learning is more than collecting information – more than collecting unreferenced books on a shelf. Depending on the needs of the learner, knowledge is converted to skills, that is, the learner knows how to apply the knowledge to get something done. Ideally, the skills are applied to the most appropriate tasks and practices in the organization, thereby producing performance – results needed by the organization. Here's another perspective.

Continuous Learning

Simply put, continuous learning is the ability to learn to learn. Learning need not be a linear event where a learner goes to a formal learning program, gains areas of knowledge and skills about a process, and then the learning ceases. If the learner can view life (including work) as a “learning program”, then the learner can continue to learn from almost everything in life. As a result, the learner continues to expand his or her capacity for living, including working.

Education

This term seems to be the most general of the key terms in employee training. Some professionals view education as accomplishing a personal context and understanding of the world, so that one's life and work are substantially enhanced, e.g., “Go get an education.” Others view the term as the learning required to accomplish a new task or job. Here's another perspective.

Period of the Study

This study was conducted in Hi-tech engineers pvt ltd. with a period of 30 days.

- ❖ Initial five days were spent on data collection.
- ❖ Next 6 days were engaged with the employees to have a personal contact with them.
- ❖ The next 15 days were used to help up in the HR department concerns such as conducting meetings, applications arranging and informing meeting etc.
- ❖ The last 5 days were used to circulate the questionnaire and collect reply from employees.

Limitations of Study

Some difficulties were encountered while doing the project. The limitations were listed below.

- The employees of the Hi-tech engineers pvt ltd found it difficult to answer questions properly due to their busy and heavy workload.
- Some were reluctant to answer some question thinking that might affect their job negatively.
- The primary collection of data was time consuming, as the employees were busy.
- Sample size was 20% of total population.
- The total time allowed by company to do the project.
- Being a very lengthy and complex process, it is difficult to analyze the details of training and process.
- The working personals are not proffered to give complete information

ANALYSIS

Analysis and interpretation is the one of the important stage of a project. In this stage the recorded responses are coded into symbols, for making counting, edited, tabulated and represented in appropriate pictorial form.

The responses in the questionnaire have its own value in making a true interpretation. There are 45 respondents for the study. The questions are created in a way that the ambiguity is avoided. After preliminary scrutiny of the filled questionnaires, it is noticed that all the respondents marked their responses to important questions which will lead the study.

The responses of the questionnaires are tabulated and represented in percentages to get a clear cut picture about the responses. It made the interpretation quite easier on the basis of percentages chart is drawn. The selected pie chart was very useful for the interpretation.

The interpretation for questions which seeks Yes or No answers was easy because comparative majority can be identified by the percentage. Diagrammatic representations are given for each question in order to make the findings more clearly to the reader. Along with simple bar diagrams and pie charts new 3D representation methods are also used to make the presentation more interactive. The questionnaire contains two parts. Part A is about personal data and Part B about the necessary questions

Personal Data: Part A

AGE OF RESPONDANTS

Age Group	No. Of Respondents	Percentage Of Respondents
18-23	15	33.33
24-28	18	40
29-33	9	20
34-39	3	6.67
Total	45	100

Table 1[a] shows the age group of respondents and their respective percentage.

Table 1.2

GENDER OF RESPONDENTS

Gender	No. Of Respondents	Percentage Of Respondents
Male	39	86.67
Female	6	13.33
Total	45	100

Table 1[b] shows the gender of respondents and the percentage of respondents in each gender.

MARITAL STATUS OF RESPONDANTS

Status	No. Of Respondents	Percentage Of Respondents
Single	30	66.67
Married	15	33.33
Total	45	100

Table 1[c] shows the marital status of the respondents and the percentage of respondents in each group.

Table 1.4

EXPERIENCE OF RESPONDANTS IN HI-TECH ENGINEERS PVT. LTD

experience in years	No. Of Respondents	Percentage Of Respondents
0-3	33	73.33
4-6	9	20
7-9	3	6.67
Total	45	100

Table 1[d] shows the experience of respondents in years in Hi-tech engineers pvt ltd.

Part B

TABULATION OF RESPONSES OF EMPLOYEES

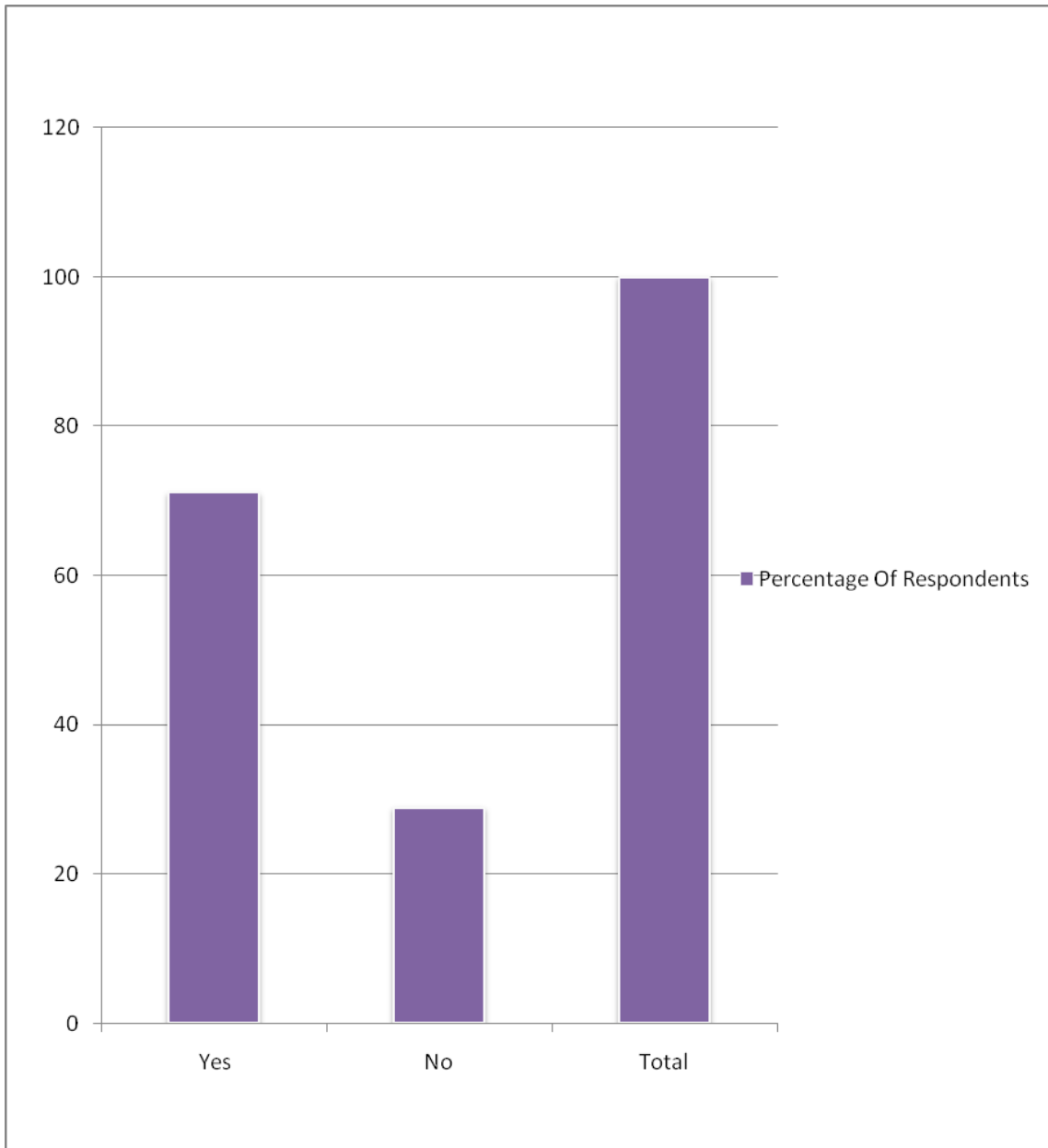
1. Do you think that regular training needs assessment is conducted at the company?

Opinion	No. Of Respondents	Percentage Respondents	Of
Yes	32	71	
No	13	29	
Total	45	100	

Inference

From the table 2.0, 71.11% of respondents agreed that training needs are assessed regularly at Hi-tech engineers pvt ltd. While 28.8 percent respondents are of the opinion that training needs aren't assessed properly.

Figure 1.0 Do you think that regular training needs assessment is conducted at the company?



2. What is your opinion about training process as a learning experience?

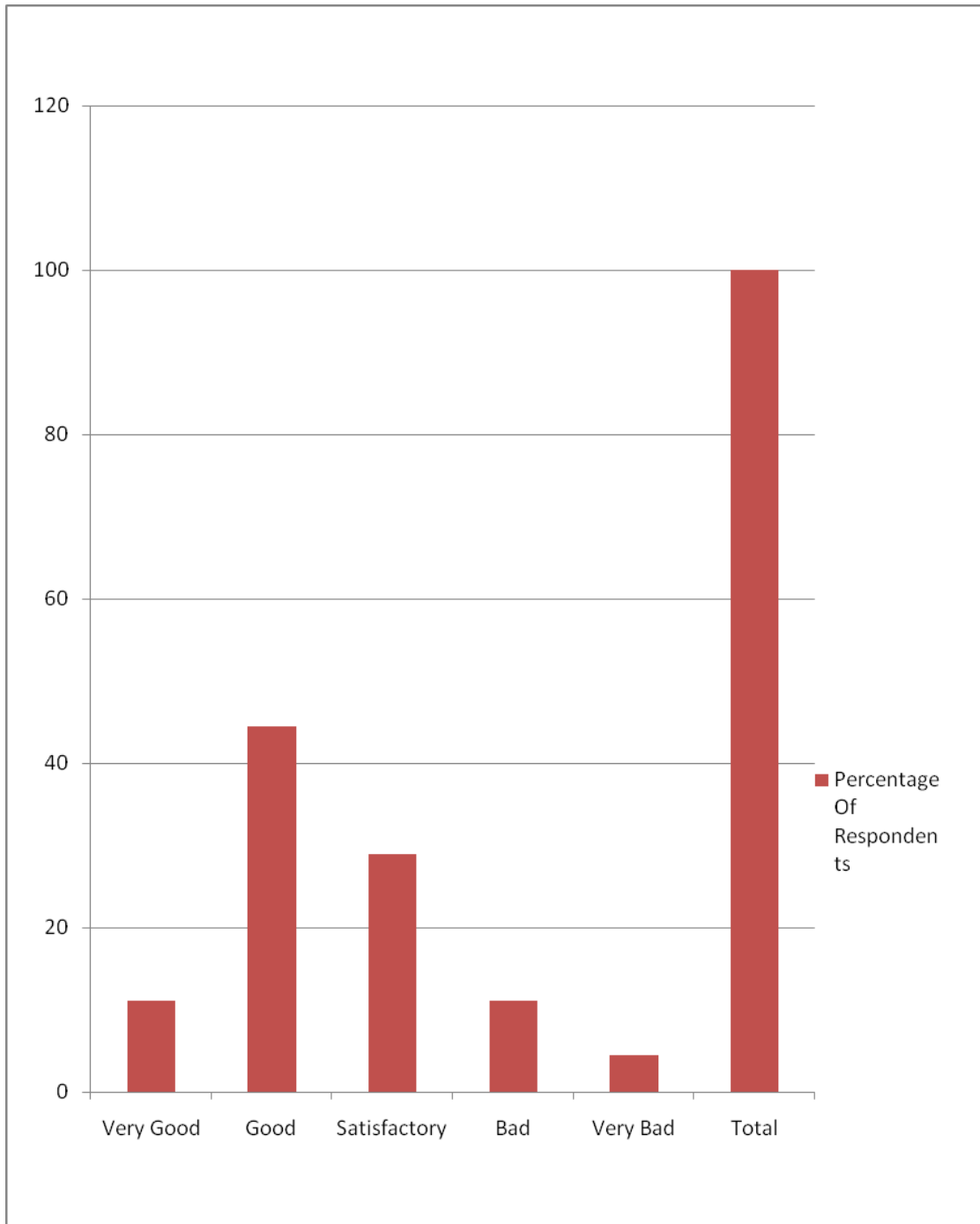
Opinion	No. Of Respondents	Percentage Of Respondents
Very Good	5	11
Good	20	44
Satisfactory	13	29
Bad	5	11
Very Bad	2	4
Total	45	100

Inferences:

From table 3.0, we can see that 11% of respondents say that training process as a learning experience is very good at Hi-tech engineers pvt ltd. While 44% are of the opinion it is Good and 29 percent are just satisfied with the training process as far as the learning experience is concerned. 11% percent rated training process as very bad and just 4% stated training as very bad.

Figure 2.0

3. What is your opinion about the regular assessment of training needs at the company?



4. What is your opinion about the performance of trainer/guest faculty/instructor?

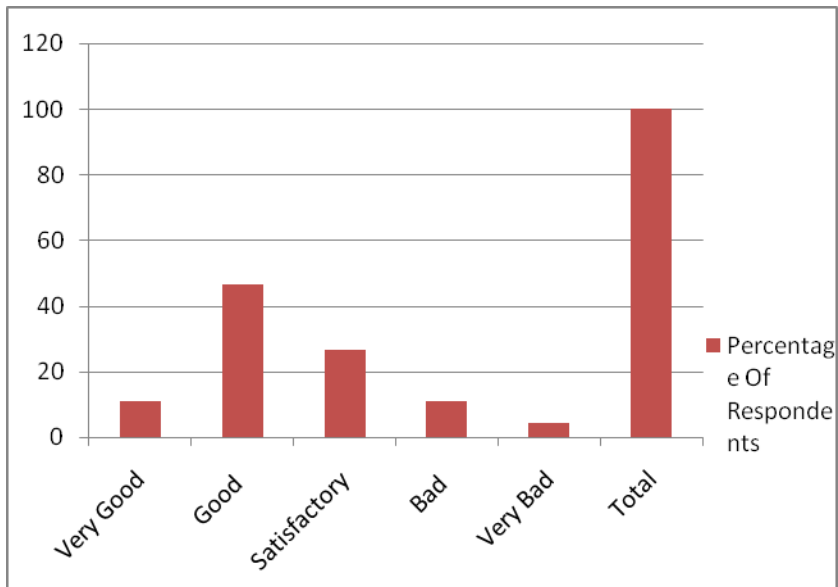
Table 4.0

Opinion	No. Of Respondents	Percentage Of Respondents
Very Good	5	11
Good	21	47
Satisfactory	12	27
Bad	5	11
Very Bad	2	4
Total	45	100

Inference:

From the table 4.0, we can see that 11% percent of the respondents are of the opinion that performance of trainer/guest faculty/instructor is very good. 47% said its good and 27% find the performance of trainer satisfactory. And 11% voted it as bad and 45 voted it as very bad.

5. What is your opinion about the performance of trainer/guest faculty/instructor



6. What is your opinion regarding achievement of learning objective from training program?

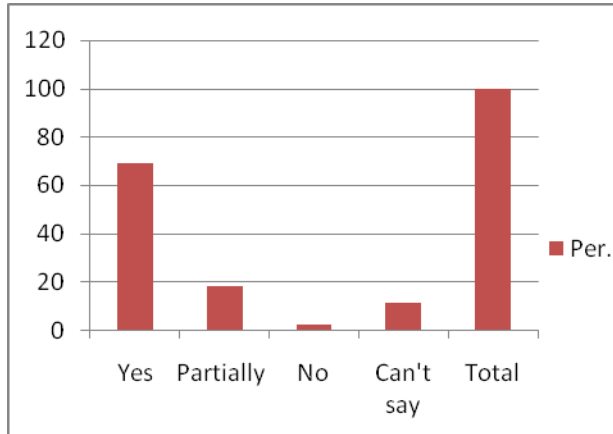
Table 5.0

Opinion	No. Of Respondents	Percentage Of Respondents
Yes	31	69
Partially	8	18
No	1	2
Can't say	5	11
Total	45	100

Inference:

69% percent of the respondents claim that they have achieved the learning objective from the training program. 18% respondents were of the opinion that they achieved the learning objective partially. 2% percent couldn't achieve the training objective and 13 percent of respondents refused to answer.

Achievement of learning objective from training



program

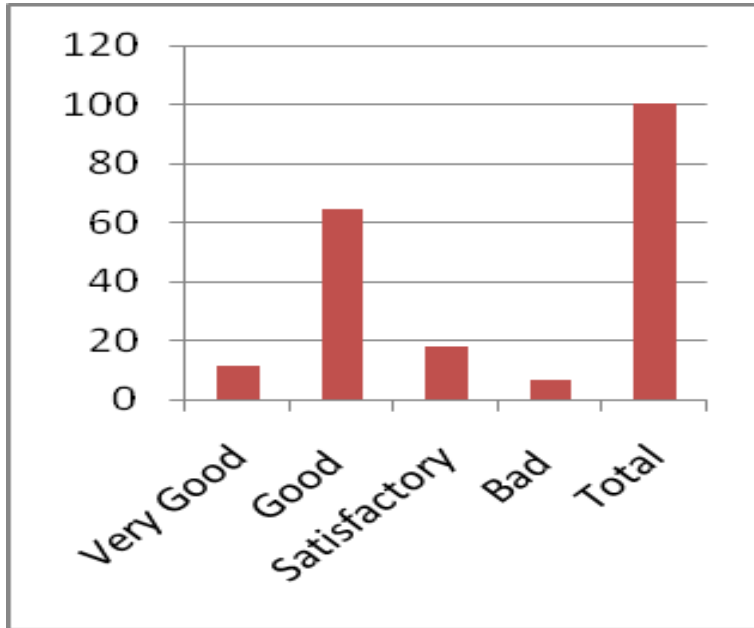
7. What is your opinion regarding relevancy of training program with the job?

Answer	No. Of Respondents	Percentage Of Respondents
Very Good	5	11
Good	29	64
Satisfactory	8	18
Bad	3	7
Very Bad	0	0
Total	45	100

Inference:

From table 6.0 and figure 5.0 we can observe that 11percent of respondents reveal that the training provided is very much relevant to the job while majority ie 64% revealed that it is good and 18 percent revealed that its satisfactory. And 7% voted it as irrelevant. The above diagram shows the opinion of employees about the relevancy of training process to the job.

Relevancy of training program with the job



8. Do you think there is well designed and widely shared training policy in the company?

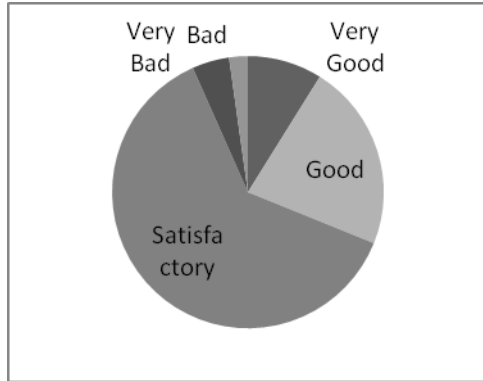
Table 7.0

Opinion	No. Of Respondents	Percentage Of Respondents
Very Good	6	13
Good	12	27
Satisfactory	20	44
Bad	5	11
Very Bad	2	4
Total	45	100

Inference:

From table 7.0 and figure 6.0 we can see that 13% percent of the respondents reveal that the company's training policy is designed very good. 27% said its good and 44% said its satisfactory. 11% percent rated it as bad and Rest 4% reveal that they are very dissatisfied with company's training policy.

There is well designed and widely shared training policy in the company



9. What is your opinion about the content and methodology used in the training program?

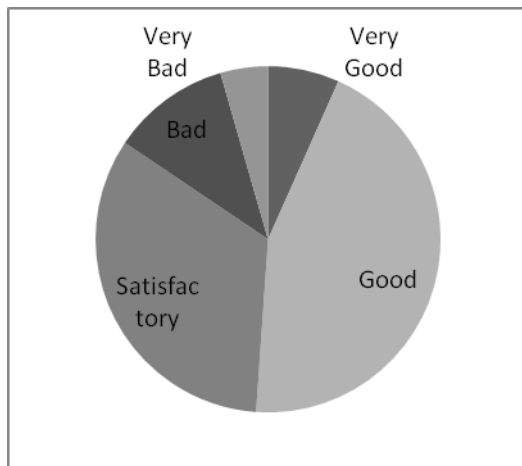
Table 8.0

Answer	No. Of Respondents	Percentage Of Respondents
Very Good	3	7
Good	20	44
Satisfactory	15	33
Bad	5	11
Very Bad	2	4
Total	45	100

Inference:

7 percent of the respondents revealed that the content and methodology used in the training program is very good. 44 percent were of the opinion that it was good. 33 percent responded that training methodology and content was satisfactory. 11% said its bad and 4% said its really very bad.

Opinion about the content and methodology used in the training program



10. What is your opinion about usefulness of training materials?

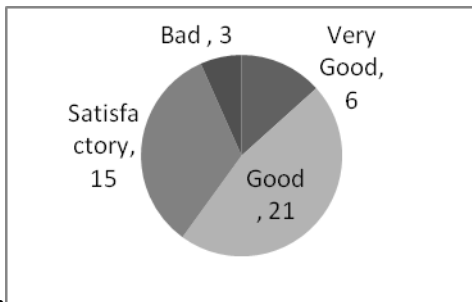
Table 9.0

Opinion	No. Of Respondents	Percentage Respondents	Of
Very Good	6	13.	
Good	21	47	
Satisfactory	15	33	
Bad	3	7	
Very Bad	0	0	
Total	45	100	

Inference:

From table 9.0 and figure 8.0 we can see that 13 percent of the respondents revealed that training materials were really useful, 47% stated it as good and 33 percent respondents found training material satisfactory. Only 6 percent respondents declared training materials to be bad.

Figure 8.0 Opinion about Usefulness of training materials



11. What is your opinion about the use of audio-visual aids?

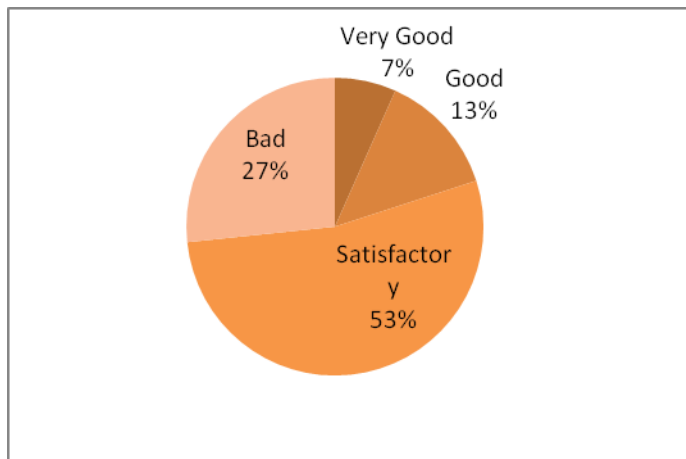
Table 10.0

Opinion	No. Of Respondents	Percentage Of Respondents
Very Good	3	7
Good	6	13
Satisfactory	24	53
Bad	12	27
Very Bad	0	0
Total	45	100

Inference:

From the above table 10.0 and figure 9.0 we can observe that 53% of respondent are satisfied with the use of audio-visual aids. 13% were stated the use of audio-visual aids to be good and 7% percent declared it very good. 27 percent of respondents declared the use of audio-visual aidsto be bad.

Figure 9.0 Opinion about the use of audio-visual aids



12. What is your opinion about the practical sessions in the training program?

Table 11.0

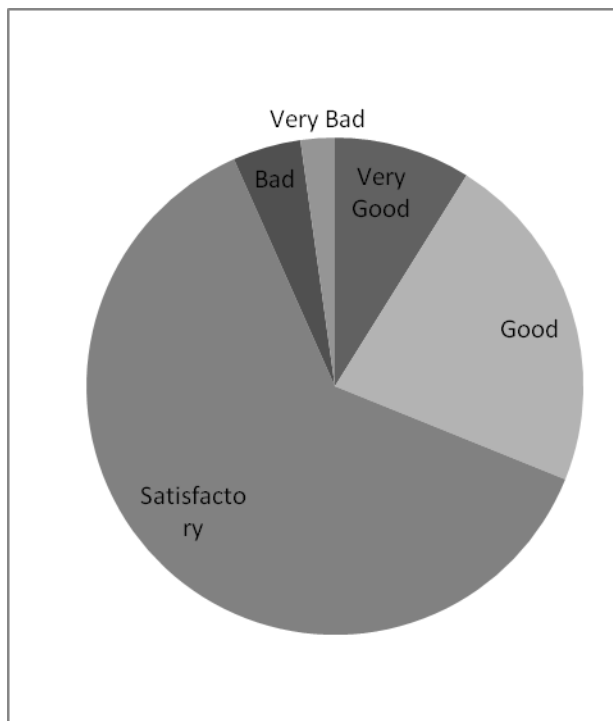
Answer	No. Of Respondents	Percentage Of Respondents
Very Good	4	9
Good	10	22
Satisfactory	28	62
Bad	2	4

Very Bad	1	2
Total	42	100

Inference:

From the above give table 11.0 and figure 10.0 we can observe that 9% and 22% respondents responded that practical sessions are very good and good respectively. 62% of respondent are satisfied with the practical sessions conducted in the training process. 4% and 2% respondents stated practical sessions of training process at Hi-tech engineers pvt ltd.is bad and very bad respectively.

Figure 10.0 Opinion about the practical sessions in the training program.



13. What is your opinion about the working environment?

Table 12.0

Opinion	No. Of Respondents	Percentage Of Respondents
Strongly satisfied	3	6
Satisfied	24	54

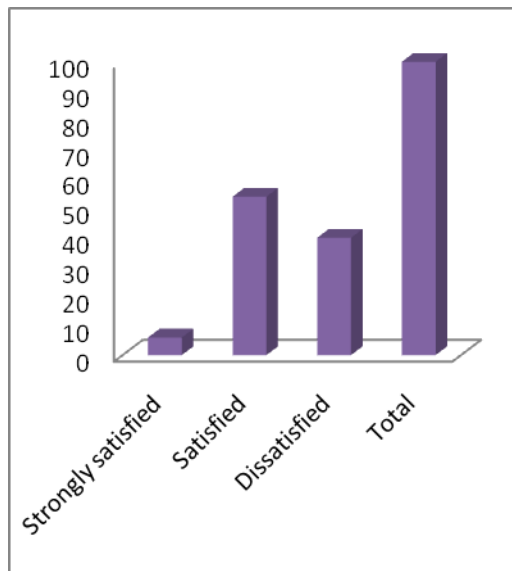
Dissatisfied	18	40
Strongly dissatisfied	0	0
Total	45	100

Inference:

From the above table 12.0 and figure 11.0 we can observe that 54% respondents are satisfied about the working environment provided with training and 6% were strongly satisfied. We can also observe that 40 percent of respondents are dissatisfied about the working environment. None were strongly dissatisfied about the working environment of training process conducted at Hi- tech engineers pvt ltd.

Figure 12.0

Opinion about the working environment



14. What is your opinion about the time duration given for the training period?

Table 13.0

Opinion	No. Of Respondents	Percentage Respondents	Of
Sufficient	12	27	

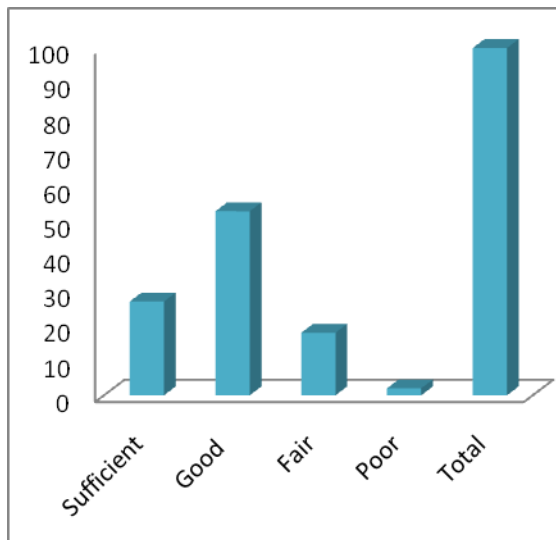
Good	24	53
Fair	8	18
Poor	1	2
Very poor	0	0
Total	45	100

Inference:

The above table 13.0 and figure 12.0 clearly shows that 26.67 percent of respondents are satisfied with the time given for training. While 53.3% respondents explained the time allotment as good. 17.77% found the time allotment to be fair and 2.22% respondent revealed that they aren't satisfied with the time given for training and voted bad.

Figure 12.0

Opinion about the time duration given for the training period.



15. What is your opinion about the preferences given to the participants' suggestions?

Table 14.0

Answer	No. Of Respondents	Percentage Respondents	Of
Excellent	6	13	

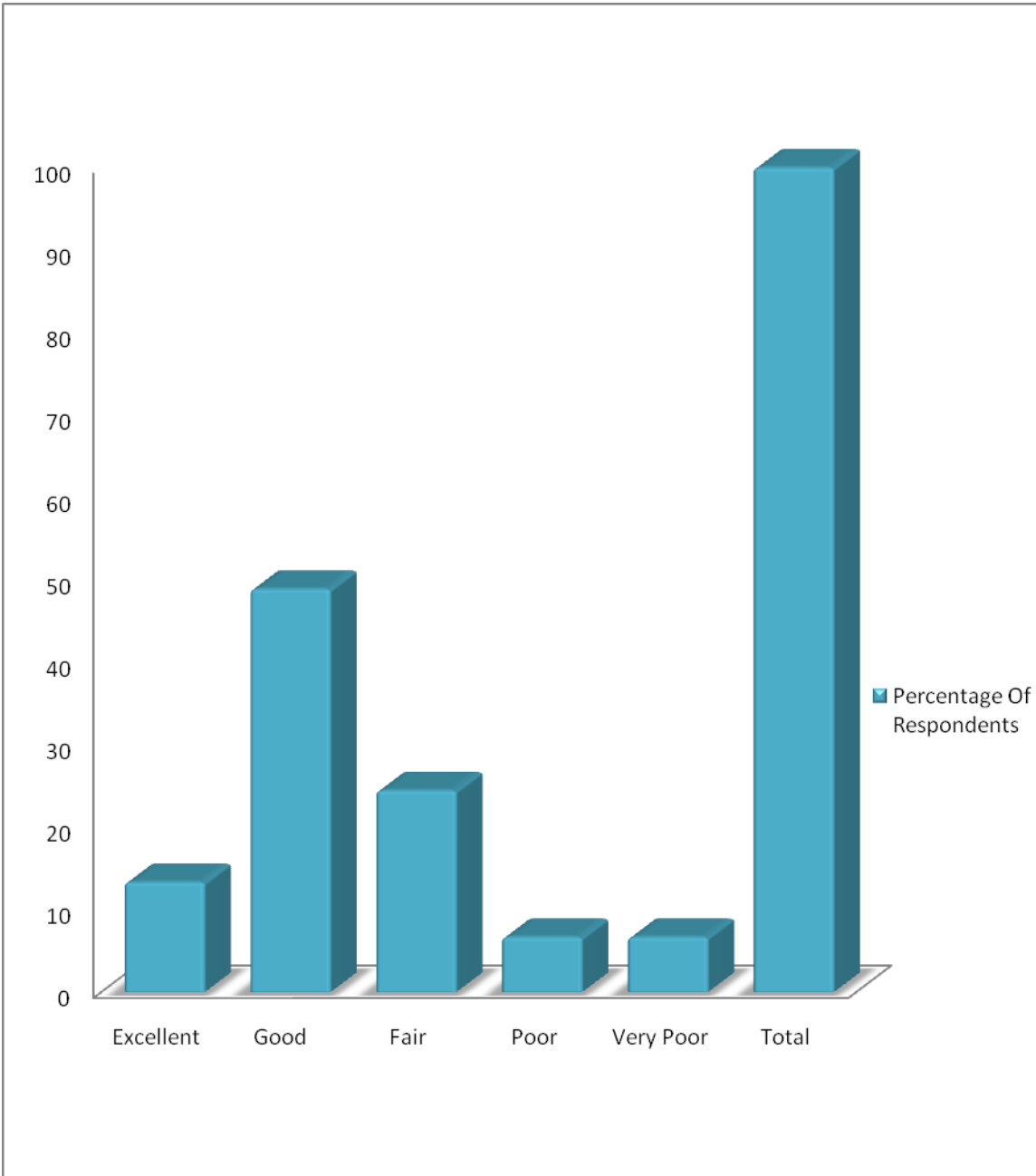
Good	22	48
Fair	11	24
Poor	3	7
Very Poor	3	7
Total	45	100

Inference:

The above table 14.0 and figure 13.0 shows that 48% respondents said that the participants suggestions are really taken into account. 24% respondents found that preferences given to participants suggestion to be good, 24% opinioned it to be fair [average] but 7% declared the acceptance of participant's suggestion as poor another 7% said its very poor.

Figure 13.0

Opinion about the preferences given to the participants' suggestions.



16. What is your opinion about the motivation given to the participants.

Table 15.0

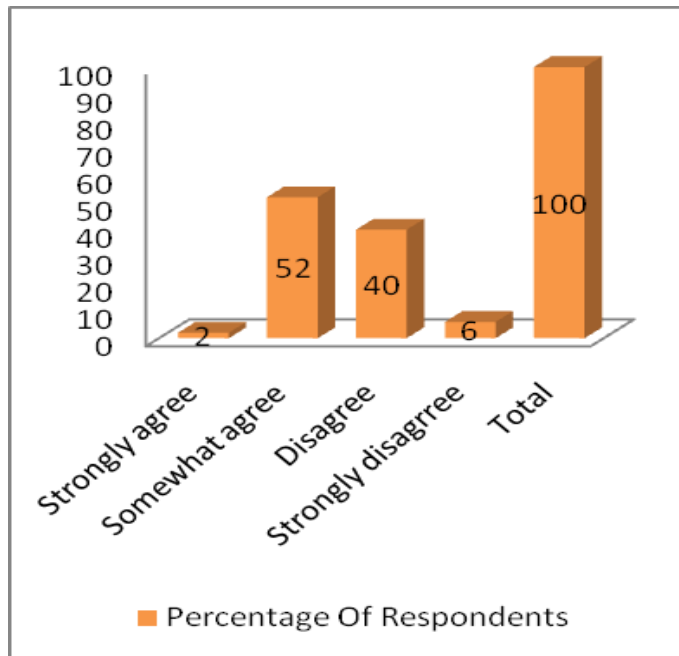
Answer	No. Of Respondents	Percentage Of Respondents
Strongly agree	1	2
Somewhat agree	24	52
Disagree	18	40
Strongly disagree	3	6
Total	45	100

Inference:

From the table 15.0 and figure 14.0 we can observe that 53.33 percent respondents somewhat agree they have given with motivation to participate in the training process. 40% respondents disagreed with this and 6.67 % respondents strongly disagreed.

Figure 14.0

Opinion about the motivation given to the participants.



17. Are employees permitted times off from work to attend training?

Table 16.0

Answer	No. Of Respondents	Percentage Of Respondents
Yes, with pay	0	0
Yes, without pay	0	0
No	27	60
No, such thing	18	40

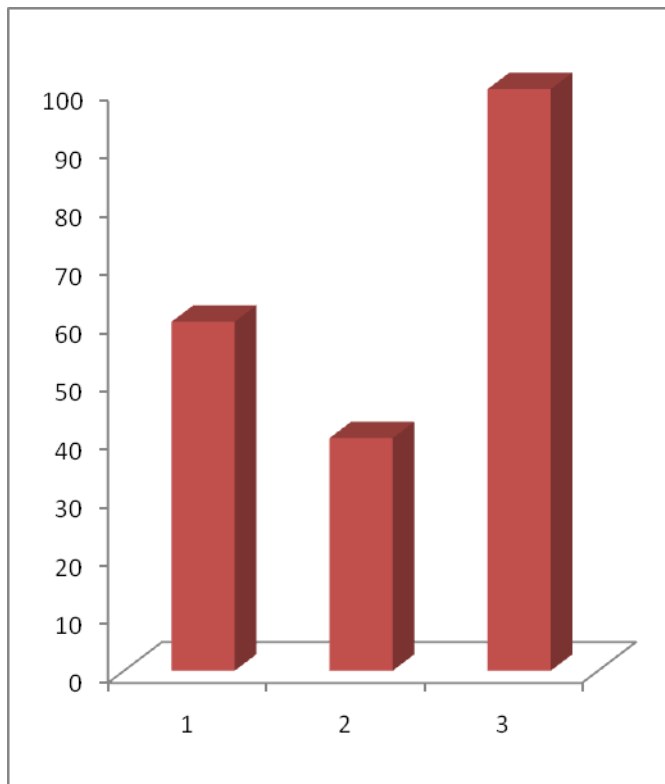
Total	45	100
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Inference:

We can observe that, from table 16.0 and figure 15.0 , 60 percent of respondents answered no when asked if they are permitted time offs from work to attend training. And 40% respondents said they aren't aware of any such thing.

Figure 15.0

Are employees permitted times off from work to attend training?



18. Does training process affect normal working hours?

Table 17.0

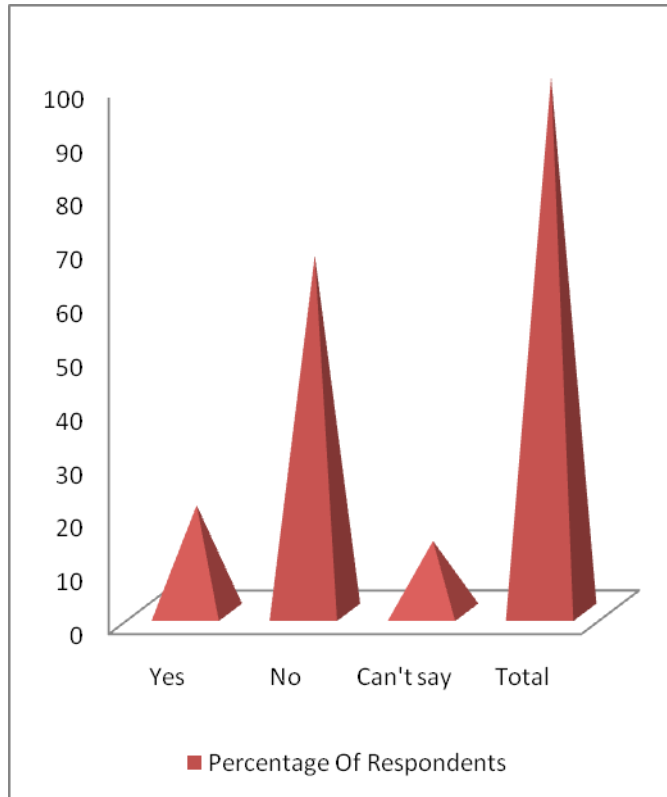
Opinion	No. Of Respondents	Percentage Of Respondents
Yes	9	20
No	30	66
Can't say	6	14
Total	45	100

Inference:

From table 17.0 and figure 16.0 we can see that 20%,ie majority, of respondents are of the opinion that training process affect the normal working hours of Hi-tech engineers pvt ltd. 66% respondents don't think working hours are affected. And 14% respondents refused to answer.

Figure 16.0

Does training process affect normal working hours?



19. Do you think employees apply the new concepts taught at the training program in their job?

Table 18.0

Opinion	No. Of Respondents	Percentage Of Respondents
Yes	9	20
Somewhat	24	53
No	0	0
Can't say	12	27

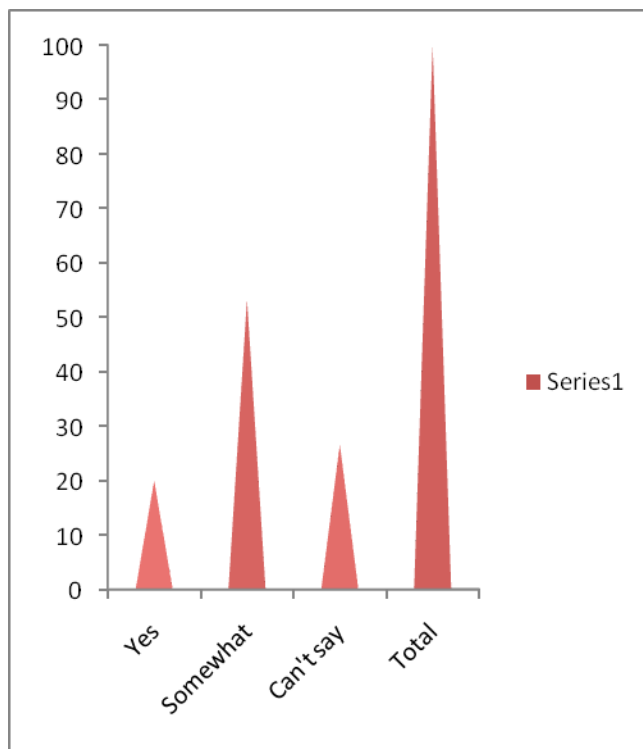
Total	45	100
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Inference:

From table 18.0 and figure 17.0 we can observe that 53% respondents think employees somewhat apply their newly learned skills. While 20 % respondents confidently stated employees apply their new skills. 27% respondents choose not to say.

Figure 17.0

Do you think employees apply the new concepts taught at the training program in their job?



20. What is your opinion about overall quality of the training program?

Table 19.0

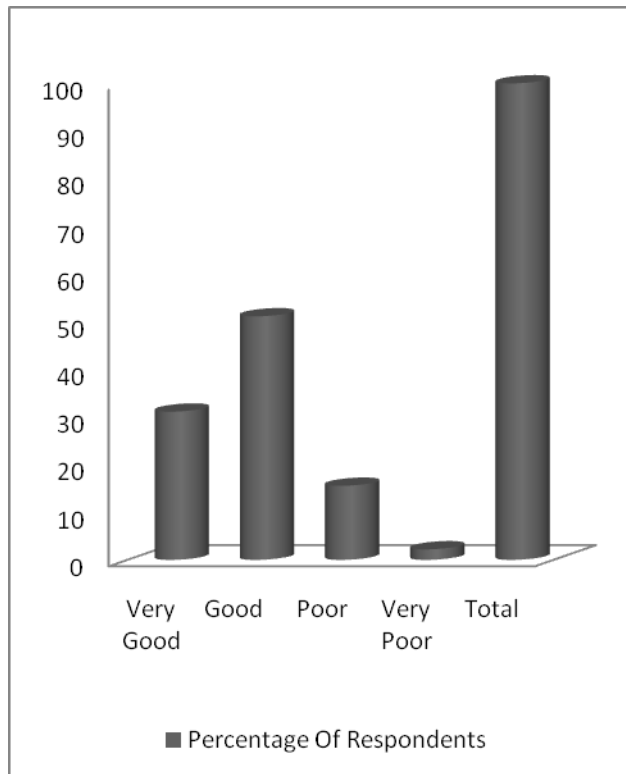
Answer	No. Of Respondents	Percentage Of Respondents
Very Good	14	31
Good	23	52
Poor	7	15
Very Poor	1	2
Total	45	100

Inference:

From table 19.0 and figure 18.0 we can observe that 31% employees said the quality of training program is very good and 52% said its good. 15 and 2 percent respondents rated quality as poor and very poor respectively.

Figure 18.0

Opinion about overall quality of the training program



Findings

Though by and large, substantial number of employees are content with the way the training is conducted, still there is a scope to analyze at micro level whether the negatives respondents were either non attentive confronted confused or otherwise. Based up on the data there is a scope to take corrective action.

- Majority of the employees who have attended the training program were well educated. Their level of education was from diploma holders to engineering graduates
- Majority of the employees stated that they were informed about the purpose of training, its intended results and significance of training. This reflects that the management was keenly interested in achieving the objective for which the training programs were conducted.
- As far as the infrastructure facilities are concerned, majority of employees have stated that the learning atmosphere was quite all right and the facilities provided during the process of training were adequate and conducive to learning.
- Majority of the employees have expressed satisfactory opinion about the training faculty and their ability to train but a few numbers of the respondents were neither satisfied with

- the way in which the training programs were conducted by the trainer /faculty.
- With regards to the enhancement of skills and knowledge of the employee who have attended the training program, eighty percent of them have cited there was an enhancement in their knowledge and skills compared to the other employees who have not attended the training program. The skill and knowledge learned through training were helpful to them in exercising on the job.
- Only a few members of the respondents have the opinion of significance of training in developing the personality of the individual. This shows that the training programs conducted were related only with their job but not concerned with the personal development of the employees.
- The training expectations of the respondents were found to be moderate. It could be observed from these facts that the employee's expectations were not completely fulfilled through training

Conclusions

Analysis of all the facts & figures, the observations and the experience during the training period gives a very positive conclusion/ impression regarding the training imparted by the Hi-tech engineers pvt ltd.trainers. The Hi-tech engineers pvt ltd.is performing its role up to the mark and the trainees enjoy the training imparted especially the practical sessions and simulations.

The training imparted meets the objectives like:

- Effectiveness of the training and its resultant in the performance of the employees.
- Assists the employees to acquire skills, knowledge and attitude and also enhance the same.
- Helps to motivate employees and helps in avoiding mistakes.

It becomes quite clear that there is no other alternative or short cut to the development of human resources. Training when used in a planned and purposeful manner can be an extremely effective management tool as they increase the knowledge and skills of workers and thereby increasing the productivity and wealth of the organization.

Suggestions

- In today's competitive world attitude is the factor which is the dividing line between failure and success. Thus recruitment of the employees must be made not only on skills and attitude but also the attitude of the employee. If an employee has a positive attitude then training for him can be more effective, he has a positive effect on the climate.
- The training needs should be assessed regularly by observing the performance of employees and also from feedback.
- The training records must be maintained, preserved properly and updated timely.

- Proper care should be taken while selecting the trainers.
- Trainers must be given continuous feedback and the training should be performed as a continuous planned activity.
- New and different trainers should be invited so that the maximum impact can be got from the training programmes.
- Co-ordination and interaction of the employees of all levels must be encouraged to locate new talents among employees. Individual care should be given as much as possible in case of practical sessions
- Try to consider the personal goals of participants also when designing the training module. By which the interest and satisfaction of participants can be increased. Try to use more visual and audio aids to make trainings more interactive and active.

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