PARADIGM SHIFT OF SOCIAL MEDIA MARKETING

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ABSTRACT

Today companies literally fight for consumers' attention. Competition has forced both marketers and companies to seek new unconventional ways to communicate with the market. This has lead to the development of the phenomenon known as social media. This form of media describes a selection of user-generated content created by consumers’ to educate each other about products, brands, services, personalities and issues. Social media have become a major factor in influencing different aspects of consumer behaviour including awareness, information acquisition, opinions, attitudes, purchase behaviour, and post-purchase communication and evaluation.

The growing usage of social media indicates a potentially effective new platform for advertisers. However, little academic research examines how advertisers use these platforms for marketing and communications. This study sought to provide an analysis of current commercial social media usage by digital creative agency and full-service agency, in addition to conducting a state-wide online survey of advertising professionals, results indicated that advertisers use social media differently than they do traditional forms of advertising media.

In the current digital media environment, advertisers must provide value or an added benefit to the consumer to gain their attention. Furthermore, companies should view social media platforms as long-term investments and, in doing so, invest time and resources to developing and sustaining them. Finally, whether or not a brand chooses to participate in social media, every company should understand these networks and use them for their researching capabilities.

The results of this study not only provide background on social media marketing, but also provide valuable insight for current practitioners and help reduce the academician-practitioner gap.

KEYWORDS

Social Media, Competition, Advertising, Media Environment etc.

INTRODUCTION

In the previous days, traditional, non-targeted advertising via newspapers, magazines, radio, television, and direct mail where the only way to communicate with the public. These media make targeting specific buyers with individualized messages very difficult. For a long time commercial media have been used to convey, messages designed to develop consumers’ attitudes and feelings towards brands. Today, many of the messages are designed to provoke audiences into responding, either physically, cognitively, or emotionally. The tools and strategies for communicating with customers have changed significantly with the emergence of the phenomenon known as social media, also referred to as consumer-generated media. This form of media describes a variety of new sources of online information that are created, initiated, spread and used by consumers’ intent on educating each other about products, brands, services, personalities and issues. Social media have become a major factor in influencing various aspects of consumer behaviour including awareness, information acquisition, opinions, attitudes, purchase behaviour, and post-purchase communication and evaluation.

In the current modern societies, Social Media channels are commonly used in order to connect people together throughout the world using the Internet. Whether it is through social networks, forums, blogs or media sharing websites, people can now have a conversation online, also called interactive dialogue, with anybody and on any subject, permitting them to share their experiences and valuable information. Looking on a business perspective, it is understood that Social Media Marketing has offered a large variety of new opportunities for companies to promote their brand, products and services. Thanks to the personal autonomy and freedom that Internet offers, people are actively connecting with each other and talking about their experiences, sharing their opinions about products and services they have tested or even just heard about. However, it seems still unclear which real benefits Social Media Marketing has brought to businesses and which particular techniques were used to achieve this success.

According to Evans (2008), Social Media relates to a self-generated, authentic conversation between people about a particular subject of mutual interest, built on the thoughts and experiences of the participants. Therefore, Social Media is definitely all about sharing and aiming at a collective vision, often intending to offer a more-appropriated or informed choice at the end. Furthermore, Social Media changes over time as it allows people to generate the content in a participative way whenever they want to add any additional piece of information. Social Media are also evolving constantly, as they are part of internet high technologies, which are modified regularly with additional or replacing features.

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OBJECTIVES OF STUDY

- To understand the concept of Social Media Marketing,
- To review role of Social networking sites in Media marketing.

SOCIAL MEDIA

According to Zarrella (2010), social media is best defined in context of the previous industrial media paradigm. Traditional media, such as television, newspapers, radio, and magazines, are one way, static broadcast technologies. If you disagree with something, you read in the newspaper, you cannot send the editorial staff instant feedback. New web technologies have made it easy for anyone to create – and most importantly – distribute their own content. Social media allows customers to interact with companies instead of only being passive targets of corporations’ marketing messages. With social media, businesses can focus on consumers, respond to their needs and create ongoing dialogue. Social media marketing allows companies to create new connections with customers and communicate with them, instead of sending one-way messages to people. Social media is based on a natural, authentic conversation between people about a subject of mutual interest.

SOCIAL MEDIA APPLICATIONS

Within the general definition of social media, various categories need to be distinguished further. According to Kaplan & Haenlein (2010), there is no systematic way in which different social media applications can be categorized. New sites appear in cyberspace every day, so it is important that any classification scheme take into account applications, which may be forthcoming. To create a classification scheme, and to do so in a systematic manner, Kaplan & Haenlein (2010) rely on a set of theories in the field of media research (social presence, media richness) and social processes (self-presentation, self-disclosure), which are the two key elements of social media. Social presence theory states that media differ in the degree of “social presence” - defined as the acoustic, visual, and physical contact that can be achieved - it allows emerging between two communication partners. Social presence is influenced by the intimacy (interpersonal vs.mediated) and immediacy (asynchronous vs. synchronous) of the medium. The communications can be expected to be lower for mediated (e.g. telephone conversation) than interpersonal (e.g. face-to-face discussion) and for asynchronous (e.g. e-mail) than synchronous. The higher the social presence, the larger the social influence that the communication partners have on each other’s behavior.

SOCIAL MEDIA MARKETING

Social networks are an increasingly powerful force in mediated communication. However, research conducted to date has been primarily exploratory. Goldsborough (2009) examined several media trends that the JWT advertising agency reported in its annual forecast. One of the foremost conclusions is the predicted decline of e-mail usage, which JWT attributes to younger people’s preference for text messaging and communicating through social networks. In addition, the agency cites the increasing number of social networking sites, introduction of professional social networking sites such as LinkedIn, and increase in micro-blogging using programs such as Twitter, face book, LinkedIn etc. Social media encompass an inherent shift of informational power from the advertiser to the consumer, in which consumers decide which content to ignore and which to pass along to others in their network. Many consider this sharing of online content as powerful as word of mouth marketing. Social media create new opportunities for advertisers to reach consumers. However, without proper research, it is unknown how consumers will interact with social media and how advertisers should use them for marketing and communications. Because advertising practitioners have firsthand experience with social media and consumers,

Social Media Marketing is marketing that focuses on people, not products. The company with as many qualitative features and promotional tools as possible can present the products, but what really matters is the comments and appreciations left by the customers. People provide the content, and this is the reason why Social Media Marketing is so scary and challenging for marketers. They do not control the marketing content anymore. Negative word-of-mouth can be spread worldwide in a couple of minutes only. With the explosion of Internet-based messages transmitted through the Social Media, they are now a main factor in influencing many aspects of consumer behaviour, such as awareness, consideration, information gathering, opinions, attitudes, purchasing decisions and post-purchase evaluation. International marketers need to recognize the power and critical nature of the conversations being hold by consumers using Social Media. Consequently, the ability of influencing the crowd effectively is the main quality needed by the marketing team.

SOCIAL NETWORKING SITES

Social networking sites are applications that enable users to connect with each other. Users create personal information profiles, invite friends and colleagues to have access to those profiles, and send e-mails and instant messages to each other. These personal profiles can include any type of information, such as photos, video, audio files, and blogs. Social networking sites are a hot topic for marketers right now, as they present a number of opportunities for interacting with customers, including via plug-in applications, groups and fan pages. The building blocks of a social network are user pages, known as profiles. The profile page includes different information about the person. Profiles are for real people, and companies use specific pages or groups for their company information. Customizing the different pages and profiles is a good way of reflecting ones personality and brand.
Facebook is an example of a social networking site. Possibly the site got social networking moving. It has more or less coincided with the social media revolution and is today the largest social network site to date in terms of numbers. It also has the most features useful to the social media marketers. Face book began as an academic idea, which intended to keep alumni of a college in touch with each other when they did not have the time to stay in touch properly. It soon spread beyond academia as people without an email address ending with “.edu” could in 2006 create their own accounts. Essentially Face book is one of the more complex social networking environments, but potentially very rewarding when businesses have its strengths and weaknesses in mind. It is therefore important for businesses to not underestimate the time and effort it is going to take to supervise the profile and pull together an online community.

Twitter is a micro blog, which is a form of blogging that limits the size of each post; Twitter updates can contain only 140 characters. Twitter was originally intended as a way for people to answer the question “What are you doing?” Although some people post real-time updates about their lives, it can be very useful for marketers to tweet about new content, offers, and news, as well as respond to questions from other users. Most companies should be on Twitter; it is easy, cost-effective, requires very little investment of time, and can quickly prove worthwhile in increased buzz, sales, and consumer insight.

YouTube is an example of a content community. It is a video sharing service. The principle of YouTube is simple; you upload videos and share with other people. YouTube enables you to upload a video and then, put the URL as a link on your website to send people to the video. You can also use the “embedding” code to make the video appear on your own website or blog. Doing so is free and it will make your site look very professional. If you also allow people to embed, your video you will create viral marketing and people will help you spread the word. Signing up to, YouTube you get your own YouTube channel on which you can constantly update people interested in your business.

**BENEFITS OF SOCIAL MEDIA MARKETING**

Nowadays, Social Media Marketing is widely used by businesses because it represents a cost-effective marketing solution. The Social Media Marketing weapons can be used largely for free and very easily, in comparison with other promotional tools. The main purposes of using Social Media Marketing are the amplification of word-of-mouth marketing, market research, general marketing, idea generation and new product development, co-innovation, customer service, public relations, employee communications and reputation management. Indeed, social networks can increase product and brand awareness, web traffic, customer loyalty, but also improve the company’s Search Engine Optimization, and even increase the success of new product launches.

Social Media Marketing can be using unconventional means to achieve conventional goals, using creativity, community, and relationships instead of big budgets to achieve marketing objectives. These methods are powerful guerrilla marketing strategies. Every marketer is now armed with highly effective online communications tools that enable him to garner the same level of influence that many large corporations have. Therefore, Social Media Marketing is a great change in the world of marketing.

The main benefit acquired by businesses implementing Social Media strategies represents the increase in brand exposure. Brand exposure occurs when the customer becomes aware of a product, service or advertisement through at least one of their five senses, whether they paid attention to it. Thanks to the Social Media platforms, new brands can establish themselves and foster awareness. For existing brands, Social Media platforms also raise awareness. The brands’ visibility is increased thanks to their presence on the large variety of Social Media channels, but also thanks to the word of mouth that is automatically expanded around the brand.

Social Media Marketing increases brand awareness by extending the online presence of the products and brand (Red Bridge Marketing, 2008). When Social Media platforms are widely used by a business, it becomes extremely important to measure the impacts of Social Media Marketing on brand awareness.

**LIMITATIONS AND RISKS OF SOCIAL MEDIA MARKETING**

Social Media Marketing offers to businesses a large variety of resources in terms of Social Media channels available, and a large variety of benefits, such as brand exposure, targeted traffic and leads generation. However, Social Media Marketing for businesses also demands efforts and hard work, and has its own limitations and risks before achieving notable success. Indeed, Social Media Marketing is not always easy, quick or cheap. In some cases, depending on the business type, size and age, hard efforts need to be made in various areas. First, companies need to commit human and time resources to managing their Social Media presence. An employee, and sometimes even a complete Social Media team, needs to be able to respond to customers’ feedbacks and complaints at least every day.

The Social Media staff needs to be extremely trained and qualified in order to have answers to every questions and to be able to react when negative comments are made before they get too viral and uncontrollable. In addition, this team has to produce new content regularly in order to posts at least a few times a week for small businesses, and at least once a day for big multinationals. It is extremely important to always stay active on the Social Media sites in order to create a continuous conversation with the audience, encourage their engagement and foster long-term relationships.
Measuring social media return on investment is not impossible, but it can be very complex because many of the pieces that need to be evaluated are difficult to track. Having specific goals and concrete baselines is crucial to calculating the business’ return on investment. Therefore, companies must have defined clear goals and evaluated the baselines before measuring the results. Then only, metrics tools can be considered.

One of the main risks for businesses using Social Media Marketing will be to damage their reputation by using their Social Media sites ineffectively. Too much advertising, presenting products and services in a commercial way and pushing for sales without really engaging with the audience are often very badly seen by the audience, which might decide to turn their back on the business and its Social Media presence. Moreover, employees can harm a company’s image quickly and easily, by showing bad behaviors on Social Media channels or posting embarrassing information. Therefore, reputational risks can easily equal or exceed the reputational benefits of Social Media Marketing.

Social Media makes a completely new world of privacy, security, intellectual property, employment practices, and other legal risks possible. The Social Media team needs to understand information technology law before creating a social media legal strategy. Monitoring future or existing employees using Social Media sites has legal dangers.

A business can get problems from rejecting candidates to a job based on information found online, or by monitoring their employees’ activities when using company computers. Security and operational risks are also high, as security breaches might occur when the employees through the Social Media sites download malware, viruses or spyware involuntary. Also, there are some intellectual property and media risks concerning the protection of third-parties or the publication of fake positive reviews. The privacy of the audience needs always to be protected.

Recommendations in regards to these risks will be listed as follow:

- A broad assessment of general social media activities needs to be conducted;
- Key players responsible for developing, executing and monitoring the social media strategy needs to be defined;
- A social media policy or set of guidelines needs to be drafted;
- The risks of social media participation needs to be shared with the employees; and
- Social media agreement that employees can review and sign annually needs to be created.

Overall, Social Media Marketing is an extremely powerful marketing tool that not every business knows how to use properly yet. It is still very new and it needs to be implemented through a real and concretely defined strategy. The few limitations and risks related to Social Media Marketing can seem scary and challenging, but they are only precautions to be taken on time in order to achieve complete notable success in the Social Media strategy.

CONCLUSION

Social media is a cost effective way to become global and create reach. Companies should measure their activities in the social media platforms because not all businesses can beneficially engage in all types of social media; the company should focus on the one that is working best for them. Companies should not be afraid of being open and transparent on social media sites, because this is just what the consumers want and expect. We also believe that companies should not be afraid of making mistakes with the use of social media, because this is a new and still evolving media of communication. Most businesses have already started using Social Media Marketing, testing various strategies and measuring results, but their Social Media presence is usually just starting to mature. Time is bringing new opportunities every day in the Social Media universe. Each channel is evolving regularly, offering more and more valuable marketing features for businesses. In addition, new Social Media channels are being launched every month, offering new business possibilities and new areas of marketing research.

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STUDY ON ASSESSING SOCIAL MEDIA VIOLENCE ON YOUTH

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ABSTRACT

Today’s youngsters are the backbone of our economy. They will be the pillar to uplift and boost up our economy. All these are prevailing only in words. The situation changes entirely. Youth are very much fond of trends and passion. All these happened because of Media. There are some influencing modes to youth such as advertisements, brand ambassadors, Face book, Line, We chat, viber etc. The evolution of these are ditching youth. Hence media is acting as part and parcel of youth which suppress them from shining which is as negative sign of tomorrow’s economy.

KEYWORDS

Social Media, Violence, Youth, Society, Channels etc.

INTRODUCTION

One of the notable changes in our social environment in the twentieth century is the advent and saturation of mass media. In this, new environment, radio, television, movies, videos, video games, and computer networks have assumed central roles in our daily lives. For better or for worse, the mass media are having an enormous impact on our values, beliefs, and behaviors. Unfortunately, the consequences of one particular element of the mass media exposure has particularly detrimental effects on viewers’ and others’ health. Research evidence has accumulated over many years that exposure to violence on television and in video games increases, the risk of violent behavior on the viewer’s part just as growing up in an environment filled with real violence increases the risk of violent behavior. In this review, we critically assess the research evidence that leads us to this conclusion, and we lay out the psychological theory that explains why exposure to violence has detrimental effects for both the short term and long term. Finally, we also compare the size of the media violence effect with some other well-known threats to public health to estimate how important a threat it should be considered.

BACKGROUND

Before reviewing the research literature, however, we must emphasize several points.

First, the weight of the evidence indicates that violent actions seldom result from a single cause; rather, multiple factors converging over time contribute to such behavior. Accordingly, the influence of the violent mass media is best viewed as one of the many potential factors that influence the risk for violence. No reputable researcher is suggesting that media violence is “the” cause of violent behavior.

Second, a developmental perspective is essential to an adequate understanding of how media violence affects youthful conduct and to the formulation of a coherent public health response to this problem. Most youth who are aggressive and engage in some forms of antisocial behavior do not go on to become violent teens and adults (79). Still, research has shown that a significant proportion of aggressive children are likely to grow up to be aggressive adults (59) and those seriously violent adolescents and adults were often highly aggressive and even violent as children. The best single predictor of violent behavior in older adolescents, young adults, and even middle-aged adults is the occurrence of aggressive behavior in childhood. Thus, influences, such as exposure to media violence, that promote aggressive behavior in young children can contribute to increasingly aggressive and ultimately violent behavior many years later.

Third, it is important to avoid the error of assuming that small statistical effects necessarily translate into small practical or public health effects. Statistically small effects have large practical consequences, especially when small effects accumulate over time and over large proportions of the relevant population in many circumstances. With such accumulation, even small statistical effects of media violence on aggressive behavior can have important social consequences. Many medical scientists have avoided the problem of understimating the public health importance of small effects by translating their findings into death rates for the entire U.S. population, but behavioral scientists have not traditionally done this type of population-rate translation. Thus, people are frequently shocked to learn that the effects of some environmental contaminants on behavior and mental health can be as large as or larger than the effects of other contaminants on physical health.

Finally, the case against media violence, like the case against other potential public health threats, must be made by integrating the evidence from multiple approaches to research. Cross-sectional survey studies in which the amount of media violence to which a person is exposed is correlated with their propensity to behave aggressively have high external validity in determining whether

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exposure to violence and violent behavior are related, but they say little about the causal process involved. True experiments, in which participants are randomly assigned to conditions experiencing different doses of violence, provide the best evidence for causation, but they often lack external validity or generalizability. However, out of ethical necessity, these experiments generally have not examined effects of the most serious types of physical aggression and have not examined the long-term effects of exposure to violence. Longitudinal studies can test in an externally valid manner whether long-term exposure to violence has effects, whether childhood exposure is related to adult aggression, and whether it is more plausible to believe that violent behavior stimulates exposure to violence or that exposure to violence stimulates violent behavior. All three types of research should be integrated in reaching any conclusion.

**THEORETICAL EXPLANATIONS FOR MEDIA VIOLENCE EFFECTS**

The reviewed empirical data present a compelling picture that exposure to media violence increases risk for aggressive and violent behavior in the observer. To understand the role of this relationship in terms of public health, an understanding of why and how violent media cause aggression is vital. Furthermore, theories that explain this relationship should apply equally well to the effects of observation of violence in the real world—among the family, among peers, and within the community. Substantial empirical research has accumulated to show that observation of real-world violence in any of these venues increases the risk for engaging in violence (47, 48). First, somewhat different processes seem to cause short-term content effects and long-term content effects, and both of these processes are distinct from the time-displacement effects that engagement in media may have on children. Time-displacement effects refer to the role of the mass media (including video games) in displacing other activities in which the child might otherwise engage, which could change the risk for certain kinds of behavior, e.g., replacing reading, athletics, etc. We focus here on the effects of violent media content, and thus we do not address time-displacement effects, although they may well be important.

**Short-Term Effects**

Most theorists would now agree that the short-term effects of exposure to media violence are mostly due to (a) priming processes, (b) excitation processes, and (c) the immediate imitation of specific behaviors (28, 54, 55). Priming is the process through which spreading activation in the brain’s neural network from the locus representing an external observed stimulus excites another brain node representing a cognition, emotion, or behavior (18). The external stimulus can be inherently linked to a cognition, e.g., the sight of a gun is inherently linked to the concept of aggression (21), or the external stimulus can be something inherently neutral like a particular ethnic group (e.g., African Americans) that has become linked in the past to certain beliefs or behaviors (e.g., welfare) (97). The primed concepts make behaviors linked to them more likely. When media violence primes aggressive concepts, aggression is more likely.

**AROUSAL**

To the extent that mass media presentations arouse the observer, aggressive behavior may also become more likely in the short run for two possible reasons: excitation transfer (25, 102) and general arousal (18, 43). First, a subsequent stimulus that arouses an emotion (e.g., a provocation arousing anger) may be perceived as more severe than it is because some of the emotional response stimulated by the media presentation is misattributed as due to the provocation transfer (25, 102). For example, immediately following an exciting media presentation, such excitation transfer could cause more aggressive responses to provocation.

Several studies suggest a connection between the kind of music youths listen to and whether their behaviors and attitudes are maladaptive. Rubin, West, and Mitchell (2001) found that college students who preferred rap and heavy metal music reported more hostile attitudes than students who favored other genres of music. Heavy metal listeners held more negative attitudes toward women, whereas rap music fans were more distrustful. Similarly, Tuck and Weiss (1994) found a correlation between preference for rap and heavy metal music and below-average academic performance, behavior problems in school, drug use, arrests, and sexual activity. Still other studies have obtained correlations between music preferences and a variety of maladaptive behaviors. However, these studies have not specifically linked lyric preferences to those behaviors.

**Arousal and Excitation Transfer**

Media violence is exciting (arousing) for most youth. That is, it increases heart rate, the skin's conductance of electricity, and other physiological indicators of arousal. There is evidence that this arousal can increase aggression in two different ways. First, arousal, regardless of the reason for it, can energize or strengthen whatever an individual's dominant action tendency happens to be at the time. Thus, if a person is provoked or otherwise instigated to aggress at the time increased arousal occurs, heightened aggression can result (e.g., Geen & O'Neal, 1969). Second, if a person who is aroused misattributes his or her arousal to a provocation by someone else, the propensity to behave aggressively in response to that annoyance is increased (e.g., Zillmann, 1971, 1982). Thus, people tend to react more violently to provocations immediately after watching exciting movies than they do at other times. This kind of effect is usually short-lived, perhaps lasting only minutes. Such arousal-transfer effects can occur with any kind of exciting activity, not just exciting movies, TV shows, music videos, or video games. For this reason, the arousal properties of violent media have not drawn as much attention as their other consequences. Nonetheless, it bears noting that frequent episodes in which exposure to violent media is followed by frustrating or provoking events could well lead to an increase
in the viewers’ aggressive social encounters, which in turn can affect their self-images and the aggressiveness of their social environment. Indeed, recent research shows that playing a violent video game for as little as 10 min increases the player’s automatic association of “self” with aggressive actions and traits (Uhlmann & Swanson, in press). In the same study, the researchers also found that history of exposure to violent video games was positively associated with aggressive views of the self.

**Emotional Desensitization**

The term “desensitization” has been employed in so many different ways that the exact meaning of any particular usage can be quite unclear. We specifically use the label emotional desensitization to refer to a reduction in distress-related physiological reactivity to observations or thoughts of violence (Carnagey, Bushman, & Anderson, 2003). In the present context, emotional desensitization occurs when people who watch a lot of media violence no longer respond with as much unpleasant physiological arousal as they did initially. Because the unpleasant physiological arousal (or negative emotional reactions) normally associated with violence has an inhibitory influence on thinking about violence, conceding violence, or behaving violently, emotional desensitization (i.e., the diminution of the unpleasant arousal) can result in a heightened likelihood of violent thoughts and behaviors (Huesmann et al., 2003).

Habituation of neurophysiological responses over time is a well-established psychological phenomenon (though some responses resist habituation); repeated presentation of the same stimulus usually results in smaller and smaller neurophysiological responses to that stimulus. Similarly, systematic desensitization procedures are highly successful in the treatment of phobias (e.g., Bandura & Adams, 1977; Wolpe, 1958, 1982) and other anxiety or fear disorders (e.g., Pantalon & Motta, 1998). For example, systematically exposing someone with a snake phobia to snakes (initially under conditions designed to minimize anxiety and later under more anxiety-producing conditions) reduces the original anxiety reactions to such an extent that the person is no longer snake phobic. One feature of modern systematic desensitization treatments is to have the phobic person observe other people (live or filmed) successfully interacting with the feared stimulus (Bandura, Grusec, & Menlove, 1967; Bandura & Menlove, 1968). Similarly, violent scenes do become less unpleasantly arousing over time (see Cline, Croft, & Courrier, 1973), and more aggressive (relative to less aggressive) college students do tend to show decreased arousal to repeated scenes of violence (Titus, 1999).

Research has shown that even relatively brief exposure to media violence can reduce physiological reactions to the sight of real-world violence (Carnagey et al., 2003, Thomas, Horton, Lippincott, & Drabman, 1977) and can decrease helpful behavior toward victims of aggression (Carnagey et al., 2003; Drabman & Thomas, 1974, 1975; Thomas & Drabman, 1975). However, it still has to be established whether such decreased arousal in response to violent scenes stimulates violent behavior, and it is therefore uncertain how big a role emotional desensitization plays in the long-term cumulative effects of media violence on the instigation of aggression. Unfortunately, there have been few attempts to date to test this hypothesis directly.

**EXPERIMENTS**

Generally, experiments have demonstrated that exposing people, especially children and youth, to violent behavior on film and TV increases the likelihood that they will behave aggressively immediately afterwards (for reviews see 28, 84). In the typical paradigm, randomly selected individuals are shown either a violent or nonviolent short film and are then observed as they have an extent that the person is no longer associated cue stimulated significantly more assaultive behavior than any other combination of film and cue. Parallel effects have been observed among older adolescents and young adults. Those who watch the violent clips tend to behave more aggressively than do those who view nonviolent clips. In a typical experiment, a randomly selected group of adults viewed violent or nonviolent television content before being asked to play a game against another research participant. During the course of the game, participants have the opportunity to blast their opponent with unpleasant noise and are allowed to vary the volume and duration of the noise. Those who view violent television content consistently select higher volume and greater duration than do those who view nonviolent clips (26). The same pattern holds true for thoughts and beliefs, as well. African American adolescent girls who viewed Annu. Rev. Public. Health. 2006.27:393-415. Downloaded from arjournals.annualreviews.org by violent music videos were more accepting of dating violence than were those who watched no videos (66). For men, watching violent videos has been found to cause endorsement of violent behavior in response to conflict (67), increasingly adversarial sexual beliefs (85), and greater acceptance of antisocial behavior in general (51). In experiments like this, causal effects have been demonstrated for children and adults, for males and females, and for people who are normally aggressive and those who are normally nonaggressive. In these well-controlled laboratory studies, the observation of the violent television or film content is clearly causing the changes in behavior. In and of itself, however, this evidence is insufficient to demonstrate that violent television content poses a true threat to public health; such would be the case only if these causal relationships also exist in the world outside the laboratory. Does media violence cause real aggression in the real world?
CROSS-SECTIONAL AND LONGITUDINAL STUDIES

Empirical cross-sectional and longitudinal studies of children and youth behaving and watching media in their natural environments strongly support an affirmative answer to these questions. Although cross-sectional and longitudinal nonexperimental studies cannot establish causation, when coupled with the results from experiments, the results from these kinds of studies provide strong support for extending the causal conclusion demonstrated by the experiments. The great majority of competently done one-time survey studies have shown that children who watch more media violence on a daily basis behave more aggressively on a daily basis (84). The relationship is less strong than that observed in laboratory experiments, but it is nonetheless large enough to be socially significant; the correlations obtained are usually between 0.15 and 0.30, which, as Rosenthal (92) points out, translates into a change in the odds of aggression from 50/50 to 65/35—not a trivial change when confronting life-threatening behavior. Moreover, the relation is highly replicable even among researchers who disagree about the reasons for the relationship (e.g., 59, 78) and across countries (56). Complementing these one-time survey studies are the longitudinal real-world studies that have shown correlations over time of childhood viewing of media violence with later adolescent and adult aggressive behavior (39, 62, 68, 78, 94; for reviews see 60, 61). Analysis of longitudinal data has also shown that early habitual exposure to media violence in middle childhood predicts increased aggressiveness, even controlling for early aggressiveness. In contrast, behaving aggressively in childhood has not been shown to predict higher subsequent viewing of violence, making it implausible that the correlation between aggression and violent media use was due to aggressive children becoming inclined to watch more violence (39, 57). For example, in a study of children interviewed each year for three years as they moved through middle childhood, Huebmann & Eron (56, 59) found increasing Social Environment

INFLUENCE OF NEIGHBORHOOD AND SOCIOECONOMIC STATUS

The effect of media violence on aggression is essentially the same for low- and high-socioeconomic status (SES) children. Low-SES children on average watch more television and television violence than do high-SES children (34), but the SES link to television viewing does not account for the overall association between viewing media violence and perpetrating aggression among youth (57). However, the generally high dose of media violence given to low-SES children is yet another risk factor for adulthood violence in this population.

INFLUENCE OF PARENTS

From a theoretical standpoint, parents have the potential to be important moderators of the effects of media violence on children. Children and adolescents form attitudes and beliefs and take action as a result of their exposure to media content, but they may also discuss what they see with others—especially parents and friends—and their responses may be shaped ultimately by these interpersonal interactions. Singer & Singer (93a, 93b) proposed that when parents take an active mediating approach toward television viewing by their children—including commenting regularly and critically about realism, justification, and other factors that could influence learning—children are less likely to be negatively influenced by media content. Recent research has provided support for this view; Nathanson (81) found that children whose parents discuss with them the inappropriateness of television violence or restrict access to violent television shows report lower aggressive tendencies than do children whose parents do not discuss television violence or restrict access to violent television shows. Other findings suggested that either type of parental intervention might decrease the importance children give to violent TV, which in turn may lower children’s aggressive attitudes.

CONCLUSIONS

Media violence poses a threat to public health inasmuch as it leads to an increase in real-world violence and aggression. Research clearly shows that fictional television and film violence contribute to an increase in aggression and violence, both in the short term and across the life span. Television news violence also contributes to increased violence, principally in the form of imitative suicides and acts of aggression. Video games are clearly capable of producing an increase in aggression and violence in the short term, although no long-term longitudinal studies capable of demonstrating long-term effects have been conducted. The relationship between media violence and real-world violence and aggression is moderated by the nature of the media content and characteristics of and social influences on the individual exposed to that content. Still, the average overall size of the effect is large enough to place it in the category of known threats to public health.

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STUDY ON CONSUMER ATTITUDE TOWARDS SOCIAL MEDIA USAGE IN TOURISM

Shreekala Kurup5 Hemamalini K. S.6

ABSTRACT
Technology has made the life of individuals easier. Now they could access information they wish in a simple click. As the popularity of social networking site Face book and other such sites continue to grow, educators are also eyeing for the potential opportunities for the use of social networking for education purpose and to socially connect and spend more time in building their own communities of shared interests. In the field of travel, research constantly shows the powerful role of the word of mouth (WOM) information in traveller’s decision-making process. In the present scenario, the place of WOM has been taken by the electronic media as such the social media sites became the focus of these discussions. With the world in the centre of a social media revolution, it is more than obvious that social media like Wikipedia, Face book, twitter, ORKUT, MySpace, Skype, Trip Advisor, Make my trip etc., are used widely for the purpose of communication and for information purpose. One of the most important advantages of the use of social media is the online sharing of knowledge and information among the different groups of people who help in sharing of information and help in the enhancement of the communication skills among the people especially among the youth, students and Travellers’ etc. This study examines the usage of social media among the people with respect to tourism and the study was done among 50 people from different places in Chennai.

KEYWORDS
eWOM, Consumer Attitude, Tourism, Social Media etc.

INTRODUCTION
Social Media is a platform, which is a collective form of knowledge of the users, consumers and the experienced people and is purposefully conveyed information for consumer benefit. The use of Internet and other information communication technologies leads to a new era for every field and for every areas and resulted in increase in the tourism economy. Social media, as one of most powerful online networking tools, and it has become easy to do anything just by a single click from anywhere. Sites as face book defines social media as the means of interactions among people in which they create share, exchange, comment contents among themselves in virtual communities, and network. It includes social networking sites, blogs, micro blogs, consumer review sites, content community sites, wikis, internet forums and location based social media. Social media has emerged as the new way in which people connect socially, by integrating information and communication technology (such as mobile and web-based technologies), social interaction, and the construction of words, pictures, videos and audio. The role of social media in tourism has been increasingly noted and known as an emerging topic. Social media plays an increasingly important role in many aspects of tourism, especially in information search and decision-making attitude and tourism promotion factor focusing on best practices to interact with everyone via social media channels through photo sharing, blogs, tweets etc.

The feedback from the friends and relatives in the form of the review applications, such as Trip advisor, virtual tourist, Make my trip or even in face book can engage with the information via the internet makes a strong impact on the decisions of the tourist for their planning for holidays or on the spot for vacations.

WOM TO e-WOM

Word of Mouth is known as a source of travel of information from one person to another. It is said to be the most influential and fastest source of information. Social media is now-a-days known as the new form of WOM, which is known as the e WOM, i.e. electronic word of mouth.

WOM as Influential Information Source

Many researchers concluded that WOM, which can be defined as informal communication between private parties regarding evaluation of goods and services (Arsal, 2008) is one of the most influential sources of information during tourists’ travel planning process. In tourism, the WOM plays important source of information, which tend to be useful and trustworthy because its credibility is high because as the information provider is not interested in terms of any kind of financial benefits they are just sharing information or experiences and it is more trustworthy.

e-WOM

With the improvement of internet-based technologies, many people use the internet to search for travel related information and plan their trip online. Several researchers have found importance of the social media and web pages in all the stages of travelling

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which is used for searching information regarding stay, hotels, restaurants etc, even share information, and update their current location. Livin et al 2008 defined eWOM as: “All information communications directed at consumers through internet based technology related to the usage or characteristics of particular goods and services, or their sellers.”

The Word of Mouth Marketing Association (WOMMA) has categorised WOM into two types:

- Organic: When customers who are satisfied with a product or service voluntarily become its advocates.
- Amplified: When marketers launch campaigns to increase WOM activity in new or existing communities (WOMMA, 2000).

**INFLUENCE OF SOCIAL MEDIA IN TRAVEL DECISION**

Choosing a destination for holiday involves a great area for decision making which have a significant effect on the consumer behaviour which cause a high level of information gathering process and thus it is a highly interested and involved decision-making process. During the complex tourist decision –making process several motivations and personal determinants influence the consumer behaviour such as the personal, cultural etc.

**Usage of Social Media in Travel planning**

The information is very important in the planning of the travel, the usage of social media is the inevitable part for the consumer, and their attitude towards the social media in travel planning and during travel plays a significant role. Through this research it was analyzed that through the social networking sites consumer get resources for the planning of travel and involves the long planning regarding the pre-trip, during the trip, and the post-trip, information like places to stay, hotels, restaurant, tourist places and the official sites of tourism etc.

During the pre–trip phase the information regarding need or the desire for vacation, then starting the search for information and followed by the alternative searches. During the trip, the social networks are used for choosing the alternatives and evaluating the different alternatives, which is followed by the travel experience. In addition, the post trip include the sharing of the experience about the trip, travel satisfaction, photo sharing and evaluation about the trip will be shared on the social networks.

**OBJECTIVES OF STUDY**

- To identify the reason why consumers use the social media platforms.
- To analyze the eWOM in the social media.
- To identify the role of social media in the consumers Travel Decisions.

**LITERATURE REVIEW**

The field of consumer behaviour is recent and young discipline which is formed by contributions of many other disciplines such as sociology and the economy in order to understand the way how the consumers behave (Blackwell, 2006). It will concentrate on the individuals attitude and the way of reacting to a particular available things in term of money, time effort and the services available to him to come to a particular purchase decision.

“Media impressions created by consumers, typically informed by relevant experience, and archived or shared online for easy access by other impressionable consumers” (Blackshaw, 2006).

Solomon identifies the existence of a process, which normally implies a sequence of stages by which a consumer has to overcome to purchase a good or service. This process goes from the recognition of a need or problem until the outcome of the purchase; it is known as the decision making process (Swarbrooke and Horner 2007).

Tourism information sources have been identified as a key factor influencing destination choice (Chung &Buhalis, 2008).

As stated by the Cluetrain Manifesto: “people in networked markets have figured out that they get far better information and support from one another than from vendors.”

According to PhoCusWright (2009) nine out of ten cyber travellers read and trust online reviews on tourism products and services like hotels, restaurants and different destinations.

Three phases are influential in this travel experience formation process (Milano, 2010):

- Pre-experience built on other people’s travel stories, before travelling;
- Experience during travel or stay, today increasingly shared real-time through mobile applications;
- Post-experience, which spread comments, evaluations about the trip.
These factors form a foundation on which the tourism social media like Trip Advisor, WAYN, Travel blog etc have built their success. Today it has become a new trend that face book and Twitter are being progressively more used in travel and tourism because of photo sharing, photo viewing and individual blogs etc.

**RESEARCH METHODOLOGY**

**Data Collection:** The study is based on both primary data and secondary data regarding consumer attitude towards usage of social media. The primary data is obtained through well-framed questionnaire, which consist of optional type questions. The secondary data is obtained through brochure, magazines and websites. The collected data subject to statistical analysis using statistical tools to obtain the result desired in the objective of the study.

**Sample:** The sample consisted of 50 respondents from Chennai; the samples were selected from 4 different groups like students, service class, business class and housewives.

**Sampling Technique:** For this study, the cluster sampling technique was adopted in choosing the samples, where the sample is divided into clusters of students, business class, homemakers and service class and a random sample of these clusters are selected. All observations in the selected clusters are included in the sample.

**Statistical Tool Used:** Necessary statistical tools like Percentage analysis and diagrammatic representation, and the chi-square has been used to analyze the data collected.

**LIMITATIONS OF STUDY**

The study discusses mainly on the use of social media in respect of attitude towards the social media for the tourism purpose only and the data was collected only from those are engaged in social media and knows about networking sites. The geographic scope of the study has been limited to extract the opinion of social media and the use of social media towards tourism of Chennai only.

**DATA ANALYSIS AND INTERPRETATION**

**Graph-1**

Graph-1 considers the reviews and personal experiences of other travellers as an effective word of mouth during holiday planning.

**Inferences:** 68% of the respondents consider the reviews and experiences of the people as the word of mouth and it influence them in their travel decision too. The above analysis clearly shows that 68% people agree the electronic word of mouth’s influence and 22% respondents strongly agree that they influence them in their decisions.

**Sources:** Authors Compilation

**Graph-2**

Graph-2 highlights Using different social media during travel.

**Inferences:** The consumers prefer to mainly use the social media plan for three different phases like before travel, during travel and post travel and 46% of the respondents uses the social media sites before travel planning which is for information search, to search hotels and restaurants etc. 20% people use the social media after the travel for the purpose of sharing experience and uploading the photos etc. 16% use the social media during the travel for the purpose of information search and for hotels, restaurants etc.

**Sources:** Authors Compilation
Graph-3 highlights about the satisfaction about the information and content present in the social sites.

**Inferences:** From the above diagram it is clearly shown as the 24 respondents are satisfied and agree to the content and the information present in the different social media sites regarding tourism is relevant information which is helpful to them in their decisions and the 11 respondents disagree to the relevance of information present in the sites and 15 respondents are neutral.

**Sources:** Authors Compilation

Graph-4 highlights about the reasons to use social media.

**Inferences:** 54% Respondents feels it’s easy and reliable to use social media and 28% respondents finds to get the distinct solutions for their purposes in just one click, and 18% respondents finds higher level of trust in response i.e., they don’t find it too much helpful or reason to trust in their purpose in social media.

**Sources:** Authors Compilation

**HYPOTHESIS**

**Null Hypothesis (H₀):** There is no significant impact on electronic Word of Mouth and social media.

**Alternative Hypothesis (H₁):** There is significant impact of eWord of Mouth and social media.

**Table-1: Chi-Square Tests**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
<th>Table value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>57.895(a)</td>
<td>9</td>
<td>.000</td>
<td>16.92</td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation

The chi-square analysis shows that since the calculated value is greater than the table value level of significance 0.05 therefore the null hypothesis is rejected. This means that there is a significance impact of electronic word of mouth in social media. This can be explained better as people trust the online reviews and personal experiences shared on the face book, blogs etc and even for planning for holidays the reviews and the personal experiences of other travellers act as an effective word of mouth and influence the consumer’s decision.

**Null Hypothesis (H₀):** There is no impact on the influence of age with the use of social media for travel decisions.

**Alternative Hypothesis (H₁):** There is an impact of age with the use of social media for travel decisions.

**Table-2: Chi-Square Tests**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
<th>Table value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>8.341(a)</td>
<td>12</td>
<td>.758</td>
<td>21.03</td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation
Inference: The Chi-square analysis shows that since the calculated value is less than the level of significance 0.05 therefore the null hypothesis is accepted. This means that there is a significant impact on the age with the use of social media for travel decisions. However, there might not be any impact on usage of social sites but for travelling purpose among the sample size, the people less than 30 years responded more interest and importance to travel blogs, Make my trip, and individual reviews and experience and travelling websites about the travel details than the other age group people. Reason to use the social media for travelling purpose they found websites easy and reliable and the age group above 40 responded, as it’s a way to get distinct solutions.

FINDINGS

- According to the percentage analysis the information sources used when they are about to go for holidays, 44% preferred friends and relatives sources, 16% respondents preferred official tourism websites for information, 14% prefer the travel agencies, 14% prefer the trip advisors and make my trip and blogs; and 12% prefer the social sites face book, twitter etc.

- 30% respondents prefer facebook, 20% respondents follow the individual blogs, 18% respondents prefer the make my trip sites for holiday planning’s.

- Only 6% respondents are interested in social media sites such as video/audio media sharing sites (such as youtube.com and flickr.com).

- According to the percentage analysis 56% use social media to search for reviews and for hotels and restaurants, 28% respondents preferred to search specific attraction and offers available in the social sites the traveller, visitor etc makes extensive use of these technologies and shows to appreciate quite much the possibilities offered by the social media today, 16% finds it inspiration for travelling.

- The chi-square analysis shows that the calculated value 57.895 is greater than the table value level of significance i.e. 16.92, therefore, the null hypothesis is rejected. This means that there is a significance impact of electronic word of mouth in social media. This can be explained better as people trust the online reviews and personal experiences shared on the face book, blogs etc and even for planning for holidays the reviews and the personal experiences of other travellers act as an effective word of mouth and influence the consumers.

- The Chi-square analysis shows that the calculated value 8.341 is less than the level of significance i.e. 21.03, therefore the null hypothesis is accepted. This means that there is a significant impact on the age with the use of social media for travel decisions.

SUGGESTIONS

- Social media might be one of the first sources of information and is used intensively by the users too. The company should use social media applications upon their own web page and be very careful for uploading the information.

- Before trusting the e-WOM, one should check all the details in site and should crosscheck it before having the trust in online sites.

- Not only do good people use the social media, but also now, it has become an easy platform for frauds and criminal minded people to misinform people. Hence, we should be careful before spilling out our details and plans.

CONCLUSIONS

Social media has brought about a big change in our perceptions and information collection system, prior to this era we relied on information available with our close friends about certain tourist places but now with the era of social media we have a huge platform where in we can get sufficient information to plan our travel, this also includes places which are not so known but are tried by people and they found it good and can also have exact information about famous places like good time of visit, good places to stay, hidden attractions etc. This whole data flow system makes our travel a good experience and there is value for money too because in today’s life we have less time for leisure travels hence whenever we plan a travel if it’s well researched we can have value for our time and money both and here social media plays a big part, the only issue is reliability of information for that we can start a habit of sharing our travel experiences so that people who personally know us can use this information for their planning and after their travel they too can update the information for other persons use in this way we can try to evolve this system into a more reliable platform.

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STUDY ON IMPACT OF SOCIAL MEDIA ON THE LIVES OF YOUNG ADULTS IN CHENNAI

Deepa S.7 S. Preetha8

ABSTRACT

Indian youth are among the top users of social media. A study carried out by Pew research centre U.S.A revealed that 93% of young adults in United States under the age group of 18-29 go online on a daily basis. Proliferation of technology even into rural households in India has led to increased use of social media by young adults. This study is an attempt to find out the impact of social media on the lives of young adults in selected areas of Chennai city. The impact will be measured in terms of the young adults routine in everyday life, their attitude towards elders, their family, their knowledge disposition etc. This study will also focus on the opinion of young adults towards the social skills they have developed through social media. It will try to concentrate on the opinion of young adults towards the usage of social media as stress busters. In short, the study will cover aspects of change brought into the lives of young adults through increased usage of social media from multiple angles.

KEYWORDS

Young Adults, Chennai, Social Media, Stress, Technology etc.

INTRODUCTION

Social media refers to the means of interaction among people in which they create, share, and exchange information and ideas in effective communities and networks. Social media awareness has reach almost too every corner of the world. It has become mandatory for every business to make their presence in social media platform for their day-to-day activities. Social media technologies take on many different forms including magazines, internet forums, weblogs, social blogs, micro blogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking.

Social media is now an important part of many young people’s lives. The latest research from a website ofcom suggests that almost half of young adults have a profile on a social media. It also provides an opportunity for people all over the world to connect and exchange ideas easily. Taking some discussions online would also seem to be opportunities for young adults who are shy or who don’t usually interact with each other to learn more about each other. Young adults obtain information, education, news, and other data from electronic and print media. However, social media are separate from industrial or traditional media such as newspapers, television, and film as they are comparatively inexpensive and accessible. The impact of social media is used to document memories, learn about many things and explore things. Young Adults who go online regularly was engaging in some form of social media activity. The communication through social media services can be done more privately than in real life. Social media improves their knowledge and communication skills and its helps to learn new topics and technologies and connect with people worldwide.

Definition:

Andreas Kaplan and Michael Haenlein define social media as “a group of internet based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user-generated content”.

Sources: Authors Compilation

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Social Media Websites

Social Media websites that include social Bookmarking like Del.icio.Us, Blimklist, Simpy interact by tagging websites and searching websites bookmarked by other people. Social networking like face book, Hi5, last.FM interact by adding friends, commenting on profiles, joining groups and having discussions. Social photo and video sharing like YouTube, a flicker helps to share photo or videos and commenting on user submissions. Wikipedia, functions by adding articles and editing existing articles taking into account the myriad of changes social media brings into lives of young adults the following objective of the study were decided.

OBJECTIVES OF STUDY

- To examine the impact of social media.
- To analyze the usefulness of social media.
- To analyze how social media affects one’s daily life.
- To find out the attitude toward social media.

REVIEW OF LITERATURE

Steyer James, (2009) in his article on Social Networking sites and their impact on the youth, has found that usage of such sites has increased among young adults. According to a latest poll, 22% of teenagers log in more than 10 times a day on to their favorite social media site, and more than half percentage of adolescents log more than once a day.

Palfrey J & Gasser U, (2010), in his article has outlined that out of 75% of teenagers owning cell phones, 25% use them for social media, 24% use them for instant messaging and 54% use them for texting. He has further found that youths and adolescents are at some risk as they navigate and experiment with social media because of their limited capacity for self-regulation and susceptibility to peer pressure there are frequent online expressions of offline behaviors, as clique-forming, bullying, and sexual experimentation according to a recent research.

Baym, Zhang, and Lin (2004) studied social interactions of college students across all media. Their results indicated that 64% still prefer face to face interaction, 18.4% prefer the telephone, and only 16.1% prefer the interest for making social contacts, the internet interaction reported showed that email way by far the most dominant form of contact, followed by chat and instant-messaging (baym.e al.,2004). Of the 51 participants in the study, 49 reported conducting their contacts through at least to and often three, methods on any given day. Similarly, one study reported that over 27% of young adults used a social networking site everyday in 2009.

According to Kappuswamy and Shanker (2010) social network websites grab attention of the students and then diverts it towards non-educational and inappropriate actions including useless chatting. Based on the above statement we can say that social networking sites may badly affect the academic life and learning experiences of the student.

Trusov, Bucklin, and Pauwels (2009) noted that the internet is no doubt evolution of technology but specifically social networks are extremely unsafe for young adults, social networking.

RESEARCH METHODOLOGY

Research Design
Descriptive Research design was undertaken in this study. The study is used to describe the impact created by social networking sites on the lives of young adults.

Source of Data
Primary data and Secondary data. Primary data collected from the respondent by using questionnaire from field survey in Chennai.

Data Collection Instrument
Structured Questionnaire.

Methods of Sampling
Convenient sampling method is used in the city. 100 students studying in both Engineering and Management streams in an institution in Chennai were selected as respondents.

Research Tools: Chi square, Factor analysis.

Software package: SPSS
DATA ANALYSIS AND INTERPRETATION

Table-1: Percentage Analysis

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 1 hour</td>
<td>8</td>
<td>8.0</td>
</tr>
<tr>
<td>less than 2 hour</td>
<td>44</td>
<td>44.0</td>
</tr>
<tr>
<td>less than 3 hour</td>
<td>22</td>
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</tr>
<tr>
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<td>18.0</td>
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<tr>
<td>more than 5 hour</td>
<td>8</td>
<td>8.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

From the above table it inferred that 44% of the respondents are using social media less than 2 hours in a day.

Chi Square Analysis

Hypothesis $H_{01}$: The Usage of Social Media in Stress reduction does not depend on education.

Table-2: Education and Stress Reduction (Chi-Square)

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>5.894</td>
<td>3</td>
<td>.117</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

From the above table it is inferred that p value is more than 0.05, hence null hypothesis is accepted. There is no relationship between education and stress reduction.

Hypothesis $H_{02}$: Social media is an important part of social life, which does not, depends on gender.

Table-3: Gender and Importance of Social Media

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>12.848</td>
<td>4</td>
<td>.012</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

From the above table it is inferred that p value is more than 0.05, hence null hypothesis is rejected. Hence, there is no relationship between gender and importance of social media.

Factor Analysis

Table-4: Impact of Social Media

<table>
<thead>
<tr>
<th>Component</th>
<th>Total Variance Explained</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>% of Variance</td>
<td>Cumulative %</td>
<td>Total % of Variance</td>
</tr>
<tr>
<td>Stress reduction</td>
<td>2.457</td>
<td>27.303</td>
<td>27.303</td>
<td>2.457</td>
</tr>
<tr>
<td>Family relationship</td>
<td>1.956</td>
<td>21.736</td>
<td>49.040</td>
<td>1.956</td>
</tr>
<tr>
<td>Behavior at college</td>
<td>1.273</td>
<td>14.145</td>
<td>63.184</td>
<td>1.273</td>
</tr>
<tr>
<td>Relationship with peers</td>
<td>1.108</td>
<td>12.315</td>
<td>75.499</td>
<td>1.108</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

From the above table out of 9 factors 4 factors have been given high priority based upon the survey report by young adults. The high priorities on impact of social media are stress reduction, family relationship, behavior at college, relationship with peers. In that stress reduction has high value 2.457 when compare to other factors. Therefore, it can be concluded that stress reduction is a major impact of social media.
From the above table out of 8 factors 3 factors have been given high priority based upon the survey report by young adults. Impact of social media, improvement in knowledge and communication, downloading notes and update on current events are the major uses of social media felt by young adults.

Table 5: Usefulness of Social Media

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
<td>Cumulative %</td>
</tr>
<tr>
<td>Improvement knowledge</td>
<td>3.210</td>
<td>40.127</td>
<td>40.127</td>
</tr>
<tr>
<td>To download notes</td>
<td>1.398</td>
<td>17.476</td>
<td>57.603</td>
</tr>
<tr>
<td>Updated on current event</td>
<td>1.080</td>
<td>13.502</td>
<td>71.105</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

The attitudes of young adults towards social media were analyzed using factor analysis and the following were identified as felt from most of them important part of social life, creating negative image among parents and elders.

Table 6: Attitude towards Social Media

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
<td>Cumulative %</td>
</tr>
<tr>
<td>Important part of social life</td>
<td>1.648</td>
<td>27.471</td>
<td>27.471</td>
</tr>
<tr>
<td>Creating Negative image among parents and elders</td>
<td>1.531</td>
<td>25.518</td>
<td>52.989</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

The attitudes of young adults towards social media were analyzed using factor analysis and the following were identified as felt from most of them important part of social life, creating negative image among parents and elders.

FINDINGS

- 68% of the respondents are between the age group of 19-21 and 32% of them belongs to the age group of 22-24.
- 46% of the respondents are male and 54% of them are female.
- There is no relationship between level of education and stress reduction.
- There is no relationship between gender and impact of social media.
- There is relationship between gender and sleep routine.
- The high priorities on impact of social media are stress reduction, family relationship, behavior at college, relationship with peers.
- The high priorities on usefulness of social media are improvement in knowledge and communication, and to download notes and updated on current events.
- 3 factors namely social media is an important part of my social life, using social media creates negative image among parents and elders, social media communication is very much impersonal are predominant in young adults attitude towards social media.

SUGGESTIONS

- Social media affects peoples sleep routine so they have to reduce using social media.
- Social media helps to learn new topics and technology so they have to make use of the resources in social media.
- Using social media creates negative image among parents and elders. They have to control using social media unnecessarily.

CONCLUSIONS

The study was undertaken with a convenient sampling technique among the engineering and management students of one institution. Even though it has been done in a single institution, it has thrown light on several aspects of pros and cons of social media. Young adults have expressed that their sleep routine is affected through social media. Few positive impacts of social media such as improvement in knowledge, downloading notes and updating of current events are brought to the lime light. The study
also examined the attitude of young adults on social media. The study if carried out with more number of institutions & respondents is sure to open up new avenues for research on social media.

REFERENCES


*****

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SOCIAL MEDIA NETWORKING AND ITS IMPACT ON DAY-TO-DAY ACTIVITIES WITH SPECIAL REFERENCE TO YOUNG ADULTS

Anitha Ramesh9 Annie Sam10 Dr. A. Shameem11

ABSTRACT

Social Media has become a boon as of today and it actively engages people on internet. It proves to be an important means of communication and a creative activity, specifically among young adults around the globe. In the recent years, social media websites serve to be ever present providing a path to young people to interact with each other and to communicate with the world. According to Nielsen (2011), internet users continue to spend more time with social media sites than any other type of site. Engaging the audience with a two-way conversation seems to be the key for success in social media. Facebook is the epitome of a successful social media network. Other networking sites like Twitter, Google+, Linked-in, MySpace, Bebo etc. fall under this category. Social Networking sites have increased their user base recently where they are able to share content, photos, videos, shop online and many more. Social networking is now becoming a serious issue in the society. Though it provides ample opportunities to gain knowledge, get jobs, connect with friends still there is another side of it. Elders in the society always have a threat on the negative impact of social media networking. This study emphasizes about the awareness of social networking among young adults and their impact on daily life. The study takes sample between the age group ranging from 16 to 30 who are termed as young adults. The sample has students as well as professionals to identify the factors that attract them based on education, career prospects and engagement/entertainment to be in the social networking site.

KEYWORDS

Social Media, Social Networking, Social Networking Sites, Impact, Young Adults etc.

INTRODUCTION

Social media serves to be a huge platform today to share information online. Andreas Kaplan and Michael Haenlein (2010) define social media as “a group of Internet-based applications that build on the ideological and technological foundations that allow the creation and exchange of user-generated content.

Social media is collaborative media where sharing is done through public platforms or semi-private platforms that have a group of subscribed users (Collins, Rahilly, Richardson and Third, 2011). It is collective of online communications channels dedicated to community-based input, interaction, content sharing and collaboration. Social media is becoming an integral part of one’s life. There are various types of social media such as blogs, forums, bookmarking, etc., but more attention today is given to social media networking. Social Networking is an online platform, which facilitates the building of social relations among people. It consist a representation of each user, colloquially speaking profile where one shares his personal information, work information, social links, and a variety of additional services.

LITERATURE REVIEW

Social networking services (SNS) are increasingly popular amongst young people regardless of geographical location, background and age. Boyd & Ellison (2008) define SNS as “Web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system”.

The rapid uptake of both social media and SNS practices by young people signifies an ideal shift in young people’s “use of the net primarily for information and entertainment to one of communication. Young people are consuming, producing, sharing and remixing media. This has led to the claim that today’s young people are producers’ they actively produce and consume media (Bruns 2008). This participatory behavior actively engages young people in creative content production.

Social networking sites (SNS) in particular have had a profound effect by changing the nature and efficiency of communication processes in both business and private life (Beck, 2007). Tanscott and Williams (2006) consider social networks as an integral part that spreads widely in communication landscapes. Charlene Li and Josh Bernoff (2008), analyzed through 25 real world cases of how companies increase their market knowledge, generate income, save money and mobilize their employees using “social technologies.

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Facebook is considered the world’s largest entertainment network having more than 500 million members (Washington/Miller, 2009; Facebook, 2011). LinkedIn has about 90 million users, serving to be the most popular business network in the world (LinkedIn, 2011). Ellison, Steinfield & Lampe (2007) suggest that Facebook is used to strengthen “offline” friendships more than to meet new people.

Social networks have also been considered to be a new tool for collecting information. Young people in active job-seeking and career development (Hermeier/Seng (2009) are also increasingly using SNS.

**OBJECTIVES OF STUDY**

- To find the awareness of social media networking among young adults.
- To find the impact of social media networking in the daily life of young adults.
- To identify the factors that attracts young youth towards social media networking.
- To find the relationship between social media networking and career growth.

**RESEARCH METHODOLOGY**

This study is an empirical research with a sample of 150 young adults in Chennai, Tamil Nadu. The sample constituted from various sectors like IT, Media, College students between the age group of 16 and 30 years. Purposive quota sampling technique was used.

The data was collected through a structured questionnaire from the respondents. Likert’s 5-point scale was used to get the opinion of the respondents. The data obtained were subjected to simple percentage analysis and statistical analysis like chi-square and factor analysis.

**Sample Composition**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
<th>Education</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>81%</td>
<td>Professionally Qualified</td>
<td>16%</td>
</tr>
<tr>
<td>Female</td>
<td>19%</td>
<td>Under Graduate</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Post Graduate</td>
<td>65%</td>
</tr>
<tr>
<td>Age</td>
<td>Occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16 – 20 years</td>
<td>4%</td>
<td>Student</td>
<td>41%</td>
</tr>
<tr>
<td>21 – 25 years</td>
<td>56%</td>
<td>Public</td>
<td>50%</td>
</tr>
<tr>
<td>26 – 30 years</td>
<td>40%</td>
<td>Others</td>
<td>9%</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

81% of the respondents were male and 19% were female respondents where 56% belong to the age group of 21 & 25. 64% of the respondents are post graduates and 50 % of the respondents are from a private sector.

**LIMITATIONS OF STUDY**

The present study has the following limitations:

- The main objective of the study was to examine the factors, which attract young adults in the age group of 16 to 30 years towards social networking. Hence, this study does not focus on other age group.

- There are many variables that affect a young adult in social networking, but the study is confined only to a few selected variables.

**FINDINGS AND RESULTS**

**Awareness of SNS and medium through which accessed**

The focus on risk and protecting children and young people from harm is often based on concerns that young people lack awareness of the public nature of the internet (Acquisti and Gross 2006; Stutzman 2006; Barnes 2006) But this statement is slightly dissolving as the years pass on.

This study reveals that all the 150 respondents are aware of social networking site (SNS). About 43% of the respondents are aware of SNS even when it started during the year 2004.
Graph 1 reveals that Facebook is the most attracted SNS as of today, as 83% of the respondents have an account in it. Graph 2 infers that 50% of the respondents are using their home PC to access an SNS and 30% use mobile as their medium.

**Reasons for using SNS**

Graph 3 reveals that the main reason to access an SNS would be entertainment as 43.3% of the young adults agreed to it. 22.7% say that to be social would be their reason to be in a social networking site.

**Impact of social media networking in daily life of young adults**

There has been a great deal of speculation about the impact of social networking sites (SNS) on young adults’ lives. People fear that social media has a negative impact on their lives but it was revealed from the study that most of the young adults are in constant touch in SNS.

Chart 4 reveals that without SNS young adults are not completing their day. Whatever might be the reason about 50% of the respondents access SNS several times a day with minimum 30 minutes to 1 hour. 30% of the young adults check their updates during night and about 20% during office hours.

**Sources:** Authors Compilation
The following hypotheses were tested using chi-square analysis.

**H₀₁:** Social networking site being a part of one’s life does not depend on gender.

**H₀₂:** There is no association between the time on an SNS and SNS being a tool to help a young adult to explore himself.

**H₀₃:** The day of a young adult is not complete without logging to an SNS does not depend on age.

### Impact of Social Media Networking in Daily Life of Young Adults

#### Table-2: Chi Square Results

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>H₀₁</th>
<th>H₀₂</th>
<th>H₀₃</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi Square</td>
<td>10.825</td>
<td>18.744</td>
<td>29.069</td>
</tr>
<tr>
<td>Df</td>
<td>4</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>Sig. value</td>
<td>0.29</td>
<td>0.094</td>
<td>0.00</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

From the above table the following inferences can be made:

**H₀₁:** p>0.05 Hence there is a strong evidence to accept the null hypothesis. Therefore, Social networking site being a part of one’s life does not depend on gender.

**H₀₂:** p>0.05 Hence there is a strong evidence to accept the null hypothesis. Therefore, there is no association between the time spent on an SNS and SNS being a tool to help a young adult to explore himself.

**H₀₃:** p<0.05 There is no strong evidence to accept the null hypothesis. The day of a young adult is not complete without logging to an SNS does depend on Age.

### Factors that attracts a person to be in social media networking

Several factors attract a person to be in social media networking. With the help of factor analysis Table 3 lists out the major factors such as:

- To keep in touch with friends,
- To seek information,
- To share interest,
- To enjoy (fun & frolic),
- To relax and come out of stress.

Social Media networking continuously prove to be a great medium to access ample amount of information within seconds. It helps to bring the entire world in front of one’s eyes. Keeping constant touch with one’s friends, share interest and to be a more social is the platform being provided by SNS.
Table-3: Factor Analysis

<table>
<thead>
<tr>
<th>Factors</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Variance Explained</td>
<td></td>
</tr>
<tr>
<td></td>
<td>% of Variance</td>
<td>Cumulative %</td>
</tr>
<tr>
<td>Seek Information</td>
<td>1.960</td>
<td>14.002</td>
</tr>
<tr>
<td>Share Interest</td>
<td>1.526</td>
<td>10.901</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>1.334</td>
<td>9.527</td>
</tr>
<tr>
<td>Relax</td>
<td>1.052</td>
<td>7.512</td>
</tr>
</tbody>
</table>

Note: Extraction Method: Principal Component Analysis.

Sources: Authors Compilation

Relationship between social media networking and career growth

Anderson (2007) states that there is a consequent dearth of evidence on the impact of SNS on young people’s formal education. Handheld technology is a particularly useful tool for workplace learning due to regular accessibility (Huffstutler, Wyatt, & Wright 2002).

The following hypotheses were tested using chi-square analysis:

H04: The usefulness of an SNS does not depend on occupation.
H05: There is no association between education and one being in an SNS to explore career opportunities.
H06: There is no association between age and one being in SNS for fun.

Table-4: Chi Square Results

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>H05</th>
<th>H06</th>
<th>H07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi Square</td>
<td>26.563</td>
<td>24.062</td>
<td>34.562</td>
</tr>
<tr>
<td>DF</td>
<td>9</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Sig. value</td>
<td>0.02</td>
<td>0.02</td>
<td>0.00</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

From the above table the following inferences were made:

H04: p<0.05 There is no strong evidence to accept the null hypothesis. Therefore, the usefulness of Social Networking site depends on occupation.
H05: p<0.05 There is no strong evidence to accept the null hypothesis. Therefore, there is an association between education and one being in an SNS to explore career opportunities.
H06: p<0.05 There is no strong evidence to accept the null hypothesis. Therefore, there is an association between age and one being in SNS for fun.

CONCLUSIONS

With the advent of blooming social media, social networking site has become a most accessible tool to the young adults as of today. They prove to be of essential need today but young people get addicted towards it purely for entertainment basis. The above study reveals that almost all are in any one of the SNS with one or more accounts just to be a part of it. SNS continuously prove to be a threat as it has said to be a victim of social bullying, safeguarding one’s privacy would be a question mark as everyone has the access to view one’s profile. SNA also kills one’s time and affects their daily routine in spite of it providing ample information. Still SNS benefits one in shaping oneself. According to several studies, the benefits of SNS are as follows:

- Career Growth,
- Creativity,
- Individual Identity,
- Self Expression,
- Strengthening interpersonal relationship,
- Sense Of belonging & Collective Identity,
- Strengthening & Building Communities,
- Civic Engagement & Social Participation,
- Well-being.
Social Networking Services (SNS) are significant players in this era, which helps in transformation of communication practices, opens new spaces and processes of socialization and affects traditional social structures. These effects are particularly relevant for the most frequent users of SNS – young adults.

REFERENCES


*****

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STUDY ON YOUNG CONSUMER DECISION MAKING AND ONLINE BUYING BEHAVIOR: TECHNOLOGY ACCEPTANCE MODEL AND PEER INFLUENCE

K. Shyamala

ABSTRACT

The last two decades has ushered an unprecedented growth in the economy of India. An ever-increasing plethora of consumer products are being offered, many of which are new, and technologically complicated. In addition to an overwhelmingly large and varied numbers of shopping choices being made available to the consumers. Along with these, an increase in promotional activity and the number of promotional and distribution channels are contributing to the making of decision-making process more complex. For some time now, it has been acknowledged that, consumers interrelate with the market place and deal with this complexity by displaying particular decision-making styles and by employing certain purchasing strategies.

KEYWORDS

Consumer Decision Making, Online Buying Behaviour, Technology, Peer Influence etc.

INTRODUCTION

The last two decades has ushered an unprecedented growth in the economy of India. An ever-increasing plethora of consumer products are being offered, many of which are new, and technologically complicated. This is, in addition to, an overwhelmingly large and varied numbers of shopping choices being made available to the consumers. Along with these, an increase in promotional activity and the number of promotional and distribution channels are contributing to the making of decision-making process more complex.

For some time now, it has been acknowledged that, consumers interrelate with the market place and deal with this complexity by displaying particular decision-making styles and also by employing certain purchasing strategies (e.g. Hafstrom, Chae and Chung 1992; Lysonski, Durasula and Zotos 1996; Mitchell and Bates 1998). Since a long time, consumer-interest researchers have been interested in identifying the underlying decision-making styles of shoppers (Sproles and Kendall 1986). For example, consumers have been typified as quality seekers, novelty-fashion seekers, information seekers, comparison shoppers, and habitual or brand loyal consumers (Thorelli, Becker, and Engeldow 1975; Maynes 1976; Jacoby and Chestnut 1978; Bettman 1979; Sproles 1979; Miller 1981; Sproles 1983). The Guidelines on Consumer Protection adopted by the UN General Assembly in April, 1985 (UN GN vide resolution A/RES/39/248) have encouraged the espousal of consumer.

LITERATURE REVIEW

Utilitarian value is defined as mission critical and goal oriented (Hirschman and Holbrook, 1982; Batra and Ahtola, 1991). Babin et al. (1994) defined utilitarian shopping motivation as acquiring the benefit of the product needed, or acquiring the product more efficiently during the shopping process. Therefore, utilitarian shoppers are transaction-oriented and desire to purchase what they want, efficiently and without distraction (Wolfinbarger and Gilly, 2001). Utilitarian value is an overall assessment of functional benefits, such as economic value, convenience, time savings (Jarvenpaa and Todd, 1997; Teo, 2001). Previous researchers believe that, utilitarian values are the fundamental factors for people shopping online.

Wolfinbarger and Gilly (2001) indicated that conventional retailers have stock pressure, while e-retailers can avoid stock problem. Furthermore, compared with physical stores, online stores are able to provide more diversified product categories. E-retailers can supply customers with greater choice via alliances with other virtual suppliers. Shopping online represents the wider assortment of products that can be attractive to consumers.

Bakos (1997) postulated that the internet includes abundant public information resources that can be easily collected. For adolescents, internet is the most efficient means to get related information. The internet as a medium facilitates searching both product specifications and price information. Price is an important reference and adolescent consumers often compare price between multiple websites.

Miller (2000) indicated that the virtual online stores allow vendors to save expenditure that e-tailers enable consumers to purchase at a lower price. Moreover, it is relatively facile for internet buyers to make price comparisons via internet at any time. Chang and Samuel (2004) propose that, there is a universal trade-off between richness and reach when shoppers go to retail stores for their shopping.

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RESEARCH METHODOLOGY

Descriptive research methodology has been adopted to study several variables influencing buying, and consumer decision-making styles as well as using social media. The research has been conducted at a micro level to study the attitudes and preferences of youth towards the online buying and peer influence.

Sample Size

Since the universe is very large (considering Graduate Students), a purposive, non probability sampling is selected and chosen a sample size of 60 out of which 50 responded to the survey.

OBJECTIVES OF STUDY

- To understand the young consumer decision-making style.
- To evaluate the attitudes and preferences of adolescents in buying behavior.
- To young consumers, awareness towards technology acceptance model and peer group influence.

ATTITUDES TOWARDS ONLINE SHOPPING

Consumer’s attitudes toward online shopping have gained a great deal of attention in the papers focusing on it. Consistent with the literature and models of attitude change and behavior (e.g., Fishbein and Ajzen 1975), it is believed that consumer attitudes will affect intention to shop online and eventually whether a transaction is made. This multidimensional construct has been conceptualized in several different ways in the existing literature. First, it refers to the consumer’s acceptance of the Internet as a shopping channel (Jahng et al. 2001). Secondly, it refers to consumer attitudes toward a specific Internet store (i.e., to what extent consumers think that shopping at this store is appealing). These first two dimensions are negatively associated with the third, customer has perceived risk. According to Lee and colleagues (2001), two main categories of perceived risk emerge in the process of online shopping. The first is the perceived risk associated with product/service and includes functional loss, financial loss, time loss, opportunity loss, and product risk. The second is the perceived risk associated with context of online transactions, and includes risk of privacy, security, and nonrepudiation. Among them, the influence of financial risk, product risk, and concern for privacy and security is significant (Senecal 2000; Borchers 2001; Bhatnagar et al. 2002). However, the fourth dimension of attitude, consumers. Trust in the stores, can reduce perceived risk. In addition, perceived control / users, empowerment, enjoyment / playfulness, and perceived real benefit from membership have also been shown to be important dimensions of consumers. Attitudes towards online shopping (Koufaris et al. 2002; Cho et al. 2001).

Intention to Shop Online

Consumer’s intention to shop online is Consumers intention to shop online refers to their willingness to make purchases in an Internet store. Commonly, consumers measure this factor. Willingness to buy and to return for additional purchases. The latter also contributes to customer loyalty. Jarvenpaa and colleagues (2000) assess consumers. intention to shop online by asking a series of questions assessing the likelihood of returning to a store.s website, the likelihood of purchasing from the store within the next three months, the likelihood of purchasing within the next year, and general the likelihood of ever purchasing from a particular store again. As is indicated in figure 1, consumer’s intention to shop online is positively associated with attitude towards Internet buying, and influences their decision-making and purchasing behavior. In addition, there is evidence of reciprocal influence between intention to shop online and customer satisfaction.

Online Shopping Decision Making

Online shopping decision-making includes information-seeking, comparison of alternatives, and choice making. The results bearing on this factor directly influence consumers purchasing behavior. In addition, there appears to be an impact on users satisfaction. Though it is important, there are only five studies that include it. According to Haubl and Trifts (2000), potential consumers appear to use a two-stage process in reaching purchase decisions. Initially, consumers typically screen a large set of products in order to identify a subset of promising alternatives that appears to meet their needs. Then they evaluate the subset in greater depth, performing relative comparisons across products based on some desirable attributes and make a purchase decision. Using a controlled experiment, these authors discover that the interactive tools designed to assist consumers in the initial screening of available alternatives and to facilitate in-depth comparisons among selected alternatives in an online shopping environment may have strong favorable effects on both the quality and the efficiency of purchase decisions. (Haubl and Trifts 2000, p. 4).

Online Purchasing

Online purchasing, which refers to consumers actions of placing orders and paying? This is the most substantial step in online shopping activities, with most empirical research using measures of frequency (or number) of purchases and value of online purchases as measures of online purchasing; other less commonly used measures are unplanned purchases.
Consumer Satisfaction

Consumer satisfaction is the focus of the investigation in only three articles. It can be defined as the extent to which consumers perceptions of the online shopping experience confirm their expectations. Most consumers form expectations of the product, vendor, service, and quality of the website that they patronize before engaging in online shopping activities. These expectations influence their attitudes and intentions to shop at a certain Internet store, and consequently their decision-making processes and purchasing behavior. If expectations are met, customers achieve a high degree of satisfaction, which influences their online shopping attitudes, intentions, decisions, and purchasing activity positively. In contrast, dissatisfaction is negatively associated with these four variables (Ho and Wu 1999; Jahng et al. 2001; Kim et al. 2001).

Results of the survey conducted over a sample population of 60 (out of which 50 responded) are summarized in Table 1 below.

Table 1: Correlation between Consumer Decision-Making Styles and Online Shopping

<table>
<thead>
<tr>
<th>Utilitarian Motivations</th>
<th>Percentage of Response</th>
<th>Utilitarian Motivations</th>
<th>Percentage of Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience</td>
<td>12%</td>
<td>Adventure</td>
<td>5%</td>
</tr>
<tr>
<td>Choice</td>
<td>8%</td>
<td>Sociality</td>
<td>4%</td>
</tr>
<tr>
<td>Availability of information</td>
<td>13%</td>
<td>Fashion</td>
<td>11%</td>
</tr>
<tr>
<td>Lack of sociality</td>
<td>7%</td>
<td>Value</td>
<td>17%</td>
</tr>
<tr>
<td>Cost saving</td>
<td>10%</td>
<td>Authority</td>
<td>13%</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Table 1 clearly see that there is a fairly even distribution of the motivations across the sample population with only a few of them scoring much below the average. The value one gets clearly outscores all the other motivations. Availability of information and authority come second, with the independence with respect to making financial choices and decisions. So they are motivated by value obtained from online shopping more than the other age groups. The age group of 30-35 comes second, which is also convenience of shopping and fashion closely following them. Since value gained by online shopping outscore the other motivations, we study the correlation between the perceived value and the age groups of the sample population. Table 2 below summarizes this relationship.

Table 2: Correlation between Value and Age

<table>
<thead>
<tr>
<th>Age</th>
<th>% of value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 20</td>
<td>11.7</td>
</tr>
<tr>
<td>20-25</td>
<td>41.3</td>
</tr>
<tr>
<td>25-30</td>
<td>17.6</td>
</tr>
<tr>
<td>30-35</td>
<td>29.4</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Table above clearly reveals that youngsters who have typically begun their careers in the industry or are finishing their studies in the age group of 20-25 is the population that is motivated the most by value. This could be because they are the population that are familiar and comfortable with the online shopping experience, and have found a sense of understandable given the fact they are typically the group, which would have started their families, and perhaps with 1-2 young kids. Therefore, they want to make choices that bring value to themselves and to their families, which is exactly the reason why value is the main motivation for them to shop online. The age group of “below 20” comes last and this is mainly because this age group is often motivated by factors other than value.

CONCLUSIONS

The present research focuses the resemblance and differences amongst the group in their attitudes and preferences towards technology acceptance model and peer influence decision-making and online buying behavior. It is found that the adolescent segment have unique characteristics in decision-making pattern. The segment is largely interested, feels better in using the online social media, and accepts the technology model. Utilitarian and hedonic values concerning the internet. With regard to utilitarian values, the findings of this study are consistent with previous valuing functional benefits of internet buying acts as a facilitator for online buying. Young adults to be more motivated by functional factors.
REFERENCES


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ADVERTISING IN SOCIAL MEDIA: AN OVERVIEW

M. Jayaprakash13 Dr. K. Baranidharan14

ABSTRACT

Evolution of social media profoundly transformed the communication landscape. Most importantly, it changed the consumers’ way of thinking. Communication through social media channels has revolutionary impact on human attitude and behavior. Social Media Advertising has become a financial backbone of business success nowadays. All major Social Media search engines such as Google, Microsoft and Yahoo! YouTube derive significant revenue from advertising. However, as a new area of research, online advertising has not yet reached its full potential. In particular, little research has been done on advertising on social networks.

KEYWORDS

Advertising, Business, Social Media, Network etc.

INTRODUCTION

Over the past few years, advertising has become more personalized, particularly online. This makes sense: one of the main reasons people think that an advertisement is annoying or disruptive is when they think it is irrelevant. So advertisers and media have spent a significant amount of time making sure that they understand the particular people who read specific magazines, newspapers, websites or who watch particular films at the cinema. A confluence of changes has reduced the impact of traditional advertising. Lord Leverhulme complained that “half of money I spend on advertising is wasted; I just don’t know which half!” In contrast, was he writing today he would sound somewhat different? An optimistic advertiser might claim that it is now possible to identify the positive impact of every dime spent; a more pessimistic one might note simply that he now knows, with certainty, that both halves are wasted. Some of the changes that have reduced the impact of advertising are a result changes in consumer media preferences and viewing behavior, some are due to new technological alternatives, some may be due to changes in consumer purchasing behavior and the changing status-signaling value of many possessions, and some are due to changes in consumers’ trust of paid messages.

Nowadays, the Web has become an integral part of our lives. The prevailing business model of Web search relies heavily on advertising. A major part of advertising is textual ads, which are short textual messages. There are two types of advertising: (1) Sponsored search places ads on the result pages from a web search engine according to the user’s query. All major web search engines support such ads. Usually an ad consists of a title (3-5 words long), a description (around 20 words) and a URL that users are directed to by clicking on the ad. (2) Content Match or Contextual Advertising displays ads within the content of third party Web pages. As an emerging research area, online social media advertising has attracted much attention recently. The previous work can be summarized briefly as follows:

Ads matching: Many previous works have focused on developing methods to match pages to ads. All these methods extract some features related to web pages.

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Other works reduce the contextual advertising problem to sponsored search by extracting phrases from pages and matching those phrases with the bid phrase of ads.

Query expansion: Since user queries are short, some other works use additional sources of information for ad selection to expand users’ short queries. In this approach, offline query rewriting is done by using various sources of external information and thus can only be applied to repeating queries. In a more recent work, authors propose a more efficient online expansion-based algorithm. Their algorithm builds an expanded query by leveraging offline processing which is done for related popular queries. Their results show the effectiveness of such a method for advertising on rare queries.

Clickthrough prediction: In online advertising, predicting the clickthrough rates; i.e., the number of clicks a given ad will solicit if it is displayed on the Web page is done previously. Authors in predict clickthroughs by clustering ads by their bid phrases and by analyzing the different parts of the ads (e.g., bid phrase and title ...), respectively. However, these works focus on ad-based features to predict the clickthrough for a new ad. Authors in study the intention underlying users’ queries. They showed that click-

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through features such as deliberation times are effective in detecting query intent. It seems that most research in online advertising has been focused on improving the relevance of the displayed ads to the page content. In other words, all these methods focus on maximizing the match between individual ads and the content of the page. However, there are other factors, which also play an important role in effective advertising. In particular, as in the case of search, accurate understanding of a user’s interest and need is critical for effective advertising. Many previous works of modeling the behavior of social media search engine users have shown improvement in ranking documents by Web search engines. It is thus important to study how to improve user modeling for advertising.

In this position paper, we suggest that tapping into the growing research on social networks opens up many interesting opportunities to obtain more knowledge about users, thus potentially improving the effectiveness of online advertising. Compared with the traditional sponsored search and contextual advertising, advertising on social networks has not been studied much yet. The lay out some interesting research issues related to advertising on social networks and to discuss some preliminary results from a related task to advertising on social networks—recommended news articles to users of Facebook.

**SOCIAL MEDIA**

Government agencies regularly rely on social media to engage with their customers for improved citizen services and cost savings. Social Media integrates technology, social interaction, and content creation to collaboratively connect online information. Through social media, people or groups can create, organize, edit, comment on, combine, and share content, in the process helping agencies had better achieve their mission goals. Here are the most commonly-used types of social media in government: Blogs (e.g., Word Press), Social Networks (e.g., Facebook), Microblogs (e.g., Twitter), Twitter Town Hall Chats: Best Practices for Federal Agencies, Twitter Town Hall Sample Agenda, Wikis (e.g., Wikipedia), Video, Podcasts, Discussion Forums, RSS Feeds, Photo Sharing (e.g., Flickr), Employee Ideation Programs, Gamification.

**INFLUENCE AND IMPACT: SOCIAL MEDIA IN INDIA**

Advancements and globalization of digital platforms and social media technologies is empowering people across the globe to participate, and share content online. India has experienced technology as a vehicle in aiding social change through social media. The growth of social media outlets is changing behaviors, perceptions, and attitudes as the ease and growth of online social technologies induce audiences to become digital activists; changing user behavior from passive to active, non-participatory to avid participation, and enabling users with a voice that was otherwise unknown or untapped. The power of social media and its impacts on individuals, businesses, and society in India has provided an equal opportunity to voice thoughts, opinions, and share information. The increase of usage and ease of entry provides an attractive interface for anyone to become a creator or advocate of information and ideas by using blogs, micro-blogs, social sharing, and networking sites.

**Social Media for Peer to Peer**

The popularity of social networks has created a new trend of social sharing where individuals can recommend to groups of people products, services, information and ideas. The online peer-influence factor virally spreads as visible feedback channels engage, encourage and promote peers to be more participative and interact. It’s no surprise that micro-blogging sites like Twitter share the breaking news faster than the traditional media channels, as more and more people are using it not only for live streaming of their personal events but most importantly as an information sharing medium and a collective knowledge sharing channel with other people across the world.

**Social Media for Business to Consumer**

For brands and marketers, social media introduces both opportunities and challenges. Brands are now able to listen to and address both compliments and complaints made by fellow or future consumers enabling the brand or marketer to respond to and interact with the public. In India, eight out of 10 people from urban areas who buy cars use the internet to search for information on brands and products before making a purchase. A major driver for businesses to use the social media marketing is the low-cost model compared to traditional marketing channels. Predictions for Business to Consumer marketing via social media in India indicates that more marketers will be adopting social media strategies as a new marketing medium and engagement channel to interact with current and prospective consumers. For businesses in India, monitoring social interaction behaviors, brand reputation, and current and prospective consumer expectations will help the company to build long-term relationships, create loyal communities of brand advocates, and engage in a dialogue with people interested in the product, brand, or service.

**Social Media for Social Change**

Social media has empowered people in Indian society to spread perspectives on social causes and change, participation in digital activists, and support and information sharing in crises. Cultural adoption and availability/understanding of technology prove to be an obstacle for many in underdeveloped areas of India.
Social Media and Behavior

The increase in the use of social media sites will allow researchers to observe the behaviors of the population engaging in social media. Understanding behaviors will allow for researchers and businesses to track behavioral change patterns, market trends, content consumption patterns, and social changes through technology. Through better placement of advertisements to targeted audiences, monitoring behaviors via social media will help companies reduce the total number of ads served for the same or better result, thus reducing costs. In addition, through web analytics and modeling derived from website user behavior companies will be able to translate the data into actionable business intelligence that can be implemented to deliver better results.

PREDICTIONS FOR SOCIAL MEDIA IN INDIA

Text-Based Social Media: Mobile text and application capabilities, such as SMS and Twitter, are becoming more affordable and available, thus adoption of mobile social networking across India increasing. Subscriber growth in India will continue, driven by rural expansion, entry of newer operators, 3G and cheaper handsets. Flat-rate data plans will also accelerate the use of mobile media. InformationWeek has projected a significant transformation in Media, Technology & Telecommunications over the next 10 years because of Wireless Social Networking Revolution. Technology, Media & Telecom represents approximately 5% of global GDP, and with the growing population in India, Indians are expected to have a better chance of capitalizing on developing social media mobile trends. “Citizen Journalism”: The power of citizen journalism became ever so present during the 2008 Mumbai terror attacks. Indian media has been increasingly willing to integrate citizen journalism in its news coverage and India is expected to see a continuation of these trends throughout 2009.

Indian General Elections

Social media, online and mobile, will serve as an inflection point in the general elections in India. Interaction with the younger generations in India has launched a popularity and engagement to “get out the vote”. Specifically, Twitter and other mobile based applications will play an important role in future general elections, both in the campaigning and in the coverage of the elections.

BUSINESS RESULTS WITH SOCIAL MEDIA

Our research into midsized companies has found that while many nearly doubled their investments in social media in the last two years, most experienced no return on their investments. How can your business reap a return on investment from its forays into Twitter, Facebook, and the like? The Corporate Executive Board's Marketing Leadership Roundtable created the Social Media Opportunity Diagnostic survey and administered it to marketers at some 100 midsized companies to help marketers focus their investments in social media activities. The results showed that only 8 percent of those surveyed said their social media efforts actually drove business results. We call those 8 percent of marketers “social media exemplars.” (In case you're curious about how social media is manifesting itself in midsized companies: Twitter topped the list of social media outlets, with 74 percent of companies using the microblogging site, followed by Facebook at 71 percent, YouTube at 53 percent, and various types of company blogs at 36 percent.) So what separates these social media exemplars from the rest of the pack? The Marketing Leadership Roundtable has identified the three common elements in successful social media approaches. The survey results suggest that companies should do the following three things.

- Develop social media listening abilities. Listening is the gateway to all other social media activities. It enables a deep understanding of social media dynamics and the needs of target audiences. For example, Southwest Airlines (LUV) monitors Twitter, blogs, and online communities to sense and respond to customer sentiment. Yet diagnostic results on our survey showed that one-third of marketers do not currently monitor social media.

- Approach social media measurement with the goal of reducing ambiguity via a two-step process: Disaggregate sources of social media value into component parts that contribute to desired business outcomes. Social relationship assets spin off a variety of different value streams. For example, social media can add value through efficiency by reducing (or preempting) the cost of delivering an outcome: displacing paid media and traditional consumer research, preempting or displacing service cost, and even preempting negative influence spread. Second, apply a combination of relative measurement and return-on-objectsives to value these component parts. For example, instead of tracking only the number of Facebook “friends,” track Facebook click-throughs by friends in your company's target audience.

- Widen your gaze. Exemplars treat social media as more than just a marketing or public relations channel. They view it as a way to enhance the brand's competitive position by creating new in-kind value for customers. Best Buy's (BBY) development of twelforce (twitter-based help-force) leveraged an existing differentiator (a retail staff fluent at helping with consumer electronic questions) to create a category value-proposition shift. By approaching social media as more than just “another communications channel,” Best Buy shifted consumer expectations about the electronics experience to a practice competitors can't emulate. Social media provides a new vehicle for collaborating with your customers. As you enter this channel, listen before you speak. Don't forget your allegiance to commercial outcomes and challenge yourself to explore how social media can change your overall strategy.
SOCIAL MEDIA: CHANGING ADVERTISING

A basic college advertising course introduces students to the concepts and strategies of integrated marketing communication. Typically, students absorb the theories and regurgitate the information on standardized examinations. Understanding and applying advertising knowledge is the true test of learning and the motivation in developing this project. The primary challenge was to incorporate an assignment equivalent to an advertising agency’s real world business experience. To go beyond simply creating an advertising plan and to require completion of deliverables suddenly became a viable option through social media. Social media has destroyed many of the barriers that historically limited media options and completion of advertising plans. Because digital media is cost effective and easily used, commercials, videos, podcasts, and multimedia messaging can be filmed, edited, and broadcast, within the time frame of an advertising course. The arrival of social media has not only brought exciting alternatives to traditional communication methods, YouTube, Flicker, MySpace, Face Book, Twitter, LinkedIn, Ning, Tagged, Google +, and many other online networking sites are effortlessly accessed and available for inclusion in integrated marketing communication (IMC) strategies. This article presents an advertising project that assimilates online social media into the advertising plan. Social Media is an engaging medium that permits the user to compose, amend and circulate digital information at a nominal cost. Digital native undergraduates have immersed themselves in the technology and this assignment encourages them to transform captivation into marketing potential. Class members are responsible for organizing their own advertising agencies and then competing against other class agencies for the advertising account of a legitimate business client. The essential component of the client’s request is a digitally produced commercial or communication component targeted to a specific market. Once approved by the client, student agencies create, film, edit, and market their strategy. Social media venues are used for posting digitally produced items, driving traffic to the site, soliciting customer response, and generally creating a buzz throughout the market.

ADVERTISING ON SOCIAL NETWORKS

The People usually live in some communities and are associated with (potentially multiple) social networks. A human social network can be a group of friends living within a city, or a group of college classmates who remain in frequent contact. It can also be a group formed specifically to accomplish a set of tasks over time. Social networks are well-trusted because of shared experiences and the perception of shared values or shared needs. For example, friends tell friends about restaurants and movies. These characteristics of social networks have two important potential benefits for advertising: First, advertising propagated through a social network can be expected to be more trustworthy. Indeed, people in social networks are often more willing to trust and accept recommendations from their neighbors. It is human nature to be interested in what a friend buys more than in what an anonymous person buys, to be more likely to trust a friend’s opinion, and to be more influenced by a friend’s actions. A Lucid Marketing survey found that 68% of individuals consult friends and relatives before purchasing home electronics – more than the half who used search engines to find product information. Second, social networks potentially allow us to obtain valuable information about users through observing their activities. Moreover, social communities of users can also be leveraged to infer a single user’s interest in the same spirit as collaborative filtering. All these indicate that we can potentially leverage social networks (particularly interactions and relations of people) to better model users and improve effectiveness of advertising. Based on this analysis, we believe that the three most interesting high-level research issues about advertising on social networks are:

- Advertising via relations: How to effectively advertise through relations and interactions of people in a social network?
- User modeling based on social networks: How to leverage social networks to obtain an accurate model of user interests and needs?
- Evaluation: How to evaluate the effectiveness of an advertising system in a social network?

Advertising via relations unlike conventional web search, if query terms match some documents in the index, this query will lead to some results, whereas in Web advertising, if no good results are available for the user query, it is better / desirable not to show any ad results. In other words, showing irrelevant ads would annoy the user and not yield any economic benefits. Indeed, a study in confirms that ads need to be relevant to the user’s interest to avoid impairing the user’s experience. Social networks offer unique opportunities for advertising through relations and interactions of people, which can increase the trust of users in the advertisement. Patterns of influence and cascading behaviors have been studied in social networks previously. In, authors have studied a very large recommendation network and observed the

Propagation of recommendations in such a large social network. Their findings show that the recommendation chain does not grow very large and it terminates after the initial purchase of the product. They also observed that the product would propagate through a very active social network. In addition, they defined the stochastic model which explains the propagation of recommendations. Authors in have also measured the network value of a customer. For each customer, they model the probability of buying a product as a function of both the intrinsic properties of the customer and the product and the influence of the customer’s neighbors in the network. Indeed, such studies open up new research directions and challenges in social networks for advertising. The following are some interesting additional challenges for advertising through social networks:

- All social networks evolve over time; as a result, the advertising algorithm should take into account such evolutions, making modeling network evolutions an interesting challenge. If the network and this evolutionary behavior are well understood, it may be possible to drive a network to a profitable state.
Modeling the influential nodes in social networks according to time for advertising is another challenge. These influential nodes are good targets for advertising as they could also influence others.

Choosing an optimal set of users (group of people) to send advertisement to so as to maximize network profit is an NP-hard problem. Approximating algorithms will need to be developed to incorporate multiple factors such as relevance of an advertisement to a user, influentiality of users, and potential profit of an advertisement.

Modeling how user’s interactions and interests would change not only with time but also with the specifications of the product is yet another challenge. These are related to the user’s interests, which might also evolve over time. Modeling the evolution of interests of users in social networks is very challenging. User Modeling in Social Networks In social networks, we can gain more knowledge about a user, but the integration of this wealth of information also presents challenges. In general, users in social network for advertising can be modeled in two ways:

- Gaining direct knowledge about the users. For example, in Facebook, we can gain information about the networks/groups one belongs to, activities one does, one’s friends’ networks and a wealth of information one can post on his profile such as links to the news, YouTube links and a lot more.

- Inferring the behavior and preferences of a user based on knowledge about other people on a social network that the user interacts with.

A major challenge here is how to integrate these pieces of information. In addition to characterizing a user based on the information associated with the user in a social network, we may further incorporate other relevant external sources such as user’s blog posts, query logs, homepages etc., and leading to an even more challenging question of how to gain all such knowledge and then integrate it.

Evaluation In general, evaluation of computational advertising may involve multiple performance factors (e.g., profit of product providers, profit from placing ads, and user experiences). Depending on which factor(s) to emphasize, we may need different evaluation methods. When relevance of advertisement is the primary factor for evaluation, we may adapt existing evaluation methods for information retrieval to evaluate advertising on social networks. However, since ad relevance is much more subjective than topic relevance, creating a static gold standard test collection may be difficult, making it a significant challenge to directly adopt the standard Cranfield evaluation methodology. A more promising solution may be to use the logs of ad clicks to quantitatively evaluate an advertising algorithm by assuming a clicked ad to be relevant and a skipped one non-relevant. Clearly, this evaluation strategy requires the deployment of a prototype advertising system and careful logging of user activities. There is also the challenge in developing an optimal interleaving strategy to compare different advertising algorithms.

**REASONS YOUR BRAND NEEDS SOCIAL CUSTOMER SERVICE**

By choosing social media over other communications channels, millions of customers have given voice to their concerns in what has become an increasingly public arena. Businesses no longer ask whether they should respond to these issues or not, but how. Social customer service is now a fully established requirement for customer support. However, many still find it hard to tease out the differences between social monitoring, social marketing and social customer service. The truth is that social customer service is a completely different ballgame—with unique practices, strategies and benefits that far exceed the ones offered by social monitoring and social marketing services.

In the next paragraphs, I will discuss five key ways in which your business can benefit from implementing an effective social customer service program. To find out the full benefits of implementing social media into your customer service offering, download our Definitive Guide to Social Customer Service.

**More Organic Customer Endorsement**

Establishing a constant, customer-centric, presence through social media is important because customers are more likely to share their experiences and recommend your brand to their friends when you reach out to them. Many studies show that customers who have a positive experience online are four times more likely to endorse the brand than those who do not. Being present and active before customers engage with you is a way to exceed their expectations and create a positive impact in their experience.

**A Boost in Customer Value**

Social customer service increases customer spending. It is simple: customers who engage with your company through social channels are likely to spend 20-40% more than those who do not. Thus, providing quality interactions can be a highly competitive differentiator within most customer-oriented industries. In this sense, using social media for customer service helps you stand out as a customer-centric company and is a great chance for you to set your offering apart in the minds of consumers.

**More Efficient Customer Service**

Social customer service reduces the overall internal cost to serve the customer. According to a recent report from Gartner, the social customer agent can manage four to eight times more high-value interactions, compared with a traditional, voice-based
contact center agent. This is an important figure, especially keeping in mind that 70% of consumers who use social media for customer service will do so again, if satisfied with their experience. In short, investing in social customer service just makes good sense.

**Preventive Protection of Brand Reputation**

A study by Altimeter found that the biggest cause for social media crisis during the past decade has been--you guessed it--poor customer experiences. Being present at the earliest warning signs of an online crisis is the best way to protect your brand against a reputation meltdown. In this sense social customer service is the only active and engaging way to address dissatisfaction and negative emotions surrounding your brand.

**Possibility for New Business Opportunities**

Unlike traditional channels, social media allows agents to engage with an increasing number of users. This allows them to create a positive impact on new customers, not only by broadcasting things like latest offers, but also by providing advice for purchasing decisions. All of this can be done while also retaining existing customers and deepening the individual relationship with them. Proactive outreach is a fine art--one that offers a great opportunity to stand out positively against the competition.

**GOOD TIPS FOR SOCIAL MEDIA ADVERTISING**

The use of social media sites evolved into much more than a place to catch up with old friends. Many businesses now use social networking sites as a form of advertisement and promotion. One of the advantages of using social media sites is the ability to share information quickly, inexpensively and to a mass of people all at once. However, just establishing a social media account and placing your ads online does not result in success. Understanding the mentality of consumers can help you create content that converts to sales.

**Establish Relationships**

Although more companies use social media accounts as a means of advertising and promoting their business, people still value social media accounts for their ability to create relationships. Avoid using your social media account to post your advertisements without adding anything else in way of conversation. Establish relationships with your followers and participate in two-sided conversations. Establishing a strong customer base is about building trust, and you must converse with your online followers to build that trust.

**Post Regularly**

Advertising your business on your social media accounts sporadically won’t garner you much success. Some customers need to see the same or similar advertisements several times before it clicks in their mind to investigate. However, you should also limit your post to avoid overwhelming your customers. According to Jefferson Graham of Forbes, you should limit your advertisements to three to five times a day.

**Write Great Content**

Post content that is engaging and exciting for consumers. When you create great content on your social media accounts, customers want to share the content with their peers. Share worthy content increases exposure to your business because of the power of word-of-mouth advertising. Once you establish a reputation for sharing great content, customers will continue to look for your post and products in the future.

**Avoid Forcing Customers**

When advertising your business through social media sites, avoid posting forceful content that simply talks at your followers and not with them. Forceful content appears to customers as a sales pitch for their money, which causes many customers to automatically shut it out without even considering your product or service. Give a little detail about your product or service, and not just the price and website to buy your items. Your content should provide incentives that cause customers to feel like they are missing a good deal by not buying what you’re offering.

**Consistency**

To help build your brand, all of your social marketing accounts should post the same messages. For example, if your company keeps a blog, you can integrate information from your blog to your social media accounts though social media applications. Keeping your accounts consistent prevents you from sending mixed messages or posting inaccurate advertisements. For example, if you post different prices for the same product on your different social media accounts, you may cause confusion among customers or need to honor a lower price that you posted by mistake to keep customers satisfied.
CONCLUSIONS

We believe that Resonance marketing allows every consumer to decide what he wants, based on true informedness rather than settling for a compromise product that has been hyped by advertising. Any attempt to predict the future of advertising must understand both consumer behaviors with regard to shopping and their behaviors in their use of the internet. Consumers use the net to see what they want and do what they want, when they want it. The net will not support entrapment, and consumers who are escaping ads through social media are unlikely to become attracted to full time advertisement programming. The modern consumer views the net as transparent, and community postings and the recommendations of friends will outweigh paid placements, and paid reviews. Placements of products in movies or in video games are likely to be ignored; the presence of advertisements directly into movies or video games will be resented. Virtual reality websites simply are not ideal for encouraging online consumption or for encouraging consumption in physical space.

REFERENCES

11. S.L.Gupta, V.V.Ratana, Advertising and Sales Promotion Management, Sultan Chand & Sons, New Delhi, 2010

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ANALYSIS OF SOCIAL MEDIA AS A MOTIVATIONAL HR TOOL

Dr. P. Umarani15 B. K. Shrividhya16

ABSTRACT

Social media has emerged as a powerful business and HR tool. This discipline deals with selecting appropriate social media sites and formats from the myriads options available and leveraging the same to create values for the organisation. This requires an in-depth understanding of the key benefits and pitfalls of social media and managing these effectively in the organisation’s context. This discipline emphasizes harnessing social media for effective functioning of human resources management, which includes recruitment, collaboration, and engagement. It explores the non-financial impact as well as the approaches for measuring ROI in social media. In addition, it outlines the future trends and implications of social media for HR professionals.

KEYWORDS
Motivation, HR Tool, Social Media etc.

INTRODUCTION

The evolution of the internet, as well as the constant evolution of society has lead to conceive new forms of communication. Traditional forms of media are not any more effective, because the people’s perception has changed. Overall, the people are more sophisticated and they need and require more specialized media where they can take information. This new type of media is called social media. Universal Mc Cann (2008) defined social media as the “Applications, platforms and media which aim to facilitate interaction, collaboration and the sharing of content”. Saffko and Brake (2009) defined social media as the “Activities, practices and behaviours among communities of people who gather online to share information, knowledge and opinions using conversational media”. Thus in simple words, Social media are those web based platforms and applications, which allow users to upload their own information and to share it with other internet users. This information upload by users is called “User Created Content – UCC”.

SOCIAL MEDIA AS A HR TOOL

Most organisations approach social media to be a wrong concept. They ask “who should own it?” as if it were simply another channel like email or such. Social media is not one thing it is five distinct things:

- It is a strategic tool for uncovering business insights,
- It is managing the influencers who are driving the conversation around your brand,
- It is marketing that provides value and turns customers into evangelist,
- It is a critical component customer care,
- It is transforming the organisation to meet the transparency and humanity customers.

HR AND SOCIAL MEDIA PLATFORMS

HR being a crucial function in an organisation can harness the following social media platforms for betterment of HR activities.

Chart-1: Key Social Media Platforms

Sources: Authors Compilation

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16 Research Scholar, M.S. University, Tamil Nadu, India, bkshrividhya@yahoo.com.
These platforms promote different ways of interactions among users since they are designed to supply all segments of consumers. They encourage users to post and share their experiences, comments and opinions to serve as a source of information (Xiang and Gretzel, 2009). Depending on the interest, motivations and attitudes of the users, they will prefer to use one platform instead of another.

**Blogging**

According to Camilleri (2007), a blog or blogging is a type of website/platform formed by entries or posts, which are normally short pieces of text, which often include photos or links, and are organized in reverse chronological order. Blogs allow users to express themselves about different topics of interest, might be someone’s experiences in working in a company, opinions or thoughts. In regards to widgets, also called wikis, they are collaborative tools simple to use which allow users to publish, edit or erase contents on the web (example Wikipedia). The CEOs and the HR consultancies have started leveraging this virtual social page.

**Chat Room**

Chat room can be defined as virtual space where two internet users establish communication in real time, usually in writing form. For example, Yahoo chat room, MSN chat room, etc.

**Message Boards**

These are also known as forums or discussion groups. Here the users can write short messages about a topic of interest and wait for other user’s answers. It is not necessary to participate; it is possible just to check about the mindset of people and their opinion.

**eWOM (Word of Mouth)**

Information and knowledge society has lead to the digitalisation of information processes, and the new forms of communication and sources of information have appeared on scene. Many HR consultants have qualified social media as one of the perfect platform for the new word of mouth communications emerged. Bristor (1990) and Voyer (2000) pointed out that eWOM network is a “Social network consisting on a set of people who engage in word of mouth, plus de relationship between them”. According to Litvin (2008), define eWOM communications as “all informal communications directed at consumers through internet based technologies, related to the usage or characteristics of particular goods and services, or their sellers.”

In eWOM communications their exists at least two participants, a sender and a receiver of information, they can be a HR consultancy firm or a company, or one company with another company etc. Both participants engage in the communication in order to gain something. According to Blakewell (2006), the receiver gains valuable information about the HR practices eg. Motivational techniques followed by other companies etc. In addition, the sender will gain confidence of the policies he is sharing.

**Chart-2: Top Eight Social Media Platforms Used By Business Organisations**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>86%</td>
</tr>
<tr>
<td>Instagram</td>
<td>14%</td>
</tr>
<tr>
<td>YouTube</td>
<td>59%</td>
</tr>
<tr>
<td>Regional</td>
<td>29%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>54%</td>
</tr>
<tr>
<td>Twitter</td>
<td>35%</td>
</tr>
<tr>
<td>Google+</td>
<td>37%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>37%</td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation

**STUDIES CONDUCTED ON SOCIAL MEDIA AS A HR TOOL**

**Research #1**

Should human resource managers use social media to screen job applicants? Managerial and legal issues in the USA.

**Authors:** Ross Slovensky, (Department of Management, University of Wisconsin at La Crosse, La Crosse, Wisconsin, USA), William H. Ross, (Department of Management, University of Wisconsin at La Crosse, La Crosse, Wisconsin, USA)
This paper describes managerial and US legal issues associated with using social networking websites (SNWs) such as Facebook for personnel selection. Managers must consider the benefits and concerns that using such information presents.

Using Social Networking Websites to screen applicants offers benefits to organizations in the form of gaining a large amount of information about applicants, which may be used to supplement other information (e.g., a resume). It may also help a firm address “negligent hiring” legal concerns. However, other legal considerations as well as issues pertaining to information accuracy, privacy, and justice argue against using such information.

By recognizing both the advantages and disadvantages of using SNW information for applicant screening, managers can make an informed decision as to whether they wish to use this screening method; if so, managers can devise policies that provide the firm with appropriate information while respecting applicant privacy, and complying with US legal and ethical expectations.

While much has been written about SNWs, little has been written from an academic perspective on the advantages and disadvantages of accessing applicants’ SNWs. The present paper reviews the literature from a variety of disciplines and identifies important issues for researchers and managers.

Research # 2

Recruitment Goes Virtual: Use Web-Based Technology Intelligently for Best Results in Recruitment
Sources: Human Resource Management International Digest, Vol. 21 Issue: 3

Recruitment has moved online. From advertising vacancies on social media sites to the use of online application forms and candidate selection software, the process of recruitment and selection has changed considerably over the past few years. The use of software programs to weed out suitable applicants is a boon for HR professionals tasked with sorting through numerous application forms for limited positions. While using social media tools makes the task much quicker, it can lack the discriminatory power of human intuition. This might mean that the ideal candidate is the person who has been overlooked. Candidates rejected by software rather than by a human recruiter often feel bitter about the lack of constructive feedback to help them prepare for their next application. However, some firms are getting it right with transparent procedures, simple online application forms and fixed screening periods that include feedback to candidates. Recruitment remains one of the most important tasks for any company. The new CEO of Yahoo demonstrates a commitment to recruitment by calling herself the company’s “chief recruiter”.

The paper provides strategic insights and practical thinking that have influenced some of the world’s leading organizations.

The briefing saves busy executives and researcher’s hours of reading time by selecting only the very best, most pertinent information and presenting it in a condensed and easy-to-digest format.

CONCLUSIONS

Having a social media policy—and training employees to follow it—are critical practices for every organization. Even if your company is not using social media, you still need a policy because your employees are using it in their private lives and they need guidelines to protect your interests and your organization’s reputation.

Employers may discover information on Facebook about an individual who has protected status under federal, state or local law. This information might include the individual’s age, gender, religion, race, political affiliation, national origin, disabilities etc. Alternatively, employers may discover information that state laws prohibit them from knowing about employees’ activities when they are not at work. There is a danger, too, that information found online may be untrue—a recruiter might find a fake profile for a person, for instance. On the other hand, employers may not be consistent when checking social media sites for all candidates. Of course, there may be exceptions—say, if a candidate’s job would involve working with social media. In those cases, a third party instead of a hiring manager could be used to scrutinize a candidate’s accounts. A policy should define the kinds of employees or candidates who will have their social media presences checked when they will be examined (for example, during background checks) and what information will be scrutinized. Social Media proves to be an effective tool in the evergreen of strategic human resource management.

REFERENCES


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IMPACT OF INTERNET USAGE AMONG YOUNGSTERS IN CHENNAI CITY: AN EXPLORATORY STUDY

Saranya J. 17 Dr. S. Sudha 18

ABSTRACT

In today’s scenario, internet plays a vital role. Internet is easy to access for youngsters for the new research findings and to obtain information. Youngsters can easily adopt also new digital technologies from the internet. The youngsters can advantage the information at various levels of studies, news, libraries and all kinds of information’s, etc which can be benefitted through the usage of internet. It is important to provide perspectives about the impact of internet usage. Information’s and ideas can be exchanged in both virtual communities and networks. The usage of internet is rapidly changing the way in creating, distributing, and sharing the information. It is a potential tool for social reporting. It has a high development of people personally. It is a privacy network and encourages the youngsters about their personal lives.

The study shows how the youngsters are getting addicted towards usage of internet. Among the total population of youngsters in Chennai, 102 respondents were taken as sample size for this study. There are advantages and disadvantages of internet usage among youngsters. The advantages are: Enhance youth learning, effective communication and entertainment. The disadvantages are online risk, behavioural and health factors. A young people to old ones. Use of internet how it harms other peoples in a deliberate and in a repeated manner.

KEYWORDS

Chennai, Youngsters, Internet, Entertainment, Communication etc.

INTRODUCTION

Internet has been changed overall communication process. The use of internet is commonly increasing day by day. Internet has been described as the transforming society by providing person-to-person communication. The fast development of new technologies also increases school students to use and get addicted towards internet. There is no age limit for the peoples to access internet. It affects not only health and behaviour of the peoples too. Already the technologies are benefit to young people it also has a dark side. Where, the internet is a person-to-person communication. Most higher education institutions now a day’s providing internet benefits inside the campus. It has lot of advantages and more useful to the people. In modern world even interviews are conducted through Internet using webcam. Email, texting, chat rooms, mobile phones, mobile phone cameras and web sites can and are being used by young people to old ones. Use of internet how it harms other peoples in a deliberate and in a repeated manner.

OBJECTIVES OF STUDY

- To know the reasons behind the youngsters getting addicted on internet usage.
- To study on the number of hours of internet usage among youngsters.
- To know the impact of the internet usage and its outcome (positive or negative) among youngsters.
- To provide suggestions based on the above study.

REVIEW OF LITERATURE

Bavukutty and Salih (1999) which showed that students, research schools, and teachers used the Internet for the purpose of study, research and teaching respectively. The purposes of Internet use were sending and receiving e-mails in connection with academic requirements, making a search on library catalogues, downloading images and communication with the peer.

Jane E. Klobas, Laurel A. Clyde (2001) Social influences included the effect of family and friends, employers, professional colleagues, the media, and a general sense that, increasingly, “everybody” is expected to be able to use the internet.

National Children’s Home (2002) study in Britain found that one in four children reported being bullied by mobile phone or on the Internet.

Nasiruddin (2003) reports in his study the level of internet use by university academics for their information and communication need. The internet was introduced in 2001. The internet was introduced in 2001. The internet use by academics is useful for some common needs (E-mail, WWW and E-books).

17M. Phil Scholar, Department of Management Studies, VELS University, Tamil Nadu, India, saranya.kart@gmail.com
18Associate Professor, Department of Management Studies, VELS University, Tamil Nadu, India, narasimhan.sudha@gmail.com
Thorpe, (2004), an earlier survey conducted in New Hampshire in 2000 found that about 6 percent of youths had the experience of harassed online.

Mohamed Salah Eldin Mudaw (2005) investigated about use of internet were: chat sessions; checking e-mails; and surfing professional sites.

Mahajan (2006) conducted a study on Internet use by researchers, which analyzed the convergence of information and communication technologies as embodied by the Internet.

Madhusudhan (2007) conducted a survey on Internet use by research scholars, which revealed that most respondents used search engines more than subject gateways or web directories to locate information. Negative attitudes as well as conservatism act as barriers to effective Internet use.

Malikarjun and Suresh gudimani (2008) conducted a survey to understand Student’s usage of internet and computer technology, their experience with technology and their aptitudes and expectation about technology resource.

Vandebosch and VanCleemput (2009) Belgian sample youngsters, whose behavioural and health are of problematic while using online or cellular phone practices.

RESEARCH METHODOLOGY

The research is to find the youngsters how they getting addicted towards usage of internet and number of hours they using internet in a day.

Research Design: Descriptive research has been used as research design.

Sampling techniques: Simple Random sampling has been used for this study.

Data Collection: Primary Data and secondary was collected using structured Questionnaire.

Sample Size: Among the total population in Chennai city, 102 peoples are taken as sample size for the study.

DATA ANALYSIS AND INTERPRETATION

Percentage Analysis

<table>
<thead>
<tr>
<th>S.No</th>
<th>Access internet</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Laptop</td>
<td>49</td>
<td>48.0</td>
<td>48.0</td>
</tr>
<tr>
<td>2</td>
<td>Desktop</td>
<td>29</td>
<td>28.4</td>
<td>28.4</td>
</tr>
<tr>
<td>3</td>
<td>Mobile</td>
<td>21</td>
<td>20.6</td>
<td>20.6</td>
</tr>
<tr>
<td>4</td>
<td>Tab</td>
<td>3</td>
<td>2.9</td>
<td>2.9</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>102</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference

The above table shows that 49% of the respondents were using laptop, 28% of the respondents using desktop and 21% of the respondents using mobile and 3% of the respondent using tab to access internet.

Table-2: Frequent Access of Internet

<table>
<thead>
<tr>
<th>Frequent internet</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everyday</td>
<td>72</td>
<td>70.6</td>
<td>70.6</td>
</tr>
<tr>
<td>More than a week</td>
<td>14</td>
<td>13.7</td>
<td>13.7</td>
</tr>
<tr>
<td>Once a week</td>
<td>8</td>
<td>7.8</td>
<td>7.8</td>
</tr>
<tr>
<td>Once a month</td>
<td>4</td>
<td>3.9</td>
<td>3.9</td>
</tr>
<tr>
<td>Less than a month</td>
<td>3</td>
<td>2.9</td>
<td>2.9</td>
</tr>
<tr>
<td>Total</td>
<td>102</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference

The above table shows 72% of the respondents using internet every day, 14% of the respondents using more than a week, 8% of the respondents using once a week and 4% of the respondents using once in a month.
Table 3: Purpose of Use

<table>
<thead>
<tr>
<th>Online</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chat Rooms</td>
<td>25</td>
<td>24.5</td>
<td>24.5</td>
</tr>
<tr>
<td>Blogs</td>
<td>11</td>
<td>10.8</td>
<td>10.8</td>
</tr>
<tr>
<td>Music</td>
<td>22</td>
<td>21.6</td>
<td>21.6</td>
</tr>
<tr>
<td>News</td>
<td>12</td>
<td>11.8</td>
<td>11.8</td>
</tr>
<tr>
<td>Instant Messenger</td>
<td>9</td>
<td>8.8</td>
<td>8.8</td>
</tr>
<tr>
<td>Gaming</td>
<td>10</td>
<td>9.8</td>
<td>9.8</td>
</tr>
<tr>
<td>Internet</td>
<td>3</td>
<td>2.9</td>
<td>2.9</td>
</tr>
<tr>
<td>Social Networking</td>
<td>3</td>
<td>2.9</td>
<td>2.9</td>
</tr>
<tr>
<td>Web</td>
<td>7</td>
<td>6.9</td>
<td>6.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>102</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference

The above table shows that 25% of the respondents using chatrooms, 22% of respondents using music where these are the major usage of internet.

Table 4: Place of Using the Internet Most

<table>
<thead>
<tr>
<th>Internet Most</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>66</td>
<td>64.7</td>
<td>64.7</td>
</tr>
<tr>
<td>College</td>
<td>2</td>
<td>2.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Library</td>
<td>16</td>
<td>15.7</td>
<td>15.7</td>
</tr>
<tr>
<td>Mobile Phone</td>
<td>16</td>
<td>15.7</td>
<td>15.7</td>
</tr>
<tr>
<td>Net cafe</td>
<td>2</td>
<td>2.0</td>
<td>2.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>102</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference

The above table shows that there are 66% of the respondents using internet in home than in college, library, net cafe etc.

Table 5: Communication with Offline Friends

<table>
<thead>
<tr>
<th>Offline Friends</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voice Call</td>
<td>12</td>
<td>11.8</td>
<td>11.8</td>
</tr>
<tr>
<td>Videocall</td>
<td>7</td>
<td>6.9</td>
<td>6.9</td>
</tr>
<tr>
<td>SMS</td>
<td>63</td>
<td>61.8</td>
<td>61.8</td>
</tr>
<tr>
<td>E Mail</td>
<td>13</td>
<td>12.7</td>
<td>12.7</td>
</tr>
<tr>
<td>Instant Messenger</td>
<td>3</td>
<td>2.9</td>
<td>2.9</td>
</tr>
<tr>
<td>Voice Over IP</td>
<td>2</td>
<td>2.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Chatrooms</td>
<td>1</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Gaming Sites</td>
<td>1</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>102</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference

The above shows that 63% of the respondents will be communicating with their offline friends through sms.

FINDINGS

Analysis of frequent usage of internet and social networking sites

Null Hypothesis: H₀: There is no association between liking the most in online and the social networks.
Alternate Hypothesis: H₁: There is association between liking the most in online and the social networks.
Inference

At the level of 5% significance, the calculated value is more than the table value. Therefore, null hypothesis is rejected. Hence, there is association between liking the most in online and the social networks.

LIMITATION OF STUDY

The limitations of the study are as follows:

- This study focuses only about internet usage of youngsters. It does not focus other than youngsters.
- This study not focuses the youngsters outside of the Chennai city.

SUGGESTIONS

- Youngsters getting addicted towards the usage of internet. It affects not only their health but also their behavioral factors too. Continuous working in internet affects the relationship among peoples from their surroundings. Without knowing themselves they getting addicted through internet usage.
- The number of hours working in internet also increases day by day. Which it affects their behavior among peoples? Every individual should bring to their notice and they can come out of it and should realize the real thing happening.
- The usage of internet has positive and negative impacts. The information available in internet is infinite. At the same time there is risk in online where there are more possibilities to misuse it. Each individual should know the limit, which they should not cross while using the internet.

CONCLUSIONS

Over the year, Internet used is increasing rapidly because of the technology development today. Internet addiction may increase also. Hence, this study is to examine the level of internet addiction for youngsters. Problem of internet addiction although is not that serious but this should be aware to prevent the growing of internet addiction. So, the number of hours in a day mostly spent by youngsters is only in internet. The use of internet can become addiction, but it’s growing. The Internet has provided communication tools that have opened a new domain in social interaction. Each and every individual is responsible to safeguard them in addiction of internet.

REFERENCES


Table-6

<table>
<thead>
<tr>
<th>Pearson Chi-Square</th>
<th>Calculated Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
<th>Table Value</th>
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Sources: Authors Compilation
AN IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR: A STUDY

K. Nirmala

ABSTRACT

Roughly, one quarter of online time is spent on social media platform according to Nielsen. The internet’s viral and social capabilities have created a completely new forum for consumers. Internet communities, blogs and social networks have become the part of life. Social media is used to communicate and engage with family and friends. Today we can divide the social media in to 6 groups. For the brands, social media appears as away to reach new customers and to reflect their feelings. Now that you know the basics of how social media influence works, it should not be difficult to diagnose the success or failure of a social media campaign, at least from a data analytics perspective. As shown in the photo above, any broken link between the influencer and the target is enough to break the chain and stall the whole influence process. Digital and social media has spurred brands to develop research tactics that hone in on the social behavior of consumers online. Observing and understanding how consumers behave and interact with each other has led to the introduction of new semantic analysis technologies allowing companies to monitor consumer buying patterns based on shared and posted content. The data helps sales and marketing professionals improve segmentation to target prospects and customers.

KEYWORDS

Social Media, Social Behavior, Semantic Analysis Technology, Consumer Behaviour etc.

INTRODUCTION

Most consumers have heard of social media, but that about social media. It appears to be the social net works to connect the people with in a shorter period. Social media is becoming more and more prevalent, connecting people and facilitating the exchange of information, consumer behavior is shifting. Roughly one quarter of online, and time is spent on social media platform according to Nielsen. The internet’s viral and social capabilities have created a completely new forum for consumers. Internet communities, blogs and social networks have become the part of life. Social media is used to communicate and engage with family and friends. Today we can divide the social media in to 6 groups. For the brands, social media appears as away to reach new customers and to reflect their feelings. This explain why companies are currently working on “Social Strategies” to define the degree of inter activity that they want to have with their customers. Social media will help the consumers to make a decision. The increasing usage of social media websites provides a platform for nurturing brands and impacting people’s purchase decisions. One of the biggest advantage that social media websites have new sites for consumers who visit social media websites are more likely to take action. Consequently, companies who integrate elements of social media into their marketing mix will have a greater opportunity to influence consumers buying choices. According to study entitled “The impact of Social Media on purchasing behavior” done by OTX research on behalf DEI Worldwide “consumers currently use social media as a top resource for information on brands, companies or products”.

SOCIAL BEHAVIOR OF CONSUMERS

Digital and social media has spurred brands to develop research tactics that hone in on the social behavior of consumers online. Observing and understanding how consumers behave and interact with each other has led to the introduction of new semantic analysis technologies allowing companies to monitor consumer buying patterns based on shared and posted content. The data helps sales and marketing professionals improve segmentation to target prospects and customers.

CHANGING BEHAVIOUR OF CONSUMERS

- Consumers have a bigger voice,
- Social media has become a credible information for consumers,
- Consumers look for freebies first,
- Consumers own increasingly unrestricted time and space for sharing,
- Mobile social media use is on the rise.

A Simplified Model of Social Media Influence:

Influence involves two entities, which I will refer to as influencer and target.

1. The influencer's power to influence depends on two factors:

a. Credibility: The influencer's expertise in a specific domain of knowledge.

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Please note: There is no such thing as a universal influencer, because no one can possibly be influential in all domains. The best that anyone can hope for is an influencer in a specific domain of knowledge.

b. Bandwidth: The influencer's ability to transmit his expert knowledge through a social media channel. Please note: Active influencers in one channel may not even be present on another channel. So influencers are not only specific to a domain of knowledge, they are specific to social media channels.

2. The target's likelihood to be influenced by a specific influencer depends on four factors:

a. Relevance (the right information): How closely the target's information needs coincide with the influencer's expertise. If the information provided by the influencer is not relevant, then it is just spam to the target and will be ignored.

b. Timing (the right time): The ability of the influencer to deliver his expert knowledge to the target at the time when the target needed it. There is only a minor window along the decision trajectory when the target can be influenced. Outside this golden window, even relevant content will be treated as spam because there is no temporal relevance.

c. Alignment (the right place): The amount of channel overlap between the target and the influencer. If the target is on a different social media channel, then the influencer's information either take too long or never reach the target.

d. Confidence (the right person): How much the target trusts the influencer with respect to his information needs. Even if the influencer is credible, the target must have confidence in him. Without trust, the target will downgrade any information from the influencer.

This model is very general, and it is intended to be applicable to any social media channel. However, it is by no means complete. I just like to use the principle of Occam's razor and start with a simple model that is consistent with the data out there and see how much it explains. As Albert Einstein once said, "Everything should be made as simple as possible, but not simpler."

Please note that a lot of attention has been focused on influencers, but very little has focused on their targets. Although it is easier to work with the influencers, we must not forget that it is the targets that we want ultimately. I hope this simple model will help you think about social influence from a more balanced perspective, so that even when we are looking for the influencers and working with them, we still have the targets in mind.

Now that you know the basics of how social media influence works, it should not be difficult to diagnose the success or failure of a social media campaign, at least from a data analytics perspective. As shown in the photo above, any broken link between the influencer and the target is enough to break the chain and stall the whole influence process.

INFLUENTIAL SOCIAL MEDIA IN B2B BUYING

The latest BuyerSphere research report on business-to-business (B2B) buying decisions reveals key insights into the role of social media in the B2B buying process. These include the most influential social media channels and the best content formats. The research covered over 500 B2B Buyers in Europe and asked them how they researched information in the buying process and which information sources were the most influential in their buying decisions. Social media was only used by 20% of buyers; however, there are some interesting lessons and insights from the research.

Industry Forums are the Most Used Social Channels

Where B2B buyers used social media, the social channel they used most frequently was industry forums as shown below. They also ranked industry forums as the most influential source of information in the buying process.

Chart-1: Social Media Channels - Usage V Influence

Sources: Authors Compilation
2. Google Plus Is the Most Influential Social Media Channel

Interestingly whilst Google Plus and LinkedIn were used equally, Google Plus was rated as much more influential in buying decisions. Channels such as Pinterest were used very little and had very little influence.

3. Websites Are the Most Used Source of Information

When researching companies most B2B buyers start with the company website and use this more than any other source of information as seen below. In the sample, few people used social media as a source of information although they did seek and receive advice from friends.

Advice from Friends is the Most Influential Information Source

Whilst company websites were the most used source of information, it can be seen from the above chart that advice from friends was the most influential. This advice appears to have been sought and received outside of social media channels but this is likely to change as the nature of work networks change and social media networks grow. The importance of advice from people you know is reinforced further when the researchers looked at the influence of information formats below.
Interestingly the most used information source was a PDF document downloaded from a website. Formats such as mobile apps and infographics being used little and having little influence. Video was used much less than the popular PDF documents but video was ranked as more influential in buying decisions.

Still Early Days

It is still early days for social media in the B2B buying process with only 20% of buyers using social media of any form in the buying process. Over 50% of those surveyed had not used any social media channel and usage declined with age. The B2B buyers surveyed had an older age profile as follows: 33% aged over 51, 43% aged 41-50, 24% aged 40 or under.

This emphasises the importance of buyer person as and knowing your buyer audience.

On the positive side, social media usage is growing and its influence is likely to grow further, not least as the younger generation moves through. It may also grow as it potentially has an important role to play in recommendations from peers and friends, which are clearly an important part of the buying process. This could be a key role for social media in the B2B buying process in the future.

KEY LESSONS

- Your company website remains the most used source of information by B2B buyers. Your website must therefore demonstrate authority and credibility and provide the key information that B2B buyers require. See six ways to ensure your B2B website has authority.

- Industry forums are the most used and most influential social sources of information. You need to participate and build positive relationships by being helpful in these forums. Remember love is the killer app in B2B marketing.

- Google Plus is the most influential social media channel; hence, you should have a strong presence on Google Plus and contribute to Google Plus communities.

- Know your buyers. Build buyer personas and make sure you understand the information sources they use and which ones have most influence.

- Friends and networks are the most influential source of information in B2B buying decisions. Thus building your social networks and relationships must be an essential part of your strategy.

The research was commissioned by BaseOne and B2B Marketing to explore the behaviours and attitudes of B2B buyers during the buying process. The research covered 516 people across UK, France & Germany.

Why is social media a good place to mine for customer insight?

Consumers are discussing brands, companies, and experiences on social media, according to Serendio's Condamoor. “While some consumers will still pick up a phone to call a help line, the vast majority is now turning to blogs, Facebook, Twitter, Yelp, etc., to provide real-time experience feedback,” he said.

Optimal Strategic Group's Sukumar added that consumers engaging in social media often do so in a more detailed and authentic manner. “As a result, the source of information is often faster and more accurate than traditional methods of generating consumer insight,” he said.

Online word of mouth is Powerful

Online word of mouth marketing is the best marketing because it comes with credibility and it costs you nothing. Sixty percentage of people reported that they are likely to use social media websites to pass along information they receive online according to OTX research. In addition, the consumers fell the recommendation from other people online are valuable, credible and influence the purchase decision. Consumers frequently trust the recommendations of their peers, making social media an ideal platform for influencees to spread their ideas and purchase power. In fact, consumer creates reviews/ ratings are the preferred source of information about product/ service value, price and product quality. Consumers around the world still place the highest level of trust in other people’s opinions, according to a global Nielsen survey of 26,486 internet users in 47 markets.

How Companies can create a strong social media presence?

Companies want to build a strong social media presence. Building up of that requires consistency. It requires actually engaging with the target demographic, building relationships that helps to earn their trust and their business, and it requires having actual goals and strategy for the media campaign.
Know Your Target Audience

It is very essential for companies to get an insight into the demographics of a website regarding the income group, age group, class, ethnicity, etc.,

Serve Don’t Sell

The companies should engage in an open conversation with customers. Some of the most popular websites, such as Facebook, allow companies to create a business profile, with an option that users can become ‘fans’. The more fans you are able to create, better the dissemination of information related to the companies brand as each time they log on, they will be updated with all the activity around the brand. It is important to use social media in such away that helps in brand building. When a strong foundation is built, people are able to connect with the company and the sales will improve automatically. Remember the adage’ A sale is something that happens when you are serving your customers’.

Pay Attention to Customers Opinion

It is important to keep an eye on what is being said about the company. The conversation between the consumers can give some information on what they are expecting from the brand. Consumers can help with their opinion on how they perceive the company, and what improvements can be made to strengthen the brand.

Social Media Campaign

Social Media campaign refers to the process of gaining website traffic or attention through social media sites.

Kind of goals should be set for the Social Media Campaign

- Improve search engine rankings,
- Increase brand awareness,
- Increase positive brand mentions online,
- Improve overall customer service and satisfaction ratings,
- Earn more sales.

Once the goals are set, the results have to be tracked. That is easy because there is something to measure up against. For example, if the company wants to earn more sales through social media marketing, the company can track the sales before and after the campaign. If the company is not getting more sales, then maybe things are not working according to plan.

CONCLUSIONS

Overall, due to the transparency and the reliability of social media, consumers are more and more powerful than before. Consumers gather information first on the social media before purchasing. In addition, the ever-changing new technology, such as smart phone, i-pad further enhanced this power, which placed consumers in an advantageous position regarding purchasing. To deal with this situation, the retailers should dump the past preconceptions about the consumers and the out of date marketing models. Instead, they have to stand in consumers’ shoes and try to engage as many people as possible in an interactive way.

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IMPACT OF SOCIAL MEDIA ON BRAND AWARENESS FOR FAST MOVING CONSUMER GOODS

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ABSTRACT
Social Media Networking is a genuine cultural phenomenon, having become the India’s most popular online sector in less than ten years. As social media consumes ever-greater amounts of leisure time, how to use this new channel effectively has become perhaps the most important question facing the marketing profession. Although social media presents challenges to all sectors, this report looks at how marketers of Fast Moving Consumer Goods (FMCG) brands can best use social media to engage with their core customers. The social media can create brand awareness a constant need for learning and developing new knowledge, for measuring and following up. Regarding the different degrees of brand awareness that there exist a clear strategy for how to reach the different stages of brand awareness, from the weakest to the strongest (word-of-mouth).

KEYWORDS
Marketing, Branding, Fast Moving Consumer Goods, Social Media, Brand Awareness etc.

INTRODUCTION
Marketing managers have predicted that 2010 will be the year when social media are integrated in the organizations and really start to become useful for companies and become important tools in the communication. Others have argued that it is crucial for marketers to look to the Web for new ways of finding customers and communicating with them, rather than at them, that it is vital to create a dialogue with the customers, and various kinds of social media are the most promising way to reach new customers. At the same time, one of the most prominent names in research about branding and related subjects, he multitude of new media’s developing; it is becoming increasingly difficult for companies to raise awareness for their brand. The only way forward in managing this complexity, is for companies to be able to coordinate messages and their marketing efforts across all Medias. The combination of coordinating your branding messages across all medias including the social media, the great impact that social media (as an example the social network Facebook with more than 400 million active users) has for both individuals and companies, the speed with which things move in this domain, and the relative scarcity of existing research about this area all are reasons why this study was initiated. About the discussion above, this study will be about how social media influences branding.

SOCIAL MEDIA
“Media designed to be disseminated through social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social media dialogues. They support the democratization of knowledge and information and transform people from content consumers to content producers”. Social media are distinct from industrial or traditional media, such as newspapers, television, and film. They are relatively inexpensive and accessible to enable anyone (even private individuals) to publish or access information, compared to industrial media, which generally require significant resources to publish information. Social media technologies include: blogs, picture-sharing, blogs, wall-postings, email, instant messaging, music-sharing, crowd sourcing, and voice over IP, to name a few. Many of these social media services can be integrated via social network aggregation platforms like Mybloglog and Plaxo.

A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content”. Web 2.0 is platform on which social media is based. Social media can take many different forms, including social networks, Internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, pictures, video, rating and social bookmarking. Weber also includes search engines in the definition of social web, and describes them as reputation aggregators with the task of aggregating sites with the best product or service to offer and usually put things in order of reputation. Weber approaches the question of branding in the social web. He defines this as the dialogue you have with your customer, and claims that the stronger the dialogue is, the stronger the brand is, and vice versa. Actually he questions the very core concept of traditional marketing and branding, and means that rather than broadcasting messages to audiences and target groups, in the era of social we

The companies in fact recognize the importance of participating in social networks in order to develop the brand and build relationships with key customers. It is argued that online communities will play a key role in the future of marketing because they replace customer annoyance with engagement, and control of the content with collaboration.

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FMCG Firms find Customer Engagement on Social Media Sites Rewarding

"Indian companies are spending over R150 core on social media marketing campaigns," said Venke Sharma, president of Arc Worldwide, part of advertising Major Leo Burnett India.

Facebook had said in April 2011 that of its 800 million active users 25 million were from India alone and Twitter, which has 106 million users worldwide, said India ranked second in traffic after the US. And this is making fast moving consumer goods (FMCG) majors, such as Hindustan Unilever (HUL), Tata Global Beverages (TGBL) and Procter & Gamble India (P&G), step up their advertising spend on the growing social networking websites and devise new ways to ‘engage’ youngsters such as Ashar. For instance, HUL, after seeing the success of its ‘Sunsilk Gang of Girls’ on Facebook last year, has now taken its flagship brands such as Axe deodorant, skin care product Vaseline and detergent Surf Excel to social media sites. The availability of social networking sites on mobile handsets has also fuelled the popularity of this medium in the last one year. Rajan Anandan, vice-president of sales and operations at Google India, said at an event organized by VC Circle, a provider of news and data on investments in India, in New Delhi in March 2011 showed that India had 100 million internet users, of which 40 million accesses the internet through their phones. Anandan added that more than 300 million people in India would be hooked on to mobile internet by the year 2015.

BRAND AND BRANDING

What is brand and branding and why do we need to look into this more deeply? They shape customer decisions and ultimately create economic value. Brand is a key factor behind the decision to purchase in business to consumer operations, and thanks to strong brands, it has been showed possible to charge a 19 percent higher price. What specific aspects and dimensions in branding are we particularly interested? In order to get a necessary overview of the state-of-the-art in branding literature, it has been deemed necessary to look closer into brand strategy, brand equity and assets that underlie brand equity, which are brand awareness, perceived quality, brand loyalty, brand association and other proprietary brand assets.

BRAND STRATEGY

“Your brand strategy is how, what, where, when and to whom you plan on communicating and delivering your brand messages. Where you advertise is part of your brand strategy, so are your distribution channels and your verbal and visual communication”. Consistent branding strategy leads to a strong brand equity, which means the added value brought to your company's products or services that allows you to charge more for your brand than what identical, unbranded products command. The brand and marketing consultancy Prophet.com highlights the following elements in the branding strategy: to build a brand positioning, to manage your brand portfolio, to build your brand architecture and naming, and to consider possible brand extensions. This proposition takes the perspective of looking into the management of several brands at the same time.

BRAND EQUITY AND BRAND AWARENESS

Despite the availability of numerous definitions for brand equity in the literature, there is little consensus on what exactly brand equity means. The broad meaning attached to the term “brand equity” is similar to the value endowed by the brand to the product. A product is something that offers a functional benefit (for example toothpaste, a life insurance policy, or a car)” The definitions of brand equity can be broadly classified into two categories: either as financial considerations and the value of the brand equity for the firm, or based on the consumer perspective which looks as brand equity as the value of a brand for the consumer. Brand equity, is a consumer perspective based on consumer’s memory-based brand associations. He has provided a comprehensive definition of brand equity, namely: a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers. The conceptualized brand equity as a set of five assets: brand awareness, perceived quality, brand loyalty, brand association and other proprietary brand assets. Brand awareness is an important component of brand equity, it deals with the strength a brand’s presence has in consumer’s minds.

FMCG SOCIAL OBJECTIVES

Up until now, it is mainly within business to consumer market that social media have been used for the sake of strengthening the brand and to reach new customers. The fast moving consumer goods sector (FMCG) only the strong brands, either own brands or the supplier’s brands, survive. Fast moving consumer goods (FMCG) are defined as products that are sold quickly at relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large.

The strong brands are defined as those with strong support from customers. To ensure their brands survival, the brand owners have to seek an ever-greater understanding of what the consumer and customers want and to develop a relationship between them and the brand. Since existing research about social media so strongly emphasize that branding in the era of the social web is about creating a dialogue with your customer, the choice of the empirical base in this study is a medium sized company, company X, within the FMCG which is one of the 300 strongest brands in business to consumer market in India.
It seems clear that we are currently living in the midst of the boom of the use of social media. Social networks such as Facebook with some 400 million active members represent a larger community than most individual countries. But research is somewhat lagging behind this rapid development, and it is difficult to find relevant up to date studies on how social media are to be part of the branding process, how this relates to the strategy that companies have with the use of social media- if they are to be used to strengthen the brand, increase sales, find new customers, recruit more competent staff, to improve the support-function, to be part of the product development and / or to improve the internal communication. To increase the understanding of the role of social media for the creation of brand awareness.

THREE THINGS FOR FMCG BRANDS TO CONSIDER WHEN USING SOCIAL MEDIA

When it comes to FMCG brands, social media mostly consists of having some kind of Facebook or a Twitter presence to raise brand awareness and spread word-of-mouth. Taking social media on a step further, here are 3 things for FMCG brands to think about as part of their social media activity:

Social Media Discount Vouchers

According to market research, company Chadwick Martin Bailey, one in four consumers state that coupons are the primary reason to become fans of FMCG brands on Facebook. So there is a clear opportunity to drive an increase in sales in-store through distributing coupons on social networking sites. Coupon star, a leading FMCG specialist digital coupon / voucher service provider, has launched “Social Bricks” – a suite of solutions enabling FMCG brands and retailers to securely distribute printable-coupons to consumers through social networks like Facebook and Twitter. Social Bricks enable FMCG brands to offer their Facebook “fans” or Twitter followers the opportunity to print coupons, which they subsequently redeem at major supermarkets and convenience stores. Social Bricks is powered by Coupon star’s secure coupon technology ensuring that brands can tap into the benefits of social media without worrying that their offers will be distributed uncontrollably.

Identifying Influencers Online

Given the nature of FMCG products, they are often discussed online in forums and discussion areas like Mums Net or Top Tips (which actually sells advertising space to FMCG brands). If FMCG brands can identify their social media influencers in forums or other relevant discussion areas, and then successfully engage with them, they can collaborate to produce goods, which appeal directly to their needs and requirements. In turn, the influencers will endorse the product, encouraging more people "like them" to purchase from the range.

Using real people to engage online

FMCG brands, particularly confectionery, cereals and other food products that are aimed at children, often come under fire in online discussions for their sugar and salt content or their general lack of nutritional value.

SOCIAL MEDIA AND MARKETING

The social web means to adopt a completely new way of communicating with an audience in a digital environment. Instead of continuing as broadcasters, marketers should become aggregators of customer communities. It is not about broadcasting marketing messages to an increasingly indifferent audience. Instead, when marketing to the social web marketers should participate in, organize and encourage social networks to which people want to belong. Rather than talking at customers, marketers should talk with them. The task of aggregating customers is done in two ways: by providing compelling content on your web site and creating retail environments that customers want to visit, and by going out and participating in the public arena. Demographics like gender, age, education and income, lifestyle factors have become less relevant, and what really counts is segmenting according to what people do and feel-their behavior as well as their attitudes and interests. Goal for the marketer is to identify groups of customers within the larger market that can be reached and affected through the marketing. The role of social networking in establishing an integrated marketing strategy. They argue that online communities have evolved considerably since the early days of news groups and chat rooms. For example, Cisco has put forward a customer community, which allows customers to help themselves to technical support information via web communities. Technical support function online, customers began to compete with each other to answer queries that had been posted by other customers. This strategy contributes towards the creation of a community of people with similar interests who will trust and act upon the recommendations of others in-group.

- Use your marketing activities to affect how consumers feel about your brand, not just, what they know about it.
- Build direct connections with consumers, rather than letter retailers have this connection. Engage them and have a dialogue.
- Use your marketing activities to be part of their life, from home to the office to the store where they finally make a purchase.
- Remember that in social media it is about them and not just about you. This is not the place for a one-way conversation or for just telling them things. Ask questions and get ideas.
- Don’t confuse social media with media, the two things are different and need different strategies and approaches.
SOCIAL MEDIA AND BRANDING

The traditional way of looking at brand equity in terms of brand recall- and points to that in the era where social networks have become an important media channel, brand equity is a living thing and should be measured not in terms of brand recall but by dynamic measures such as customer word-of-mouth. A strong brand ought to be based on the dialogue you have with your customers and prospects- the stronger the dialogue- the stronger the brand. The social web allows companies to have these kinds of dialogues more efficiently and less expensively than in the past. The blog should be used as a marketing tool, is that through this means of communication it is not possible to control your message. However, you can present your view on a specific matter, and by that, you are able to become part of the conversation. Blogs can be used for different reasons.

For small start-up companies, to have a blog is a way for an executive in the firm to talk about the industry, to talk about the market space, to establish credibility, to get the search engines going. An executive and want to raise your profile and the company’s profile, a blog is a great way to help secure speaking engagements, contributed articles, and quotes in major media. All of that adds credibility, which eventually can lead to the interest of new customers, who may be used to buying other brands, products or services but may feel more comfortable with you. An executive may also want to blog to get a feel for what is taking place in the field, and get a direct line with your customers.

BRAND AND BRANDING IN GENERAL, BRANDING IN FAST MOVING CONSUMER GOODS SECTOR

There is a great variety of concepts relating to brands and branding. From the beginning, a brand was used to mark ownership of cattle. In modern times, brands functioned as symbols that enabled consumers to identify and separate one producer from another, with the ability to trace one good back to the manufacturer holding it responsible for its quality but they are today ascribed with almost divine characteristics serving as a strategic business asset essential for firms to develop if they are to compete successfully. This leads to the conclusion, that when looking at how social media affects marketing in a broader perspective, it makes sense to concentrate on the area of branding within marketing. However, branding in itself is as mentioned above, a large area containing many concepts and dimensions and diverging definitions. Therefore, it has been deemed necessary in this study to make an overview of key concepts in marketing, and to base on this analysis, choose which concepts within branding to focus on. The areas that will be looked into in this section besides brand and branding following right hereafter are brand strategy, brand equity and brand awareness and managing the brand portfolio.

In FMCG products, it is argued by researchers that well-known brands are much more likely to enjoy good distribution, which helps maintain high market share. The competition for shelf space amongst FMCG products is very strong, and strong brands have a clear advantage here. The pull-strategy focuses on mass communication tools, mainly advertising and aims at creating a strong consumer demand for branded products, and distributors and retailers have very strong incentives to carry the brand.

BRAND STRATEGY

“Long-term marketing support for a brand, based on the definition of the characteristics of the target consumers. It includes understanding of their preferences, and expectations from the brand” The brand and marketing consultancy Prophet.com defines the following parts in a branding strategy: build a brand positioning, manage your brand portfolio, build your brand architecture and naming, consider the possible brand extensions. Branding strategy as the term used for decisions on: the number of brand levels to be implemented; one, two or even three and the role of the corporate in the product value communication; should it be absent, present or hardly present. He also considers the relative weight of these brands, and the graphic arrangement of their coexistence on all the documents, packaging and products but also industrial sites, offices and business cards of salespersons and managers as well as the degree of globalization of the architecture as bearing elements of the branding strategy.

BRAND EQUITY AND BRAND AWARENESS

Brand equity mainly from two perspectives, either as financial considerations or as consumer perceptions of a brand. Here are some examples: “A set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to firm’s customers”. Brand equity, is a consumer perspective based on consumer’s memory-based brand associations. He has provided a comprehensive definition of brand equity, namely: a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers. The five assets underlying brand equity identified by Aaker are: brand awareness, perceived quality, and brand loyalty, brand association, other proprietary brand assets.

The firms skilful in operating outside the “traditional” media channels and who can coordinate messages across all media (advertising in newspapers, TV, radio, the Internet, event sponsorships, direct marketing, trade shows) are those that will be the winners in the battle of raising brand awareness. There is also a close connection between brand awareness and brand positioning. For a brand to be successful it is not enough to reach brand recognition, a brand must occupy a salient position (top-of- mind recall or dominant recall) within the target audience’s consideration set. A brand must be positioned in its marketing communication in such a way that when the need for such a product occurs, that brand comes to mind. Then the brand must be linked to a benefit that provides a motivating reason to consider it. It is this link between the brand and the benefit that lies at the root of building positive brand attitude, which in turn builds positive brand equity.

MANAGING THE BRAND PORTFOLIO

The understanding and managing the brand portfolio can be a key to both the development of a winning business strategy and its successful implementation. The first key element of brand portfolio management is to make sure that each brand has a well-defined scope and role or set of roles to play in each context in which it is expected to contribute. Second, a portfolio view can ensure that the brands of the future get the resources they need to succeed, instead of that high potential brands get starved of resources, in part because their business is still small. Third, strategic growth challenges can be addressed through portfolio. Usually that means entering new markets, offering new products or moving into upscale or value arenas. The portfolio task is to design the optimal brand strategy, which can include leveraging existing brands to support such growth options. Fifth, an offering can get complex and confusing for both the customers and even employees. In the face of competitive pressure, a cohesive, well-defined brand portfolio becomes imperative.

The FMCG industry is to reduce the size of portfolios as soon as possible. The reasons are that it is considered difficult to promote several brands to retailers at the same time; there is simply not enough shelf space. A few brands will be promoted to gain sufficient market share, and the others will be abandoned. Furthermore, the concentration of the distribution trade has reduced the number of retailers and has even almost suppressed certain retail channels and small businesses. Brands that were previously uniquely handled by specific distribution channels and sold only in certain stores may now be found in a single wholesale or purchasing group. This tends to lead to a reduction in the numbers of brands. Another strong trend in the FMCG industry is the creating of distributors’ own brands. This, together with the fact that supermarket shelf space is limited, leads to the reduction of the space allocated to the other brands.

Advantages in Using Social Media to Create Brand Awareness

The upsurge of social media have changed the way in which the company works with brand awareness, the company both has to be active in social media and wants to be active in social media clear advantages, but also sees no alternative to not using social media: “The discussion about our brand goes on in social media whether we choose to become involved or not. If we are actively involved in social media we can have an influence on what is being said and an influence in questions that are important to us in different ways. Our company holds a strong reputation and has a lot to gain from being present in social media and to build credibility and to create a positive dialogue where great parts of our target group are and where they talk about us”.

Dis-advantages in Using Social Media to Create Brand Awareness

The respondents are not pointing at explicit disadvantages in using social media to create brand awareness, but they emphasize that there is no alternative for them to not being active in social media. The things that are mentioned are that the company constantly needs to assure that they remain relevant within social media, and to really consider what the purpose is by the involvement in social media.

CONCLUSIONS

In social media if they are willing to commit the proper resources, the fact that none said that their brand was better off outside the social space shows that a social media presence is no longer optional, but is instead essential to the work of the modern marketer, even for FMCG brands which, as the research showed, have not been on the cutting edge of the social media phenomenon. To increase the understanding of the role of social media for the creation of brand awareness. The specific area of fast moving goods sector within business to consumer market was chosen.

The necessary parameters allowing for comparative studies being made on the usability of social media in the creation of brand awareness do not yet exist. The right balance between providing contents of great interest for the consumers, while at the same time respecting what kind of information the FMCG sectors can really go out with- it is about being relevant in social media and in all other channels of communication. This means a constant need for learning and developing new knowledge, for measuring and following up. The necessity of creating interest, creating a buzz about the brand in social media, to feed the discussions with information that makes the readers interested in the brand. The traditional way of marketing for marketing in social media, and do not fully follow the idea of switching from being broadcasters of messages to being aggregators of customer communities.

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CONSUMER BEHAVIOR TOWARDS SOCIAL NETWORKING SITE

R. Valarmathi

ABSTRACT

Scholars from disparate fields have examined SNSs in order to understand the practices, implications, culture, and meaning of the sites, as well as users' engagement with them. This special theme section of the Journal of Computer - Mediated Communication brings together a unique collection of articles that analyze a wide spectrum of social network sites using various methodological techniques, theoretical traditions, and analytic approaches. By collecting these articles in this issue, our goal is to highlight some of the interdisciplinary scholarship around these sites.

What makes social network sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks. This can result in connections between individuals that would not otherwise be made, but that is often not the goal, and these meetings are frequently between "latent ties" (Haythornthwaite, 2005) who share some offline connection. On many of large SNSs, participants are not necessarily "networking" or looking to meet new people; instead, they are primarily communicating with people who are already a part of their extended social network. To emphasize this articulated social network as a critical organizing feature of these sites, we label them "social network sites."

KEYWORDS

Consumer Behaviour, Social Networking Site, SNS's, Latent Ties, Net Worth etc.

INTRODUCTION

Since their introduction, social network sites (SNSs) such as MySpace, Facebook, Cyworld, and Bebo have attracted millions of users, many of whom have integrated these sites into their daily practices. As of this writing, there are hundreds of SNSs, with various technological affordances, supporting a wide range of interests and practices. While their key technological features are consistent, the cultures that emerge around SNSs are varied. Most sites support the maintenance of pre-existing social networks, but others help strangers connect based on shared interests, political views, or activities. Some sites cater to diverse audiences, while others attract people based on common language or shared racial, sexual, religious, or nationality-based identities. Sites also vary in the extent to which they incorporate new information and communication tools, such as mobile connectivity, blogging, and photo/video-sharing.

Scholars from disparate fields have examined SNSs in order to understand the practices, implications, culture, and meaning of the sites, as well as users' engagement with them. This special theme section of the Journal of Computer-Mediated Communication brings together a unique collection of articles that analyze a wide spectrum of social network sites using various methodological techniques, theoretical traditions, and analytic approaches. By collecting these articles in this issue, our goal is to showcase some of the interdisciplinary scholarship around these sites.

Social Network Sites: A Definition

We define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site. While we use the term "social network site" to describe this phenomenon, the term "social networking sites" also appears in public discourse, and the two terms are often used interchangeably. We chose not to employ the term "networking" for two reasons: emphasis and scope. "Networking" emphasizes relationship initiation, often between strangers. While networking is possible on these sites, it is not the primary practice on many of them, nor is it what differentiates them from other forms of computer-mediated communication (CMC).

What makes social network sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks. This can result in connections between individuals that would not otherwise be made, but that is often not the goal, and these meetings are frequently between "latent ties" (Haythornthwaite, 2005) who share some offline connection. On many of the large SNSs, participants are not necessarily "networking" or looking to meet new people; instead, they are primarily communicating with people who are already a part of their extended social network. To emphasize this articulated social network as a critical organizing feature of these sites, we label them "social network sites."

While SNSs have implemented a wide variety of technical features, their backbone consists of visible profiles that display an articulated list of Friends1 who are also users of the system. Profiles are unique pages where one can "type oneself into being" typically include descriptors such as age, location, interests, and an "about me" section. Most sites also encourage users to upload

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A HISTORY OF SOCIAL NETWORK SITES

The Early Years

According to the definition above, the first recognizable social network site launched in 1997. SixDegrees.com allowed users to create profiles, list their Friends and, beginning in 1998, surf the Friends lists. Each of these features existed in some form before SixDegrees, of course. Profiles existed on most major dating sites and many community sites. AIM and ICQ buddy lists supported lists of Friends, although those Friends were not visible to others. Classmates.com allowed people to affiliate with their high school or college and surf the network for others who were also affiliated, but users could not create profiles or list Friends until years later. SixDegrees was the first to combine these features. SixDegrees promoted itself as a tool to help people connect with and send messages to others. While SixDegrees attracted millions of users, it failed to become a sustainable business and, in 2000, the service closed. Looking back, its founder believes that SixDegrees was simply ahead of its time (A. Weinreich, personal communication, July 11, 2007). While people were already flocking to the Internet, most did not have extended networks of friends who were online. Early adopters complained that there was little to do after accepting Friend requests, and most users were not interested in meeting strangers. From 1997 to 2001, a number of community tools began supporting various combinations of profiles and publicly articulated Friends. AsianAvenue, BlackPlanet, and MiGentallowed users to create personal, professional, and dating profiles users could identify Friends on their personal profiles without seeking approval for those connections (O. Wasow, personal communication, August 16, 2007). Likewise, shortly after its launch in 1999, LiveJournal listed one-directional connections on user pages. LiveJournal's creator suspects that he fashioned these Friends after instant messaging buddy lists (B. Fitzpatrick, personal communication, June 15, 2007) on LiveJournal, people mark others as Friends.

Attitude toward Net Working Sites Advertisement

Attitude toward advertisement can be thought of as an indicator of advertising effectiveness. In effect, studies concerning advertising effectiveness have demonstrated that advertisements influence brand attitudes by modifying consumer beliefs regarding product attributes (Moore, 1983). For example MacKenzie (1983) states that when people see an advertisement they develop an attitude toward it (Aad) which influences the measures of advertising effectiveness such as brand attitude and purchase intentions. Fishbein’s multiattribute attitude model has been a popular tool for understanding the formation of attitude toward advertisement. According to Fishbein (1975, cited in Mitchell & Olson, 1981), an attitude is a function of a person’s salient beliefs at a given point in time. Fishbein’s view on attitudes has a strong emphasis on cognition since as Peter and Olson (2005 p. 51) state, beliefs are consumer’s subjective understandings of information produced by interpretation processes. In other words, beliefs are formed by the cognitive system. This interpretation suggests that in the advertising context product attribute beliefs are the only variables affecting attitude formation and change. Since Fishbein’s attitude model has mainly been used in marketing research studies the general concept of interest has been on consumer’s attitudes toward brand attribute beliefs and their impact on purchase intentions (Mitchell, Olson 1981). Further studies concerning attitudes and purchase intentions have showed that brand attributes may not be the only variables influencing brand choice. In their study, Mitchell and Olson (1981) aimed to validate Fishbein’s proposition regarding attitude formation. Indeed, they found that brand attribute beliefs act as a mediator to attitude formation. However, they discovered that, in effect, attitude towards ad (Aad) seemed to explain brand attitude formation. Mitchell and Olson’s (1981) preliminary findings on Aad suggest that it accurately reflects a subject’s overall evaluations of an advertising stimulus. Further, they state that the Aad construct should be kept conceptually distinct from brand attribute beliefs and brand attitude. Mitchell and Olson’s on Aad and its relationship to brand attitude and purchase intentions is depicted in well as Mitchell and Olson (1981) suggest that brand attribute.

Figure-1

Sources: Authors Compilation
Social Media and Strategic Communications

Social media have changed the rules for strategic communications (Scott, 2007). Fritsch presented that branding has become more important with the proliferation of media choices, and offered support from a 2009 study presented in McKinsey Quarterly regarding the Consumer Purchase Journey (Court, et. al, 2007). The consumer is now creating his/her own sales experience. As a result, the control of the message is now in the hands of consumers, which is often a scary proposition to most marketing and strategic communications professionals. But smart with that control. Strategic communications professionals have to find ways to entice customers to engage with their clients’ brands in an honest and authentic way. To do so involves in depth research and interaction with the community wherein the target audience resides, and the ability to give them what they need. Scott (2007) reports, replaced former objectives of exposure and delivering one-way messages. Social media have enabled strategic communications to meet customers and strategic publics where they are and join in the conversation. For example, in a niche social network such as 918moms.com for mothers in the Tulsa, Oklahoma area, representatives from local organizations can read and respond to discussions or provide offers based on the opinions of users. In a large, non-niche social network like Facebook, a business may have a profile or fan page for a representative or brand mascot. The business can actively become part of the conversation among their friends or fans and provide information, videos, photos, special offers and more. and external marketing in involve employees in the planning process and then communicate the finalized plan back to them to get their buy- essentially every employee has become a company spokesperson. You want employees who believe in your brand and communicate that in their personal communication, which is actually public communication because of blogs, Facebook, Twitter, and other social media. Therefore, effective internal marketing can result in external marketing or marketing to the public through employees and stakeholders using social media. Using social media as strategic communications tools involves listening and relating to customers and stakeholders rather than simply getting the marketing message out. Weber (2007) maintains that this requires organizational transparency that will, in turn, build credibility. The importance of social media in strategic communications has been explored; learning theories will be now be examined and applied to the aspect of using social media.

Theoretical Framework about Social Networking Sites

There are many kinds of learning theory including behaviorist, cognitive, learning (Dewey, 1938), constructivism maintains that learners need to experience and apply concepts and ideas and relate them to their existing knowledge in order to construct meaning. Constructivist theories recognize that knowledge is contextual and situated, and all individuals carry their own unique maps of knowledge and of the world (Siemens, 2005). Building on the constructivist notion that learners build their own knowledge when interacting with an environment, Lev Vygotsky (1962) maintained that social interaction plays a fundamental role in the development of cognition. Individuals cannot extricate themselves from the society in which they live, and language and culture shape their construction of knowledge (Vygotsky, 1978).

MODELS OF CONSUMER BEHAVIOR

Model of Consumer Buying

The consumer market is defined as end user markets. In addition, the consumer for his personal use buys called Business to Consumer markets, or B2C markets, the product and service offering. The decision making process in consumer markets is different from the one that takes place in business or industrial markets.

According to Kotler and Armstrong, the basic model of consumer decision making process comprises three major components, viz., marketing and other stimuli (these act as influences), the buyer’s black box (these are related to the consumer) and the buyer responses (this is the response part).

Figure-2

Sources: Authors Compilation
Why Be Involved in Social Media?

Knowing that these resources are available can simply be an education for those not in the know. However, we want to help you understand the importance of being involved in these social networks for your marketing purposes. These sites begin to serve as hubs on the web where large groups of people, usually with similar niche interests, are gathered together. The philosophy is simple: show up where your target audience is spending time. Showing up serves you in several ways:

- Exposure to your target audience,
- Interact with your target audience,
- Share your business personality.

Figure-3

Social Media Landscape

This social marketing strategy speaks to the need for proper branding and customer service strategies in place. Another reason it is good to be involved in social media is that your content can be sent to those interested in receiving updates. Subscribers are often offered several methods to be updated. They can sign up and can unsubscribe with ease. Therefore, the ones connected to you are the ones who are most interested in who you are and what you offer. It is also important for you to participate in the online conversation about your brand. These user-generated social media tools are where the conversations take place. Since it is easy for people to publish content, they can and will talk about your brand – for good or for bad. Being a part of that conversation is valuable and important. Your fans who write about you are influential. Your enemies can be won over by showing up, listening, and interacting. When a content-publishing enemy becomes a fan, their voice becomes quite valuable in the network – and the Internet always remembers!

Social Networking Sites extend ‘You, Your Brand, and Your Relationship’ with Your Customers

The two goals of marketing are to find new customers and to stay top of mind with your existing customers. You use email marketing to reach your existing customers’ inboxes, and you can use the reach of social media sites to extend your presence into other interactive areas of the web where your customers and members gather with their friends, family, coworkers, and peers. Think of it this way: When one of your customers or members shares a piece of your content (e.g., an issue of your newsletter, a blog post, or an event check-in), or talks about you on a social media site, he’s offering his endorsement of what you do and sharing you with his network without you having to lift a finger or spend any additional money. This introduces you to many more people than you are currently connected to, and could bring new business, members, or donations your way. In fact, according to HubSpot, businesses that use Twitter average two-times more leads per month than those that do not use the service.
Social Media Marketing Sites are Popular

Facebook alone has more than 750 million users. (To put that in perspective: That’s about 440 million more people than the population of the United States.) In addition, Twitter claims 200 million registered users, LinkedIn has more than 100 million users, Google+ has 20 million users, 50 million people use Yelp, and Foursquare claims it has 10 million users worldwide (and growing). Point is, chances are good that many of your customers and members, or the people you want to reach, are using at least one social media site.

Social Media Users are Active

Facebook says that half of its users log in on any given day, and that users spend more than 500 billion minutes on the site each month. In addition, more than 700 billion pieces of content (weblinks, blog posts, photos, videos, etc.) are shared each month on Facebook. Similarly, Twitter claims that its users post 350 billion tweets every day. Yes, some people join social media sites just to listen and observe, but most do it to engage, converse, and participate.

Social Media Provides Instant Feedback

Active users means you are going to get your customers’ and members’ opinions (positive and negative) about everything - your products, your services, your employees, your events, and more. This will give you important real-time information to make changes or adjustments, or to put a bigger spotlight on things that are working. In addition, you can use social media to detect trends and then take a deeper dive with an online survey.

Social Media Encourages Two-Way Communication

As hard as we try to make it more interactive, email on its own is a one-way communication channel. On the other hand, sites like Twitter and Facebook allow you to more easily have a “conversation” (albeit a public one) with your customers and members. You can see what they’re saying about you and you can respond, and vice versa. Using tools like Twitter Search (http://search.twitter.com), you can quickly see any mentions of your business, organization, product, or service, or you can look up key terms related to your business or organization and find out what people are saying about them. Even better: Tools like NutshellMail (http://www.nutshellmail.com) allow you to have all that is being said about you sent right to your inbox, and you can respond right there. Speaking of which, responding on social media is simple. For example, with Twitter, you do not even have to be following someone or connected to him to post a response. If something relevant come up in your search results or in a NutshellMail email, you can respond by mentioning the person’s handle (i.e., his username preceded by the symbol) in a tweet. On Facebook, if someone posts a comment on your Page, you can respond right there on the same item. (Of course, sometimes it’s better to respond privately. Use your judgment to decide what is appropriate for your situation.) There are real benefits to responding, too. According to a 2011 InboxQ survey, almost 60% of respondents said they would be more likely to follow a business that answered them on Twitter, and 64% said they would be more likely to purchase from that business.

CONCLUSIONS

New social media has changed the way people connect and interact today by allowing businesses to exchange in both private and public conversation with people in new and exciting ways. There are many tools at our disposal with its own set of social norms, goals, and audiences. Thoughone can jump right into the social mediamarketing arena, it isadvisable to have a strategy and plan to gain success. Whendone strategically, one may see great success by being able to have a more personal relationship with people who are interested in who you are and what you offer.

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ABSTRACT
Cyber bullying include such acts as making threats, sending provocative insults or racial or ethnic slurs, gay bashing, attempting to infect the victim's computer with a virus, and flooding an e-mail inbox with messages. If you are a victim, you can deal with cyber bullying to some extent by limiting computer connection time, not responding to threatening or defamatory messages and never opening e-mail messages from sources you do not recognize or from known sources of unwanted communications. More measures that are active include blacklisting or whitelisting e-mail accounts, changing e-mail addresses, changing ISPs, changing cell phone accounts, and attempting to trace the source. Because the use of mobile and online communications has grown so rapidly and the crime is relatively new, many jurisdictions are deliberating over cyber bullying laws. However, existing laws against personal threats and harassment cover the crime. In some cases, it may be advisable to inform the local police department or consult an attorney. It is not recommended that you retaliate in kind because such behavior can lead to heightened attacks, or even civil actions or criminal charges against you.

KEYWORDS
Cyber Bullying, Online Communication, Humiliate, Embarrass etc.

INTRODUCTION
Social media means interactions among people through virtual communities and networks where they share, and exchange information and ideas. Andreas Kaplan and Michael Heinlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content." Social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share user-generated content. Social media technologies take on many different forms including magazines, Internet forums, weblogs, social blogs, micro blogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking. Social media has positive effects such as allowing the democratization of the internet while also allowing individuals to advertise themselves and form friendships. Due to the increase in social media websites, there is an increase in the usage of such media with cyber-bullying, online sexual predators, and the decrease in face-to-face interactions. Social media may expose children to images of alcohol, tobacco, and sexual behaviors.

Cyber Bullying
Cyber bullying is the use of the Internet to harm or harass other people, in a deliberate, repeated, and hostile manner by posting false statements as fact aimed at discrediting or humiliating a targeted person. Cyber bullying post rumors about a person on the internet to bring hatred in others' mind, or convince others to dislike a person. An individual or group that is intended to harm another or others defines Cyber bullying as actions that use information and communication technologies to support deliberate, repeated, and hostile behavior. Social media or online information sites are intended to threaten a victim's earnings, employment, reputation, or safety. Behaviors may include encouraging others to harass the victim and trying to affect a victim's online participation. Many cyber stalkers try to damage the reputation of their victim and turn other people against them. Cyber bullies disclose victims' personal data like real name, home address, or workplace/schools at websites or may use impersonation, creating fake accounts, comments or sites posing as their target to defame, or ridicules others. As the cyber bully do it anonymously, it makes difficult for the offender to be caught or punished for their behavior.

REVIEW OF LITERATURE
Smith & Slonje defines cyber bullying as "an aggressive, intentional act or behaviour that is carried out by a group or an individual repeatedly and over time against a victim who cannot easily defend him or herself". Though the use of sexual remarks and threats are sometimes present in cyber bullying, it is not the same as sexual harassment, typically occurs among peers, and does not necessarily involve sexual predators.

Referring to the recent Gurgoan cyber-bullying case, Agarwal said: "The offender might be a minor but his crime is punishable as per law. Here, the crime has taken place in reality and in virtual world. Beating someone is a crime under the Indian Penal Code and propagating video of the violent act in social media website comes under cybercrime," On being asked if the law is lenient in case the offender is minor indulging in cybercrimes, Agarwal said, "The IT Act does not differentiate between the age of the offender and punishment for the offence might be different." “The law enforcing agencies are very strict abroad and all offenders, including minors are taken to task but in India, cybercrime and investigation is yet to achieve global standards,” Agarwal added.
OBJECTIVES OF STUDY

- To analyze the reasons for cyber bullying,
- To study the effects of cyber bullying,
- To offer suggestions for the prevention of cyber bullying.

RESEARCH METHODOLOGY

It is a descriptive research that explains in detail the causes of cyber bullying. Descriptive research design is concerned with the research studies with a focus on the characteristics of a particular individual or a group. Primary data collected through questionnaire from students. Secondary data collected through, books, journals, newspaper and websites. Random sampling method used to select samples. Statistical tools used to analyze the data collected.

REASONS FOR CYBER BULLYING

Teenagers have the tendency to torment, threaten, harass, humiliate, and embarrass another child using the internet. The methods used are limited by the child's imagination and access to technology. They become addicted to cyber bullying and turn into the victim of the next. The kids often change roles, going from victim to bully and back again. Since corporal punishments are against law, they are often sued for exceeding their authority and violating the student's free speech right, they are often sued for exceeding their authority and violating the student's free speech right. Schools try to involve in disciplining the student for cyber bullying actions that take place in off-campus and outside of school hours, but they often lose.

Graph-1

The above figure shows the distribution of cyber bullying venues used by young people in the US, according to the Centers for Disease Control.

Null Hypothesis: There is no significant difference between age group with regard to cyber bullying.

Table-1: ANOVA for Significant Difference between Age Group and Cyber Bullying

<table>
<thead>
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<th>P Value</th>
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<tr>
<td></td>
<td></td>
<td></td>
<td>&lt;20</td>
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<tr>
<td>Threaten others</td>
<td>3.612</td>
<td>0.017*</td>
<td>32.67a</td>
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<td>Humiliate others</td>
<td>7.575</td>
<td>0.000**</td>
<td>10.474b</td>
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<td>Growth of Electronic technology</td>
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<tr>
<td>Freedom</td>
<td>2.078</td>
<td>0.109</td>
<td>11.90</td>
</tr>
<tr>
<td>Become an addict</td>
<td>2.272</td>
<td>0.086</td>
<td>10.58</td>
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<td>Lack of parental control</td>
<td>8.029</td>
<td>0.000**</td>
<td>9.89ab</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Note: ** denotes significant at 1% level
* denotes significant at 5% level
Different alphabet between age groups denotes significant at 5% level.

Since P value is lesser than 0.05 null hypothesis is rejected at 5% level of significance with regard to threaten others. Hence, there is significant difference between age group of people with regard to threatening. Based on the Tucky HSD test people with age group above 26-30 threaten others than respondents with age group of <20. This may be due to their boldness.
Since p value is less than 0.01 the null hypothesis is rejected at 1% level of significance with regard to humiliate others. Hence, there is significant difference between age group of cyber bulliers and level of humiliation to others. Respondents in the age group of less than 20 years of age are of the opinion they are influenced by others in doing such work.

Since p value is greater than 0.05 the null hypothesis is accepted at 5% level of significance. Irrespective of the age group everyone said that it is due to the growth of electronic technology.

Since p value is greater than 0.05 the null hypothesis is accepted at 5% level of significance. Hence, there is no significant difference between age group with regard to their freedom.

Since p value is less than 0.01 the null hypothesis is rejected at 1% level of significance. Hence, there is significant difference between age group of cyber bulliers with regard to parental control. Respondents with age group of 21-25 accept that lack of parental control is the main cause for cyber bullying.

Effects of Cyber bullying

Social media sites are used for positive activities, like helping kids to interact with others. However, these tools are also used to hurt other people. The effects of bullying are:

- Children become addict to alcohol and drugs which spoil their health,
- They lose interest in going to college. Skip going to college,
- Since they are not regular to college they get poor grades,
- Their self-esteem reduced due to their behaviour,
- They feel happy by bullying others,
- Such activities affect their health also.

FINDINGS

- The survey found that 33% of teens were subject to some sort of cyber-bullying.
- 42% of children have been bullied while online. 1 in 4 has had it happen more than once.
- Instant messaging is the most commonly used tool for cyber-bullies.
- Most of the cyber bullying is due to personal dislike and romance.
- Ages 20-25 are most common as both victims and bullies.
- 55% did not know who had cyber-bullied them.
- The damaging effects of cyber bullying are that a victim begins to avoid friends and activities.
- 81% of young people said that they cyber-bully because they think it’s funny.
- In 2011, investigative agencies registered 2,213 while 3,477 cases were registered for cyber bullying in 2012.
- Children have killed each other and committed suicide after having been involved in a cyber- bullying incident.
- It typically can result in a child losing their ISP or IM accounts as terms of service violation.
- They suffer from mental disorder and are vulnerable to cyber bullying.

SUGGESTIONS

- Educational institutions can work with the parents and bring remedy for cyber bullying. They can also educate the students on cyber ethics and the law. If the colleges are creative, they can sometimes avoid the claim that their actions exceeded their legal authority for off-campus cyber bullying actions.
- A provision is added to the college’s acceptable use policy reserving the right to discipline the student for actions taken off-campus if they are intended to have an effect on a student or they adversely affect the safety and well-being of student while in school.
- Educational institutions can conduct workshops for parents to educate them about the dark side of the internet as working parents provide expensive gadgets to their children to compensate for the time they have not been able to spend with them.
- Educational institutions are required to address cyber bullying in their anti-bullying policy. Some laws can be enacted to cover off-campus behavior that creates a hostile environment in colleges.
- Message receiver should not respond to and forward cyber bullying messages.
- Keep evidence of cyber bullying. Record the dates, times, and descriptions of instances when cyber bullying has occurred. Save and print screenshots, emails, and text messages. Use this evidence to report cyber bullying to web and cell phone service providers.
- Block the person who is cyber bullying.
- Visit social media safety centers to learn how to block users and change settings to control who can contact you.
- Report on cyber bullying to the social media site, so that they can take action against users abusing the terms of service.
• The computer must be placed in a central location in your home, so that parents can have a check on their child’s activity.
• The parents must audit child’s online activity. Be aware of what kids are doing in online. Know the sites your kids visit and their online activities. Ask where they’re going, what they’re doing, and who they’re doing it with. Tell your kids that as a responsible parent you may review their online communications if you think there is reason for concern. Installing parental control filtering software or monitoring programs are one option for monitoring your child’s online behavior, but do not rely solely on this tool.
• Parents must ask for their passwords, but tell children you’ll only use them in case of emergency. Request your kids friend to follow your kids on social media sites or ask another trusted adult to do so. Encourage your kids to tell you immediately if they, or someone they know, are being cyber bullied.
• Parents and kids can explore safe ways to use technology.
• Coping strategies can be adopted to combat future cyber bullying events. An example of a coping strategy would be a social support group composed of various victims of cyber bullying. That could come together and share experiences, with a formal speaker leading the discussion. Something like a support group can allow students to share their stories, and allows that feeling of them being alone to be removed.

CONCLUSIONS

Research shows that fears of increasing crime are often the cause of moral panic. Recent studies have shown that despite declining crime rates, this phenomenon continues to occur in various cultures. Cyber bullying is the use of cell phones, instant messaging, e-mail, chat rooms or social networking sites such as Facebook and Twitter to harass, threaten or intimidate someone. Children, who have increasingly early access to these technologies, often do Cyber bullying.

Cyber bullying can happen 24 hours a day, 7 days a week, and reach a kid even when he or she is alone. It can happen any time of the day or night. Cyber bullying messages and images can be posted anonymously and distributed quickly to a very wide audience. It can be difficult and sometimes impossible to trace the source. Deleting inappropriate or harassing messages, texts, and pictures is extremely difficult after they have been posted or sent. The problem is compounded by the fact that a bully can hide behind an electronic veil, disguising his or her identity. This secrecy makes it difficult to trace the source and encourages bullies to behave more aggressively than they might face-to-face.

REFERENCES


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TECHNIQUES TO FASCINATE FILM FRATERNITY: PROMOTIONAL ACTIVITIES IN MOVIE MARKETING

Mahesh V. J. 24 Dr. Uma Rani Purusothaman 25

ABSTRACT

Indian Film Industry, one of the world largest producers of films. Indian films and television industry contributes an immense $6.2 billion (Rs. 28,305 crores) to the Indian economy, according to a new report released by Price Water House Coopers. The south Indian film industry plays a vital role in Indian film Industry, defines the four film cultures of South India as a single entity. They are the Kannada, the Malayalam, the Tamil and the Telugu industries.

We had so many movies, which had broken box office and collection records, while some were not even noticed by the consumers. We have different mixture of viewers who like to watch realistic, comedy, tragedy and commercial movies. Inviting them to a movie theatre need well planned ground works and hard works. Of course, like every other services, this also has to be tracked by Marketing. We need to understand the fact that the marketing strategies have to be framed and reframed in respect to the changes in viewers’ perceptions and needs. Hopefully that would touch the chord of entire film fraternity. This article says the different back stage process involved in movie marketing.

KEYWORDS

Movie Marketing and Promotion, New Marketing Strategy, Siddharth’s Marketing Strategy in KSE, Current Trends in Movie Promotion etc.

INTRODUCTION

Society, the face of real life where some people go around for limelight, some will try to catch up new heights and lifestyles, some still struggling for food, water and shelter. No proper measures have been taken so far for the careworn life. We do not have eyes to see what is happening to our next door. Nobody bothered to see some societal problems, until they became one among the victim. After all, we are so spirited to lay blame on others. Who has to react? How? When? Where? We will not even think of it. However, there is a group of people who live to share all these kinds of reality into our notice. We see their work, enjoy their message, sometimes we appreciate their effort, but finally we forget everything! Yes! No word is enough to describe the hard work, contribution and effort of talents behind the INDIAN FILM INDUSTRY, who spray societal reality to our sleeping minds.

We had so many movies, which had broken box office and collection records, while some were not even noticed by the consumers. We have different mixture of viewers who like to watch realistic, comedy, tragedy and commercial movies. Inviting them to a movie theatre need well planned ground works and hard works. Of course like every other services, this also has to be tracked by Marketing. We need to understand the fact that the marketing strategies have to be framed and reframed in respect to the changes in viewers’ perceptions and needs. Hopefully that would touch the chord of entire film fraternity.

MOVIE MARKETING & PROMOTION

Film promotion is very basic and vital in film industry. As with all business, it is an important part of any release because of the inherent high financial risk. Film studios will invest in expensive marketing campaigns to maximize revenue early in the release cycle. Marketing budgets tend to equal anywhere between half or three times the production budget. The distributor and exhibitors generally handle publicity. There are many techniques for movie marketing some seems to be very traditional while some transfers with new trends. When a new film is made, it has to be advertised like any other new product, to let people know it exists and to encourage them to go to the theaters to see it. The advertising of a film is known as film marketing. The way in which a film is promoted can have a huge effect on whether or not it is successful. Films are expensive to make and if the public do not buy tickets at the box office to see the film, a lot of money will be lost.

In Movie House

- Trailers are a mainstay of film promotion, because they are delivered directly to movie-goers. They screen in theatres before the actual movie starts. Generally they tell the story of the movie in a highly condensed fashion compressing maximum appeal into two and half minutes.
- Place film posters and Standeeswould in respective places of movie house.

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• Slideshows - stills, trivia, and trivia games from the film, shown between movie show times.
• Cardboard 3D displays; sometimes producing sound, but depends on the nature of movie.

Television and Radio

Though it seems to be a traditional technique, movie marketers transformed this into modern by adding something very innovative and creative in nature. Many movie trailers contain the best highlights of the movie like Music, Fight, Location, Technological advancements and story line etc. The combination of these in creative way would make some difference in the movie marketing. Hollywood movie distributors spend about $4 billion a year to buy paid advertising (30-second TV commercials, newspaper ads, etc.) and over half that total is placed on broadcast and cable TV, which are the main vehicles for advertising movies to audiences. TV is effective because it is an audio-visual medium – like film – and can deliver a vast audience quickly, which is crucial because films typically do not linger in theaters more than 4–6 weeks, according to Marketing to Moviegoers: Second Edition.

• Product placement: paid active or passive insertion (as on-set posters, and action figures) of film brand in drama or sitcom shows, or as passing mentions in dialogue.
• Extended placement: full episodes of television talk shows, entertainment news programs, or network news programs, devoted to compensated exposure of the film, stars, clips, director, etc.

Movies on Air

FM stations have immense role in promoting a movie as good as any other techniques. They air the details of movie, story line (not the climax), songs and the technical specifications. They continuously play the songs so that the people will be dragged to watch the movies. The movie promoters offer to give free tickets and other prizes when they win in different contest conducted by such FM stations. Recently we have witnessed for different programs exclusively for movies promotions conducted by FM stations.

Internet

Virtual relationship hyperlink marketing (psycho-associative mental correlation links), wherein a major search engine (like Yahoo's main page) offers articles seemingly presenting interesting news related items, but which are actually back-end loaded with a links page containing multiple "mental references" to film characters, storylines or products.

Viral marketing: free distribution of trailers on movie-oriented websites and video user-generated-content websites, and rapid dissemination of links to this content by email and blogs. Includes alleged leakage of supposed rushes and early trailers of film scenes. Sometimes, the efforts go further such as in the lead time to the successful premiere of the film, The Muppets which was preceded by several original film shortson YouTube over a number of years while the film was in production.

Viral Marketing of Kolaveri

Why this kolaverikolaveri di song has become a mass hit. The success of the song can be widely attributed to the effective marketing strategy the creators had charted out. Apart from making the video viral on YouTube and other social networking sites, they have ensured enough publicity about their upcoming movie in which the song will feature. “Song is officially released on 18 November. Then it spread like a fire through social networking sites. Within first week of release, it received 1.3 million views on YouTube, more than 1 million shares on Facebook. This is the first Tamil song to be premiered on MTV India. On 30th November, Song has crossed 10 crore hits on YouTube. International Time Magazine, Huffington Post and BBC have published report of this song.”

Social Networking Sites: The urban audiences played a major role in the transformation of Tamil cinema, mainly due to social networking sites like Twitter and Facebook. Today reviews on social networking sites appear within minutes of a film’s release. They are taken more seriously than print reviews. Facebook and twitter played an important role in success of the films recent year. Film promotors have chosen this as these as the best media channel for the promotion. They started updating about a movie from the day one after the discussion been finalized. The actors, actress and other crew considered this as the best medium to make them alive in the viewer’s minds. People have started updating their status about the movies they watch right from cinema halls. People have started watching movies based on the buzz in the social media circles.

Print

In addition, a traditional method, but creativity makes print media an outstanding promotional activity. This is a kind of paid advertisement in newspapers, magazines, and inserts in books. Cross-promotion of original book or novelization, including
special printings or new cover jackets (Now a major motion picture). Promotion also can be done through Comic special editions or special episodes.

**Mobile Marketing, Emails and Downloads**

Moving device can give you updates of a movie wherever you are. SMS/Email will be dropped into your inbox, just to stirring you. This energizes them to go for a movie for a change. In addition, the link followed by the message takes you to the option to down load the music, wallpaper, and ring tones of that movie. Either these kinds of SMS will be dropped soon after the audio or the movie released.

**Promotional Events and Interviews**

Film actors, directors, and producers appear for television, radio, and print media interviews, sometimes showing a clip from the film. Interviews are conducted in person or remotely. During film production, these can take place on set. After film release, key personnel make appearances in major market cities or participate remotely via satellite or telephone.

**Word of Mouth**

Word Of Mouth (WOM) has played an important factor in the critical success of the film. Here we have some movies, which released in 2012 and had a good impact in marketing. They may not have been huge commercial success, but most of them have been able to recover their cost of production and some a small profit. These films were made on a shoestring budget and reached across thanks to digital filmmaking. These small films made on a budget of Rs 1.25 to Rs 1.75 Crore made mostly by debutants with newcomers in the lead. The success of these films show that Tamil Nadu audiences are looking at something different and content is king. Here is a list of 10 critically acclaimed films, which have been getting rave reviews, with some of them turning out to be hits.

- VazhakkuvEnn 18/9,
- Pizza,
- KadhalilSodhappuvadhuYeppadi,
- NaanEe,
- Marina,
- Attakathi,
- NaduvilaKonjamPakkathaKaanom,
- Neerparavai,
- Dhoni,
- Saattai.

**Product Tie**

Product tie is also a new strategy for the well promotion of movies. “Man of Steel” the new superman movie, is an excellent example for this type of promotion. Advertising agencies report that 100 companies have paid a combined $160 million for the rights to do promotional tie-ins. The statistics says that with 100 partners, “Man of Steel” appears to have topped Universal Studios’ animated film“The Lorax”, released in March 2012, which had 70 promotional partners. Nanban, Tamil movie has tied up with Tata DoCoMo. FMCG Company Emami has tied up with the movie ‘3’ for in-film promotion of their brand HimaniNavaratna Oil. Emami aims to connect with consumers with the proposition of ‘cool’, keeping in mind the success ‘Kolaveri Di’ has had with the youth.

**NEW MARKETING STRATEGY: AN INNOVATIVE ATTEMPT**

DhanapalPadmanabhan, the producer and director of 'KrishnaveniPanjaalai', a low-budget film, has adopted a new strategy, which no others have thought of, to take the film to the masses. He has taken the help of one of the largest women self-help groups, Mahasemam, which has 1.10 lakh members and 4,000 leaders spread across the southern districts to sell the tickets in their places. The incentive offered is 10 per cent of the face value of the ticket.
Dhanapal has approached Mahasemam, which specializes in microfinance, to publicise the content of the film by word of mouth through its network. Dhanapal says, “I believe that even a small film with good content will sell if word spreads about its content. Once word spreads about its content, public support for the film will grow and it will succeed.” He hopes to sell at least 50,000 tickets through the women members of Mahasemam in the southern districts alone. The women can earn an estimated Rs.3 lakh. The 10 per cent incentive will no doubt eat into the profits but the loss could be made good with increased volume of ticket sales. Dhanapal has also involved MBA students and big retail chains in the film promotion drive. Ramraj Cotton, which has 6000 dealers and 25 showrooms, will buy audio CDs of ‘KrishnaveniPanyalai’ and distribute them free of cost to customers. Makers of small-budget films could not spend on publicity as much as big producers do. So, the best publicity for such films is through word of mouth. This is exactly what Dhanapal is pushing for.

Siddharth's Marketing Strategy in KSE

Actor Siddharth, who is the co-producer of ‘KaadhalSodappuvaduEppadi’ (KSE), directed by Balaji Mohan has put his marketing skills to the test by his sales pitch for the film. Balaji Mohan made a short film by the same name (KSE) for a Tamil TV channel’s programme and it went viral on the internet. Siddharth saw its potential for a future. He and Nirav Shah had a chance to meeting with Sasikanth of Y NOT studios culminating in a joint collaboration. Explaining why he has become a passionate campaigner, he says his being a co-producer is not the only reason for this. It is also because this is his first campus film in his 10 year career and he loves the film. His feverish sales pitch is to woo the youth who are the target audience. His refrain: “It is not the usual boy-meets-girl routine, it’s real, a fresh experience for viewers. Given the number of times I have mucked up love in my real life, who but I can play it convincingly.”

Current Trends in Movie Promotion

- Do something different
- Increase curiosity
- Creative ways for audio/movie launch
- Popularize dialogs
- Internet and social sites
- Video Gaming
- Comic books(Ra.One and Don 2)
- First posters

MOVIE MARKETING: FACTS AND FIGURES

Motion Picture Association of America: In recent years, the general tactic has been to "go big.” For expensive, blockbuster movies, the marketing campaign alone can cost as much as half of the total production budget. So if a film costs $80 million to make, the distributor might spend $40 million on advertising and promotion. In 2007, the average marketing budget for a theatrical release from a major Hollywood studio was $35.9 million. From the survey done by America Online, the internet outranks magazines and radio as a source of movie information for AOL members. While 45% of those surveyed said they look on the internet, 44% said they turn to magazines and 36% listened to the radio for movie information. AOL did not report how many checked the local newspaper, likely the top source of information, or relied on TV commercials for movie details (Hillebrand, 1999).

According to the Motion Picture Association of America (MPAA), here’s how its member studios decided to allocate their marketing budget in 2007:

- Newspapers: 10.1 percent,
- Network TV: 21.6 percent,
- Spot TV (purchasing commercial "spots" from individual TV stations): 13.9 percent,
- Internet: 4.4 percent,
- Theatrical trailers: 4.2 percent,
- Other media (includes cable TV, radio, magazines, billboards): 24 percent,
- Other non-media (market research, promotion/publicity, creative services): 21.8 percent.

CONCLUSIONS

Every movie is different and the promotions make these movies unique. Movies are not just for the entertainment, but to transform the audience to think, realize, and react. Either the absence of promotional activity or the wrong promotional strategies keep the audience away from such kinds of movies. To come out from this scene, Promoters must figure out what type of campaign will be the most effective at reaching the target audience. This requires researching the tastes and media-consuming trends of the target audience. Based on this research, the movie marketers would be able to have the control budget; by so target can be achieved.
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EFFECTIVENESS OF E-BANKING SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION

Muthukrishnan B.26 Ramadevi D.27 Dr. S. A. Senthil Kumar28

ABSTRACT

This study focuses on E-banking service quality and identified various factors of E-banking service quality, i.e., access, communication, competence, credibility, reliability, responsiveness, security, tangibility and understanding. Main objective of the study is to understood and analyze the service quality dimensions and customer satisfaction level with E-banking services on banking sectors. Study was descriptive in nature and purposive sampling was used. Mean score and t-test were used for analysis. Researcher found that overall customer’s were satisfied with E-banking services. E-banking provides the customer benefits such as cost minimization, quick service and easy way bank transaction. The comparison between E-banking and traditional banking, the E-banking service is better than traditional banking services. Finally, researcher suggests some measures to improve the E-banking service quality and to increases the customer satisfaction level.

KEYWORDS

E-Banking, Service Quality, Customer Satisfaction etc.

INTRODUCTION

Now a day’s E- Banking service has become the most advance technique used all over the world and also it brings the customer to do their various needs of transaction in their palmtop itself. In order to that, the study focuses on E-banking service quality and customer satisfaction level. E-banking service reduce the cost with customary banking system by decreasing processing time, quick transaction, improving the suppleness of banking transaction and offering better customer service through internet banking. The conception banking has undergone various improvements over the period of more than sixty years. Indian banking system should not only be harassed free but also it should be in capable to meet new challenges to create by the advancement technology with many external and internal factors. For the past three decades, India's Banking sector has numerous excellent attainments to its credit.

“The E-banking means the products, information and services by a bank to its bank customers (account holders), through a mobile phone, computer, telephone, television, and other social media”. The internet banking offered the services to its customer and online facilities are Sign E-cheques, Payment to their clients, cash transfers from one account to another account, apply for bank-drafts, enquiry on account balance, instantaneous accessibility of multiple accounts, Enquiry for various new and upcoming schemes like loan transaction process, account schemes etc. E-banking service provides the various channels through Internet Banking or online banking, pc banking or offline banking, telephone banking, TV-based banking, mobile phone banking and managed network.

TYPES OF E-BANKING

The various types of internet banking are Informational, Communicative and Transactional. Currently, the three basic kinds of Internet banking are as follows:

The first type of E-banking is informational, basic level of Internet banking. Typically, the bank has marketing information about the bank’s products and services on a stand-alone server. The risk is relatively low, as informational systems typically have no path between the server and the bank’s internal network. This level of Internet banking can be provided by the bank or outsourced. While the risk to a bank is relatively low, the server or web site may be vulnerable to alteration. Appropriate controls therefore must be in place to prevent unauthorized alterations to the bank’s server or web site. The second type of internet are communicative, this type of Internet banking system allows some interaction between the bank’s systems and the customer. The interaction may be limited to e-mail, account inquiry, loan applications, or static file updates like name and address changes etc. Because these servers may have a path to the bank’s internal networks, the risk is higher with this configuration than with informational systems. Appropriate controls need to be in place to prevent, monitor, and alert management of any unauthorized attempt to access the bank’s internal networks and computer systems. Virus controls also become much more critical in this environment. The Third type of E-banking are transactional, this level of Internet banking allows customers to execute transactions. Since a path typically exists between the server and the bank’s or outsourcer’s internal network, this is the highest risk architecture and must have the strongest controls. Customer transactions can include accessing accounts, paying bills, transferring funds etc.

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REVIEW OF LITERATURE

The related literature relating to the topic is reviewed as under:

Elisha Menson Auta (2010)² discusses the using internet banking based on respondents’ perception on E-banking service. E-banking has provided convenience and flexibility services, and transaction are speed, efficiency, accessibility, etc. Study shows that E-banking provides various advantages to banking sector and provides convenience and flexible advantages to customers. It also provides transaction related benefits like trouble-free transfer, quick transaction, low cost and time saving. The study suggest that critical infrastructure like power and telecommunication should be provided and with high level of stability to ensure the application of E-banking. Mohd Ashraf Ali (2012)³ Banks are the back bone of every country's economy and help in quick transactions which were not potential before the introduction of E-commerce. In this paper show the various benefits on E-banking and more challenges in the Indian banking sector through E-commerce. Lee et al., (2005)⁴, discussed that the quick service through e-commerce over traditional marketing channels. The value added service in electronic banking is convenience, sale orientation and lower cost. Gerrard (2006)⁵ used content analysis, identifying why Singaporean customers didn’t using internet banking, the reasons was lack of Knowledge, high risk, inaccessibility and IT fatigue. Cheng (2006)⁶ identify that customers preferred E-banking for speed, 24 hour service (ATM), transaction and access of account anywhere of World. However, E-banking service benefits the transaction costs is very low, paperless eco-friendly transaction and less requirement of bank staff. Broadie (2007)⁷ shows that E-banking service results in higher performance in the banking sector, identified the e-banking service dimensions are data, hardware, software, network and people. Finally, concluded that banking customers are satisfied with E-banking service. Kuisma et al., (2007)⁸ identified that internet provides more advantages for bank and for bank account holders when compared to other payment channels. Sudha et al., (2007)⁹ analyzed the customer perception towards security concern and internet banking adoption. This paper discussed customer have much concern about security and privacy issues of internet banking, whether customer accept internet banking or not. Minjoon Jun and Shaohan Cai (2001)¹⁰ focuses on Internet banking service quality and identified the seventeen dimensions of Internet banking service quality, they are classified into three category – customer service quality, banking service product quality, and online systems quality. The customer service quality dimensions are reliability, responsiveness, competence, courtesy, credibility, access, communication, understanding the customer, collaboration, and continuous improvement. The second category are online systems quality, six dimensions such as content, accuracy, ease of use, timeliness, aesthetics, and security finally for banking service product quality is product variety/diverse features. This study revealed that, seventeen service quality dimensions, no significant differences exist between Internet banks and traditional banks provide Internet banking service. The researcher suggests improving the Internet banking service quality and increases the customer satisfaction level.

OBJECTIVES OF STUDY

- To study the overview of E-banking Services.
- To understand and analyze the service quality dimensions and customer satisfaction level with E-banking services on banking sectors.

RESEARCH METHODOLOGY

Research Design: The study is descriptive in nature.
Sampling Techniques and Size: Though it is not feasible to go for a population surveys due to this numerous customers and scattered location. The researcher used “purposive sampling” for this study.
Sample Size: taken for the study is 60.
Data Collection: Both primary and secondary data are collected for this study. 
Primary Data: Primary data are collected through the questionnaire.
Secondary Data: Secondary data are collected through the books, journals etc.
Tools used for this Study: 
Mean Scores and t-test for SERVQUAL dimensions.

ANALYSIS & RESULT

Table-1: Customers’ Perception regarding SERVQUAL Dimension

<table>
<thead>
<tr>
<th>Statements</th>
<th>Mean score</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Access</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-banking service is accessible via Internet banking, mobile banking, EFT, ECS, ATM</td>
<td>3.84</td>
<td>1.239</td>
<td>0.587</td>
</tr>
<tr>
<td>Online purchase of goods and services including online payment is easier</td>
<td>3.94</td>
<td>-2.091</td>
<td>0.000**</td>
</tr>
<tr>
<td>It provides convenient location of service facility (location of ATM, POS terminals)</td>
<td>3.93</td>
<td>0.346</td>
<td>0.654</td>
</tr>
<tr>
<td>It reduces the waiting time to receive the service</td>
<td>3.87</td>
<td>2.875</td>
<td>0.000**</td>
</tr>
<tr>
<td><strong>Communication</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-banking explains the service itself</td>
<td>3.77</td>
<td>2.535</td>
<td>0.032</td>
</tr>
</tbody>
</table>
It explains the cost of service being used 3.72 2.434 0.765
It assures the customer that problem will be handled 3.73 1.348 0.000**
E-banking provides up to date information 3.77 1.856 0.041**
It also provides sophisticated information for well educated customers 3.83 0.678 0.842
E-banking provides effective medium of promotion of various schemes 3.79 1.897 0.000**

** Competence **
It is trusted by young generation 3.86 0.876 0.134
Transfer of fund is easier through E-banking 4.02 0.568 1.578
E-banking provides more punctuality, transparency, accountability 3.77 0.245 0.568
Transfer of funds is faster as compared to manual banking system 4.06 0.349 0.357

Credibility
E-banking increases the reputation of the banks 3.83 0.563 0.256
It increases the believability, honesty and trustworthiness of the customers in banks 3.82 1.678 0.090
It ensures the ability to fulfill the requirement 3.06 5.674 0.000**
Degree of reliability involved in Interaction with customer is more in e-banking 3.73 2.498 0.078
It provides unlimited network to the banks to approach customers 3.75 1.456 0.000**

Reliability
It provides accuracy in billing 3.48 1.456 0.432
It helps in keeping records correctly 3.86 0.678 1.876
It performs the service at designated time 3.68 1.432 1.543

Responsiveness
E-banking is very necessary for the development of new economy of India 3.97 1.387 0.234
It improves the quality of customer service 3.89 1.363 0.035**
Response of service through E-banking is very prompt and quick 3.71 1.245 .000
Availability of service is faster in e-banking as compare to manual banking 3.94 1.785 0.000**

Security
E-banking ensures physical safety of the transaction 3.67 1.406 0.493
Password facility provides confidentiality to transaction 3.86 1.332 0.210
It also increases the financial security 3.82 0.423 0.250
Privacy can be easily maintained 3.69 0.876 0.922

Tangibility
E-banking provides modern looking equipment 3.925 2.155 0.000**
Physical representation of service through plastic card, credit and debit card is easy 4.02 1.453 0.543
E-banking provides 24 hours, 365 days a year service to customers 3.99 1.326 0.467
It helps in reducing the no. of queues in the bank branches 3.835 1.763 0.890
E-banking provides more physical facilities to the customers 3.73 0.539 0.000**

Understanding
It provides individualized attention to the customers 3.66 0.321 0.876
It provides necessary information to the customers 3.77 0.078 0.909
Website of the bank is designed according to the need of the customer 3.80 0.666 0.806
It ensures to provide necessary information to the customer 3.83 0.398 0.967
E-banking learns the specific requirement of the customer 3.63 2.456 0.783
It helps in better customer relationship, attracting and retaining them 3.11 3.567 0.000**

Sources: Authors Compilation
Note: ** P-value is significant at 0.05 levels.

According to the study, the researcher found that the access dimension is highest in mean score on online purchase of goods and services including online payment procedure are easy on banking service and there is no significant relationship among servqual factors and the E-banking service is accessible via Internet banking, mobile banking, electronic fund transfer system (EFT), electronic clearing services (ECS), automated teller machine (ATM) and banking sector provides convenient location of service facility (location of ATM, POS terminals).

In the communication dimension under the most customer satisfied with factor is banking sector provides sophisticated information for well educated customers and there is significant relationship among the Servqual factor and it assures that the customer problem will be handled, E-banking provides effective medium of promotion of various schemes and E-banking provides up to date information. The majority of the customer satisfied with Competence service quality dimension is higher in mean score factor and in transfer of fund is easier through E-banking and there is no significant relationship among the Servqual factors and banking services is trusted by young generation, transfer of fund is easier through E-banking, E-banking provides more punctuality, transparency, accountability and transfer of funds is faster as compared to manual banking system. The Credibility dimension is higher in mean score factor on E-banking and increases the reputation of the banks and has significant relationship among the factors ensures the ability to fulfill the requirement and provides unlimited network to the banks to approach customers.
The customers are satisfied with reliability service quality dimension factors in the banks and provide to help in keeping records correctly to customer. There is no significant relationship among servqual dimension and banking sectors provides accuracy in billing helps in keeping records correctly and carry out the service at designated time. The customer satisfied with responsiveness service quality dimension is highest in mean score factor on E-banking service. The main reasons for availability of service is faster in E-banking as compared to manual banking. Here there is no significant relationship among the servqual dimensions and E-banking is necessary for the improvement of new economy of India and response of service through E-banking is very prompt and quick manner.

The customer satisfied with security service quality dimensions are highest in mean score factor in banking sector. Confidentiality provides password facility to customers. Here there is no significant relationship among the servqual dimensions and physical safety of the transaction, password facility provides confidentiality to transaction, increases the financial security and privacy policy can be easily maintained.

The customer satisfied with tangibility service quality dimensions is higher in mean score on E-banking and provides cash transaction through plastic card, credit and debit card in easy manner. Here there is significant relationship among the servqual dimensions and E-banking provides modern looking equipment and more physical facilities to the customers. The final service quality dimension is highest in mean score factor on banking sector and provides necessary information in understanding the customer. Here there is significant relationship with the servqual dimensions and E-banking helps in better customer relationship, attracting and retaining them.

CONCLUSIONS

Now a day’s banking sectors provide different products and services through E-banking systems. Most of the people were aware about the E-banking service and the customers were satisfied with E-banking services. The benefits of E-banking are cost minimization, quick service and easy way in banking transaction. In this study based on analysis the customer strongly agree with transfer of funds is faster as compared to manual banking system. The traditional banking system is to accept deposits and to sanction loans and advances. The changing needs of customers reflect the acceptance of value added services for basic bank requirements. The technology has enabled the banks to offer anywhere and anytime, to increase the customer demand and to provide the satisfaction on E-banking service. It is finally concluded that customer was over all satisfied with E-banking service.

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IMPACT OF EMPOWERMENT MECHANISMS ON JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT AMONG ENGINEERING COLLEGE EMPLOYEES

Raies Hamid

ABSTRACT

A lot of research has been done on employee empowerment. Most of the studies are on what empowers employees and what represents empowerment. This study focuses on the impact of empowerment mechanisms on organizational commitment, job satisfaction and intent to leave the job. The dimensions of empowerment this study addresses are meaningfulness, choice, competence and impact. Data will be collected using a survey instrument, which will consist of thirty items questionnaire. Samples will be selected by simple random sampling. The samples will be employees at two separate engineering colleges in Chennai. The colleges located in the western part of Chennai will be chosen for the study.

The respondents will be not more than 100. Data will be analyzed using multiple regression analysis. Results of the analysis will be used to identify whether demographic variables have any influence on job satisfaction or organizational commitment of employees. In terms of empowerment, results of the analysis will be used to identify whether different empowerment mechanisms have any influence on job satisfaction or organizational commitment of employees.

KEYWORDS

Organization Commitment, Empowerment, Job satisfaction, Employees etc.

INTRODUCTION

In the past, organizations were operating within a framework of old style of management, which includes command, control, and a top down fashion of leadership style. As India has entered into complex and competitive environments, organizations are fostering an atmosphere that looks at specific employee needs and motivation.

The concept of employee empowerment in the workforce has worked well in some organizations and has failed quickly in others (Kotter, 2002). Why do some organizations succeed while others fail? The answer is not always clear because leaders are dealing with the most radical part of business the human element (Kotter, 2002).

In today’s business environment, leaders need employees who take more initiative, solve problems sooner, and seize opportunities before market changes (Zwell, 2001). The key is to bring into play an empowerment program that serves the needs of the employee and improves a product or service (Zwell, 2001). Many companies stress a system of emphasizing rewards and punishments through a strict command and control system. These types of systems do not work (Kotter, 2002). In bureaucratic relationships, employees are denied self-expression as the individual submits to authority (Zwell, 2001). If employees have feelings of dependence and helplessness then productivity suffers (Zwell, 2001).

Although statistics point to the fact that organizations that implement and maintain empowerment programs retain staff longer, are more profitable, and have less turnover many companies choose not to have these type programs (Kaye & Jordan-Evans, 2002). Many times administration suffers from business near-sightedness. The results are low staff and faculty retention and poor employee relations. Workers seemingly have low commitment to the job, leave the job at first chance, and have little job satisfaction levels.

In this study, three attitudinal outcomes are assessed which include job satisfaction, organizational commitment, and intent to leave the job. The three outcomes where chosen because they tend to capture the essence of employee empowerment (Thomas & Velthouse, 1989).

OBJECTIVES OF STUDY

1. To show the relationship between empowerment and organizational outcomes among engineering college employees.
2. To analyze whether affect the competence, meaningfulness, and choice influence job satisfaction, commitment, and intent to leave the job.
3. Add to the database of literature in the need for engineering colleges to understand the relationship of employee empowerment and organizational outcomes.

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THEORETICAL / CONCEPTUAL FRAMEWORK

The purpose of the research study is to explore whether certain components of empowerment, that is: impact, competence, meaningfulness, and choice interrelate to organizational outcomes of job satisfaction, commitment, and intent to leave the job.

RESEARCH METHODOLOGY

Research Design: The study was a quantitative research design that involved the use of a survey questionnaire developed and tested in Thomas and Velthouse’s (1989) research on empowerment.

Population and Sample: The target population is technical college employees of two different engineering colleges in west Chennai.

Data Collection Methods: A survey questionnaire was used to gather data that seeks to identify relationships between variables (Howard & Borland, 2001). The questionnaire was modified from the original instrument.

Data analysis and interpretation: Summary survey results were presented using descriptive statistics such as percentages and charts. The goal of descriptive statistical findings is to discover any worthiness to the research questions stated in this study. Also, multiple regressions and a t-test were used to describe data collected.

All scale items were selected from survey items developed and validated in earlier research as being consistent with the criteria.

Empowerment: The empowerment terms, comprising the independent variables in this study, were taken from Spreitzer (1995) empowerment scale to reflect meaningfulness, choice, competence, and impact.

Organizational Commitment: The portion of the survey evaluating organizational commitment focused on one of three types of commitment. Meyer and Allen (1997) used a survey that addressed affective, continuance, and normative commitment. For the purposes of this study, the items regarding affective commitment better captured the essence of what is being researched. The questions asked in the survey are limited to this component. Affective commitment refers to the employee’s emotional attachment to, identification with, and involvement in the company (Meyer & Allen, 1997).

Job Satisfaction: Job satisfaction can be defined as “related constellation of attitudes about various aspects of the job” (Spector, 1997). The researchers concluded that single item constructs are acceptable because the measure of overall job satisfaction was preferable to a scale based on a sum of specific job facet satisfactions.

Intent to Leave: Intent to the leave the job is the third dependent variable in the study. Intent to leave the job is “a conscious and deliberate willfulness to leave an organization” (Thomas & Velthouse, 1990, p. 679).

Pilot Study

A pilot study was performed in order to determine the reliability and validity scores. Nineteen individuals from the sampling frame were randomly selected for the pilot study. The reliability of the composite scores from the pilot study data were assessed using via Cronbach’s alpha.

DATA ANALYSIS

Descriptive statistics were provided for all study variables. Frequencies and percentages were computed for all categorical variables (i.e. gender, work schedule, and education). Ranges, means, and standard deviations were computed for the seven primary variables described above (i.e. the four types of empowerment, organizational commitment, job satisfaction, and intent to leave). In addition, internal consistency reliability coefficients were computed for the composite scales (i.e. the four types of empowerment, organizational commitment, and intent to leave).

Inferential analyses were performed using two-tailed tests and an alpha level of .05). The variables of interest in the current study are composite scores based on the summation of individual item scores (with the exception of job satisfaction), and therefore they were treated as interval level scales. Initially, Pearson correlation coefficients were computed among the empowerment scales, organizational commitment, job satisfaction, and intent to leave. This provided measures of the bivariate linear relationships among these variables.

In addition to bivariate relationships, three multiple regression analyses were performed. In the regression analyses, the control variables were gender (male or female), age (number of years old), years with organization, work schedule (day or night), and education (less than a bachelor’s degree versus bachelor’s degree or higher). First, the four measures of empowerment and the control variables were used as predictors of organizational commitment. Second, the four measures of empowerment and the
control variables were used as predictors of job satisfaction. Third, the four measures of empowerment and the control variables were used as predictors of intent to leave.

### Summary of Regression with Organizational Commitment as the Dependent Variable

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### Summary of Regression with Job Satisfaction as the Dependent Variable

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### Summary of Regression with Intent to Leave as the Dependent Variable

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### RESULTS

Correlations between the key variables were computed. All four of the empowerment variables were positively correlated with each other.

- Meaningfulness and competence were both negatively correlated with intent to leave.
- Neither choice nor impact was correlated with intent to leave.
- Meaningfulness, competence, and impact were all positively correlated with organizational commitment, but competence was not.
- Meaningfulness, competence, and impact were positively correlated with job satisfaction, but choice was not.
- Intent to leave had strong negative correlations with both job satisfaction and organizational commitment.
- Organizational commitment and job satisfaction were positively correlated.

The multiple regression analyses with organizational commitment scores as the dependent variable indicated the following:

- The background variables were not statistically significant.
- The four-empowerment variables explained 30% of the variance in organizational commitment.
- Respondents who had higher scores on the meaningfulness composite also tended to have higher levels of organizational commitment.
- Respondents who had higher impact scores tended to have higher scores on organizational commitment.

The results of the regression analysis on job satisfaction scores indicated that:

- The background variables were not statistically significant.
- The entry of the empowerment variables in the second block explained 22% of the variance in job satisfaction.
- Respondents with higher meaningfulness scores also tended to have higher job satisfaction scores.

In the regression analysis with intent to leave as the dependent variable,

- The background variables in the first block explained 8% of the variance in intent to leave.
- Older individuals had lower scores on the intent to leave scale.
- The empowerment variables explained an additional 11% of the variance in intent to leave.
- Individuals with higher meaningfulness scores tended to have lower intent to leave scores.

### DISCUSSIONS

Results of the multiple regression analyses indicated that the demographic/background variables were not related to organizational commitment or job satisfaction, but age was related to intent to leave, with older individuals having less of an intention to leave. In terms of the empowerment scales, those with higher levels of meaningfulness and impact had higher levels of organizational commitment. Meaningfulness was the only statistically significant predictor of job satisfaction, with those respondents having higher scores on the meaningfulness scale also having higher levels of job satisfaction.

Meaningfulness was also the only statistically significant predictor of intent to leave, with those employees having higher meaningfulness scores having lower levels of intention to leave. Meaningfulness therefore appears to be the most important of the empowerment constructs examined in the current study. As will be discussed below, it appears that the empowerment constructs of impact, choice, and competence are less important in terms of predicting the key organizational outcomes included in the current study.
CONCLUSIONS

Thomas and Velthouse (1989, 1990) developed the cognitive model of empowerment, which delineated four ways in which employees can be empowered: impact, competence, meaningfulness, and choice. Although several of the empowerment scales (specifically meaningfulness, impact, and competence) were related to various dependent variables, it was clear from the regression analysis that meaningfulness was the best predictor.

Meaningfulness scores were positively related to all three dependent variables: intent to leave, job satisfaction, and organizational commitment and, while other empowerment variables displayed statistically significant bivariate correlations with the dependent variables, only meaningfulness was statistically significant in the multiple regression models. This indicates that it is the most important of the empowerment scales in terms of how the empowerment scales relate to the organizational outcomes of intent to leave, job satisfaction, and organizational commitment among employees.

The finding that three of the four empowerment scales under study were related to job satisfaction indicates that if organizations attend to empowerment in dealing with employees (through job design, reorganization, and feedback, etc.), employees are likely to be more satisfied with their jobs and more committed to the organization. Organizations, seeking to increase productivity and profits, would benefit from more satisfied and committed employees who intend to stay with the organization.

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KNOWLEDGE MANAGEMENT: A CONCEPTUAL OVERVIEW

Siji Joseph

ABSTRACT

“Knowledge is the key to the survival of virtual age”

Knowledge management is a key to effective management of information, and also to its protection and validation. Companies seeking to compete in the new age of uncertainty, of which open source data is but one symptom, need to focus on creating the necessary levels of trust and security that will secure their human assets. In brief, knowledge and information have become the medium in which business problems occur. As a result, managing knowledge represents the primary opportunity for achieving substantial savings, significant improvements in human performance, and competitive advantage. Information warfare techniques have already transferred in varying degrees into the commercial sector and this trend will increase in direct proportion to the pervasiveness of computing. As computer systems increase in intelligence they will compensate for this lack of management understanding. There are potentially massive benefits for those organizations that are at the forefront of these techniques. Organizations need to create a necessary level of self-awareness to combat this, while avoiding the paralysis of paranoia. Treating knowledge management as a technique to codify knowledge and share it on databases is just not good enough in these circumstances. Knowledge management strategies of this type would bring back the ghost of the infamous, and none too far in time, re-engineering days, when the corporate motto was “More IT, less people!”; they conjure grim scenarios of organizations with enough memory to remember everything and not enough intelligence to do anything with it.

Nowadays information technologies are as much about creating direct connections among people through such applications as electronic mail, chat-rooms, video-conferencing and other types of groupware as they are about storing information in databases and other types of repositories. More recently, electronic databases, audio and video recordings, interactive tools and multimedia presentations have become available to extend the techniques for capturing and disseminating content. Although these tools are not yet available anywhere in the developing world, they are spreading rapidly and present a unique opportunity for developing countries to benefit most from the technological revolution now unfolding: inexpensive telecommunications systems can help countries to leapfrog ahead through distance education, distance health services, and much better access to markets and private sector partners abroad.

KEYWORDS

Knowledge Management, Information Techniques, Databases etc.

INTRODUCTION

Knowledge Management refers to a range of practices and techniques used by organizations to identify, represent and distribute knowledge, expertise, expertise, intellectual capital and other forms of knowledge for advantage, reuse and transfer of knowledge and learning across the organization. Knowledge management programs are typically tied to organizational objectives and are intended to lead to the achievement of specific business outcomes such as improved performance, competitive advantages, or higher levels of innovation. Knowledge management is an evolving discipline. While knowledge transfer has always existed in one form or another, for example through on-the-job discussions with peers, formally through apprenticeship, the maintenance of corporate libraries, professional training and mentoring programmes. Since the late twentieth century- technologically through knowledge bases, expert system, other knowledge repositories, knowledge management programs claim to consciously evaluate, manage the process of accumulation, creation and application of knowledge, which is referred to by some as intellectual capital.

KNOWLEDGE MANAGEMENT SYSTEM

Knowledge Management System (KM System) refers to a system for managing knowledge in organizations, supporting creation, capture, storage and dissemination of information. It can comprise a part (neither necessary nor sufficient) of a Knowledge Management initiative. The idea of a KM system is to enable employees to have ready access to the organization's based document of facts, sources of information, and solutions. For example: an engineer could know the metallurgical composition of an alloy that reduces sound in gear systems. Sharing this information organization wide can lead to more effective engine design and it could also lead to ideas for new or improved equipment.

APPROACHES TO KNOWLEDGE MANAGEMENT

There is a broad range of thought on knowledge management with no agreed definition current or likely. The approaches varying by author and school. For example, knowledge management may be viewed from each of the following perspectives:

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**Technocentric:** Focus on technology, ideally those that enhance knowledge sharing / growth, frequently any technology with information.

**Theoretical:** Focus on the underlying concept of knowledge creation, transmission, transformation and others.

**People view:** Focus on bringing people together and helping them exchange knowledge.

**Process view:** Focus on the processes of knowledge creation, transmission, transformation, and others.

**Organizational:** How does the organisation need to be designed to facilitate knowledge processes? Which organizations work best with what processes?

**Ecological:** Seeing the interaction of people, identity, knowledge and environment factors as a complex adaptive system.

**Combinatory:** Combining more than one of the above approaches where it’s possible without contradiction.

**NEED OF KNOWLEDGE MANAGEMENT IN PRESENT TIME**

Ann Macintosh of the Artificial Intelligence Applications Institute (University of Edinburgh) has written a "Position Paper on Knowledge Asset Management" that identifies some of the specific business factors, including:

- Marketplaces are increasingly competitive and the rate of innovation is rising.
- Reductions in staffing create a need to replace informal knowledge with formal methods.
- Competitive pressures reduce the size of the work force that holds valuable business knowledge.
- The amount of time available to experience and acquire knowledge has diminished.
- Early retirements and increasing mobility of the work force lead to loss of knowledge.
- There is a need to manage increasing complexity, as small operating companies are trans-national sourcing operations.
- Changes in strategic direction may result in the loss of knowledge in a specific area.

To these paraphrases of Ms. Macintosh's observations, we would add:

- Most of our work is information based.
- Organizations compete based on knowledge.
- Products and services are increasingly complex, endowing them with a significant information component.
- The need for life-long learning is an inescapable reality.

**BUSINESS STRATEGIES RELATED TO KNOWLEDGE MANAGEMENT**

As you explore other explanations of knowledge management - Bo Newman’s Knowledge Management Forum is a good starting point, you will detect connections with several well-known management strategies, practices, and business issues, including: a) Change management, b) Best practices, c) Risk management, and d) Benchmarking.

**IT TOOLS FOR KNOWLEDGE MANAGEMENT**

Nowadays information technologies are as much about creating direct connections among people through such applications as electronic mail, chat-rooms, video-conferencing and other types of groupware as they are about storing information in databases and other types of repositories. More recently, electronic databases, audio and video recordings, interactive tools and multimedia presentations have become available to extend the techniques for capturing and disseminating content.

**Electronic technology for transferring knowledge:** The availability of the World Wide Web has been instrumental in catalyzing the knowledge management movement. It may, if well resourced and implemented, provide a comprehensive knowledge base that is speedily accessed, interactive, and of immediate value to the user. However, there are also many examples of systems that are neither quick, easy-to-use, problem free in operation, or easy to maintain. The Web, for example, frequently creates information overload.

**Activity-Based Costing (ABC):** A methodology that measures the cost and performance of activities, resources, and cost objects. Resources are traced to activities that are then assigned to the business process that consumes them. This information allows one to identify which activities contribute to customers’ needs and to eliminate activities that do not. It also allows one to identify cost drivers within each process.

**Artificial Intelligence (AI):** Computer techniques (usually via software) that attempt to solve problems without human intervention. Such techniques includes: expert systems, neural networks, case based reasoning, intelligent agents, and genetic algorithms.
Benchmarking: The process whereby an existing action, product, or service becomes the reference point (yardstick) against which similar actions, products or services are measured. Benchmarks are one of several methods used to evaluate performance and to implement metrics.

Business Process Reengineering (BPR): BPR constitutes the fundamental rethinking and redesign of business processes to bring about dramatic improvements in critical, contemporary measures of performance, such as cost, quality, service, and speed.

Business-to-Business (B2B): B2B refers to buying and selling of products and services between businesses rather than with the final customer (B2C). Manufacturers selling, for instance, to wholesalers would be an instance of B2B. The term is usually used for electronic business or electronic commerce.

Capability Maturity Model (CMM): A system for organizational evaluation that is based on the idea that an organization should improve its management processes and capabilities as it gains experience and matures. It is believed that organizations can progress through five levels of maturity—initial, repeatable, defined, managed, and optimizing.

Corporate Yellow Pages: A listing of individuals, their expertise, and contact information. This tool can be useful in locating knowledgeable personnel within an organization. An organization must determine if such a tool is cost-effective. An organizational wiring diagram or organizational chart with contact information may be sufficient to locate someone who can provide an appropriate contact point to the enquirer.

Online Transaction Processing (OLTP): A real time software/network that permits transactions to be entered and retrieved by computer. It is used in many business applications such as rental car companies, consumer sales, credit card checks, airline reservation systems, etc.

Personal Digital Assistant (PDA): Any small, mobile, hand-held device that provides computing and information storage and retrieval capabilities for personal or business use, often for scheduling calendars and address book information handy.

Records Management: Management (planning, controlling, directing, organizing) of knowledge, information, and data records, and their creation, maintenance, and use. Such records can include both hard (books, papers, maps, photographs, machine-readable documents) and soft (electronic and software) materials, regardless of physical form or characteristics.

Web Site: A file of information located on a server connected to the World Wide Web (WWW). WWW protocols and software allow the global computer network (the Internet) to display multimedia documents. Web sites may contain text, photographs, illustrations, video, music, or computer programs.

CONCLUSIONS

Knowledge management is the key to the effective management of information, and to its protection and validation. Information warfare techniques have already transferred in varying degrees into the commercial sector and this trend will increase in direct proportion to the pervasiveness of computing. As computer systems increase in intelligence, they will compensate for this lack of management understanding. There are potentially massive benefits for those organizations that are at the forefront of these techniques. Organizations need to create a necessary level of self-awareness to combat this, while avoiding the paralysis of paranoia. Treating knowledge management as a technique to codify knowledge and share it on databases is just not good enough in these circumstances. Companies seeking to compete in the new age of uncertainty, of which open source data is but one symptom, need to focus on creating the necessarily levels of trust and security that will secure their human assets.

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IMPACT OF SOCIAL MEDIA MARKETING ON BUSINESS WORLD

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ABSTRACT

It has now become necessary to bring out a revised edition of a mainstream marketing textbook every three years. If one considers the incidence of significant changes in theory and practice, then, clearly, this cannot be the cause and one is left to conclude that the only compelling reason is ‘recency.’ However, the preoccupation with ‘recency’ leads younger scholars to overlook or ignore all the seminal contributions of earlier generations on which the foundations of modern marketing thought are built. In doing so, they lose sight of the knowledge and insight accumulated over many years in other social sciences like economics, psychology, and sociology which the marketing discipline seeks to integrate into a holistic explanation and interpretation of human consumption and exchange behaviour. When Newton (1642-1727) said: “If I can see further it is because I am standing on the shoulders of giants,” he was acknowledging his debt to all the scholars who had preceded him. However, he was propounding completely new theories that represented a major breakthrough in our understanding.

The assertion that marketing is a discipline with universal application is predicated from the validity and relevance of the singular disciplines on which it is founded — specifically, psychology, sociology, and economics and largely confirmed by the work of archaeologists and anthropologists. Some examples will help to support this claim. To begin with, psychology is the study of the individual and it is individuals with a demand backed up by purchasing power that forms the market for all kinds of goods and services. If we consider some of the key insights and knowledge derived from psychology, it appears that they are common to humankind everywhere.

KEYWORDS

Recency, Human Consumption, Exchange Behaviour, Social Marketing etc.

INTRODUCTION

The thing that hath been, it is that which shall be; and that which is done is that which shall be done: and there is no new thing under the sun. — Ecclesiastes (1:9, The Bible) you cannot step twice into the same river. — Heraclites (513 BC)

Of course, neither quotation is to be taken literally. The first means that the needs and motives that underlie human behavior remain the same albeit that the means of satisfying these needs may change over time. The second reinforces the notion of change in that the water flowing in a river constantly renews itself and so is in a state of unremitting flux. So, how do we resolve this dilemma? While agreeing with Heraclites that every problem we encounter may differ to some degree from every other, we can learn a great deal about rivers, their properties, and behavior by studying them. Perhaps, even more important, as intelligent human beings; we can communicate our knowledge of rivers to succeeding generations so that they do not have to acquire the same information directly through experience. Therefore, if we seek to predict the future of emerging economies, it would seem sensible to reflect about what we already know about the subject of economic development. As the future is yet to arrive, we have no knowledge of it, but we do have knowledge of both the past and the present. It would seem sensible to start with what we do know. To begin with, I would like to revisit a number of themes that have occurred and re-occurred during my own academic career over the past 40 years such as the concern for novelty and regency which the younger generation of scholars are preoccupied with and the notion of ‘cumulatively.’ Most of us have benefited from this phenomenon without consciously thinking about it. Both these themes underline the importance of history and the need to avoid continuously reinventing the past usually because of oversight rather than ignorance. Reflection on the source and nature of ideas and the evolution of history leads naturally to a consideration of the discipline of marketing. Marketing is a synthetic discipline like many other subjects that are the basis of a professional practice. Further, consideration of the core social sciences on which marketing is based suggests strongly that marketing is universal in nature. If this is so, then we already know the marketing paradigms relevant to emerging economies and we would do well not to reinvent them.

RECENCY

It has now become necessary to bring out a revised edition of a mainstream marketing textbook every three years. If one considers the incidence of significant changes in theory and practice, then, clearly, this cannot be the cause and one is left to conclude that the only compelling reason is ‘recency.’ However, the preoccupation with ‘recency’ leads younger scholars to overlook or ignore all the seminal contributions of earlier generations on which the foundations of modern marketing thought are built. In doing so, they lose sight of the knowledge and insight accumulated over many years in other social sciences like economics, psychology, and sociology which the marketing discipline seeks to integrate into a holistic explanation and interpretation of human

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consumption and exchange behaviour. When Newton (1642-1727) said: “If I can see further it is because I am standing on the shoulders of giants,” he was acknowledging his debt to all the scholars who had preceded him. But, he was propounding completely new theories that represented a major breakthrough in our understanding. In addition to discovering the binomial theorem, differential and integrated calculus, and that white light is composed of many colours, he also developed the three standard laws of motion and the universal law of gravitation. Until these propositions/ theories are falsified (the central tenet of positivism), physicists and others will continue to accept their validity and build upon the insights they provide. Thus, science proceeds by a process of accumulation, most of which is incremental, until the next major discontinuity or breakthrough occurs, initiating a new cycle of evolutionary refinement. However, as Luecke (1994) pointed out, social scientists seem to be unwilling to agree on a common starting point representing what we believe we know so that we may advance from a well-established base to explore what we do not know. As a result, the social sciences appeared to be doomed to drift aimlessly, continually revisiting the same issues and reinventing themselves.

**BIRTH OF MODERN SCIENCES AND EMPIRICISM**

Aristotle’s contributions to knowledge are many and varied and, rightly, he is credited among other things with having single-handedly invented and enunciated the principles and logic of deduction through syllogism. Indeed, his contributions were so great as to have withstood the test of time for almost another two millennia and a substantial number survive even to this day. Until the 19th century, when the word ‘science’ was coined, the study of nature and associated techniques was part of the discipline of philosophy. A fuller and a more detailed discussion concerning the growth of separate disciplines and traditions is furnished elsewhere (Obura and Baker, 1999) and needs no repetition here. Suffice it to say that there is clearly more than an element of truth in Russell’s (1995) argument that what was for the most part proven by philosophers became ‘science’ and what was not resolved remained under the rubric of philosophy. According to Durant (1954), “Every later age has drawn upon Aristotle and stood upon his shoulders to see truth.” The creation of science was facilitated when Aristotle “merged Plato’s method of knowledge-through-critical discussion with the empiricist method of careful observation” (Hunt, 1991).

**THE PRINCIPLE OF CUMULATIVITY IN SOCIAL SCIENCES**

The 17th century was perhaps even more important for the ideas of liberalism that contributed to the processes of enlightenment. In the beginning of this period, John Locke expounded on both the necessity and principles of modern empiricism. His ideas spread very quickly in Britain and France among other nations. The list of people who were greatly influenced include Berkeley, Hume, Voltaire, Kant, and Marx (Russell, 1996). Commerce and inter-state dealings multiplied and both the American and French revolutions took place. Britain gained hegemony over a quarter of the world and was way ahead of other nations in reaping the combined benefits of Industrial Revolution and relative political stability. The political stability was ensured by the implementation of governance mechanisms devised by philosophers and the growing prosperity of the common man. Building on both philosophical and scientific successes, almost similar to what we know today as Maslow’s hierarchical stages, economists started taking the centre stage and their influence on Darwin and his theory of evolution is clear.

**You Can Read. You Can Write Too**

Way back in late 1990’s, when the world was changing for good with the advent of internet, we all thought that the world had probably changed as much as it could have. (In addition, I am sure, given where we are today, you would agree that 10 years ago was ‘waaaaaaback’. There is even an online ‘way back machine’2 that helps you look at snapshots of old sites). All businesses were putting their websites together. In addition, people who were not ‘businesses’ yet got ample funding to launch their own websites and portals. Media houses such as The Times of India turned online, and more new online properties came up almost from nowhere indya.com, rediff.com, etc. But except for the novelty of the medium, it remained one way. Publishers would publish and readers would read. Yes, interactions could be faster than writing to the editor one could comment; one could rate articles in real time, but the medium essentially remained one-way. People at large were still consumers of information. The web was essentially “Read only”. There were some path-breaking sites such as Geocities.com that helped people have their own websites, but put too many roadblocks as well for people. Ads were irritating, deletion of accounts due to unused, etc. Moreover, of course technology did not support instant consumption of updates which came with RSS only a bit later.Around 2005, blogging started picking up, and almost instantly, the web turned from ‘Read only’ to ‘Read Write’. It became extremely easy for people to create their own content. In addition, the content got churned out in masses movie reviews, views on news, even ‘breaking news’. The barrier to set up was low platforms such as Blogger and Word press made it extremely easy for masses to set up their own professional-looking content publishing sites. Instant blog updates would be sent to subscribers through RSS (simple syndication protocol) so, no more visiting a site to get an update. And, Google genuinely turned the industry around by allowing people to actually earn money off their publishing by having Google display contextually relevant ads on the site. Google of course earned a big commission on these ads. So, unlike Geocities where the writers would be put off by the ads, here was an opportunity for them to make a bonus just writing the stuff they liked of course the writers did not mind the ads. Moreover, Google made a lot of money off the commission off the ‘long tail’ of writers (more about long tails below).

**MARKETING IS MARKETING**

The assertion that marketing is a discipline with universal application is predicated from the validity and relevance of the singular disciplines on which it is founded — specifically, psychology, sociology, and economics and largely confirmed by the work of archaeologists and anthropologists. Some examples will help to support this claim. To begin with, psychology is the study of the
individual and it is individuals with a demand backed up by purchasing power that form the market for all kinds of goods and services. If we consider some of the key insights and knowledge derived from psychology, it appears that they are common to humankind everywhere. Consider Maslow’s ‘hierarchy of human needs’ which posits that we are born with an instinct to survive that dominates all other drives. But, given a minimal level of subsistence, a concern for safety kicks in and there being ‘safety in numbers’ families become extended and tribes evolve. Within tribes, social bonds and patterns of inter-personal relationships develop creating a need for role recognition and esteem until, at the highest level, the individual self-actualizes and adopts the pattern of behaviour that yields him the greatest personal satisfaction. Similarly, following Freud’s ideas on motivation and Pavlov’s experiments with conditioning and learning, individual behaviour is modified through acculturation and socialization. Thus, while needs and wants are the same in kind, they may differ in degree and call for some adaptation in satisfying them according to the particular context. Much the same is true of economic theory. Economics is concerned with maximizing satisfaction through the consumption of scarce resources. The market is the mechanism that establishes the nature and strength of demand enabling suppliers to prioritize the conversion of resources into utility and satisfaction through the exchange process. This is as true of barter in a village market as it is of the trading of financial derivatives in the world’s major stock markets. In essence, we have knowledge and theory that has accumulated over many thousands of years. It would seem sensible, therefore, that we draw on this knowledge to address both current and future problems.

Historically, it is clear that exchange is the basis of economic growth, the stimulus for innovation, and the origin of civilization. It was recognition that individual productivity was greatly increased by task specialization that first enabled humankind to break the shackles of a subsistence economy dependent on what nature alone of the singular disciplines on which it is founded specifically, psychology, sociology, and economics and largely confirmed by the work of archaeologists and anthropologists. Some examples will help to support this claim. To begin with, psychology is the study of the individual and it is individuals with a demand backed up by purchasing powers that form the market for all kinds of goods and services. If we consider some of the key insights and knowledge derived from psychology, it appears that they are common to humankind everywhere. Consider Maslow’s ‘hierarchy of human needs’ which posits that we are born with an instinct to survive that dominates all other drives. However, given a minimal level of subsistence, a concern for safety kicks in and there being ‘safety in numbers’ families become extended and tribes evolve. Within tribes, social bonds and patterns of inter-personal relationships develop creating a need for role recognition and esteem until, at the highest level, the individual self-actualizes and adopts the pattern of behaviour that yields him the greatest personal satisfaction.

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However, the British are not worse off now because they have closed their coal mines and shut down masses of smokestack industries. In fact, currently, they enjoy the highest standard of living in their history. Currently, average wage rates in China are 33p per hour; in Britain, they are £10.61 32 times as much. So, China’s pool of cheap, relatively unskilled labour means that its advantage lies in concentrating on light, labour-intensive manufacturing while importing high tech, high value-added goods made in the West. Some would ask: “Why, then, did IBM sell its personal computer business to Lenovo and what about the fact that 2 per cent of China’s exports are electronic goods?” The answer is that China buys capital-intensive components such as chips from Taiwan and Japan and assembles them into finished products at a lower cost than the Taiwanese and Japanese can. As Duncan (op.cit, 2004) points out: “China now runs a large deficit on trade in electronics with high tech, high value-intensive components such as chips and call for some assembly in satisfying them according to the particular context. Much the same is true of economic theory. Economics is concerned with maximizing satisfaction through the consumption of scarce resources. The market is the mechanism that establishes the nature and strength of demand enabling suppliers to prioritize the conversion of resources into utility and satisfaction through the exchange process. This is as true of barter in a village market as it is of the trading of financial derivatives in the world’s major stock markets. In essence, we have knowledge and theory that has accumulated over many thousands of years. It would seem sensible, therefore, that we draw on this knowledge to address both current and future problems.

Although Porter (1990) dismisses Ricardo’s theory as inadequate and incomplete in his book titled, The Competitive Advantage of Nations, in fact, his claim that the only lasting sustainable advantage is a country’s people is precisely the basis of Ricardo’s original argument. The cost of labour is a reflection of the value added by a country’s people and is the basis of current competition in world markets. The evolutionary cycle (Darwin’s Origin of the Species, 1859), implicit in the theory of comparative advantage, is another conceptual framework that offers both support and guidance to those who would seek to plan for the future.
At Harvard Business School in the 1960s, it was the basis of Levitt’s (1983) seminal contributions on ‘marketing myopia’ and the ‘product life cycle’ which gave birth to the Boston Consulting Group’s framework for strategic planning and analysis, usually known as the ‘Boston Box.’ In turn, this prompted a host of similar matrices widely used in strategic planning as well as Vernon’s (1966) work on the international product life cycle. The latter would be useful reading for those who feel threatened by the growth of the emerging economies.

More recently, authors such as Dhalla and Yuspeh (1976) have exhorted us to ‘forget the product life cycle concept’ largely due to their mistaken belief that it is a predictive device that has failed in practice. This error may well be a case of the critics failing to understand the original conceptualization. Those who have understood the implications of life cycles appreciate that they describe the sequence of events that an idea, an organism or a product will pass through, assuming the absence of an event or intervention that prevents the phenomenon running its natural course. At the outset, it is usually impossible to predict whether something will interrupt the life cycle which means, of course, that we cannot use the parameters of S-shaped or logistic curves to predict the sales of a new product. Only retrospectively, if it succeeds, will we see that the sales of a successful product follow such a curve.

Similarly, we know that once a market becomes saturated and new substitutes are introduced that begin to take the market share away from the established market leader, we either take steps to prolong the life cycle of our product or it will move into decline as the theory predicts it will. Only a fatalist believes that nothing can be done to influence and change the ‘normal’ life cycle. It was this kind of a flawed thinking that led to the Club of Rome’s dismal forecasts in 1967 which precipitated an energy crisis and the world recession of the 1970s. A third conceptualization that I have found to be robust and of considerable value in understanding the dynamics of competitive markets is Copeland’s ‘classification of goods’.

Appearing in the Harvard Business Review in the year 1924, Copeland’s article (in turn based on the earlier work of Parlin in 1912) proposed that goods and services could be classified as falling into three categories based on the customers’ buying behavior—convenience, shopping, and specialty. In articulating this classification, Copeland anticipated the identification of the three generic strategies undifferentiated, differentiated, and concentrated subsequently popularized by Michael Porter as cost leadership, differentiation, and focus. Copeland also anticipated ideas about high and low involvement and the role of branding. Other works that have not been mentioned already include: Rogers Diffusion of Innovation (2003); the industrial economists’ work on ‘Market Structure, Conduct and Performance’ also popularized by Michael Porter in his work on ‘Competition and Strategy;’ Borden’s (1964) ‘Marketing Mix’ simplified by McCarthy from 12 elements to 4Ps; Lavidge and Steiner’s (1961) ‘Hierarchy of Effects’ model and so on. Obviously, any person’s selection of seminal contributions is bound to be selective.

However, given the opportunity to compile a five-volume reader containing 161 articles (Baker, 2001), I have considered a substantial cross-section of the literature of marketing and, particularly, the earlier work that I feel is often being overlooked. This is not to recognize that many of the earlier offerings have been both updated and improved by later scholars. But, at the same time, it is also true that the farther away the receiver is from the source of communication, the greater the likelihood that the message will become distorted in transmission. So, it is important to remember the past and learn from it. Answers to most, if not all, of the questions concerning the management of emergent economies have been addressed before. While it may be necessary to adjust and modify these solutions to answer specific questions, I firmly believe that our knowledge of marketing is universal. Marketing is marketing everywhere.

The Economics of Attention: Social Media and Businesses

Web 2.0 has radically broadened our perception of the online universe. With the advent of social media giants like YouTube (2005), Facebook (2005), and Twitter (2007), millions of people all over the world have gained the ability to connect like never before, and more importantly, create and share content of their own without much effort and in a timely manner. Massive participation in these social networks is reflected in the countless number of videos, comments, news, and status updates that are constantly posted and discussed in social sites such as Facebook, Digg, and Twitter. The effect of this proliferation is evident from the numbers that these websites boast of as well as the global demographics that engage these services on a daily basis. We are in, what is known as, the Information Age, defined as “a period that will be characterized by the ability of individuals to transfer information freely, and to have instant access to information that would have been difficult or impossible to find previously”.

In this age, where information is readily available in mammoth quantities and types, there is a new brand of economics, which is eloquently described by Richard Lanham in his book ‘The Economics of Attention’. The basic principle is as follows: If economics is about the allocation of resources, then the most precious resource in our new information economy is certainly not information, for we are drowning in it. No, the important commodity is the attention to make sense of that information. We have more content than we can experience, which makes our attention selective. Thus the wide spread generation and consumption of content has created an extremely competitive online environment where different types of content vie with each other for the scarce attention of the user community. Inspire of the seemingly chaotic fashion with which all these interactions take place, certain topics manage to attract an inordinate amount of attention, thus bubbling to the top in terms of popularity. Through their visibility, these popular topics contribute to the collective awareness of what is trending and at times can affect the public agenda of the community. It is these mechanisms which award popularity to certain items that is of prime interest to the community of social media researchers as well as companies and individuals who wish to take advantage of them to promote their content. When social media websites first began to become popular, it was mostly due to individual users who began connecting and interacting
among themselves. It is only in recent years that this particular brand of online attention has come to the forefront, as companies have begun to take note of the large number of eyeballs that are accessible through these websites. When Google began to dominate search in the early 2000s, it did not take long for them to discern a then unique model of monetization of search, through online advertising. Traffic began to transform into revenue. It was only when they became public that it was disclosed how much revenue they were garnering from advertising and the world realized the potential that online attention can generate. What made search so profitable was the sheer number of people who spent enormous amounts of time searching. That number has been far eclipsed by the users of social media. It has been reported that one billion users are active on Facebook (Sep 2012) and it was earlier reported (Jan 2011) that the average user spends average of six hours and 35 minutes on Face book per month. This is nearly double the time (3:20) spent on Google. This statistic has led to unprecedented excitement for advertisers and for Facebook that they could structure a business model on ads similar to Google.

REFERENCES

BANKING INNOVATIONS AND CHALLENGES FOR BANKS IN RURAL VILLAGES
OF SALEM DISTRICT, TAMIL NADU

Dr. A. Jayakumar33 G. Anbalagan34

ABSTRACT

This paper focuses on “Banking Innovations and Challenges”, briefly explain the modern bank challenges for non-performing assets profitability, risk management, technology and phishing. Moreover, bank must leverage for financial inclusion has been discussed.

KEYWORDS

Banking, Innivation, Challenges, Banks, Rural Villages etc.

INTRODUCTION

Banking sector in India has undergone a major transformation attributed to changes in non-stop deregulation. Absolutely regulated ‘sellers market’ has been shifted to deregulated ‘customers market’. The continuous deregulation has made the banking market enormously competitive with greater autonomy, operational flexibility, and decontrolled interest rate and liberalized norms for foreign exchange. The deregulation of the industry couple with decontrol in interest rates has led to entry of a number of private and foreign players in the banking industry. At the same time reduced corporate credit off take thanks to sluggish economy has resulted in large number of competitors batting for the same pie.

Service sector has been made an instrument of social change in our country. The service sector plays a vital role in an economy and in shaping its future. The economics of the world are now dominated by services, which account for nearly two third of the Gross Domestic Product (GDP) and employment. The service Sector is becoming the primary source of wealth, trade and growth throughout the developed world. Economic prosperity means that, service transactions are becoming a trade-off between the benefits obtained and the costs incurred in terms of time and control with the price becoming irrelevant.

The banking sectors reform measures privileged status during the pre-liberalization era, are suddenly pushed through the competitive ambiance. The new sets of private and foreign banks brought customer driven products and services. They have further intensified the inter-competition and also posed sector banks in respect of retaining the existing customers, rendering better value added customized/tailor-made services, innovative technology-based fast services and market share.

The reforms brought out structural changes in the financial sector, eased external constraints in their operations, introduced transparency in reporting procedures, restructuring and recapitalization and increased competitiveness in banking sector. Advancement of Information Technology has become one of the important pillars of banking revolution. All these have created lot of opportunities for banking business in India and also invited many challenges for the bankers.

CHALLENGES OF BANKS

Non Performing Assets (NPAs) Management: One of the contemporary biggest challenges of banking sector is managing Non Performing Assets (Sharma and Bardia, 2003). NPAs are to be kept within the tolerance level of the bank as because it is the inevitable burden of any bank. In case banks are incapable of generating earnings owing to NPAs, it will shortly position the banks into liquidity crunch. They also recommended that banks should not grant loans due to political pressure but the loans be granted after judging the credit worthiness of the customers. In order to accomplish this objective the banks should use the refined methods of credit risk management.

Profitability: Profit is the most crucial parameter of judging the health of a bank. Profit is essential to satisfy the stake-holders expectations and expansion of the existing business. The most direct result of profitability changes is increasing competition and narrowing spreads and its impact on the profitability of banks. The challenge for banks is how to manage with thining margins while at the same time working to improve productivity which remains low in relations to global standards. This is particularly important because with dilution in banks’ equity, analysts and shareholders now closely tract their performance. Thus, will falling spreads, rising provision for NPAs and falling interest rates, greater attention will need to be paid to reducing transaction costs. This will require tremendous efforts in the area of technology and for banks to build capabilities to handle much bigger volumes.

Risk Management: The deregulated environment brings in its wake risks along with profitable opportunities and technology plays a crucial role in managing these risks. In addition to being exposed to credit risk, market risk and operational risk, the

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business of banks would be susceptible to country risk, which will be heightened as controls on the movement of capital are eased. In this context, banks are upgrading their credit assessment and risk management skills and retraining staff, developing a cadre of specialists and introducing technology driven management information systems, which are difficult to manage by the banks.

Technology: There has been a sea change in the operations of banking in the midst of IT revolution. The nature of banking activities got shifted from social banking to commercial banking, traditional class banking to mass banking, brick and mortar banking (banking at fixed branch premises) to electronic banking, local banking to universal banking. ‘Queue banking’ has been replaced by ‘click banking’. ‘Computerized banking’ replaces the ‘manual banking’. Many innovative solutions have been developed in retail and corporate banking such as plastic money, e-banking, tale-banking, m-banking; SMS banking, i-banking, core banking and all these have become the banking buzzwords. CRM has been transformed into ECRM (Electronic Customer Relationship Management). All these are the boon of advancement of technology. On the other hand far-reaching changes in the technological advancement resulted into increased number of frauds (Vaswani, 2003) need to be tackled properly by the bankers.

Phishing: Phishing means sending an e-mail that falsely claims to be from a bank and asking for sensitive financial information. It is derived from fishing. Phishing (also called brand spoofing) is a term used for a short of fraud where phishes send out spoof email to a random database to fool the recipient in to divulging personal information like credit cards details, user names and passwords, that can be used for identity theft. Phishing is one of the most well known and fastest growing scams on the internet today. The typical phishing scam involves an e-mail that appears as though it came from a reputable and known service institutions or company. The e-mail appears to be legitimate and the actual one. The message generally indicates that, due to problems in the bank such as database updates, problem occurred in server, security/identity theft concerns; the recipient is required to update personal data such as passwords, bank account information, driver’s license numbers, social security numbers, Personal Identification Numbers (PIN), and so forth. The e-mails include warning to the users that failure to immediately provide the updated information will result in suspension or termination of the account.

Mobile banking, m-banking, or SMS banking refers to online banking that occurs via mobile phone or PDA rather than a PC. The earliest mobile banking services were offered over SMS, but with the introduction of smart phones and Apple IOS, mobile banking is being offered primarily through applications as opposed to text messages or a mobile browser.

Mobile banking reduces expenses by allowing customers to review transactions, transfer funds, pay bills, and check balances without relatively expensive phone calls to a bank’s customer service call center. More than half of all customer service calls already come from mobile phones, and studies show consumers are twice more likely to have a cell phone than cash when out and about. Younger consumers, who are most likely to carry cell phones, are also heavy debit card users who require frequent balance checks.

Enhanced security with SMS transaction notifications and the ability to turn card accounts on or off, and new technologies like mobile check deposit, in which you simply take a cell phone picture of the check, are contributing to the increasing popularity of mobile banking. Eventually, mobile phones may even replace ATMs and credit cards.

BANKS MUST LEVERAGE TECHNOLOGY FOR FINANCIAL INCLUSION

The Union Finance Minister and The President of India, Shri, Mr. Pranab Mukherjee, on Sunday exhorted banks to leverage technology to further the cause of financial inclusion so that the benefits of the Government’s social security efforts, national rural employment guarantee payments, and the like, can reach the rural poor directly.

Referring to the fact that over half of the 90 million farmer households in the country did not have access to credit either from institutional or non-institutional sources, Mr. Mukherjee said, “Financial inclusion and the extension of financial services to every citizen is a priority of the Government. This goal of financial inclusion cannot be achieved without the help of technology.”

Banks can create unprecedented economic opportunities for the rural populace by providing banking and financial services by leveraging modern technologies such as the Internet, mobile, smart cards and biometric authentication.

The implementation of core banking at SBI is one of the largest such exercises in the world, entailing the interconnection of over 17,700 branches and over 20,000 ATMs in India and overseas.

Financial inclusion in remote areas can be made viable for private and public sector banks by dovetailing their interests with those of Government entities. Like a bad conscience, every once a while, the notion that just one out of three Indians has access to formal banking facilities prods the policymaker into pronouncements that sound promising but
are just silly. New Delhi reportedly wants private banks to step up their financial inclusion contribution if they wish to be considered for business and projects from government agencies. With such opportunities growing, the policymaker reckons this threat will goad the private banks where plain old requests to do the needful have failed. As it stands, public sector banks have the major chunk of such businesses and private banks in their early days had been allowed a slice on the expectation they would participate in social schemes. Now the policymaker wants to hold a gun to their temples.

Chances are that the private banks may not feel too cowed down if the economy gets off to a heady start soon and new business opportunities beckon. If markets expand with fresh investments in the rural areas, so will business for the private banks; in the bargain, financial inclusion will become more feasible than it is now probable through veiled diktats. But the possibility of inclusive economic and financial growth should not rule out parallel policy initiatives of quite a different sort than the current one. The indigenous moneylender’s network, with due diligence and reform, can be co-opted by the formal banking system to bring remote areas into the exchange economy. But the most promising and pioneering initiative for financial inclusion may have already begun: the use of post offices. The Union communications Minister Mr. A. Raja, has a plan to upgrade 4,000 post offices to provide core banking services within three years. The idea of using the vast network of a lakh-and-a-half post-offices, which takes letters to every part of the country, to reach the unbanked areas and benefit the socially excluded has been a wonderful idea waiting to bear fruit. Three years ago, State Bank of India expressed a wish to tie up with the Ministry for that purpose and those policymakers who now wield the stick should take a leaf from the experiment some banks have attempted in a few States to push for synergies by teaming up with post-offices.

Dovetailing those interests will hasten financial inclusion by turning remote areas into viable propositions for both private and public sector banks. But to do that, key ministries have to share the burden of planning and action. Financial inclusion is a social goal that cannot remain to sole responsibility of just one part of the government.

**RESEARCH METHODOLOGY**

**Area of Study**
In this research work, Tamil Nadu constituted the population taken for the study, however, it is not possible to study the banks entirely in Tamil Nadu; the researcher adopted a survey technique and as such the branches in Tamil Nadu in rural (rural only main branch) was selected for the study.

**Sample and Sampling Techniques**
A sample will be determined to obtain a broad view on the economic implication of electronic banking from the bank under study based on this the population of one (hundred) was targeted. Convenience Sampling Technique will be adopted for the study. The sample will be collected from Salem and around Salem District. Thus, from the target population the sample size was determined using the data.

**Instruments of Data Collection**
The instrument of data collection for this research work will be done through distributing well-structured questionnaires- one from the bank employees and the other from the rural customers.

**Method of Data Collection**
The primary and secondary sources of data collected will be collected for this research work.

- **Primary Source:** Data in the category will be collected mainly though visits, personal participation and observation and distribution of questionnaires to the bank employee under study and from the customers in rural areas in Tamil Nadu.

- **Secondary Source:** Secondary data in this research work were collected through the review of related literature; the relevant literatures were obtained from books journals, magazines, and newspapers.

**CONCLUSION**
Banking system occupies an important role in the nation’s economy. A banking institution is indispensable in a modern society. It plays a pivotal role in the economic development of a country and forms the core of the money market in an advance country. Banks essentially are social organizations rendering financial services to sub serve the socioeconomic objectives of the society. In order to serve efficiently our national objectives, besides being innovation banks have to remain health and profitable. The bank’s major role in to strengthen the progress of our country, and its service depends upon image and impression of the bank and the branch and its people. The relationship between a banker and his customer depends upon the nature of service provided by a banker. In addition to its primary functions, a banker renders a number of services to his customer. The relationship between them primarily is that of a creditor and a debtor. A banker also acts as an agent or trustee on his customer if he latter entrusts the former with agency or trust work. In such cases, the banker acts as a debtor, an agent and a trustee simultaneously but in relation to the specified business.

Banking sector of India needs to manage all the aforesaid challenges very effectively and efficiently with a view to ensure the economic growth of the country. Banking sector is still to render services to large section of the society particularly in the rural...
areas. Opportunities are immense for the Indian bankers to expand their business. But confidence must be built among the customers by overcoming those challenges. Honest and sincere efforts from the bankers need to be put to challenge those problems. The banks are offering multiple services with variety of unique features to its customers. Banking intermediaries are going through significant changes all over the world under the impact of deregulation, technological up-gradation and banking innovations. With the enhanced intricacies of banking services bankers are posing wide-ranging challenges. A few of the challenges faced by the bankers are serious issue of apprehension.

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PERCEPTION AND ATTITUDE TOWARDS SOCIAL MEDIA AND COMMUNITY ENGAGEMENT WITH REFERENCE TO YOUNGSTERS, IN WEST TAMBARAM, CHENNAI

K. Sandhya

ABSTRACT

Social media plays a vital role and occupying a significant place in the mind of the today’s youngsters being engaged to create, share, and / or exchange information and ideas in virtual communities through networking. An article enlightening how the usage of social media has changed over a short period of time among youngsters, as indicated by three months of survey data and interviews with a subset of youngsters. The main purpose of the study is to determine the perception and attitude of youngsters towards social media and community engagement. Descriptive research design was adopted in this study. Convience method from non-probability sampling technique used to choose samples. Totally 100 Chennai respondents participated through by questionnaire in this study. Chi square, Correlation, Descriptive analysis and one-way anova tests were used to measure hypothesis and analyze the impact of social media among youngsters. Findings of this study are only related to the Youngsters from Chennai in West Tambaram, study period was September to November, and maybe it is not generalized to other Districts and Countries.

KEYWORDS

Perception, Attitude, Social Media, Community Engagement, Youngsters, Social Networking Site (SNS) etc.

INTRODUCTION

Social Networking Sites is the most popular networking web portal especially to college students due to its service offer. Social Media in different forms include magazines, Internet forums, weblogs, social blogs, micro blogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking. Based on certain difference in features they are categorise in web portal as: collaborative projects (for example, Wikipedia), blogs and micro blogs (for example, Twitter), content communities (for example, YouTube and DailyMotion), social networking sites (for example, Facebook), virtual game-worlds (e.g., World of Warcraft), virtual social worlds (e.g. Second Life).

Social media has become significant part of our modern civilization. Some of the listed impacts of social media in consumer mind is an important source of news, social networks makes news more accessible. In addition, news quickly gets passed around the networks in ways never experienced before. It allows people to keep in touch in a more regularly, and sometimes, more intimately, than was ever before because of time and space constraints, it enables greater political awareness, which has in some cases rewritten entire political landscapes, played a large part in fostering literacy.

Children who start using the platforms develop early communication skills, and generally become more literate, and whole dynamics of marketing have been changed, and rather than investing in mass channels ads, companies are becoming more consumer-centered through interactions made over social media. They are able to understand the needs of the market from the market itself, greatly altering the way marketing has been done in the past. There are hundreds of social networking sites available on the Internet, to decide over facebook has the more number of user account especially college students by past survey report approximately 85% has account with 60% logging in daily. Within 6 years facebook has a leading SNS hosting reached 1+ billion user milestones. Perhaps the most amazing statistics about Facebook is the 7th most trafficked site. These Facebook site allows users to continuously stay in touch with their friends, relatives, requesting for new ones and other acquaintances as long as they access to Internet. Some argue that Facebook is beneficial to one’s social life because they can continuously stay in contact with friends and relatives, while other says it as causes increased antisocial tendencies because people not directly contacting with each other.

Digitization also impacts all aspects of the arts, entertainment, business, and society, and it’s crucial to how products are designed, manufactured, and distributed. It’s essential to how consumers gather and share information, and how they get entertainment. Digital technology becomes progressively more significant as it’s applied to more and more functions of life, business, and society. Business today is inconceivable without the Internet, and the countless software tools that we use to manage the modern enterprise. And now hundreds of millions of people are using social media platforms like Face book, MySpace, Twitter, and LinkedIn to communicate with one another, which constitutes a trend with enormous momentum, and perhaps enormous importance. At present scenario, In this Internet world everyone’s social living style has been changed. Contacting each other face to face, sharing knowledge directly reduced drastically and our communication has grown in this web world through these sites. Though some disadvantages such as creating fake profile sometimes, can’t keep things personal, addiction. Some studies have named social media has a source of problems in relationships can lead to higher instances. Since most students spend their time by hanging on social media this create a bad image in parents mind.

35Assistant Professor, Department of Management Studies, Tamil Nadu, India.
REVIEW OF LITERATURE

Social networking sites are a website that allows users to interact and collaborate within a pre-defined virtual community. Often termed a social networking site is an online communication tool allowing users to construct a public or private profile in order to connect and interact with people who are part of their extended social network (Boyd & Ellison, 2007). The majority of undergraduate students at university or college use Facebook on a daily basis (Hewitt & Forte, 2006; Kirschner & Karpinski, 2010; Madge, Meek, Wellens & Hooley, 2009; Ophus & Abbit, 2009; Roblyer, McDaniel, Webb, Herman & Witty, 2010; Santos, Hammond, Durli & Chou, 2009; Subrahmanyam, Reich, Waechler & Espinoza, 2008; Wise, Skues & Williams, 2011; Wolfe, 2007). A recent study by Wise et al. (2011) examining Facebook use by first year psychology students found that students spent an average of one hour per day on the site, but that use was predominately to engage in social interactions. Only a small proportion of the student sample (4.9% of 390 students surveyed) reported that Facebook provided them with information, and the authors suggested that Facebook has a limited role in supporting student academic engagement.

A Study also state the practices of Wipro in which author reinforce the importance of social media and suggesting no longer should wait to resolve customer queries unless they ready for social backlash. Stated that social has profound impact on product launches. If social media has used well business can be build emotionally with people by means of engagement. Wipro also use a combination of social media channels such as Twitter, Facebook and LinkedIn to share best practices with customers and evangelize technologies which helps them do business better (Rahul Koul, Head-Digital Marketing & Thought Leadership, Wipro Technologies, Sep 2012). Another article “The Impact of Social Media on Children, Adolescents, and Families”(Gwenn Schurgin O’Keeffe, Kathleen Clarke, 2011:127;800; originally published online March 28, 2011); states the social and health issues that online youth experience by encouraging families to face the core issues of bullying, popularity and sta-tus, depression and social anxiety, risk-taking, and sexual development. Thereby pediatrics help the parents understand that what is happening online is an extension of these underlying is-sues and that parents can be most helpful if they understand the core issues and have strategies for deal-ing with them whether they take place online, offline, or, increasingly, both. The article “College Students perception And attitude Towards Facebook Sites In Chennai,(Anitha sandhya, Aug 2013); purpose of the study is to determine the student perception and attitude towards facebook website and suggested a security for information system in social networking sites.

NEED FOR STUDY

This research is focused on youngsters especially the user of social networking sites who has the habit of browsing Internet. In this study the various factors of social networking sites has been analyzed by measuring their service and how far it satisfy their user. Youngsters today use social networking sites as a tool to communicate their thoughts and sharing with their friends and relatives as well as to get updated information with the current happening in the society through blogs and similar networking websites. So it will help to indentify how social media is used by the Youngsters, time spends by them on it , why they prefer social media and why social media is important to them.

SCOPE OF STUDY

The study is limited to find out the perception And Attitude Towards Social Media and Community Engagement With reference to Youngsters, In West Tambaram, Chennai.

OBJECTIVES OF STUDY

- To find out the various factors influencing the youngsters to use social networking sites,
- To know the pros and cons of social media,
- To study the level of satisfaction obtained by the youngsters of being a member of social network,
- To provide suggestions to Networking sites to improve their services.

RESEARCH METHODOLOGY

Research Design: Descriptive research design was undertaken in this research.

Sampling Technique: Convenience sampling technique was utilized from non-probability sampling method to select the youngsters from West Tambaram, Chennai.

Method of Data Collection: Survey method of primary data collection using combined interview and questionnaire adopted for collection of primary data through field survey in Chennai from various customers. Secondary data collected from books, journal, newspaper and websites.

Statistical Tools: This research was analyzed through four tools. They are Descriptive Statistics, Correlation, Chi square and Oneway Anova.
DATA ANALYSIS AND INTERPRETATION

Table-1: Descriptive Statistics

<table>
<thead>
<tr>
<th>Criteria to add or accept new account. Rank 1 - Common hobbies &amp; Interest</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.1</td>
<td>100</td>
<td>1.00</td>
<td>6.00</td>
<td>3.4400</td>
<td>1.53951</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Criteria to add or accept new contact . Rank 2 - In different networking sites.</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.2</td>
<td>100</td>
<td>1.00</td>
<td>6.00</td>
<td>4.5300</td>
<td>1.54040</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Criteria to add or accept new friends. Rank 3 - Based on the need of usage in different sites</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.3</td>
<td>100</td>
<td>1.00</td>
<td>6.00</td>
<td>3.6100</td>
<td>1.69309</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Criteria to add or accept new friends. Rank 4 - To be a follower</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.4</td>
<td>100</td>
<td>1.00</td>
<td>6.00</td>
<td>2.7700</td>
<td>1.48293</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Criteria to add or accept new friends. Rank 5 - Gender</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.5</td>
<td>100</td>
<td>1.00</td>
<td>6.00</td>
<td>2.7900</td>
<td>1.69548</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Criteria to add or accept new friends. Rank 6 - Same Status / designation</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.6</td>
<td>100</td>
<td>1.00</td>
<td>6.00</td>
<td>3.7900</td>
<td>1.69548</td>
</tr>
</tbody>
</table>

Valid N (listwise) | 100 |

Sources: Authors Compilation

The factor, which has higher mean, has higher influence on adding or accepting of friends in social networking sites. Get contacts in different networking sites has highest mean value with 4.53 and has standard deviation of 1.54; Same status / designation has a mean value of 3.79 with std. deviation of 1.69; Based on the needs of usage in different sites a mean value of 3.61 with std. deviation of 1.69; Common hobbies & Interest has a mean value of 3.44 with std. deviation of 1.53; Therefore, we can infer that Common hobbies & Interest, Same status / designation and Based on the needs of usage in different sites has a great influence on the accept decision of friends in different networking sites.

Table-2: Correlations

<table>
<thead>
<tr>
<th>Disadvantages of using social media</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.</td>
<td>1.00</td>
<td>.306</td>
</tr>
<tr>
<td>18.</td>
<td>-.103</td>
<td>1.00</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

The above Correlation analysis shows the measurement of relationship between disadvantages of Using Social Media of being in any websites is -.103. Which means that there is a negative correlation between the variables. This shows that the disadvantages of social media is not correlated with the uncomfortability of being a member of networking sites.

Table-3: Chi square Analysis

<table>
<thead>
<tr>
<th>5. Initiation to add unknown person</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENDER</td>
<td>None</td>
</tr>
<tr>
<td>FEMALE</td>
<td>3</td>
</tr>
<tr>
<td>MALE</td>
<td>33</td>
</tr>
<tr>
<td>Total</td>
<td>36</td>
</tr>
</tbody>
</table>

Test Statistics

<table>
<thead>
<tr>
<th>Gender</th>
<th>5. Initiation to add unknown person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-Square</td>
<td>4.000*</td>
</tr>
<tr>
<td>Df</td>
<td>1</td>
</tr>
<tr>
<td>Asymp. Sig.</td>
<td>.046</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation
On the basis of results of the study, the researcher found that value of Chi –squire for the measurement of relationship between gender and initiation to add unknown person request is 4.000 at 5 degrees of freedom at 95% significant level and the value of p=0.046 which is lesser then 0.05. This shows that the null hypothesis is rejected hence there is a relationship between gender and initiation to add unknown person request in community networking sites.

Table-4: Oneway Anova

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>1.015</td>
<td>2</td>
<td>.508</td>
<td>2.463</td>
<td>.090</td>
</tr>
<tr>
<td>Within Groups</td>
<td>19.985</td>
<td>97</td>
<td>.206</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>21.000</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

The above table shows that the value of Oneway Anova for the measurement of relationship between the group of age and habit of frequent visiting in social networking sites to get updates are 1.015 at 2 degrees of freedom and within the group of age and habit of frequent visiting in social networking sites to get updates is 19.985 at 97 degrees of freedom 95% significant level and the value of p=0.090 which is higher then 0.05. This shows that the alternative hypothesis is rejected hence there is no a relationship between or within the group of age and habit of frequent visiting in social networking sites to get updates.

Table-5: Oneway Anova

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.1 Use of community networking sites - Rank 1- Find new friends</td>
<td>22.451</td>
<td>3</td>
<td>7.484</td>
<td>3.007</td>
<td>.034</td>
</tr>
<tr>
<td>Between Groups</td>
<td>238.909</td>
<td>96</td>
<td>2.489</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Within Groups</td>
<td>261.360</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>261.360</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.2 Use of community networking sites - Rank 2- Play interactive games</td>
<td>9.796</td>
<td>3</td>
<td>3.265</td>
<td>1.204</td>
<td>.313</td>
</tr>
<tr>
<td>Between Groups</td>
<td>260.394</td>
<td>96</td>
<td>2.712</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Within Groups</td>
<td>270.190</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>270.190</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.3 Use of community networking sites - Rank 3- Chatting with friends</td>
<td>1.964</td>
<td>3</td>
<td>.655</td>
<td>.373</td>
<td>.773</td>
</tr>
<tr>
<td>Between Groups</td>
<td>168.626</td>
<td>96</td>
<td>1.757</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Within Groups</td>
<td>170.590</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>170.590</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.4 Use of community networking sites - Rank 4- Check out how your friends are doing</td>
<td>7.092</td>
<td>3</td>
<td>2.364</td>
<td>1.282</td>
<td>.285</td>
</tr>
<tr>
<td>Between Groups</td>
<td>177.018</td>
<td>96</td>
<td>1.844</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Within Groups</td>
<td>184.110</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>184.110</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.5 Use of community networking sites - Rank 5- To get the latest updates from your friend circles</td>
<td>4.257</td>
<td>3</td>
<td>1.419</td>
<td>.501</td>
<td>.682</td>
</tr>
<tr>
<td>Between Groups</td>
<td>271.783</td>
<td>96</td>
<td>2.831</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Within Groups</td>
<td>276.040</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>276.040</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

The above table shows that the value of Oneway Anova for the measurement of relationship between the group of use of Social networking sites and to find new friends at 95% significant level the value of p=0.034 which is lesser then 0.05. This shows that the null hypothesis is rejected hence there is a relationship between or within the group of use of social networking sites and to find new friends. In addition, there is no relationship between and within the group of use of social networking sites and play interactive games, chatting with friends, check out how your friends are doing and to get latest updates.

**FINDINGS**

In this study 60% of the respondents are belongs to female category and 40% are male. 52% of the respondents are belongs to 21-25 years of age, 42% are 17-20 years and 6% are above 25 years old. 46% of the respondents are qualified upto postgraduate, 49% are qualified upto under graduate and 5% of the respondent is School students. Majority of the respondents feels that community websites express their individuality. 37% of respondents weekly log in any of the networking sites .41% of the respondents are satisfied privacy setting of it. 79% of the respondents were member in any of the networking sites more than 3 months. Majority of the respondents were not getting initiative to add unknown person friend’s request. 42% of the youngsters has given 1 to 5 friends request in the last month. Most of the youngsters said that social networking sites provide a platform in
between their faculties to interact. 59% of the respondents were never accepts strangers request. Majority of the respondents have habit of visiting often in networking sites especially majority of user in facebook. The usage of networking sites by youngsters was categorized as 29% of the respondents has given first rank to find new friends, 62% of the respondents has given sixth rank to play interactive games students who were using social networking sites for such purpose, 37% of the youngsters has given first rank to chatting is a usage of community engagement networking sites, 31% of the respondents has given fourth rank to check out how friends are doing in life using networking sites. 36% of the respondents has given fifth rank to get latest updates from the networking sites and 36% of the respondents has given sixth rank to pass time were logging in networking sites. The youth are adding or accepting new friends based the criteria’s like games to play, gender, common hobbies and interest, number of common friends, looks (eg.An attractive display of pictures) and same status or designation. 55% of the respondents feel the major advantage in social media is best for finding old friends. 45% of the respondents think users fake profile is a major disadvantage. 29% of the respondents prefer social media because of its free service. 49% of the respondents were satisfied about the community network service. Majority of the respondent’s access community networking sites to chat with their friends. 36% of the respondents agreed that networking sites make its users as addiction some time. Most of the respondents feel uncomfortable some time in some networking sites due to vulgar postings done by their friends. 67% of the respondents tagging facility in social networking sites and 73% of the respondents feel comfortable of options available in social networking sites for their purposes to get fulfilled.

SUGGESTIONS

There should be a separate tracking technology updated by Internet browser of particular site to screen the uploading members contact details who post vulgar pictures and sharings and should be punished under internet crime so that every other user can feel comfortable of being safe sharing in particular websites.

Social media should not only be used for the purpose of networking and finding friends, family members and getting contacts of other higher experts and also various marketing strategies is also being adopted in particular web browser in today’s online purchase trend.

Youngsters can give friend request to their office colleague, experts, tutors & other education experts and company resource persons to make contact for their career improvement.

Crime laws can be come into practise to punish the person who misuses the social network sites. Home page of community networking sites itself should contain the terms and condition to use their sites along with the legal warning for the misuser regarding government punishment so that users will be realize the utmost purpose of using it.

CONCLUSIONS

The overall youngsters perception and attitude towards social networking sites in driving their challenges by fulfilling their needs to more extent in West tambaran youth perception is good. Since certain set of population are using certain networking sites on frequent basis for communication on common sharing so more secured system by advanced version software should be upgraded. Social networking sites are well used by youth based upon their needs and interest and act as an interactive tool. Disadvantages of social networking sites are not correlated with the uncomfortability of being a member of networking sites. Hence there is no a relationship between or within the group of age and habit of visiting the community networks. There is a relationship between use of networking sites and to find new friends. Hence, there is a relationship between gender and initiation to add un known person request in networking sites. In addition, Game to play, same status / designation and Based on the need of usage in different sites has a great influence on the accept decision of friends in networking sites.

REFERENCES


*****
SOCIAL MEDIA: AN ELEMENT OF PROMOTIONAL MIX

Dr. A. C. Ranganayaki

ABSTRACT

Awareness of what media, investors, customers and competitors are saying about the brand online is critical in a new media age. Consistent media monitoring gives insight into how the organization, product, service and competition are performing and perceived by the public. This article argues that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers to talk directly to one another. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers’ direct control. This stands in contrast to the traditional integrated marketing communications paradigm whereby a high degree of control is present. “Therefore, managers must learn to shape consumer discussions in a manner that is consistent with the organization’s mission and performance goals.”

KEYWORDS

Consistent Media Monitoring, Promotion Mix, Integrated Marketing etc.

INTRODUCTION

In the late 1990s, as broadband Internet became more popular, websites that allowed users to create and upload content began to appear. The first social network site (SixDegrees.com) appeared in 1997. From 2002 onward, a large number of social network sites were launched. Some—such as Friendster—enjoyed a surge of popularity, only to fade. Others developed niche communities: MySpace, for example, appealed to teenaged music aficionados.

By the late 2000s, social media had gained widespread acceptance and some services gained huge numbers of users. For example, in November 2012, Facebook announced it had 1 billion users worldwide, of whom 18 million were in Canada. In July 2012, Twitter had an estimated 517 million users, of whom 10 million were in Canada.

A number of factors have contributed to this rapid growth in social media participation. These include technological factors such as increased broadband availability, the improvement of software tools, and the development of computers that are more powerful and mobile devices; social factors such as the rapid uptake of social media by younger age groups; and economic factors such as the increasing affordability of computers and software, and growing commercial interest in social media sites.

OBJECTIVES OF SOCIAL MEDIA

Figure-1

SMART Social Media Objectives

1. How many?
2. By when?
3. Benchmark
4. Measure with metrics
5. Reflect

Sources: Authors Compilation

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ATTRIBUTES OF SOCIAL MEDIA

With attributes that can affect the way people interact online, social media open up new ways for collaboration and discussion. One of these is persistence, meaning that a great deal of content posted on social media sites may remain there permanently by default. Other characteristics are replicability (content can be copied and shared) and searchability (content can be found easily using online search tools). The characteristic of accessibility is also important: social media can be used anywhere, at any time, where an Internet connection is available. These attributes shape the dynamics of social interaction online. For example, the “invisibility” of the reader raises questions about the context, appropriateness and even comprehensibility of a communication. Moreover, just as it is difficult to know who might be reading content posted on a social media site, the identity and motives of those who post content are not always clear. For example, there have been instances of companies using social media to market products through fake blogs or sponsored postings on social media sites.

THE IMPACT OF SOCIAL MEDIA

How do social media affect Canadian society? Because the widespread adoption of these modes of communication began only in the early 2000s, their social and economic implications are not yet fully understood. Some believe the Internet is making people more isolated, while others hope it will increase democratic participation. Research by Statistics Canada suggests “that we should expect neither a dysfunctional society of loners nor a blissful society of happy networkers. Rather, we are facing a society that is differently cohesive from the one we have known.” There do not appear to be any significant differences in the number of social ties or for interaction between Internet users and non-users. Instead, the Internet is providing ways of fostering participation with community members and enhancing relationships, including through social media.

Social media have also had an economic impact with respect to the ways in which content is created and consumed, and hence on the information and communications technologies sector. Indeed, in Canada, annual growth in this sector averaged 3.8% from 2002 to 2011, double the rate of growth in the overall economy (1.9%).

In addition, many businesses are incorporating social media into their marketing strategies. For governments and parliamentarians, social media offer new ways to engage with citizens. To give an example, the Public Health Agency of Canada uses a variety of social media tools to share information about public health issues. As well, an increasing number of parliamentarians are using social media sites.

WHY DO WE NEED A SOCIAL MEDIA?

The need for social media in the society is as follows:

Everybody is Doing It: The reality is that if the older generations are starting to use social media the impact it has already made on younger generations is irreversible. Social media has become a part of everyone’s life and it is something that influences his or her daily life. Social media has played a big role with how people interact with each other and it is something that is not slowing down anytime soon.

People like Branding: This is just a reality; people enjoy being part of a business that brands them proactively. Studies have shown that customers in certain verticals would rather give their money to a business with an active Face book fan page rather than without. People tend to get that warm and fuzzy feeling when they see a business building a community for themselves.

Distance Yourself From Bad Apples: The internet is growing daily and with that, growth comes bad apples. One way to distance you from the bad apples is by starting a community and growing a following in the social space comprised of your core audience. No bad apple is going to take the time to grow a quality online community to build their brand online. This is not something that is going to slow down and the power and strength a community can drive to a growing a brand is amazing.

Community is Everything: Everything online has really surrounded the concept of building a community or a group of cheerleaders that can vouch for your business. People like to feel like they are a part of something unique and special and that usually comes from being a part of a community. Community strength is a very powerful branding force that can significantly grow a business on and offline.

Social media is an amazing way to grow an online brand in leaps and bounds it simply takes creativity, passion and consistency to keep things moving in the right direction. If you have not yet entered the social media space take the time to start thinking about a plan to enter the space and start building your online community.

TYPES OF SOCIAL MEDIA

There are 6 types of social media: This week I will introduce you to each of the types of social media and then we will go more in depth in the coming weeks.
• **Social Networks:** Services that allow you to connect with other people of similar interests and background. Usually they consist of a profile, various ways to interact with other users, ability to setup groups, etc.

• **Bookmarking Sites:** Services that allow you to save, organize and manage links to various websites and resources around the internet. Most allow you to "tag" your links to make them easy to search and share.

• **Social News:** Services that allow people to post various news items or links to outside articles and then allows it’s users to "vote" on the items. The voting is the core social aspect as the items that get the most votes are displayed the most prominently. The community decides which news items are seen by more people. *The most popular are* video. Most services have additional social features such as profiles, commenting, etc.

• **Micro blogging:** Services that focus on short updates that are pushed out to anyone subscribed to receive the updates.

• **Blog Comments and Forums:** Online forums allow members to hold conversations by posting messages. Blog comments are similar except they are attached to blogs and usually the discussion centers around the topic of the blog post. *There are MANY popular blogs and forums.*

**INTRODUCTION TO PROMOTIONAL MIX**

Promotion is all about communication. Why because promotion is the way in a business makes its products known to the customers, both current and potential. The main aim of promotion is to ensure that customers are aware of the existence and positioning of products. Promotion is also used to persuade customers that the product is better than competing products and to remind customers about why they may want to buy. It is a common mistake to believe that promotion by business is all about advertising. It is not. There is a variety of approaches that a business can take to get their message across to customers, although advertising is certainly an important one. It is important to understand that a business will use more than one method of promotion. The variety of promotional methods used is referred to as the **promotional mix.**

**Types of Promotional Mix**

There are five main aspects of a **promotional mix.** These are:

• **Advertising:** Presentation and promotion of ideas, goods, or services by an identified sponsor. Examples: Print ads, radio, television, billboard, direct mail, brochures and catalogs, signs, in-store displays, posters, motion pictures, Web pages, banner ads, and emails.

• **Personal selling:** A process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an oral presentation. Examples: Sales presentations, sales meetings, sales training and incentive programs for intermediary salespeople, samples, and telemarketing. Can be face-to-face selling or via telephone.

• **Sales promotion:** Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples: Coupons, sweepstakes, contests, product samples, rebates, tie-ins, self-liquidating premiums, trade shows, trade-ins, and exhibitions.

• **Public relations:** Paid intimate stimulation of supply for a product, service, or business unit by planting significant news about it or a favorable presentation of it in the media. Examples: Newspaper and magazine articles/reports, TV’s and radio presentations, charitable contributions, speeches, issue advertising, and seminars.

• **Direct Marketing:** is a channel-agnostic form of advertising that allows businesses and nonprofits to communicate straight to the customer, with advertising techniques such as mobile messaging, email, interactive consumer websites, online display ads, fliers, catalog distribution, promotional letters, and outdoor advertising.

• **Corporate image** may also be considered as the sixth aspect of promotion mix. The image of an organization is a crucial point in marketing. If the reputation of a company is bad, consumers are less willing to buy a product from this company, as they would have been, if the company had a good image. **Sponsorship** is sometimes added as a seventh aspect.

**Objectives of Promotional Mix**

• Increase demand: These strategies are used during the product life cycle in order to increase sales.
• Present information about the product: In order for customers and consumers to want the product they need to understand what the product is.

• Differentiate a product: This is especially important if there are multiple competitors in the same market.

Need for Promotional Mix

Figure-2

<table>
<thead>
<tr>
<th>Activity</th>
<th>Reach</th>
<th>Timing</th>
<th>Cost Flexibility</th>
<th>Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Selling</td>
<td>Direct interaction Limited Reach</td>
<td>Regular Contact</td>
<td>Tailored Message</td>
<td>Relatively High</td>
</tr>
<tr>
<td>Advertising</td>
<td>Indirect interaction Large Reach</td>
<td>Regular Contact</td>
<td>Standard Message</td>
<td>Low to Moderate</td>
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<tr>
<td>Direct Marketing</td>
<td>Direct interaction Large Reach</td>
<td>Intermittent</td>
<td>Customized Message</td>
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<tr>
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</tr>
</tbody>
</table>

Sources: Authors Compilation

SOCIAL MEDIA’S HYBRID ROLE IN THE PROMOTIONAL MIX

It has long been acknowledged in marketing management circles that successful IMC strategies clearly reflect the values articulated in an organization’s mission statement and contribute to the fulfillment of the organization’s performance goals. To accomplish these objectives, the elements of the promotion mix are carefully coordinated so the information transmitted to the marketplace through these elements consistently communicates a unified message that broadly reflects the organization’s fundamental values.

For example, the promotional efforts conducted by Procter and Gamble (P&G) or General Electric (GE) illustrate the underlying values of these organizations as articulated in their respective mission statements and statements of strategic principles (General Electric, 2008 and Procter and Gamble, 2008). When these two organizations entered the social media arena, they carefully crafted their communications with the marketplace to consistently reflect their organizational values. By doing so, both organizations acknowledged the importance of incorporating social media into their IMC strategies and promotional efforts.

GE and P&G’s use of social media demonstrates that this media has two interrelated promotional roles in the marketplace. First, social media enables companies to talk to their customers, and second, it enables customers to talk to one another. Social media also enables customers to talk to companies; however, this role is market research-related rather than promotion-related and, therefore, is outside the scope of this article.

The first role of social media is consistent with the use of traditional IMC tools. That is, companies can use social media to talk to their customers through such platforms as blogs, as well as Face book and MySpace groups. These media may either be company-sponsored or sponsored by other individuals or organizations.

The second promotion-related role of social media is unique: customers can use it to communicate with one another. In his book The New Influencers, Gillian points out that “Conventional marketing wisdom has long held that a dissatisfied customer tells ten people. But that is out of date. In the new age of social media, he or she has the tools to tell 10 million” (p. 4) consumers.
virtually overnight. Gillin illustrates this potential power by recounting the story of Vincent Ferrari, a blogger who posted an audio recording of his encounter with an AOL customer service representative. The representative’s persistent attempts to convince Ferrari not to cancel his account offended listeners’ sensibilities to the extent that approximately 300,000 of them requested to download the audio file. The story went “viral” as thousands of other bloggers and websites picked it up. It eventually drew the attention of such mainstream media as The New York Post, The New York Times, and NBC. It can be presumed that AOL’s management was embarrassed, to say the least.

In a sense, this second role of social media—enabling customers to talk to one another—is an extension of traditional word-of-mouth communication. However, as the Vincent Ferrari story illustrates, the uniqueness lies in the magnitude of the communication. Instead of telling a few friends, consumers now have the ability to tell hundreds or thousands of other people with a few keystrokes! The question for managers becomes: “How can this power be harnessed for the benefit of the organization?” While companies cannot directly control consumer-to-consumer messages, they do have the ability to influence the conversations that consumers have with one another. Methods for accomplishing this are presented in section.

We argue that social media is a hybrid element of the promotion mix because it combines characteristics of traditional IMC tools (companies talking to customers) with a highly magnified form of word-of-mouth (customers talking to one another) whereby marketing managers cannot control the content and frequency of such information. Social media is also a hybrid in that it springs from mixed technology and media origins that enable instantaneous, real-time communication, and utilizes multi-media formats (audio and visual presentations) and numerous delivery platforms (Face book, YouTube, and blogs, to name a few), with global reach capabilities. The emergence of a highly educated, historically affluent, and an increasingly skeptical and demanding consumer population facilitates its acceptance in the marketplace.

Consumers’ ability to communicate with one another limit the amount of control companies have over the content and dissemination of information. Christopher Vollmer and Geoffrey Precourt (2008) underscore this in their book, Always On. As they note, in the era of social media “consumers are in control; they have greater access to information and greater command over media consumption than ever before”.

This shift in the information control needle is dramatically influencing the way consumers receive and react to market information (Ramsey, 2006; Singh, Veron-Jackson, & Cullinane, 2008). Consequently, marketing managers are seeking ways to incorporate social media into their IMC strategies (Li & Bernoff, 2008). The traditional communications paradigm, which relied on the classic promotional mix to craft IMC strategies, must give way to a new paradigm that includes all forms of social media as potential tools in designing and implementing IMC strategies. Contemporary marketers cannot ignore the phenomenon of social media because it has rapidly become the de facto modus operandi for consumers who are disseminating information on products and services.

CONCLUSION

For a growing number of persons, social media provide a way of keeping in touch with friends, relatives and communities. Social media also allow companies, organizations, governments and parliamentarians to reach large numbers of people. At the same time, social media are changing the ways in which people interact with others, although the full impact of these changes is not yet clear. The implications of sharing personal information are also fully understood. The first role of social media is consistent with the use of traditional IMC tools. That is, companies can use social media to talk to their customers through such platforms as blogs, as well as Face book and MySpace groups. These media may either be company-sponsored or sponsored by other individuals or organizations.

REFERENCES


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SOCIAL MEDIA: A MEDIUM TO INTERACT WITH POTENTIAL CUSTOMERS

S. Jamuna

ABSTRACT

Social Media is the media that users can easily participate in, share and create content, for including blogs, social net works, wikis, forums and virtual worlds. Internet penetration is rising appreciably world over. This has given rise to a new form of marketing called Social Media Marketing. Many companies are making use of social media sites such as Face book, orkut, My space, Twitter; You tube to spread the message of their product in a relaxed and conversational way. Social Media gives marketers a voice and a way of communication with customers and potential consumers. Marketers could reach their target market in the traditional way through promotional mix such as advertising, personal selling, Public relations, publicity, direct marketing and sales promotion.

Social Media is a new form of promotional mix, which helps the companies to create relationships with customers and identify the unmet needs of the customers. Social Media also enables the customers to communicate with companies and to talk to one another, which distinguishes it from the traditional marketing methods. The Social Media Marketing in short is known as Digital Marketing. The social Networking platforms have brought some drastic changes in the way of selling goods and services.

The paper presentation on Social Media - A Promotional Mix brings out the meaning of Social Media, various forms of Social Media and how the Marketers make use of the Social Media as a communication channel to reach the customers via internet. The study is made based on the secondary sources of data such as web sites, books and journals.

KEYWORDS

Social Media, Internet, Blogs, Advertising, Personal Selling etc.

INTRODUCTION: TYPES OF COMMUNICATION MEDIUM

The different types of communication medium are:

Physical Media

With physical media, we mean channels where the person who is talking can be seen and heard by the audience. The whole point here is to be able to not only hear the messages but also to see the body language and feel the climate in the room. This does not need to be two-way channels. In certain situations, the receiver expects physical communication. This is the case especially when dealing with high concern messages, e.g. organizational change or down sizing. If a message is perceived as important to the receiver, they expect to hear it live from their manager.

- Large meetings, town hall meetings,
- Department meetings (weekly meetings),
- Up close and personal (exclusive meetings),
- Video conferences,
- Viral communication or word of mouth.

Mechanical Media

The second of the two types of communication medium is mechanical media. With mechanical media, we mean written or electronic channels. These channels can be used as archives for messages or for giving the big picture and a deeper knowledge. But they can also be very fast. Typically, though, because it is written, it is always interpret by the reader based on his or her mental condition. Irony or even humour rarely travels well in mechanical channels. It includes: a) E-mail, b) Weekly letters or newsletters, c) Personal letters, d) Billboards, e) Intranet, f) Magazines or papers, g) SMS, h) Social media.

DESCRIPTION ON SOCIAL MEDIA

The best way to define social media is to break it down. Media is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication. Wikipedia describe social media as “Media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Social media supports the human need for social interaction, using Internet- and web-based technologies to transform broadcast media monologues (one

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to many) into social media dialogues (many to many). It supports the democratization of knowledge and information, transforming people from content consumers into content producers. Businesses also refer to social media as user-generated content (UGC) or consumer-generated media (CGM).” More and more companies are using social media in their external marketing, setting up twitter and Facebook accounts etc. However, these channels are also used internal where managers become “friends” on Facebook with their employees or where managers use blog and twitter targeting their employees. Social media, on the other hand, is a two-way street that gives you the ability to communicate too.

Social Media Marketing (SMM) refers to the process of disseminating messages, gaining internet traffic or attention through social media websites in order to promote a personality, cause or marketing a business. It involves all methods, strategies, channels and platforms aimed at using social media platforms to communicate and engage a defined target audience in order to met a defined marketing objective.

Figure-1

Sources: Authors Compilation

OBJECTIVES / PURPOSE OF STUDY

The purpose of this study is:

- To understand the concept, various forms, and features of social media
- Compare with the traditional Communication
- How social media acts as a promotion mix

RESEARCH METHODOLOGY

Data Collection

The data has been collected through Secondary sources of data. Secondary source of data means the data, which is already available in the form of published sources through books, journals, and websites. The convergence of technology and Social Media has changed the way people interact with one another and businesses can no more ignore these digital communities. The Internet has simplified business communication thereby improving the way companies sell, promote products and services. Product distribution has been made global and communication instantaneous; news travel within seconds making today’s newspapers good only for yesterday’s information. The effect on brands can be either extremely positive or negative depending on the perception of consumers.

FEATURES OF SOCIAL MEDIA

Social media is best understood as a group of new kinds of online media, which share most or all of the following characteristics:

Participation

Social media encourages contributions and feedback from everyone who is interested. It blurs the line between media and audience.
Openness

Most social media services are open to feedback and participation. They encourage voting, comments and the sharing of information. There are rarely any barriers to accessing and making use of content – password-protected content is frowned on.

Conversation

Whereas traditional media is about “broadcast” (content transmitted or distributed to an audience) social media is better seen as a two-way conversation.

Community

Social media allows communities to form quickly and communicate effectively. Communities share common interests, such as a love of photography, a political issue or a favourite tv show.

Connectedness

Most kinds of social media thrive on their connectedness, making use of links to other sites, resources and people.

FORMS / CATEGORIES OF SOCIAL MEDIA

The main social media categories are:

1. **Social Networks**: One of the most popular social media categories, a social network is an online service, platform or site that allows users to have their own profile and develop relationships with other users. Interaction on these sites forms online communities and people frequently share information through posts, links, photos, video and other multimedia. Popular examples include Facebook, Google+ and LinkedIn.

2. **Blogs**: Short for web log, a blog is a website (or part of a website, for example on a larger company site) where articles are written and posted for people to read. Many blogs are written by individuals who wish to share their thoughts on a specific topic or their life in general, while others are written as multi-author collaborative efforts. Often, people can leave comments at the bottom of a blog post in order to encourage further conversation. Blogs have become very influential in modern culture and millions of people read them everyday to get information and news. Popular blogging platforms include WordPress and Blogger.

3. **Microblogs**: A shorter version of a blog, micro-blogs allows authors to share quick bites of information rather than long articles. These include sites like Twitter, which limits posts to 140 characters, to Posterous and Tumblr. Microblogs do not have to be text-based, for example Pinterest which mainly focuses on people sharing images or videos; and they often allow users to follow others whose posts show up on a newsfeed within the platform.

4. **Online rating sites**: Anyone who has ever planned a trip or wanted to find out about local restaurants will probably have turned to an online rating site like TripAdvisor, Zagat or Google Places. Online rating sites allow people to leave reviews about a specific location, hotel, restaurant, etc so others can get an idea of the level of service to expect. This feature is also popular within e-commerce sites, including Amazon and eBay because so many people look to others’ comments about a product before making a purchase.

5. **Social bookmarking**: Social bookmarking sites allow users to save and share their favourite websites from one location. Users can also rate these sites, tag them within categories and leave comments. Through this process, sites are recommend to others, therefore increasing visibility of the websites and helping people find content they would be interested in. Popular bookmarking sites include StumbleUpon, Del.icio.us, and Digg.

6. **Podcasts**: Podcasts are most commonly a type of audio or video file that are syndicated online for people to download or stream through a computer or mobile device. Podcasts got their name from combining “broadcast” and “pod”—a reference to their popularity with iPod users.

7. **Forums/ Message boards**: One of the oldest types of social media, forums and message boards allow users to have a conversation about a specific topic. While these sites are not usually the most advanced in functionality and design, they are still popular with people who want to ask a question or get involved with a specific conversation online. Many forums and message boards will centre around a general topic, question or industry.

8. **Social knowledge/Wikis**: These sites rely on user-generated content to create a central hub of knowledge for others to refer too. Some of these sites are large and can be accessed by the public, for example Wikipedia, Answers.com, and Quora, while others can be restricted to a group of people who belong to the same organisation.
9. Geo-location: This type of social media relies on establishing a user’s location and is usually associated with mobile devices. Geo-location platforms allow users to check-in at certain locations, find friends nearby, and get vouchers for local businesses. FourSquare is an example of a popular geo-location platform, while other social networks like Facebook and Google+ integrate this functionality within their larger sites.

10. Multimedia: Users of these sites rely primarily on sharing multimedia like videos, photos, infographics, and PDFs rather than text. People can usually leave comments and share the content with others. Popular examples include YouTube, Instagram, Last.fm, and SlideShare.

HOW SOCIAL MEDIA WORKS

Mash-Ups

The combination of two or more pieces of content (or software, or websites) is one of the phenomena in social media that make it at once so exciting, fast-moving and sometimes bewildering. mash-ups are possible because of the openness of social media – many websites and software developers encourage people to play with their services and reinvent them.

Social Networks

Social networks on the web are like contained versions of the sprawling blog network. People joining a social network usually create a profile and then build a network by connecting to friends and contacts in the network, or by inviting real-world contacts and friends to join the social network.

- **Myspace** has built a lot of its popularity around its music services. There are said to be over three million bands and musicians registered on it, trying to attract a fan base from the 200 million registered accounts. According to hit wise, in September 2006 mySpace was the eighth largest referrer of traffic to hMV.co.uk, more even than the Msn search engine.

- **Bebo**, which is popular among school-age children, actually has the most members, perhaps helped by the fact that it is grouped around schools and colleges. Crucially, the growth in the use of social networks by young people in recent years has come at the expense of their consumption of traditional media such as TV and magazines.

- **Linkedin**, which allows users build their business and professional contacts into an online network. It has been criticised for not being open enough and for charging for too many of its services – but next to facebook it is still the most popular online social network among people aged 25 and over. the huge success of the ‘opening up’ of facebook, as mentioned above, could be a challenge to linkedin’s ‘closed’ approach in the future.

- **Blog** is an online journal where the entries are published with the most recent first. there are a number of features that make blogs noteworthy and different to other websites. Blogs are written in personal style. It allows the users to post the comments.

- **Wikis** are websites that allow people to contribute or edit content on them. They are great for collaborative working, for instance creating a large document or project plan with a team in several offices. a wiki can be as private or as open as the people who create it want it to be.

- **Podcasts** are audio or video files that are published on the internet and that users can subscribe too. Sometimes ‘vodcast’ is used to specifically describe video services. The subscription feature makes a podcast so powerful as a form of social media. People have long been able to upload audio content to the web, but the subscription feature means that people can build regular audiences and communities around their shows. It effectively puts private individuals or brands on a level playing field with traditional media organisations when it comes to competing for people’s attention with AV content online.

- **Internet Forums** are the longest established form of online social media. They most commonly exist around specific topics and interests, for example cars or music. Each discussion in a forum is known as a thread, and many different threads can be active simultaneously.

- **Content Communities** look a bit like social networks – you have to register, you get a home page and you can make connections with friends. However, they are focussed on sharing a particular type of content.

- **Micro-Blogging** is tool that combines elements of blogging with instant messaging and social networking, the clear leader in the micro-blogging field is twitter with over 1 million users. Other notable micro-blogging players include pownce and jaiku, which offer various different features, but for the purposes of this e-book, it makes sense to focus on the twitter format.
• **Second Life** it’s an online computer game, but is perhaps better understood as an online virtual world. by registering and downloading the software, you can enter the game world and create an ‘avatar’ – an in-game representation of yourself.

**HOW SOCIAL MEDIA ACTS AS PROMOTIONAL MIX**

Promotion is one of the market mix elements, and a term used frequently in marketing. The specification of five promotional mix or promotional plan. These elements are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five subcategories, and how much money to budget for each. A promotional plan can have a wide range of objectives, including sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

**Three basic objectives of promotion:**

- To present information to consumers as well as others.
- To increase demand.
- To differentiate a product.

There are different ways to promote a product in different areas of media. Promoters use internet advertisement, special events, endorsements, and newspapers to advertise their product. Many times with the purchase of a product, there is an incentive like discounts, free items, or a contest. This is to increase the sales of a given product.

Integrated marketing communications (IMC) is the guiding principle organisations follow to communicate with their target markets. Integrated marketing communications attempts to coordinate and control the various elements of the promotional mix - advertising, personal selling, public relations, publicity, direct marketing, and sales promotion - to produce a unified customer-focused message and, therefore, achieve various organisational objectives (Boone & Kurtz, 2007, p. 488).

However, the tools and strategies for communicating with customers have changed significantly with the emergence of the phenomenon known as social media, also referred to as consumer-generated-media. This form of media “describes a variety of new sources of online information that are created, initiated, circulated and used by consumer’s intent on educating each other about products, brands, services, personalities and issues.”

With the increasing popularity of social media, websites and user generated content-based features; there has been a paradigm shift in the way advertisers communicate with customers. Under the conventional model, advertising messages were controlled and disseminated by the advertiser or the agent of the advertiser (e.g., advertising agencies and public relations consultants). Now, under what has become known in the industry as consumer-to-consumer (“C2C”) or consumer-generated media (“CGM”) marketing, advertising messages are often encouraged (and even developed) by the advertiser or agent, but then controlled and disseminated by the consumer. There is little question that websites like Twitter, Facebook, MySpace, and LinkedIn have become an important route for providing C2C or CGM advertising messages, and advertisers are quickly moving to utilize social media marketing strategies. The viral nature of social media can make marketing strategies that employ this new method of communication extremely successful. The 21st century is witnessing an explosion of internet-based messages transmitted through these media. They have become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation.

**SOCIAL MEDIA’S HYBRID ROLE IN THE PROMOTION MIX**

It has long been acknowledged in marketing management circles that successful IMC strategies clearly reflect the values articulated in an organisation’s mission statement and contribute to the fulfilment of the organisation’s performance goals. To accomplish these objectives, the elements of the promotion mix are carefully coordinated so the information transmitted to the marketplace through these elements consistently communicates a unified message that broadly reflects the organisation’s fundamental values. For example, the promotional efforts conducted by Procter and Gable (P&G) or General Electric (GE) illustrates the underlying values of these organisations as articulated in their respective mission statements and statements of strategic principles (General Electric, 2008; Procter and Gamble, 2008). When these two organisations entered the social media arena, they carefully crafted their communications with the marketplace to consistently reflect their organisational values.

By doing so, both organisations acknowledged the importance of incorporating social media into their IMC strategies and promotional efforts. GE and P&G’s use of social media demonstrates that this media has two interrelated promotional roles in the marketplace. First, social media enables companies to talk to their customers, and second, it enables customers to talk to companies; however, this role is market research-related rather than promotion-related and, therefore, is outside the scope of this blog.
The first role of social media is consistent with the use of traditional IMC tools. That is, companies can use social media to talk to their customers through such platforms as blogs, as well as Facebook and Myspace groups. These media formats may either be company-sponsored or sponsored by other individuals or organisations.

The second promotion-related role of social media is unique: customers can use it to communicate with one another. In his book *new influencers*, Gillin points out that “conventional marketing wisdom has long held that a dissatisfied customer tells ten people. But that is out of date. In the new age of social media, he or she has the tools to tell 10 million (p.4) consumers virtually overnight.” Gillin illustrates this potential power by recounting the story of Vincent Ferrari, a blogger who posted an audio of his encounter with an AOL customer service representative. The representative’s persistent attempt to convince Ferrari not to cancel his account offended listeners’ sensibilities to the extent that approximately 300,000 of them requested to download the audio file. The story went viral as thousands of other bloggers and websites picked it up. It eventually drew the attention of such mainstream media as *The New York Post, The New York Times*, and *NBC*. It can be presumed that AOL’s management was embarrassed to say the least.

In a sense, this second role of social media – enabling customers to talk to one another – is an extension of traditional word-of-mouth communication. As the Vincent Ferrari story illustrates, the uniqueness lies in the magnitude of the communication. Instead of telling a few friends, consumers now have the ability to tell hundreds of thousands of other people with a few keystrokes!

The question for managers becomes: “how can this power be harnessed for the benefit of the organisation?” While companies cannot directly control consumer-to-consumer messages, they do have the ability to influence the conversations that consumers have with one another.

Social media is a hybrid element of the promotion mix because it combines characteristics of traditional IMC tools (companies talking to customers) with a highly magnified form of word-of-mouth (customers talking to one another) whereby marketing managers cannot control the content and frequency of such information. Social media is also a hybrid in that it springs from mixed technology and media origins that enable instantaneous, real-time communication, and utilises multi-media formats (audio and visual presentations) and numerous delivery platforms (Facebook, Youtube, and blogs, to name a few), with global reach capabilities. The emergence of a highly educated, historically affluent, and an increasingly sceptical and demanding consumer population facilitates its acceptance in the marketplace.

Consumers’ ability to communicate with one another limits the amount of control companies have over the content and dissemination of information. Christopher Vollmer and Geoffrey Precourt (2008) underscore this in their book, *Always on*. As they note, in the era of social media “consumers are in control; they have greater access to information and greater command over media consumption than ever before.”

This shift in the information control needle is dramatically influencing the way consumers receive and react to market information (Ramsey, 2006; Singh, Beron-Jackson, and Cullinane, 2008). Consequently, marketing managers are seeking ways to incorporate social media into their IMC strategies (Li and Bernoff, 2008). The traditional communications paradigm, which relied on the classic promotion mix to craft IMC strategies, must give way to a new paradigm that includes all forms of social media as potential tools in designing and implementing IMC strategies. Contemporary marketers cannot ignore the phenomenon of social media because it has rapidly become the de facto mod operandi for consumers who are disseminating information on products and services.

**CONCLUSIONS**

While social media is certainly a new marketing strategy, it is not unproven. Millions of consumers and professionals regularly frequent social media sites to make buying decisions – whether they are buying products or services, investigating companies, retaining vendor partners or hiring new employees. This sheer volume of eyeballs with commercial intent cannot be ignored. Social media networks offer an entirely new way to reach and influence buyers. Over the last several years, buyers have shifted from being passive recipients of pushed information (e-mail, direct mail and advertising) to active, informed participants in the vendor research and selection process. This means traditional marketing efforts alone will no longer work. Your prospects aren’t going to go to your corporate Web site and believe every word they read. They are going to do an online search to see what others think about your products, services and company. The best places to garner this type of candid, unfiltered feedback are social media sites.

Without a doubt, social media is becoming an important part of the marketing mix. It offers many benefits, namely the ability to conduct a meaningful dialogue with prospects and customers – an opportunity to influence the buying decision in real time. It also enables your prospects to quickly and independently conduct due diligence and validate that your company, products or services are, in fact, a good fit for them.

With the benefits, though, come risks. Putting yourself or your company “out there” on social media networks introduces a level of vulnerability. While you will garner honest feedback from your customers, you have to be willing to accept constructive criticism – and most importantly, publicly demonstrate your organization’s desire to take accountability and willingness to correct
mistakes. Social media is not going to replace your overall marketing strategy; it is another layer of the communication and influence process. It can facilitate more honest dialogues and stronger loyalty among customers and prospects. Social media can also help you reach a new pool of qualified buyers and shorten the sales cycle.

Social media also seems to be somewhat of a digital hybrid of both PR and advertising, as it allows for relations management, which in-turn allows customers to build and share their views with one another, while the organisation still promotes the product or service.

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SOCIAL MEDIA A PROMOTIONAL MIX FOR SUSTAINABLE DEVELOPMENT OF SHG WOMEN ENTREPRENEURSHIP

P. Malarvizhi38 Dr. P. Uma Rani39

ABSTRACT

The inclusive growth of our economy, leading to a balanced development, essentially depends on the economic empowerment of women at the grass root level of our nation. Self Help Group (SHG) is a viable scheme being implemented by the government since 2000, which would facilitate the percolation of nation’s growth to the bottom of the pyramid.

The entrepreneurial ventures undertaken by SHG women should be made sustainable by strengthening their skills and capacity, according to the need of the hour. With the rapid advancement in technology, SHGs should be equipped to use the opportunities, face the challenges and handle the threats posed by the modern business environment.

This paper attempts to analyse the marketing problem faced by SHG women entrepreneurs, the extent of awareness of the online internet tool, social media and its uses among them, in Perambur and Vysarpadi area of North Chennai, Tamilnadu. It also highlights their willingness to learn and use social media as an effective promotion mix to the advantage of their sustainable entrepreneurship development.

KEYWORDS

Balanced Economic Development, Inclusive Growth, Sustainable Entrepreneurship Development, SHG, Social Media, Promotional Mix, Marketing etc.

INTRODUCTION: SOCIAL MEDIA

Social media refers to the means of interactions among people, in which they create, share and/or exchange information and ideas in virtual communities and networks. It depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities and individuals.

Social media as a driving force to bring change in business and society

The rapid pace of technology development and adoption is bringing about a change in social dynamics. The internet, and through it, social media is leading major evolutionary trends both in society and business. The rise of social media and its impact on business has made business, use this phenomenon to connect better with their customers, employees and society.

Business today is inconceivable without the internet and the countless software tools that are used to manage the modern enterprise. Now, hundreds of millions of people are using social media platforms like Facebook, Twitter, LinkedIn to communicate with one another, which constitutes a trend with enormous momentum and perhaps enormous importance.

SELF HELP GROUPS (SHGS)

SHG is being used as a major weapon in poverty eradication. The SHG strategy is an important component of the Indian government is overall thrust to mitigate poverty and has been included in every annual plan since 2000. The SHGs engage in micro entrepreneurial ventures after undergoing training and capacity building programmes conducted by the government through various agencies.

Social media as a promotional mix for SHG women entrepreneurs

The common mobile phone usage among SHG women can become beneficial for social media marketing. Today, many cell phones have social networking capabilities; the individuals of SHG can be notified of any happenings on social networking sites through their cell phones, in real-time. This constant connection to social networking sites means SHG ventures and their products can constantly remind and update followers about their capabilities, uses, importance etc. because cell phones are connected to social networking sites, advertisements are always in sight. Thus, even small businesses like that of SHGs can also use social networking sites as a promotional tool and increase their product visibility.

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REVIEW OF LITERATURE

Rahul Koul, “The role of social media in business”, has discussed the rapid rise of social media in Asia and its impact on business and society. It sheds light on the factors responsible for this growth and how businesses can use this phenomenon to connect better with their customers, employees and society.

Karen, “Social media as a tool for community engagement”, explores the ways to apply traditional Public Relation theories such as the two-way symmetrical approach to the emerging trend of communications, in order to reinforce the value of social media as an effective tool and not just a passing phase.

Shana Albert, “Using Social media as a support group”, has highlighted that more than doing clothes shopping, looking for colleges, buying holiday gifts, doing banking etc., one can mend his/her personal pain and turmoil, by sharing the common interest with a group of people online.

Suresh Karuppasamy, “Marketing of products produced by Self Help Groups”, has analysed the marketing problems of self help groups and has suggested the need of government support to improve their activities.

STATEMENT OF PROBLEM

The entrepreneurship development of SHGs is very crucial for the balanced economic development and inclusive growth of our nation. Their entrepreneurial ventures should be made sustainable in the end by facilitating their business activities. One of the essential ways is to ease their marketing and selling problems, which is generally the major issue faced by any entrepreneur. In today’s scenario of advanced technology, it is of utmost importance to impart e-knowledge in SHG women, to enable them to use it effectively and efficiently to market and sell their products. Social media is indeed a boon for the SHG women, to facilitate their group activities, for networking, sharing of information and essentially to use it as a promotional mix.

OBJECTIVES OF STUDY

- To study the level of awareness about social media and its use among SHG women entrepreneurs.
- To gauge the extent of their readiness to learn and use social media in their entrepreneurial ventures.

LIMITATIONS OF STUDY

- The study was restricted to 110 respondents.
- The study area was restricted to Perambur and Vyasarpadi in Chennai.
- The period of study was short.
**RESEARCH METHODOLOGY**

The researcher has used random sampling technique to select the sample size of 110. A well-structured questionnaire comprising of multiple choice and bipolar type questions have been used to collect the Primary data. Secondary data have been obtained from newspaper and websites. A descriptive study using simple percentage analysis has been done.

**ANALYSIS AND FINDINGS**

Table showing the details of awareness of the SHG respondents about the social media

<table>
<thead>
<tr>
<th>S. No.</th>
<th>VARIABLES</th>
<th>YES</th>
<th>NO</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number of Respondents</td>
<td>%</td>
<td>Number of Respondents</td>
<td>%</td>
</tr>
<tr>
<td>1.</td>
<td>Marketing and selling of products is a major problem faced as an entrepreneur</td>
<td>105</td>
<td>95.45</td>
<td>05</td>
</tr>
<tr>
<td>2.</td>
<td>Usual mode for marketing and selling of products:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wholesale dealers</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Retail stores</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Door to door personal selling</td>
<td>08</td>
<td>7.27</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Exhibitions and Trade fairs</td>
<td>102</td>
<td>92.73</td>
<td>-</td>
</tr>
<tr>
<td>3.</td>
<td>Usage of mobile phone</td>
<td>110</td>
<td>100</td>
<td>-</td>
</tr>
<tr>
<td>4.</td>
<td>Awareness of social media on internet</td>
<td>16</td>
<td>14.55</td>
<td>94</td>
</tr>
<tr>
<td>5.</td>
<td>Awareness of social media as a tool for sharing of information and marketing of products</td>
<td>04</td>
<td>25</td>
<td>12</td>
</tr>
<tr>
<td>6.</td>
<td>Use of social media on internet anytime for any purpose</td>
<td>04</td>
<td>25</td>
<td>12</td>
</tr>
<tr>
<td>7.</td>
<td>Willingness to learn and use internet-social media networking facility on mobile phone itself at an extra cost for strengthening the entrepreneurial venture</td>
<td>110</td>
<td>100</td>
<td>-</td>
</tr>
</tbody>
</table>

**Sources:** Primary Data

The analysis of the primary data from the above table reveals the following findings:

- Marketing and sales of their product is the major problem faced by SHG women entrepreneurs.
- Exhibitions and Trade Fairs during festival seasons and those organized at various institutions have been the major mode of marketing and selling their products.
- The entire sample unit is using mobile phone.
- Only a negligible percent of them are aware of social media-networking facility and even among those respondents, only a very few have used it and are aware of its extended utilities viz., sharing of information, as a tool of promotional mix etc.
- The entire sample unit is willing to learn and use internet-social media facility on their mobile phone itself.

**SUGGESTIONS**

- Concerted efforts should be made to ease the marketing problems of SHGs, as they do not have access to continuous and regular marketing opportunities.
- Social media should be viewed as a feasible and viable tool for opening a broader market for the products of SHG women entrepreneurs.
- During EDP sessions, special focus should be made on these e-medi as a promotional mix.
- As there is easy and increased use of mobile phones among all the respondents, they can be exposed to the extended utilities of mobile phone-internet package-access to social media etc.
- Conscious efforts should be made by EDP training officials to advocate marketing of SHG products through social media.

**CONCLUSION**

If the inclusive growth of our economy has to percolate to the grass root level of our nation, women entrepreneurship development should be encouraged and facilitated. Our finance minister P.Chidambaram has said during the inauguration of Indian Bank branch at his native place, Kanadukathan in Sivaganga district on 5th October 2013, “Women should come out of the
kitchens and develop a bent of mind for entrepreneurship”. SHG has proved to be an effective medium for the promotion of women entrepreneurship development in our country. To upgrade the quality of their entrepreneurial ventures and make it a sustainable one in the end, amidst the advanced technology, it is imperative to impart good standard of computer literacy among SHG women. Awareness should be given to the SHG women about the potential of social media and its role as a promotional mix of marketing. They should be made to understand and realize the relevance of social media in broadening their marketing avenues.

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SOCIAL MEDIA AND CUSTOMER RELATIONSHIP MANAGEMENT: A RELATIONAL STUDY

R. Bhuvaneswari

ABSTRACT

The ECRM or electronic customer relationship management encompasses all the CRM functions with the use of the net environment i.e., intranet, extranet and internet. Electronic CRM concerns all forms of managing relationships with customers making use of information technology (IT). ECRM is enterprises using IT to integrate internal organization resources and external "marketing" strategies to understand and fulfill their customers’ needs. Comparing with traditional CRM, the integrated information for ECRM intra organizational collaboration can be more efficient to communicate with customers.

Several CRM software packages exist that can help companies in deploying CRM activities. Besides choosing one of these packages, companies can also choose to design and build their own solutions. In order to implement CRM in an effective way, one needs to consider the following factors:

- Create a customer-focused culture in the organization.
- Adopt customer-based managers to assess satisfaction.
- Develop an end-to-end process to serve customers.
- Recommend questions to be asked to help a customer solve a problem.
- Track all aspects of selling to customers, as well as prospects.

Furthermore, CRM solutions are more effective once they are being implemented in other information systems used by the company. Examples are transaction processing system (TPS) to process data real-time, which can then be sent to the sales and finance departments in order to recalculate inventory and financial position quick and accurately. Once this information is transferred back to the CRM software and services, it could prevent customers from placing an order in the belief that an item is in stock while it is not.

KEYWORDS

CRM, eCRM, Transaction Processing System, Information Technology etc.

ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT

The ECRM or electronic customer relationship management encompasses all the CRM functions with the use of the net environment i.e., intranet, extranet and internet. Electronic CRM concerns all forms of managing relationships with customers making use of information technology (IT). ECRM is enterprises using IT to integrate internal organization resources and external "marketing" strategies to understand and fulfill their customers’ needs. Comparing with traditional CRM, the integrated information for ECRM intra organizational collaboration can be more efficient to communicate with customers.

From Relationship marketing to Customer relationship marketing

Leonard Berry first founded the concept of relationship marketing in 1983. He considered it to consist of attracting, maintaining and enhancing customer relationships within organizations. In the years that followed, companies were engaging more and more in a meaningful dialogue with individual customers. In doing so, new organizational forms as well as technologies were used, eventually resulting in what we know as customer relationship management. The main difference between RM and CRM is that the first does not acknowledge the use of technology, where the latter uses Information Technology (IT) in implementing RM strategies.

The Essence of CRM

The exact meaning of CRM is still subject of heavy discussions. However, the overall goal can be seen as effectively managing differentiated relationships with all customers and communicating with them on an individual basis. Underlying thought is that companies realize that they can supercharge profits by acknowledging that different groups of customers vary widely in their behavior, desires, and responsiveness to marketing.

Loyal customers cannot only give operational company’s sustained revenue but also advertise for new marketers. To reinforce the reliance of customers and create additional customer sources, firms utilize CRM to maintain the relationship as the general two
categories B2B (business-to-business) and B2C (business-to-customer or business-to-consumer). Because of the needs and behaviors are different between B2B and B2C, the implementation of CRM should come from respective viewpoints.

As the Internet is becoming more and more important in business life, many companies consider it as an opportunity to reduce customer-service costs, tighten customer relationships and most important, further personalize marketing messages and enable mass customization. Companies are adopting ECRM because it increases customer loyalty and customer retention by improving customer satisfaction, one of the objectives of ECRM. E-loyalty results in long-term profits for online retailers because they incur less costs of recruiting new customers, and they have an increase in customer retention. Together with the creation of sales force automation (SFA), where electronic methods were used to gather data and analyze customer information, the trend of the upcoming Internet can be seen as the foundation of what we know as ECRM today.

As we implement ECRM process, there are three steps life cycle:

1. **Data Collection**: About customers preference information for actively (answer knowledge) and passively (surfing record) ways via website, email, questionnaire.

2. **Data Aggregation**: Filter and analysis for firm’s specific needs to fulfill their customers.

3. **Customer Interaction**: According to customer’s need, company provide the proper feedback them.

ECRM can be defined as activities to manage customer relationships by using the Internet, web browsers or other electronic touch points. The challenge hereby is to offer communication and information on the right topic, in the right amount, and at the right time that fits the customer’s specific needs.

**ECRM STRATEGY COMPONENTS**

When enterprises integrate their customer information, there are three ECRM strategy components:

1. **Operational**: Because of sharing information, the processes in business should make customer’s need as first and seamlessly implement. This avoids multiple times to bother customers and redundant process.

2. **Analytical**: Analysis helps company maintain a long-term relationship with customers.

3. **Collaborative**: Due to improved communication technology, different departments in company implement (intra organizational) or work with business partners (inter organizational) more efficiently by sharing information.

**IMPLEMENTING AND INTEGRATING ECRM WORK**

**Non-electronic Solution**

Several CRM software packages exist that can help companies in deploying CRM activities. Besides choosing one of these packages, companies can also choose to design and build their own solutions. In order to implement CRM in an effective way, one needs to consider the following factors:

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**Cloud Solution**

Today, more and more enterprise CRM systems move to cloud computing solution, "up from 8 percent of the CRM market in 2005 to 20 percent of the market in 2008, according to Gartner". Moving managing system into cloud, companies can cost efficiently as pay-per-use on manage, maintain, and upgrade etc. system and connect with their customers streamlined in the cloud. In cloud based CRM system, transaction can be recorded via CRM database immediately.
Some enterprises CRM in cloud systems are web-based customers do not need to install an additional interface and the activities with businesses can be updated real-time. People may communicate on mobile devices to get the efficient services. Furthermore, customer/case experience and the interaction feedbacks are another way of CRM collaboration and integration information in corporate organization to improve businesses’ services.

There are multifarious clouds CRM services for enterprise to use and here are some hints to the CRM system:

- Assess your company’s needs: some of enterprise CRM systems are featured.
- Take advantage of free trials: comparison and familiarization each of the optional.
- Do the math: estimate the customer strategy for company budget.
- Consider mobile options: some system like Salesforce.com can be combined with other mobile device application.
- Ask about security: consider whether the cloud CRM provider gives, enough protect as your own.
- Make sure the sales team is on board: as the frontline of enterprise, the launched CRM system should be the help for sales.
- Know your exit strategy: understand the exit mechanism to keep flexibility.

VCRM

Channel through which companies can communicate with its customers, are growing by the day, and as a result, getting their time and attention has turned into a major challenge. One of the reasons ECRM is so popular nowadays is that digital channels can create unique and positive experiences – not just transactions – for customers. An extreme, but ever growing in popularity, example of the creation of experiences in order to establish customer service is the use of Virtual Worlds, such as Second Life. Through this so-called VCRM, companies are able to create synergies between virtual and physical channels and reaching a very wide consumer base. However, given the newness of the technology, most companies are still struggling to identify effective entries in Virtual Worlds. It is highly interactive character, which allows companies to respond directly to any customer’s requests or problems, is another feature of ECRM that helps companies establish and sustain long-term customer relationships. Furthermore, Information Technology has helped companies to even further differentiate between customers and address a personal message or service. Some examples of tools used in ECRM:

- Personalized Web Pages where customers are recognized and their preferences are shown.
- Customized products or services.

CRM programs should be directed towards customer value that competitors cannot match. However, in a world where almost every company is connected to the Internet, ECRM has become a requirement for survival, not just a competitive advantage.

DIFFERENT LEVELS OF ECRM

In defining the scope of ECRM, three different levels can be distinguished:

- **Foundational services**: This includes the minimum necessary services such as website effectiveness and responsiveness as well as order fulfillment.
- **Customer-centered services**: These services include order tracking, product configuration and customization as well as security / trust.
- **Value-added services**: These are extra services such as online auctions and online training and education.

Self-services are becoming increasingly important in CRM activities. The rise of the Internet and ECRM has boosted the options for self-service activities. A critical success factor is the integration of such activities into traditional channels. An example was Ford’s plan to sell cars directly to customers via its Web Site, which provoked an outcry among its dealers network. CRM activities are mainly of two different types. Reactive services are where the customer has a problem and contacts the company. Proactive services are where the manager has decided not to wait for the customer to contact the firm, but to be aggressive and contact the customer himself in order to establish a dialogue and solve problems.

STEPS TO ECRM SUCCESS

Many factors play a part in ensuring that the implementation any level of ECRM is successful. One obvious way it could be measured is by the ability for the system to add value to the existing business. Four suggested implementation steps affect the viability of a project like this:

- Developing customer-centric strategies,
- Redesigning workflow management systems,
- Re-engineering work processes,
- Supporting with the right technologies.
MOBILE CRM

One subset of Electronic CRM is Mobile CRM (MCRM). This is defined as "services that aim at nurturing customer relationships, acquiring or maintaining customers, support marketing, sales or services processes, and use wireless networks as the medium of delivery to the customers. However, since communications is the central aspect of customer relations activities, many opt for the following definition of MCRM: "communication, either one-way or interactive, which is related to sales, marketing and customer service activities conducted through mobile medium for the purpose of building and maintaining customer relationships between a company and its customer(s)."

ECRM allows customers to access company services from more and more places, since the Internet access points are increasing by the day. MCRM however, takes this one-step further and allows customers or managers to access the systems for instance from a mobile phone or PDA with internet access, resulting in high flexibility. Since MCRM is not able to provide a complete range of customer relationship activities, it should be integrated in the complete CRM system.

There are three main reasons that mobile CRM is becoming so popular. The first is that the devices consumers use are improving in multiple ways that allow for this advancement. Displays are larger and clearer and access times on networks are improving overall. Secondly, the users are also becoming more sophisticated. The technology to them is nothing new so it is easy to adapt. Lastly, the software being developed for these applications has become worthwhile and useful to end users.

There are four basic steps that a company should follow to implement a mobile CRM system. By following these and keeping the IT department, the end users and management in agreement, the outcome can be beneficial for all.

- **Step1 - Needs analysis phase:** This is the point to take your times and understand all the technical needs and desires for each of the users and stakeholders. It also has to be kept in mind that the mobile CRM system must be able to grow and change with the business.

- **Step2 – Mobile design phase:** This is the next critical phase that will show all the technical concerns that need to be addressed. A few main things to consider are screen size, device storage and security.

- **Step3 – Mobile application testing phase:** This step is mostly to ensure that the users and stakeholders all approve of the new system.

- **Step4 – Rollout phase:** This is when the new system is implemented but also when training on the final product is done with all users.

**Advantages of mobile CRM**

- The mobile channel creates a more personal direct connection with customers.
- It is continuously active and allows necessary individuals to take action quickly using the information.
- Typically, it is an opt-in only channel, which allows for high and quality responsiveness.
- Overall, it supports loyalty between the customer and company, which improves and strengthens relationships.

**Failures**

Designing, creating and implementing IT projects has always been risky. Not only because of the amount of money that is involved, but also because of the high chances of failure. However, a positive trend can be seen, indicating that CRM failures dropped from a failure rate of 80% in 1998, to about 40% in 2003. Some of the major issues relating to CRM failure are the following:

- Difficulty in measuring and valuing intangible benefits.
- Failure to identify and focus on specific business problems.
- Lack of active senior management sponsorship.
- Poor user acceptance.
- Trying to automate a poorly defined process.

**Failure rates in CRM from 2001-2009:**

- 2001- 50% failure rate according to the Gartner group,
- 2002- 70% failure rate according to Butler group,
- 2003- 69.3% according to Selling Power, CSO Forum,
- 2004- 18% according to AMR Research group,
- 2005- 31% according to AMR Research,
• 2006–29% according to AMR Research,
• 2007–56% according to Economist Intelligence Unit,
• 2009–47% according to Forrester Research.

Differing measurement criteria and methods of the research groups make it difficult to compare these rates. Most of these rates were based on customer response pertaining to questions on the success of CRM implementations.

Privacy

The effective and efficient employment of CRM activities cannot go without the remarks of safety and privacy. CRM systems depend on databases in which all kinds of customer data is stored. In general, the following rule applies: the more data, the better the service companies can deliver to individual customers. Some known examples of these problems are conducting credit-card transaction online of the phenomenon known as 'cookies' used on the Internet in order to track someone's information and behavior. The design and the quality of the website are two very important aspects that influence the level of trust customers experience and their willingness of reluctance to do a transaction or leave personal information.

Privacy policies can be ineffective in relaying to customers how much of their information is being used. In a recent study by The University of Pennsylvania and University of California, it was revealed that over half the respondents have an incorrect understanding of how their information is being used. They believe that, if a company has a privacy policy, they will not share the customer's information with third party companies without the customer's express consent. Therefore, if marketers want to use consumer information for advertising purposes, they must clearly illustrate the ways in which they will use the customer's information and present the benefits of this in order to acquire the customer's consent. Privacy concerns are being addressed more and more. Legislation is being proposed that regulates the use of personal data. Also, Internet policy officials are calling for more performance measures of privacy policies.

Statistics on Privacy

• 38% of retailers don’t talk about privacy in their sign up or welcome email,
• About 50% of major online retailers discuss privacy concerns during the email subscription process.

As the use of the Internet, electronic CRM solutions, and even the existence of e-business are rising, so are the efforts to further develop the systems being used and to increase their safety for customers, in order to further reap the benefits of their use.

CONCLUSION

It is understandable why companies want to use social media to interact with customers. However, to do this effectively, companies need to break through the noise and offer current and potential customers a reason to reach out to them via social media. Businesses need to stay laser focused on what their customer’s value in social media to reap the full potential of a successful Social CRM strategy.

• Consumers all over the world, across all generations, are swarming to social media but most interact only occasionally.
• It is about friends and family – not brands. More than half of consumers do not even consider engaging with businesses via social sites.
• Perception vs reality: there are significant gaps between what businesses think consumers care about and what consumers say they want from their social media interactions with companies.
• Most of the businesses believe social media will increase advocacy but only 38% of consumers agree.
• Recognize social media is a game changer.
• Be clear on the differences between social media and other channels: the customer is now in control.
• The social media solution needs to be thoughtfully integrated with other customer-facing initiatives.
• Start thinking like a customer.
• If you are not sure what customers’ value, ask them. Dialogue and participation is what social media is all about. Let customers participate by voting on their favorite ideas or innovations.
• Monetize social media, if that is what customers want: develop social commerce campaigns that target specific customer need with time sensitive offers or discounts that motivate customers to act. Content should be fresh and relevant. Provide incentives for people to share content.

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IMPACT OF SOCIAL MEDIA ON FMCG ADVERTISING

L. Sheebraani

ABSTRACT

Social is an essential part of the marketing mix in marketing offline media. We want to give small business on shot budgets an alternative to hiring a social media-marketing agency or paying for social media marketing services. Social marketing is the next generation of business engagement it is the inspiring resource of the customer. New platforms, social media has taken the power of the world to new levels transforming companies, society communication such as you tube, twitter, flickers, face book an so on. Social networking web sites allow individual to interact with one another and build relationship, brand awareness and often, improving customer service.

KEYWORDS

Fast Moving Consumer Goods, Advertisement, Customer, Social Media Mix, Entrepreneurs, Media-Marketing etc.

INTRODUCTION

Social media is electronic media for social interaction. It makes use of world wide web highly scalable and accessible publishing techniques to transform and broad cast media monologues into social media dialogues social media supports the democratization to knowledge and information from content consumer to content producer example public social media web sites include face book, twitter, my space, flicks, foursquare, Linked In, you tube, yelp, dig, second life, Tumbir, and style live. An entrepreneur to introduce their product to perfect selection of advertising media. FMCG is a category of product of product characterized by frequent purchase and usually low price. We consider FMCG those like food, toiletry on so on. FMCG saw a huge opportunities in social media. Now day's social media are increasing becoming an essential tool to establish contracts with customers and be able to engage and maintain a valuable relationship social media might be a good platform from the FMCG advertisement.

SOCIAL MEDIA AND CUSTOMER ENGAGEMENT

A company should always keep in mind that in a social media perspective customer are the centers of the world the visible impact of World Wide Web in market place around the market place of global. Social technology is given to the business on the social web are must have that a sort of land rush to build communication and create brand out pasts in place like face book and twitter has long-term organization impact and the business opportunities. Business is learning to apply social media strategically for significant and meaningful outcomes sales and growth improve customer relationship, superior and highly innovative new products.

Figure-1

Using Social Media Strategically For High-Impact Business Outcomes

The International use of social media to drive meaningful, strategic business out comes. By intentionally designing new social business models with customers, employees, and value Cain partners, any forward, thinking organization can direct and guide social business efforts to access they very highest level of mutual value creation.

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Social media were viewed either as a consumer activity, with marketing were viewed either as a consumer activity, with marketing as the most useful activity for businesses to be engaged in or something workers used inside the company to collaborate and occasionally for product innovation or customer care. How ever social media have now infiltrated practically every aspect of business operation and perspectives have expanded.

**SOCIAL MEDIA ACTIVITIES IN MARKETING**

Social media marketing are increasing expenses and increasing traffic 65% of all marketers indicated that their social media efforts have generated more exposure of business with 65% reporting positive nearly two third of marketing are using social media to gain market place intelligence 65% tied for fourth place 58% of marketers indicated generating lead and developing loyal fans were benefits of social media. The focus is popular social media sites such as Face book, my space, Twitter, Wikipedia, You tube and Linked In but other social networking sites are explored as well.

**Face book**

Face book’s casual friendly environment requires an activities social media marketing strategy that begins with creating a face book business fan page social media marketing for business page revolves around furthering conversation with audience by posting industry related articles, image, video etc. The FMCG Industry on Face book have on average a bigger fan base due to the presence of strong and well know brands that rule the top positions almost since face book’s inception very good results in the Industry’s well performing social marketing. Face book is clearly a top choice 95% of marketers are using face book the top focus for people just getting started with social media marketing (79%).

| Table-1 |

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<td>1.057%</td>
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**Sources:** Authors Compilation

**Twitter**

Twitter is the social media-marketing tool that lets our broadcast updates across the web follow tweeters in your industry or related fields. Official related tweets about specials, discounts and news updates with same fun and quirky tweets interspersed. Be sure to reweets when a customer’s has something has something nice to say about you. Tool revolves around dialog and communications so be sure to interest as much as possible.
A majority of marketers (69%) will increase their activities on Twitter slightly down from 73% in 2011. Marketing working 21 hours or more per week with social media as many as 80% say they will increase their use of Twitter in 2012.

**You tube**

Advertising are done in a way to suit the target audience. The type of language used in the commercial and the ideas used to promote the product reflect the audience’s style and taste many business try to create video content with the aim of having their video. You tube introduced the FMCG product to the usages, pricing, product demonstrations and etc in this method of social media advertising easily attract to the customer

**Google +**

Google+ is the new Facebook competitor, and it promotes the same fun, casual atmosphere on Google+ upload and share photos videos links and view all. You can also try hosting video conference with hangout feature in some fun create ways Google+ allows for targeted advertising methods, navigation service and other forms of location based marketing and promotion to introduced map and the product station.

**Linked In**

Linked In is one of the more professional social media marketing sites linked In Group is a great venue for entering into a professional dialog with people in similar dialog industries and provides a place to share content with like mind individuals encourage customer on your linked In profile to create an area that will allow business owners to promote their product or service and be able to interest with customer.

**OTHER ASPECTS OF SOCIAL MEDIA ADVERTISEMENTS**

Advertising using social media is increasingly a common strategy adopted by India marketers. While social media to engage with their customers through face book fan pages, Twitter Accounts, Linked In company pages among a host of other Globally FMCG companies have tapped into social media and engaged with consumers actively. The trend in India is seemingly yet to catch on, companies therefore are investing a greater amount of resources than ever before to facilitate such moves, The demand for social media experts is therefore also on the rise.

**Social media is one component of word mouth**

Social media is really just a sub set of all word of mouth (WOM) conversation takes place both offline between friends, family and other or it takes place online. According to a recent study, 90% of all word of mouth conversation about brand still takes place offline this proportion of offline WOM will decline as the speed, reach and quality of online word of mouth –social media continues to grow and become a larger part of daily living.

**Reduced Marketing Expenses**

The main financial cost of social media marketing is the time it takes to gain success. Nearly half of those who spend at least 11 hours per week on social media efforts saw a benefit of reduced marketing expenses. The self-employment (57%) were more likely than other to see reductions in marketing cost when using social media marketing. Social networking websites allow
individual to interact with one another and build relationship using social media for marketing can enable small business looking to further reach to more customer are interacting with brand through social media advertising. Small business on short budgets an alternative to hiring a social media-marketing agency or paying for social media marketing services.

**FMCG Brands Now Powered by Social Media**

When we discuss about the FMCG sector, we can see that nowadays consumers are provided with numerous choices in every shelf of every category. Those days have also faded away when there was only one-way communication and are very positively replaced by two-way communication in the social world. This in turn affected the decision making process of the consumers in a great way. The consumer behavior is different now compared to what it was years ago.

Consumers’ today research, review & seek recommendations; analyze the post purchase experience etc. before initiating any purchase. Their will to reach out to the brands directly and with ease has become easy with social media wherein the engagement and interactions lead to purchase decisions. When leveraging an FMCG firm using social media, one should base it on few parameters like: core consumers, their engagement, tracking the interactions about the brand, measuring the success of the brand in social media and most importantly the challenges faced by FMCG brand managers in the social space.

In order to identify the core consumers, FMCG brands should not think of segmenting their social media audience. Instead, they should try engaging with the existing customers irrespective of whether they are core or not and utilize the social media tools to achieve brand’s goals. When you are planning a social media strategy for your FMCG brand, the initial step is listening to what your consumer has to say. Therefore, the social journey of your FMCG brand should always begin with social listening. This will build up many possibilities that the brand can utilize to further strengthen the bond with its customers.

**Figure-3**

Analyzing the interactions will help you gain a deeper insight into your consumer’s minds and their sentiments towards your brand. For a solid measurement of your Return on Investment always keep a consistent eye on your competitor’s activities and structure your activities accordingly.

Social Media facilitated FMCG brands to become more self-expressive and stand out amongst the rest as a more challenging one. When it is about FMCG brands, they are amongst some of the most innovative and prompt in their Social & Digital media use. What potentially matters are the efforts taken by these brands to stay ahead in the market. Before moving on, here are a few ways that FMCG brands should take up to market in social media:

- Plan and implement your marketing activities to know what the consumers feel about your brand. Let them not only know about the brand, but also understand it, relate to it.
- Engage with your consumers. Try to reach out to their needs and directly connect with them.
- Your marketing activities should be a part of your consumer’s lives. It should reach out to them to wherever they go, as they are the ones who will initiate the final purchase.
- Social media is more of a two-way communication. Do remember to ask questions to your consumers and get ideas.
- Last but not the least; do not confuse social media with media. Both have a different approach and strategy.
CHALLENGES FOR FMCG BRANDS IN SOCIAL MEDIA

An effort needs to be taken by FMCG firms/brands to not just limit their strategies, thoughts and marketing activities to campaigns in social media, but to think beyond that. They need to structure ways in which the can use the social media tools to engage more consumers persistently.

There is a great potential for FMCG firms to create a mark through social media platforms. Moving ahead, viral videos etc. can be great for an FMCG brand, but they might end up being recalled as a video or some game, but maybe not as a brand. Therefore, a strong consumer engagement through effective social media marketing on a regular basis sees greater prospects for the brand. What the entrepreneurs need to focus on today is that social & digital media need to be integrated with all the marketing activities effectively for a successful rise of their brands.

Social Media offers the FMCG marketers a direct access to the users of their products. Engagement, of consumer with the brand gives an insight of what people actually want from the brand. Well, there can be times when an FMCG brand has to face problems such as time consumption and signifying the Return on Investment followed by lower levels of commitment by the consumers more likely occurring due to reduced brand resonance. In order to avoid or overcome these hurdles, FMCG brand managers need to focus on a certain principles to work successfully on social media:


The fast moving consumer goods (FMCG) segment is the fourth largest sector in the Indian economy. The market size of FMCG in India is expected to grow from US$ 30 billion in 2011 to US$ 74 billion in 2018. The FMCG sector in India generated revenues worth US$ 34.8 billion in 2011, a growth of 15.2 per cent as compared to the previous year. Over 2006-11, the sector's revenues posted a compound annual growth rate (CAGR) of 17.3 per cent. Food products are the leading segment, accounting for 43 per cent of the overall market. Personal care (22 per cent) and fabric care (12 per cent) are the other leading segments. Growing awareness, easier access, and changing lifestyles have been the key growth drivers for the sector. Rural demand is set to rise with rising incomes and greater awareness of brands.

The Government of India has been supporting the rural population with higher minimum support prices (MSPs), loan waivers, and disbursements through the National Rural Employment Guarantee Act (NREGA) program. These measures have helped in reducing poverty in rural India and have thus propped up rural purchasing power. With rise in disposable incomes, mid- and high-income consumers in urban areas have shifted their purchasing trend from essential to premium products. In response, firms have started enhancing their premium products portfolio. Indian and multinational FMCG players are leveraging India as a strategic sourcing hub for cost-competitive product development and manufacturing to cater to international markets.

India may have 91 mn social media users by year-end: Report

NEW DELHI: The number of social media users is expected to grow 17 per cent to reach 91 million in urban India by December 2013, on the back of rising Internet penetration due to increasing affordability of smartphones and availability of cost effective data plans. The number of social media users in urban India reached 78 million by June 2013, a report by IAMAI and IMRB International said.

"The report estimates that the number of social media users by October 2013 will be 86 million and by December 2013, will be 91 million, showing an overall growth of 17 per cent since June 2013," it said. It said facebook is the leading website accessed by 96 per cent of all social media users and it is most used to connect with friends, publishing content and searching contacts. The survey was conducted across 35 cities of the country. The report said social networking through mobile phones is widely observed with 19.8 million users accessing the websites on mobiles.

"With mobile penetrations reaching very high levels and an increasing number of individuals owning smart phones that allow Internet access, social networking is rapidly penetrating the Internet user base across length and breadth of India," the report said. Affordable mobile Internet plans additionally serve to increase usage levels, it added. The report said "non-working women" are tipped to be the next emerging demographic segment with nearly 10 per cent of them accessing social media. It also highlighted that political institutions increasingly use the medium and 2-5 per cent of election budgets are estimated to be spent on social media initiatives.

"Small-scale campaign responsibilities are usually outsourced by the political parties whereas critical election campaigns are managed in-house by the party experts," it said. The report estimates that investing in various social media initiatives could lead to a vote swing of around 3-4 per cent among the users in the country.

CONCLUSIONS

Social media has become a platform of advertisement of FMCG product and other. Social media can support their business goals. You tube, Twitter, face book we used the framework of advertising and other entertainment works. The modern world different
people in different thing all satisfied to the different way social media and the same time to give the opportunities to new entrepreneur to improve the business through the way of social media advertisement the day today life in every person using the FMCG product. For example of car to shampoo in every product to standard the market is best way of social media advertising. Social media is particularly effective in positive shifting attributes like sentiment, recommendation, propensity to trial new product and brand loyalty while 83% of consumer exposed to social media marketing easily accessible a long memory. Social media is addressing the needs expressed in Maslow’s hierarchy of needs at a level beyond food and shelter social media is technology applied to support a basic human need the need for belonging and connecting with others.

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SOCIAL MEDIA AND MOBILE INTERNET USAGE AMONG TEENAGERS AND YOUNG ADULTS: AN EXPLORATORY STUDY

Dr. P. Uma Rani42 D. Anitha Kumari43

ABSTRACT

Social networking sites like Face book, Orkut and Twitter are virtual communities where users can create individual public profiles, interact with real-life friends and meet other people based on shared interests. An exponential rise in usage of Social Networking Sites has been seen within the last few years. Their ease of use and immediate gratification effect on users has changed the way people in general and students in particular spend their time. Young adults, particularly teenagers tended to be unaware of just how much time they really spent on social networking sites. Negative correlates of Social Networking Sites usage include the decrease in real life social community participation and academic achievement, as well as relationship problems, each of which may be indicative of potential addiction.

The aim of the study was to find out whether teenagers, especially those living in cities spend too much time on social networking websites. 100 subjects, both boys and girls were included in the cross sectional study that was given a 20 item Young's internet addiction test modified for social networking sites. 24.74% of the students were having occasional or 'frequency' problems while 2.02% of them were experiencing severe problems due to excessive time spent using social networking sites. With the ever increasing popularity of social media, teenagers are devoting significant time to social networking on websites and are prone to get 'addicted' to such form of online social interaction.

KEYWORDS

Internet Addiction, Social Networking Sites, Social Media, Mobile Internet, Teenagers, Young Adults etc.

INTRODUCTION

The potential for computer networking to facilitate newly improved forms of computer-mediated social interaction was suggested early on efforts to support social networks via computer-mediated communication were made in many early online services, including Usenet, Arpanet, listserv, and bulletin board services (bbs). Many prototypical features of social networking sites were also present in online services such as America online, progidy, CompuServe, chat net, and the well early social networking on the world wide web began in the form of generalized online communities such as theglobe.com (1995), geocities (1994) and tripod.com (1995).

Many of these early communities focused on bringing people together to interact with each other through chat rooms, and encouraged users to share personal information and ideas via personal WebPages by providing easy-to-use publishing tools and free or inexpensive web space. Some communities - such as classmates.com - took a different approach by simply having people link to each other via email addresses.

In the late 1990s, user profiles became a central feature of social networking sites, allowing users to compile lists of "friends" and search for other users with similar interests. New social networking methods were developed by the end of the 1990s and many sites began to develop more advanced features for users to find and manage friends. This newer generation of social networking sites began to flourish with the emergence of sixdegrees.com in 1997, followed by makeoutclub in 2000, hub culture and friendster in 2002, and soon became part of the internet mainstream. Friendster was followed by MySpace and linkedin a year later, and eventually bebo. Attesting to the rapid increase in social networking sites' popularity, by 2005, it was reported that MySpace was getting more page views than Google. Face book, launched in 2004, became the largest social networking site in the world in early 2009.

Web-based social networking services make it possible to connect people who share interests and activities across political, economic, and geographic borders. Through e-mail and instant messaging, online communities are created where a gift economy and reciprocal altruism are encouraged through cooperation. Information is particularly suited to gift economy, as information is a nonrival good and can be gifted at practically no cost.

Face book and other social networking tools is increasingly the object of scholarly research. Scholars in many fields have begun to investigate the impact of social-networking sites, investigating how such sites may play into issues of identity, privacy, social capital, youth culture, and education.

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Several websites are beginning to tap into the power of the social networking model for philanthropy. Such models provide a means for connecting otherwise fragmented industries and small organizations without the resources to reach a broader audience with interested users. Social networks are providing a different way for individuals to communicate digitally. These communities of hypertexts allow for the sharing of information and ideas, an old concept placed in a digital environment.

**REVIEW OF LITERATURE**

As social networking sites have raised in popularity over the past years, people have been spending an excessive amount of time on the Internet in general and social networking sites in specific. This has led researchers to debate the establishment of Internet addiction as an actual clinical disorder. Social networking can also affect the extent to which a person feels lonely.

In a Newsweek article, Johannah Cornblatt explains “Social-networking sites like Facebook and MySpace may provide people with a false sense of connection that ultimately increases loneliness in people who feel alone.” John T. Cacioppo, a neuroscientist at the University of Chicago, claims that social networking can foster feelings of sensitivity to disconnection, which can lead to loneliness. However, some scholars have expressed that concerns about social networking are often exaggerated and poorly researched.

According to ComScore, up to end of November 2011

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**RESEARCH METHODOLOGY**

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**Graph-1**

Sources: Authors Compilation
FINDINGS

The cell phone and the Internet have become “near-ubiquitous” in the lives of teenagers: Three-fourths have cell phones and 93 percent go online. Almost two-thirds (63 percent) go online at least every day and 36 percent go online several times a day. “Teens do not just use their computers to go online. Of those teens who own them, 27 percent use cell phones, 24 percent use game consoles and 19 percent use handheld gaming devices to go online. Eighty percent of teens have a gaming console and 51 percent own portable gaming devices. Social networking, cell phones, MP3 players, broadband connectivity and Internet shopping have all been on the rise among teens in recent years. Nearly three-fourths (73 percent) of all wired teens use social networking Web sites, up from 65 percent in 2008 and 55 percent in 2006. Seventy-five percent have a cell phone, up from 45 percent in 2004, with the biggest jump among young teens. Nearly 80 percent own iPods or MP3 players, up from 51 percent in 2006. Seventy-six percent have broadband Internet access at home, up from 71 percent in 2008 and half in 2004. Almost half (48 percent) buy things online, up from 31 percent in 2000.

Interestingly, blogging, posting to blogs and sending private messages on social networking sites are on the wane. Fourteen percent of online teen is blogged in the latest study, down from 28 percent. Among social networking teens, 52 percent used their social networks to comment on their friends’ blogs, down from 76 percent. The percentage of those who sent messages every day dropped from 42 to 37. Half (50 percent) sent group messages, a decrease from 61 percent, while the percentage of those sending private messages fell from 82 to 66.

DISCUSSIONS

The results of our study reflects the usage of social networking sites among teenagers particularly those who reside in urban localities and who has got easy accessibility to internet As it is readily available at their residence for their usage. The study depicted some alarming state of affairs pertaining to urban teenagers’ life-style. Soon after the advent of internet in a common
person's life, social experts, behaviorologists and mental-health professionals started alarming the internet users about the impending detrimental effects of internet. Unnecessary web-searching, online pornography and online gaming were the most common problems associated with internet use. Very soon interacting with other people using online chat became an epidemic like phenomenon world over. It became common to find people interacting more in the cyber space rather than real world.

Now a day's excessive internet usage is a well-recognized problem and many mental-health professionals are of the opinion that problematic internet use should be considered as a codable psychiatric illness. Social networking sites is the latest fad as far as the interactive activities in the cyber world is concerned. It was a stunning finding that only 1% (2 out of 200) students whom the investigators approached were not using social networking sites. Even those who had not access to internet at home were using social networking sites indicating the wide-spread popularity of these sites among school going teenagers. The study confirmed that social networking sites are prominent part of social communication among school going teenagers and it is clear that these sites have embedded themselves in the school culture. They have also become a part of school going student's daily life. Additionally, given that a vast majority of students (86.9%) have been using social networking sites for over a year.

The fact that almost one quarter of the entire school-going teenagers fall into Group b (scores 50-79) indicate an alarming trait. These students were experiencing frequent problems because of excessive use of social networking sites. This excessive indulgence was having impact on all aspects of their life including, academic and co-curricular activities. The outdoor activities of such teenagers such as playing outdoor games, visiting friends and kin, visiting places such as amusement parks, zoo, museums, and religious places were affected in a negative manner. Even more disturbing was the finding that 2% of all students from the sample belonged to Group c (scores 80-100), which indicate that the indulgence in these social networking sites was having very serious and significant impact over their lives and they must immediately address to the problem. Such students spend almost all of their leisure time on internet. They tend to cut-off from the real world and virtually live a 'cyber-life'. They make new relationships, interact with them, play games with them, and share their intimate secrets and emotions with them, all in a virtual world of cyber space. The outdoor activities of such teenagers are almost diminished. They crave for going online even while they have more important works to do like studying for exams, completing some assignment or project work, preparing and practicing for a sports event or visiting some relative who seek their proximity and help.

A greater danger is that teens may become targets of sexual harassment online. False, illicit, demeaning and vulgar comments and information about teenagers, especially, girls can be pasted online by miscreant and mischievous persons. They may even become victim of pedophiles; the anonymity of some social networking sites makes it easy for unscrupulous people to target young teens and engage them in harmful conversations. It is easy for predators to pose as teens and lure children into harmful real world contact as well.

Cyber bullying and harassment are most often perpetrated by other teens and tend to happen most to older girls and to teens of either gender who have a strong online presence. It is up to the teachers, parents and wards of the children to make sure that they keep an eye over the children's internet usage. They must encourage the children to participate in interactive activities with their peer group in school and neighbourhood. Outdoor sports and games not only make children physically fit, strong, and healthier but also give them chance to work as a team and coordinate their activities as a group. Similarly, the children should be encouraged to visit their friends' home so that they learn and improve their social and communication skills in real life situations.

Precautionary measures that parents of teenage children should take:

- Always keep an eye over the internet usage. Keep vigil over the content of websites visited.
- Make sure that children access internet only in a common room where parents and other senior members of the household can scrutinize them. Children should not be permitted to use internet in their bedroom.
- Keep check over the amount of time spent on computer, especially on internet usage.
- Children should be asked in a friendly manner, about the work they do online and what all sites they visit frequently.

SUGGESTION

Child and teenagers of social networking services have concerned citizens and governments with misuse, in particular in relation to online sexual predators. Overuse of social networking may also make children more susceptible to depression and anxiety. A certain number of actions have been engaged by governments to better understand the problem and find some solutions. A 2008 panel concluded that technological fixes such as age verification and scans are relatively ineffective means of apprehending online predators. In May 2010, a child pornography social networking site with hundreds of members was dismantled by law enforcement. It was deemed "the largest crimes against children case brought anywhere by anyone. Social networking can also be a risk to child safety in another way; parents can get addicted to games and neglect their children. One instance in South Korea resulted in the death of a child from starvation.

CONCLUSIONS

Reports such as these can help you get into the mindsets and lives of teens, which will help you envision what this very important target audience might need that you might provide. After you read these findings, ask yourself: What if our company were to
decide that it wants to be – even, that it must become – more than a bit player in the lives of young people? That it is not happy to settle for the three to five minutes the average teen now spends on print and online newspapers each day.

What if we decided to make a concerted effort to develop new products and campaigns that would give teens more reasons – and more compelling reasons – to fit newspaper-generated products into the eye-popping 458 minutes they spend with various types of media every day?

It will require focusing intently on teens, their lives and their needs while developing multiple products to meet different needs at different times of day on different devices.

To help you envision what you might create that would meet their needs – and even delight them – you will need to get to know them. Bring young people in and talk to them about their day-to-day lives, media habits and needs for news, features, entertainment and commercial information.

Watch how they use their phones, social networks and computers, and have them talk with you as they do. Be curious and interested; notice what interests them and what turns them off.

Ask for their ideas about what they would love to see; they may not be able to answer this one, but you never know. Commit yourself to aggressive new product development.

The NAA Foundation and NAA have some very helpful publications to assist you with this process, including “Teens Know What They Want from Online News: Do You?” and “A New Approach to Product Development.”

Keep testing, tweaking, testing, and tweaking until you come up with products that really resonate with your teen advisers. Remember that growth and change bring opportunity. Do not merely look for clues about how to get young people to read what you already do. Look for opportunities in growing areas such as mobile, social networks and online video to develop new products, tailored to their needs and their lives that build on your newspaper’s strengths. Think about the different times of day they might want news, features or advertising information, and what might make that information the most compelling and convenient for each situation. You may find that products you develop for teens are also attractive to adult light users, whose media habits and attitudes are similar in many ways to teens – which would be an extra benefit of your work.

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SOCIAL MEDIA MARKETING: A CASE STUDY OF MARUTI SUZUKI

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ABSTRACT

Social networking sites allow individuals to interact with one another and build relationships. The paper analyses the changing paradigm of Social media as a marketing communication tool and highlights the importance of Social Media in building brand equity and customer relationship.

The paper examines the Maruti Suzuki’s strategy of using Social media in creating awareness and preference for its Ritz car. Maruti Suzuki was able to adapt its cars and promotion tools to the Indian market. The success of Maruti was mainly attributed to its ability to understand the needs of Indian customers and adapting its marketing strategy accordingly. The company was able to build strong brands and strengthen its customer relationship by effectively using Social Media.

The paper discusses the Social Media campaign “Live the moment” adopted by Maruti Suzuki for its Ritz car and the outcomes of the campaign. The paper also explains the key success factors and how Maruti Suzuki could effectively use social media for the Maruti Suzuki Ritzs “Live the Moment” campaign.

KEYWORDS

Social Media sites, Brand Loyalty, Brand Equity, Customer Relationship, Maruti Suzuki etc.

INTRODUCTION

Social media marketing refers to the process of gaining traffic or attention through social media sites. When products or companies join those sites, people can interact with the product or company. That interaction seems personal to users because of their previous experiences with social networking site interactions. Social networking sites such as Twitter, Facebook, YouTube, and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted.

Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or “updates” with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities. Websites like Twitter, Facebook, LinkedIn, YouTube, and Friend Feed etc. have proved so crucial for building a strong brand name. These social networking sites are extremely useful in promoting company’s products/services. People having a website, blog, or online business can do much better for themselves using above mentioned networking sites.

LinkedIn has membership of over 14,000,000 professionals. Out of this, 500,000 are senior executives from 498 Fortune 500 companies. Social networking is particularly useful for start-ups and individuals willing to offer quality services. Joining a popular social networking site is an essential part of brand building strategy. The networking factor helps in building relationships, which in turn results into promotion of business. Online success cannot be achieved without building a strong brand name. Social networking helps the companies in socialising and providing quality content.

THE FIVE PILLARS OF SOCIAL MEDIA MARKETING

Any and all forms of Social Media Marketing tactics fall under at least one of these five forms of action. Often the same channel will incorporate two or more of these:

- Declaration of Identity,
- Identity through Association,
- User-initiated Conversation,
- Provider-initiated Conversation,
- In-Person Interaction.

SOCIAL MEDIA CAMPAIGN

The Objective is to build brand loyalty and relationships. Components of Social Network Campaign being part of the conversation fostering dialogue on social networks, shift in power from brand to consumer, building relationships with users on social networks, E-commerce functionality on social networks, such as Face book., Viral marketing and word-of-mouth marketing. Social Network Campaign Management is done through Profile monitoring, Fans turning on / against brands, Empowered fans.
Research Findings indicate that Brand must use transparent communication. Here users do not want to purchase products and services via their profile page. Brands and marketers must listen to their friends/fans and any brand can benefit from social networks. Engage users far beyond the first transaction. User comments and suggestions offer real value. Great creative is the key to effective engagement. Social ads help build relationship between brand and the user. Loyalty and trust is the key metric not the number of friends or fans.

**MARUTI SUZUKI’S SOCIAL MEDIA CAMPAIGN**

Maruti Suzuki is India and Nepal’s number one leading automobile manufacturer and the market leader in the car segment, both in terms of volume of vehicles sold and revenue earned. Until recently, the Indian Government and 54.2% owned 18.28% of the company by Suzuki of Japan.

Maruti Udyog Limited (MUL) was established in February 1981, though the actual production commenced in 1983 with the Maruti 800, which was at that time was the only modern car available in India, its only competitors- the Hindustan Ambassador and Premier Padmini were both around 25 years out of date at that point. Through 2004, Maruti Suzuki has produced over 5 Million vehicles. Maruti Suzuki cars are sold in India and various several other countries, depending upon export orders. The company exports more than 50,000 cars annually and has an extremely large domestic market in India selling over 730,000 cars annually. Maruti 800, till 2004, was the India's largest selling compact car ever since it was launched in 1983. More than a million units of this car have been sold worldwide so far.

Currently, Maruti Suzuki Alto tops the sales charts. Its manufacturing facilities are located at two facilities Gurgaon and Manesar south of Delhi. Maruti Suzuki’s Gurgaon facility has an installed capacity of 350,000 units per annum. The Manesar facilities, launched in February 2007 comprise a vehicle assembly plant with a capacity of 100,000 units per year and a Diesel Engine plant with an annual capacity of 100,000 engines and transmissions. Manesar and Gurgaon facilities have a combined capability to produce over 10,00,000 units annually. More than half the cars sold in India are Maruti Suzuki cars. At present Maruti Suzuki offers 12 models such as Alto, WagonR, Estilo, A-star, Ritz, Swift, Swift Dzire, SX4, Omni, Eeco, Grand Vitara, and Kizashi.A-star and SX4 are manufactured in Manesar, Grand Vitara and Kizashi are imported from Japan as completely built units (CBU), remaining all models are manufactured in Maruti Suzuki's Gurgaon Plant. J D Power Asia Pacific has rated Maruti Suzuki first in customer satisfaction among all carmakers in India from 1999 to 2010.

Maruti Suzuki Ritz, which was, launched in the year 2009 is one of the most popular hatchback cars in India. It is targeted to young audiences who prefer a stylish car with excellent performance and sporty design. In the Indian auto market Suzuki Splash is known as Maruti Suzuki Ritz. Maruti Suzuki has changed its name because Ford already registered the name “Splash”.

In India Maruti Ritz is available with nine variants, five with petrol and rest four with diesel engine options. The petrol variants of Maruti Ritz are powered by the company’s popular 1.2L, 1197 cc, K12M KB series petrol engine. This engine is getting much popularity in the Indian market because of its excellent performance and fuel efficiency. The lightweight all aluminum K12M engine delivers 85 PS (63 kW; 84 hp) of maximum power at 6000 rpm with 113 N·m (83 lb·ft) of maximum torque 4000 rpm. The mileage it delivers in city is around 14.5kmpl in city and 18kmpl on highway.

There were around 100,000 cars sold in the segment in October 2010. Maruti Suzuki Ritz sold over 100,000 cars in just over a year. To celebrate the achievement Maruti Suzuki Ritz wanted to create excitement and pride amongst Ritz owners as well as reach out to potential customers. There was considerable increase in the Maruti Suzuki Ritz’s online community. While answering fans’ queries and concerns, Maruti wanted to reinforce the message of the smart car by creating excitement and fun there by increasing the participation.

**MARUTI SUZUKI’S**

**Marketing Objectives**

The objective of the social media campaign was to facilitate people to share the moments of their Lives. With the Ritz as the focus point, company intended to get Ritz owners together on a social platform and build pride and excitement among the Ritz owners and their friends and family. The target was to collect 25,000 moments in 2 months. Maruti Suzuki launched social media program to help Ritz owners to connect with each other along with their friends, and family. This was to complement the mass media campaign around, Live the moment” and build further buzz around the brand. The initiative was led by the marketing team at Maruti Suzuki and sought to engage the existing Ritz owners to play up the feeling of pride in owning the car as well as their friends and family who could potentially be future customers.

**Implementation**

The strategy was implemented across all social media platforms such as Facebook, Twitter, auto blogs and forums and resulted in a microsite, which helped to collate all the moments from participants and share it among their friends and family. The Live the moment microsite allowed users to login to the site using their Facebook or Twitter account or by registering on the site. They could then submit any moment in their lives that was memorable to them. The best moments had a chance to win attractive prizes.
including a Maruti Suzuki Ritz car. To win this prize a person had to collect a minimum number of votes before the jury would look at his entry.

The website allowed the user to invite his friends on Facebook and Twitter to vote for him as well as a feature by which he could invite all his email contacts as well. Using APIs, a contact importer was built through which the user could fetch all the contacts form email. All moments were shown as pixels on the moment’s wall, to view any moment one had to simply click at the pixel. The site featured a search by which one could locate moments using their moment number or the name of the participant. There was even a live stream built-in where the moments were displayed as soon as they were entered. To create a full 360-degree impact, on ground promotion as also undertaken at Café coffee Days and PVR Cinemas across the country. Promoters collected moments from user’s offline and the website provided them an import facility to add these moments to the Moments Wall.

**IMPACT AND OUTCOME OF “LIVE THE MOMENT” CAMPAIGN**

During the campaign close to 50,000 unique entries were submitted by users. More than 2.2 million users visited the microsite. Around 2 lakhs votes were received by entrants. More than 1 lakh fans added to the Maruti Suzuki Ritz Facebook page. The overwhelming response was mainly because people wanted to share their experiences with regard to the car they loved most. While the program allowed people to enter any moment, most of the entries were revolving around their experiences with Ritz. By connecting through social media network, the company was able to reach large number of participants covering large section of society with very small media budget. The “Live the Moment” became a most successful social media campaign of Maruti Suzuki for its Ritz car. Not only creating excitement and interest among its online fans community it also propelled the interest of other stakeholders such as customers, dealers, employees, and media.

**SOCIAL MEDIA FUTURE CHALLENGES**

Social media, once the domain of younger, tech savvy consumers, has gradually entered the mainstream and covers the broad demographic spectrum. Although the intensity of usage is very high in metros and urban areas, the social media is becoming increasingly popular among the younger generation in semi-urban areas. With the increase in popularity of E-Chaupal initiatives of ITC and E-Governance initiatives of state governments, there is a considerable increase in the usage of social media in the rural areas. Social media is no longer a platform for friends to stay connected in real time social media is gaining its popularity among the organisations as an effective communication tool. Less than 10% of Fortune 500 companies know, understand the value, and correctly use social media.

**CONCLUSION**

The Social Media campaign helped Maruti Suzuki in boosting the sales of Maruti Suzuki Ritz. This also resulted in connecting with the existing Ritz customers, fans and the dealers. This campaign was very useful for the company in creating the awareness and the brand preference for Maruti Ritz cars. As Social networking is particularly useful for start-ups and individuals willing to offer quality services, joining a popular social networking site is an essential part of brand building strategy. Using an integrated marketing approach involving digital, marketing and wide dealer network, Maruti was able to take the Maruti Ritz to consumers doorstep. This also resulted in multiple positive conversations on new mediums. The overwhelming response Maruti received from this campaign has boosted the Ritz’s popularity to a higher level. The success of “Live the Moment” social media campaign of Maruti Ritz is mainly attributed to their multi-pronged strategy of using Social Media campaign along with the Print, TV and Outdoor advertisements. This campaign built high brand preference for Ritz cars, which in turn became most preferred car in its category.

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WORK LIFE BALANCE OF WOMEN EMPLOYEES IN FISHING NET MANUFACTURING INDUSTRY

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ABSTRACT
Fishing net manufacturing industry is one of the fastest developing industries in India. Indian Fishnet has a good global footprint. As the labour cost is increasing in the developed nations, the manufacturing of fishnet has become unviable. Hence, the manufacturing has moved to developing nations like India. Apart from this India has a long coastline and fishing happens throughout the coast. Domestic consumption of fishing net is also contributed by inland fishing in the rivers and lakes. Women employees form the majority of the workforce in the fishnet manufacturing industry. This information will be collected from women employees in the fishnet manufacturing companies to get information on their experiences of availing flexible working arrangements or leave along with their attitudes and perceptions of work life balance issues. Many of the men have followed the “Bread Winner” model by being able to delegate family and caring to their wives. However, women do not have the option of delegating the family life to somebody. The work life balance is also essential for professional growth of a person. Previous research has found that a healthy balance increases the individual’s professional productivity due to a sense of greater self-confidence, it helps in the ability to perform efficiently and it boosts morale, which ultimately helps the organization as well.

KEYWORDS
Work Life Balance, Women Employees, Fishing Net Manufacturing Industry etc.

INTRODUCTION
Work life balance is a concept of balancing between “Work” including Career and Goals & “Life” consisting of leisure, family and personal goals through lifestyle balance. Many organizations have introduced several work-life policies to bring down the attrition rate. In some organizations they have provided flexible working hours or even work from options, depending on the industry and the kind of work. But, in the fishing net manufacturing industry they have come up with policies for flexible working days which they can choose the day off and working shifts. Kumarn Fishnets introduced bonus for marriage of women employees apart from leave for three weeks, which resulted in employee retention.

OBJECTIVES OF STUDY
- To study the attrition rate,
- To analyse work life balance policies and practices,
- To study on stress levels on women employees.

NEEDS FOR WOMEN IN FISHING NET MANUFACTURING INDUSTRY
For women, the problems are a lot more serious and so they opt out. They need to manage the time efficiently and also the stress which they experience at work. They should be aware of all the work life balance policies, procedures, holidays, time off in emergency and parental leave offered in their organization and also the governmental policies too.

- Here is where it is in the interest of the organization to do something to tap into this talent pool that will otherwise go unutilized.
- Awareness of government’s plan to extend the right to request flexible working to careers of adults.

FISHING NET MANUFACTURING COMPANIES LOOSING TRAINED WOMEN STAFF
Nowadays, top and mid level fishing net manufacturing companies are starring at a gender crisis as more and more women will quit to focus on family or to pursue careers that have less working hours and rotating working shifts. Firms are stepping up new efforts to control it. Today, fishnet companies are offering preferential shifts and work days to retain talent.

WORK LIFE BALANCE POLICIES
Suresh Kumar, Hear HR in a top Fishnet company, says:” The Fishnet manufacturing industry is characterised by a very young and dynamic workforce. The new breed of fishnet employees aspire for work environment that is holistic, complete and balanced.

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A flexible work environment and work life balance are key drivers of employee satisfaction.” We strive to make work a joyful experience and encourage work-life through “Ungalukaga” a unique platform for all employee engagement activities. This club organises for trekking and outing with team activities to enhance their team spirit and better understanding. “We also extend the employee engagement to families of the employees. Family members of the employees are invited to the factory for them to experience the work environment of their family member and to create a bonding towards the organization. Women employees are provided with a set of new cloths during the festival season apart from the uniforms being provided to them. This creates a bond not just between the employees and the organization but also with the family and drives retention.

**REVIEW OF LITERATURE**

Barbara Morgan and Laura Hensley study on working mothers’ struggle to manage work and family responsibilities and the associated physical and psychological distress have been well documented. Creation of support networks can assist working women mothers. The efficacy of a psycho-educational support group to help working mothers manage their rolls is discussed. The goals of this pilot project were to assist working mothers in working towards achieving cognitive restructuring, specifically, revising expectations of dual roles and challenges presented by these roles; behavioural changes to reduce stress-related psychological and physical symptoms; and a sense of social support from experiential sharing within the group process.IFF and Mori (2003) conducted a survey to assess the extent to which employers operated work-life balance practices, to see whether employees feel that existing practices met their needs, and to provide a baseline against which future surveys could be compared. Major changes were made in the survey’s methodology between the first baseline studies conducted by IFF in 2000 and the second survey of employees conducted in 2003 by MOIR. In the first survey, quotas were set during the fieldwork stage, whereas in the second the quotas were set before the fieldwork period.

**ASSUMPTIONS, CONSTRAINTS AND LIMITATIONS**

- Assumes all required data will be available with the company, like stress relief policy, employee participation.
- Attitude of the employees and difference in opinion among the employees.
- Research might include maximum participants from the company.
- Fear approach among the employees.
- Employees working in different shifts.
- Time constraints.
- Both married and un-married women employees.

**PROBLEM OF WORK LIFE BALANCE**

The study on Work Life Balance of Women employees of fishnet manufacturing industry is very critical in current day because:

- To reduce the stress among the women employees in the Fishnet industry,
- To enhance the stress management,
- To provide suggestions and recommendations from the study to improve stress relief,
- To propose new system and suitable techniques where necessary.

**CONCLUSION**

Efficient work-life balance not only decreases the attrition rate of women employees in the fish net manufacturing industry but also increases the overall growth of the industry in terms of quality skills. Even though they earn decent salary, they quit the company because of poor work life balance. For this reason firms should be much more careful in building their work life policies. There should be proper communication with the employees about all the policies and procedures. The firm should select the most appropriate process so that it does not affect the productivity.

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SOCIAL MEDIA AS A MARKETING TOOL OF NEW ERA

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ABSTRACT

The tools and strategies for communicating with customers have changed significantly with the emergence of the phenomenon known as social media, also referred to as consumer-generated media. This form of media “describes a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues” social media has made it possible for one person to communicate with hundreds or even thousands of other people about products, brands and the companies that provide them. The impact of consumer-to-consumer communications has been greatly exaggerated in the marketplace. Social media is an important element of the promotion mix today because in a traditional sense it enables companies to talk to their customers, while in a modern sense it enables customers to talk directly to one another. Recent promotional practices which providing consumers with networking platforms, and using blogs, social media tools, and promotional tools to engage customers.

KEYWORDS

Social Media, Promotion Mix, Blogs, Networking Platform etc.

INTRODUCTION

Social media encompasses a wide range of online, word-of-mouth forums including blogs, company-sponsored discussion boards and chat rooms, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, Internet discussion boards and forums, mob logs (sites containing digital audio, images, movies, or photographs), and social networking websites. The 21st century is witnessing an explosion of Internet-based messages transmitted through these media. They have become a major factor in influencing various aspects of consumer behaviour including awareness, information acquisition, opinions, attitudes, purchase behaviour, and post-purchase communication and evaluation. Social media is perceived by consumers as a more trustworthy source of information regarding products and services than corporate-sponsored communications transmitted via the traditional elements of the promotion mix.

Consumers like to network with people who have interests and desires that are similar to their own. Organizations can leverage this desire by creating communities of like-minded individuals. These communities can centre on shared interests and values. For example, Unilever’s Dove brand beauty products launched a “Campaign for Real Beauty” to bring together like-minded people who wish to enhance girls’ and women’s self-esteem by helping to establish realistic standards of beauty. The Barrack Obama, Hillary Clinton, and John McCain in presidential campaigns used their online presence to gather supporters together and provide information to promote their political career.

SOCIAL MEDIA AND PROMOTION MIX

It has long been acknowledged in marketing management circles that successful IMC strategies clearly reflect the values articulated in an organization’s mission statement and contribute to the fulfilment of the organization’s performance goals. To accomplish these objectives, the elements of the promotion mix are carefully coordinated so the information transmitted to the marketplace through these elements consistently communicates a unified message that broadly reflects the organization’s fundamental values. For example, the promotional efforts conducted by multinational corporations illustrate the underlying values of these organizations as articulated in their respective mission statements and statements of strategic principles. When the organizations entered the social media arena, they carefully designed their communications with the marketplace to consistently reflect their organizational values. By doing so, the organizations acknowledged the importance of incorporating social media into their promotion strategies and promotional efforts.

SOCIAL MEDIA AS A TOOL TO ENGAGE CUSTOMERS

Consumers feel more engaged with products and organizations when they are able to submit feedback. For example, Toyota enables its customers to provide feedback on a broad range of issues via its “Open Road Blog” The feedback comes in the form of criticism, accolades, and helpful suggestions. Taken as a whole, this feedback contributes to a sense of community in which honest, open communications are encouraged and customer engagement is enhanced. Interestingly, Toyota identifies the

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constituency of its blog as extending beyond customers to include other bloggers, journalists, automotive enthusiasts, consumers, and even competitors. Pepsi uses its Pepsi Stuff online customer loyalty program to engage consumers by enabling them to redeem points for MP3 downloads, television show downloads, electronics, and apparel. Campaign participants are also allowed to participate in sweepstakes drawings for larger prizes, such as home theatre systems and trip giveaways. Coca Cola has a similar campaign entitled “My Coke Rewards.” Enabling consumers to see others using the product can entertain and engage customers while communicating product benefits. BMW utilizes its own website, WWW.bmw.com, and YouTube to provide breathtaking pictures and videos of BMW automobiles in use. Some companies have encouraged consumers to submit photos or recorded footage of the product in action. Online games provide a natural and obvious venue for engaging and entertaining. These games are designed to entertain its target audience while selling the product. “Send to a friend” links make it easy to tell others about the games.

SOCIAL MEDIA AS A TOOL TO PROVIDE INFORMATION

Consumers are more likely to talk about companies and products when they feel they know a lot about them. For example, Mattel's website, WWW.mattel.com, is sated with information about its many toy products. While much of the information is intended for the children who use the toys, an everyday “Grown-Ups & Parents” section offers valuable information about the company's website practices and things parents can do to keep their children safe while they are online. Procter and Gamble is providing detailed information on a variety of subjects that may be of interest to consumers of the company's products. Subject categories include personal and beauty, house and home, health and wellness, baby and family, and pet nutrition and care.

ACTIONABLE SOCIAL MEDIA MARKETING

Regardless of the clients' product or service, a social media campaign can and should be an integral part of the overall marketing strategy. It needs to be accelerating through traditional online marketing tactics such as search and online display of advertisements. As a part of full-service Internet marketing program, Advanced Media Productions will coordinate and integrate social media marketing campaigns with traditional online marketing.

YouTube

Almost seven out of ten marketers plan to use YouTube. YouTube is often missed in social media statistics since many of the major analytics firms consider it to be a video site. In addition to being the number two social media site, YouTube is the second largest search site after Google. Therefore, marketers should have a presence on YouTube to support their business and search strategy.

Face book

Majority of marketers plan to increase Face book use. As the 800-pound gorilla of social media, Face book is a must-have in any social media-marketing portfolio. Currently majority of marketers are using Face book. Bear in mind that in some parts of the world, Face book may be the only social media platform.

Blogs

Two-thirds of marketers plan to increase their use of blogs. The rationale for this investment is the fact that unlike the other social media options, blogs provide an owned content platform – specifically, blogs created on our business’s URL.

LinkedIn

Majority of marketers plan to increase their use of LinkedIn. While companies of all sizes use LinkedIn, it’s a sweet spot for B2B marketers who use it at a rate of almost 80%. It’s great for building relationships with prospects, customers, influencers, experts, suppliers and distributors.

Twitter

Marketers are also using Twitter. It is a useful platform for spreading news, monitoring important keywords and engaging with prospects.

SOCIAL MEDIA MARKETING BENEFITS

Social media marketing campaigns provide businesses with new ways of online marketing that no longer relies primarily on traditional online advertising with large budgets, such as banner and campaigns and paid corresponding.

- **Increased Brand Awareness:** A social media marketing campaign creates brand visibility and builds awareness from viral messages that travel throughout the social web. Whet her from content that virally travels or from active participation in the target communities: establishing a brand power of authority and online reputation.
More Web Site Traffic and Links: Social media marketing campaigns generate links and web site traffic from profile pages at social media web sites, web widgets, social network applications and the contents that travel virally throughout social media news and bookmarking web sites. More links result in higher rankings of web pages in the organic search at Google, Yahoo, Bing and others.

Improved Customer Relationships: Social media marketing, through social networking profiles, Blogs, podcasts, wiki's, forums and other social media tools can improve customer relationships and user engagement. They are accomplished by developing a deeper, two-way communications channel with the customer base, wherein the business can take part in the discussions, receive feedback and build trust.

Thought leadership: Social media is often your first chance to make an impression on leads. Offering content like webinars and articles from the company’s subject matter experts can convey our credibility and expertise, as well as overcome typical buyer objections. The resulting feedback can provide valuable product insight as well.

Engagement: While putting a human face on a business might seem more suited for B2C companies, people still like to do business with people they know. Posting video demonstrations, company news and customer stories can build a sense of trust, drive greater interest, and attribute data on an opt-in basis.

Leads and traffic: Implementing a strategy of persistent marketing and high-quality content is the key to both fostering credibility and attracting high quality leads. Because the data and feedback are real-time, the insights are that much more valuable. Also important: the B2B sales cycle is typically longer and more complex than the B2C, meaning that a compelling and consistent content strategy will drive traffic and leads that eventually converts.

Cost savings: With the right tools, we can launch, measure and modify your social marketing campaigns immediately, eliminating months of slow and expensive production. Instead of waiting through a traditional marketing cycle to see and analyze results, we can get real-time feedback and quickly adjust multiple campaigns to make the highest impact possible.

Campaign reach: Today's users turn between Web, mobile and social on a dime. Extending seamless campaigns across all three-delivery paths creates a unified and pervasive brand presence that ensures you reach the right audience at the right time while reaching an overall greater number of leads.

Interest and attribute data: Social media provides a treasure chest of data that gives insight into buyer dynamics and motivations. Analytic tools and interest and attribute data can help you identify specific buyer communities, and then refine and tailor your content to launch resonant, high-performing campaigns.

CONCLUSIONS

Social media is embedded in every aspect of the customer journey: from ratings and reviews to "like" buttons to tweets. The opportunity for interactive marketing has evolved from building individual social applications to using social media to enhance a wide variety of marketing channels, including established interactive channels like display media and search marketing and even more traditional marketing like TV advertising and in-store marketing.

To create the biggest sales and brand impact per dollar spent on social media, interactive marketers should work across marketing teams to incorporate social media at every stage of the customer life cycle.

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SOCIAL MEDIA MARKETING: AN IMPORTANT TRANSITION PHASE IN MODERN BUSINESS MANAGEMENT

B. Hari Krishna

ABSTRACT

Social media has risen to a great level in India since last few years. Marketers in the west have already taken advantage of Social Media. Nevertheless, Indian marketers are still lagging behind in this foray. According to a survey done by DEI Worldwide in 2008, among US consumers, “companies not engaging in social media as part of their online marketing strategy are missing an opportunity to reach consumers”. Social Media Marketing is emerging as an innovation in the marketing field. In India Social Media Marketing is catching fire since last 3 to 4 years. Still some companies are finding ways and means to manage it professionally. Hence, the need arise to study the state of social media use in marketing activities by Indian companies. By scouting the secondary data, this study presents the state of social media marketing in India. This paper discusses about the concepts of social media and social media marketing, other aspects like the growth and benefits, role and relevance of social media in marketing, social media marketing strategies, and it presents an overview on the state of social media in India.

KEYWORDS

Social Media, Marketing Strategies, Marketers etc.

INTRODUCTION

In this fast changing environment, technology has made various innovations to make things simple and easy to do. They have played a major role to support people, especially businesspersons, towards doing from their simplest down to the most complicated business transaction, which they do in their day-today living.

When we talk about technology and business, one major idea, which comes into our mind, is the use of social networking sites to explore wider horizons brought about by our chosen fields of endeavour. Social media marketing is the latest buzz in the advertising world. If you own a business, you are probably one of the hundreds who want to put it online. Once you have an online business, you need to promote it. While online marketing may seem fun, it also requires some good strategies. Internet marketing can be a tad bit worrisome sometimes. This is mainly because; it requires a strong virtual presence of the venture.

Social networking sites are great places on the internet for marketing. Primarily, they can be used to build relationships and connect with a wider section of people, home and abroad. What most people are not aware of is they are incredibly good platforms for social media marketing.

Face book is perhaps the giant of all social networking websites. Face book profiles contain a greater amount of detail providing greater opportunities. Unlike Face book, Twitter is more about being concise and attention grabbing. Post innovative headlines and company news on your twitter profile to increase more traffic to your website. If used strategically, Twitter can be a very effective social media-marketing tool.

Twitter and Face book can help you to promote your business greatly. Social networking websites are very effective because of the huge connectivity. If you can the word around, you can be sure that it will spread in no time. Interpersonal communications and sharing of interests will widen your network and draw customers.

The internet is the nerve centre of the modern advertisement scenario. One can use it strategically to do some good internet advertising. The video hosting giant YouTube goes a long way in helping to promote your business or your cyber image. YouTube videos are viewed by millions everyday widening the platform for advertisement and promotion.

The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Trust and goodwill are the basis of social networking, and by marketing in the realm of social media these fundamental notions need to be adhered. It is probably the only marketing stage that encourages perfect communication and accountability among sellers as well as consumers. Global companies have recognized Social Media Marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing.

OBJECTIVES OF STUDY

- To understand the concept of Social Media and Social Media Marketing.

...
To know the benefits of Social Media Marketing,
To know the role of Social Media in modern Marketing,
To understand the Social Media Marketing Strategies.

RESEARCH METHODOLOGY
The data relevant for the study has been collected from secondary sources. It is been extracted from among different published sources such as journals, magazines, research articles.

SOCIAL MEDIA
Social Media is the future of communication, a countless array of internet based tools and platforms that increase and enhance the sharing of information. This new form of media makes the transfer of text, photos, audio, video, and information in general increasingly fluid among internet users. Social Media has relevance for not only regular internet users, but business as well.

Platforms like Facebook, Twitter, and Linked-in have created online communities where people can share as much or as little personal information as they desire with other members. The result is an enormous amount of information that can be easily shared, searched, promoted, disputed, and created.

Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

SOCIAL MEDIA MARKETING
The right meaning of social media marketing is hard to truly describe but a popular definition says that it is the methodical use of marketing with other technological concepts and techniques to achieve specific goals for a company. In simple terms social marketing, means building a business through many different media, like viral videos, ad films, ad copies and blogs.

While social media marketing was originally developed from the desire companies had to capitalize on commercial marketing techniques, it has recently developed into a more integrative and comprehensive discipline that draws on a wide array of technology, from the traditional to the most cutting edge methods out there.

Not all types of social media marketing work immediately. While you may have to wait a minimum of three months to see any kind of change, it is worth it in the end when you see what social marketing can do for your business.

A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

BENEFITS OF SOCIAL MEDIA MARKETING
When it comes to social media marketing, unbelievably, some people still need to be convinced it serves a purpose other self-aggrandizement. Despite reams of empirical evidence that suggest social media marketing leads to increased sales, increased leads, increased brand awareness and improved communication with clients and customers.

The statistics from CompTIA's Social Business: Trends and Opportunities study showed the following results:

Enhanced communication with consumers, cited by 61 percent of responding companies:

- Cost savings (51 percent),
- Brand positioning (49 percent),
- Real-time customer satisfaction (48 percent),
- Potential lead generation (43 percent).

Granted, the CompTIA survey only queried 400 business and IT executives, so it can hardly be considered a true measure of social media effectiveness, but it does provide some startling insights. First, almost 2/3 of those queried said it improved communication with customers and clients. These companies have no reason to inflate their results from using social media marketing. They are investing time and money in their networks just as everyone else is. If it were not working, they would be the first to say so.
Second, every other category showed that nearly half of the companies who use social media were seeing serious benefits from it. This does not take into account how effective their social media campaigns are or whom their social media managers are, but it could certainly be argued that the results could even be increased if they were more focused.

Social Media Marketing is increasing becoming important tool that every business can use to advertise their business and; if implemented with traditional marketing help towards success and growth for business.

**ROLE OF SOCIAL MEDIA IN MARKETING**

In this fast changing environment, technology has made various innovations to make things simple and easy to do. They have played a major role to support people, especially businessmen, towards doing from their simplest down to the most complicated business transaction which they do in their day- to- day living. When we talk about technology and business, one major idea, which comes into our mind, is the use of social networking sites to explore wider horizons brought about by our chosen fields of endeavor. The major roles of networking sites (Twitter, Facebook, Google+ and others) towards having a profitable business are:

- **Advertising:** Social networking sites by nature provide an online space for you to display your products. These sites provide folders or albums where you could advertise what you want your customers to know. If your business for example has something to do with freelance photography jobs, these sites could be a perfect avenue for a cheap online brochure where you could display photo samples or designs together with their prices or description so everyone would have the chance to be exposed to what you could offer them.

- **Socializing:** Establishing a good rapport with the society builds your credibility as a businessperson. This task can also be provided by famous and reliable networking sites primarily because several people sign-up for an account in to meet someone, who in some ways, share the same line of interest with them so as to establish good partnership.

- **Sharing and Mentoring:** Whether you are a newbie or an expert into your business, the social media can provide opportunities for you to either enhance or share your skills towards everything that has something to do with your line of proficiency. A perfect example would be to post tip or inquiry about your business and encouraging other members to comment regarding your post. From their ideas and reactions, you could pick something worthwhile which could possibly help you towards improving your chosen career.

- **Outsourcing:** If for example your business is somewhat service related such as picture taking services for special events, social media sites can once again work for your outsourcing services. There are sites that enable other members to post inquires or opportunities that your line of business could accommodate. Once you find wall posts with this kind of nature, you could send a message to the member and verify the reliability of your target client before offering your service.

- **Saving:** This job is the best role that social networking sites would offer. Since we live in an advanced technological world, these social networking websites enable you to save time to transact and move from one place to another just to do the first four tasks that were previously mentioned. Apart from that, they also help you save money as there are several sites that could help you create, advertise and establish your reliability as a business owner without spending money.

**GROWTH OF SOCIAL MEDIA IN INDIA: AN OVERVIEW**

India boasts millions of social network users, with the number of new users rising steadily, but in a country of more than 1 billion people, many of whom are not internet users at all, these figures are a drop in the ocean.

According to "eMarketer", it estimates that more than 76 million people in India will use social networking sites at least monthly this year, up 51.7% from last year's total. Double-digit growth in users will mean that by 2014, 83% of internet users in the country will regularly access social networks. That is a significantly higher penetration of internet users using social sites than is expected in the US the same year, where eMarketer projects the share wills be just 68%. Social network users and penetration in India, 2010-2014:

- 2010: 33.1 million (+38.8%/ change/52.3% of internet users / 2.8% of population),
- 2011: 50.2 million (+51.5% / 60.3% / 4.2%),
- 2012: 76.1 million (+51.7% / 71.0% / 6.3%),
- 2013: 105.0 million (+37.9% / 78.9% / 8.6%),
- 2014: 129.3 million (+23.2%/83.0%/10.5%).

However, as a share of the population, India's social network user numbers are tiny and will remain so. This year, a mere 6.3% of consumers in the country will use social networks (compared to 49.9% in the US) and that figure will just barely break 10% by 2014, when more than half the populations of the US, Canada, South Korea and Australia will be on social networking sites.
SOCIAL MEDIA MARKETING STRATEGIES

According to the annual Global Social Media Check-Up released by Burson-Marsteller, the study looks into social media adaptation of the Fortune Global 100 and acts as a guideline for social media marketing strategy. By understanding, what the 100 largest global companies are doing on social media we can see what areas all businesses need to focus on in order to compete.

Tweets on Top

One of the key insights to come out of the study was the level of interaction on twitter compared to other social media. The top global companies were mentioned over 10 million times in one month; more than half of this interaction was on Twitter. Twitter has always been the most immediate of social engagement platforms.

The simplicity of 140 character tweets makes it the ideal place for companies and customers to discuss topics of the day. A single tweet can set off plenty of interaction. Therefore, it is understandable that Twitter is the place where most people talk. However, more than 50% of the interaction, in a market that contains 5 big players, is a huge portion. Twitter is designed in a way that encourages interaction and these results show that a focus on Twitter is a requirement in every social media marketing strategy.

Video on the Grow

Another interesting insight was the growth in video usage by fortune 100 companies. YouTube is a platform that is often forgotten in social media marketing strategy, but it's becoming more and more important for the bigger companies. The study found that 79% of Fortune 100 companies have branded YouTube account that is 50% more than last year.

Companies have often cited a lack of interest as the reason they do not include YouTube in their social media marketing strategy. The common mistake was to assume YouTube was just for amusing little videos of cats playing piano. But this study shows that corporate YouTube channels average over 2 million views, which demonstrates that there is plenty of interest. And as video content production by big companies grows, it will become more and more relevant.

Need to be on All Platforms

One of the basics of social media marketing strategy is that you need as much presence as possible. In addition, this study rams home that idea. It shows that large companies waste no time in adapting to new social media platforms. The study shows that 48% of the companies have Google+ accounts. That is an impressive figure, especially when you consider that business pages were only launched 4 months before the survey. It also shows that 25% had interest accounts. A large group considering Pinterest is a relatively niche market. The key lesson for social media marketing strategy is to ensure you stay up to date with emerging trends, because if you are not you could be left behind.

Overall, the study clearly indicates a huge social media push by all of the biggest companies in the world. The fact that they are using so many channels to engage with their market, and that those channels are expanding, demonstrates that social media is becoming more and more central to all marketing strategy. Social media has been a great leveller for smaller companies. Because it allows direct interaction with customers, smaller companies have been able to use it to match their rivals at a fairly low cost. These trends demonstrate a big push by the larger companies, so it's important that small companies stay on top of their social media marketing strategy.

There is so much more to it than just creating a profile, adding some photos, and updating your page every so often. Discover the benefits of social media, connect with your customers, engage with prospects, promote your products and services and market your brand.

CONCLUSION

The first aim of any business is to be known amongst their target audience. This is no different for online businesses that strive to shine out amidst billions of sites. Online businesses aim to market their site in several different manners to gain them more customers and business. One such marketing technique is social media marketing.

Social media marketing is a term that defines marketing that is done via social networks, such as online communities, networks, blogs and many other marketing tools to raise awareness amongst their potential clients. These sites are used to publicize, make sales, create connections between the business and target market, and to handle customer service. Some common tools used to perform social media marketing are Twitter, Facebook, LinkedIn, Flickr, Orkut and YouTube.

The three main aspects of social media marketing are firstly, it creates a buzz and attracts readers with catchy and impressive messages. This buzz spreads through the Internet through contact between users who in turn pass it on to their own contacts. Within moments, these messages spread like wild fire. Another aspect is that it gathers all fans of a brand or company together and allows them to interact with one another, create an identity and communicate their interest for this brand or set of products. It
is also based on online conversations that cater around the business, and brings together current and potential customers. Their loyalty would also in turn promote one's brand and raise awareness amongst other possible clients.

In conclusion, social media marketing is effective and natural. It is a great source of web traffic, and achieves great results at a low cost. This form of marketing would work well with any other advertising campaign.

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ABSTRACT
This paper is going to speak about the effect of ethics related Computer Applications in Business Management, by way of explaining what is management, the engineer, engineering management, and ethics and by defining the field of computer ethics. We are going to tell about the ethical problems in computer applications, unethical computer code of conducts, ethical computer code of conducts, example topics in the Computer ethics, professional issues and evaluating the effectiveness with the help of the law and act. Finally, providing a case study with the effective commands of computer ethics by expressing its effectiveness.

KEYWORDS
Ethos, Ethic, Ingenium, Computer Applications, Business Management etc.

INTRODUCTION
The computer applications built by one person and followed by many persons up to our level should have 100% accuracy otherwise, it will produce unethical areas in its application that is why we found lot of problems and of late:

- Computers contribute to a variety of moral problems.
- In order to evaluate and act appropriately with such problems, a new field of applied ethics termed as ‘computer ethics’ has been developed
- Since the engineers get involved in designing, manufacturing and applying computerized technology, computer ethics becomes essential for a branch of engineering ethics.
- Computers are special technology and they raise some special ethical issues.
- Computer ethics is the analysis of the nature and social impact of computer technology and the corresponding formulation and justification policies for the ethical use of such technology.

OBJECTIVES OF STUDY
A person who operates the computer has to be honest, truthful, with work integrity and alert with once knowledge, skill and ability. You shall always make use of the computer application in business management with the ways that ensure consideration, respect for your fellow human and give importance to the public and society. This will be attained by maintaining complete ethical attitude in business management while using computer.

WHAT IS MANAGEMENT?
The Management is defined as:

“Management is the process of planning, organizing, leading and controlling the efforts of organizational members and of using all other organizational resources to achieve the stated organizational goals”.

By Michael Mescon

The above management process in the said title leads us to look for an Engineer. So,

WHO IS AN ENGINEER?
An engineer is a professional practitioner of engineering, concerned with applying scientific knowledge, mathematics and ingenuity to develop solutions for technical problems. Engineers design materials, structures, machines and systems while considering the limitations imposed by practicality, safety and cost. The word engineer is derived from the Latin roots ingeniae ("to contrive, devise") and ingenium ("cleverness").

Engineers are grounded in applied sciences, and their work in research and development is distinct from the basic research focus of scientists. The work of engineers forms the link between scientific discoveries and their subsequent applications to human needs.

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WHAT IS ENGINEERING MANAGEMENT?

Engineering Management: is a specialized form of management that is required to successfully lead engineering or technical personnel and projects. The term can be used to describe either functional management or project management.

Engineering managers typically require training and experience in both general management and the specific engineering disciplines that will be used by the engineering team to be managed.

The successful engineering manager must have the skills necessary to coach, mentor and motivate technical professionals, which are often very different from those that are required for individuals in other fields.

The Master of Science in Engineering Management is the intersection of management and technology by focusing on three dimensions:

- **Technical**: an understanding of proficiency in engineering and science.
- **Human**: the ability to build a collaborative effort within a group.
- **Conceptual**: the ability to apply analytical thought to the management process and to enterprise as a total system.

The Engineering Management (EMGT) program, emphasis Graduates of the Engineering Management Program will exhibit proficiency and excellence in the areas of technology, finance, human relations, communications, and professional behavior.

WHAT IS ETHICS?

- **Ethics**: Treated as the moral principles governing or influencing conduct. Treated as the branch of Knowledge concerned with moral principles.
- **Ethic**: A set of Moral Principles and **ethical**: Science of Moral Based on ethos.
- **Ethical**: Relating to moral principles (or) the Branch of knowledge concerned with morally corrected action and (of a medicine) available only on prescription.
- **Ethicist**: Noun form and ethos: The characteristic spirit of a culture. Era or community as manifested in its attitudes and aspirations.
- **Ethology**: The study of human behavior and ethological – social organization from a biological perspective.

Ethics Definition

- Study of right or wrong,
- Good and evil,
- Obligations & rights,
- Justice,
- Social & Political deals.

Engineering Ethics Definition

- Study of the moral issues and decisions confronting individuals and Organizations engaged in engineering / profession.
- Study of related questions about the moral ideals, character, policies and Relationships of people and corporations involved in technological activity.
- Moral standards / values and system of morals.

DEFINING THE FIELD OF COMPUTER ETHICS

- From the 1940 through the 1960s, there was no title like ‘computer ethics’.
- However, beginning with ‘Manner’ in the 1970s, active thinkers in computer ethics began trying to delineate and define computer ethics as a field of study.
- Walter Manner defined the field as one which examines ethical problems aggravated, transformed or created by computer technology. Some old ethical problems, he said, are made worse by computers, while others are wholly new because of information technology.
- James Moor defined computer Ethics as a field concerned with ‘policy vacuums’ and ‘conceptual muddles’ regarding the social and ethical use of information technology. Conceptual Frame work in computer ethics..
- Now it may seem that what needs to be done is the mechanical application of an ethical theory to generate the appropriate policy.
- A difficulty is that along with a policy vacuum there is often a conceptual vacuum.
- Indeed, much of the important work in ethics is devoted to proposing conceptual frame works for understanding ethical problems involving computer technology.
ETHICAL PROBLEMS IN COMPUTER APPLICATION

- Computer happened to be the instrument of an unethical act e.g. use of computer to defraud a bank. Bank robbery is made easier to perform and harder to trace.
- Computer is the object of an unethical act. This act is popularly known as ‘hacking’.
- E.g.: computer software is stolen and installed in another system and information are accessed from some other computer.
- Problems connected with autonomous nature of computer.
- Spreading Virus e.g., “Torjan Horses” are implanted to destroy the messages and the connected files are facing beyond recovery position.
- Computers as instrument of unethical behavior.
- Breaking privacy – Data accessed or erased or the ownership changed.
- Computers are sometimes used for some unethical acts. The use of computers makes the crime as impersonal.
- Computer leads to the elimination of some jobs.
- The software programs can be biased very easily.
- Health Hazard situation raise because of computer use i.e., during its use, it affects the operated by electromagnetic radiation, mental stress, wrist problem known as “Carpet Tunnel Syndrome” and poor lighting will cause eye problem.
- It creates Security risk E.g The Tokyo stock exchange faced a major embarrassment i.e. The trading system was to sell one share for 6,00,000 yen instead the trader keyed in a sale order for 6,00,000 shares for one yen each, which lead a great goodwill lose and the profit.
- Increased usage of Computer leads to reduced man-power requirement and hence their jobs are endangered.
- Loss of human lives because of the loss of computer in the operational control of military weapons.
- Eliminating of routine and manual job e.g. typists lost job because of the programmer and system administers as a result many people lost their job.

UNETHICAL COMPUTER CODE OF CONDUCTS

Example of unethical computer code of conducts includes:

- Modifying certain information on the Internet.
- Affecting the accuracy of the information.
- Selling information to other parties without the owner's permission.
- Using information without authorization.
- Involvement in stealing software.
- Invasion of privacy.

With the advanced of ICT, it is easy for anyone to retrieve your information from the Internet. You may not realize that when you fill a form on the Internet, your information may be exposed and stolen.

ETHICAL COMPUTER CODE OF CONDUCTS

Examples of ethical computer code of conducts include:

- Sending warning about viruses to other computer users.
- Asking permission before sending any business advertisements to others.
- Using information with authorization.

Example Topics in the Computer Ethics

- No matter which re-definition of computer ethics one chooses, the best way to understand the nature of the field is through some representative examples of the issues and problems that have attracted research and scholarship. Consider, for e.g. the following topics: a) Computers in the workplace, b) Computer crime, c) Privacy and anonymity, d) Intellectual property, e) Professional Responsibility, f) Globalization, g) Global cyber business, and h) Global education.

PROFESSIONAL ISSUES

The use of computers created some professional issues. Sometimes, it will make the job more complex and involve high degree of technical proficiency:

- Computer failures.
- Computer implementation.
CASE STUDY FROM AN INSTITUTION

In one fast growing company, an order was placed to buy the raw material to continue the production without any stoppage. The General Manager Purchase as per the decision made by the production committee placed the order. The order went by mail and as per the list the supplier was proudly supplied the materials asked for because for any order he will be getting 75% of advance payment. The following day which attracted the middle managers to run into General Manager’s room and informed that the material A Product has been supplied by the supplier with less quantity and in that position, the manufacturing cannot be continued in the afternoon for want of material a for production. The General Manager raised his eyebrow and was astonished on this situation, by that time the workers went for their rest interval for tea. The programmer who mailed the mail returned and he was in the answering position to higher officials. When he checked, he noted the difference as follows:

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Description of the item</th>
<th>Quantity ordered</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>material A</td>
<td>1,000kgs</td>
<td>100% Supply requested immediately</td>
</tr>
<tr>
<td>2</td>
<td>material B</td>
<td>10kgs</td>
<td>50% Supply requested immediately</td>
</tr>
<tr>
<td>3</td>
<td>material C</td>
<td>100kgs</td>
<td>100% Supply requested immediately</td>
</tr>
</tbody>
</table>

Table-1: Order placed by the General Manager

Sources: Authors Compilation

Programmer without the knowledge of the production did a mistake and the mail was sent on the 11th hour position on the day of the order. This type of orders generally will go on day–to–day basis never allowed the programmer to check back. This made the company to run with lack of material A for production and other two materials B and C has a booster for 10 months requirement. In addition to that, the General Manager has to make one more order for Material A to continue the production without any further delay. The programmer may be at fault due to the following reasons:

- Showed urgency in mailing,
- Wrongly made the pasting of the column 3,
- He was not bothered about the message /order for communication,
- He was not aware of the production, and
- Due to his unethical act.

The present situation made the company to pay more for the same order. Look a little incident made a big issue, which can be rectified by another action only not in the same message. Therefore, unethicality in documentation is beyond rectification in computer application in business management.

EVALUATING THE EFFECTIVENESS WITH THE HELP OF THE LAW AND ACT

Computer law refers to all areas in law that requires an understanding of computer technology such as hardware, software and Internet. Examples of law of computing in Malaysia include the Malaysian Communication and Multimedia Act, the Computer Crime Act 1997 and the Telemedicine Act 1997.

THE EFFECTIVE COMMANDS OF COMPUTER ETHICS

These commands are for solving the ethical problems occurring and to prevent the moral problems in computer application in business management:

- Don’t use a computer to harm other people.
- Don’t interfere with other people’s computer work.
- Don’t snoop around in other people’s computer files.
- Don’t use a computer to steal.
- Don’t use a computer to bear false witness.
- Don’t adopt other people’s intellectual output.
CONCLUSION

Hence, any person who operates the computer has to be honest, truthful, with work integrity and alert with his knowledge, skill and ability. You shall always make use of the computer application in business management with the ways that ensure consideration, respect for your fellow human and give importance to the public and society. Continues monitoring is required to have hundred percent efficiency and effectiveness in this field.

REFERENCES


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**VIRAL MARKETING AND SOCIAL MEDIA: A RELATIONAL STUDY**

R. Subhashree

**ABSTRACT**

Marketing has become extremely competitive due to globalization and the availability of more alternatives to customers. Marketers are finding it hard to grab the attention of customers using conventional media like print, radio, and television, marketers are constantly looking for new tools to engage and interact with the customer’s right from product development stage to customer’s feedback. The rapid pace of advancement in the areas of information technology, telecommunication has opened up a plethora of opportunities for the marketers to stay connected with their customers round-the-clock. Viral marketing has identified unconventional means such as internet, online social networks, and mobile phones through SMS to spread positive information and opinions about a products or services from one person to another person.

Viral marketing efforts are extremely effective to build brand awareness, attitude and motivation regarding brand. Viral marketing is known as word of mouth or buzz marketing. Internet has now become the prime tool for viral marketing and it has led to tremendous growth for many companies. This article provides an overview of how viral marketing is formed and what are the social Medias using to create a splash in the market place.

**KEYWORDS**

Viral Marketing, Information Technology, Telecommunication, Internet etc.

**PROLOGUE**

Marketing has become extremely competitive due to globalization and the availability of more alternatives to customers. As the new-age customers are becoming more tech savvy, discerning and time deprived, marketers are finding it hard to grab the attention of customers and engage them by using conventional Medias like radios, printing and television. Marketers therefore have to be more effective, and at the same time, cost-efficient also have to consider. Marketers are constantly looking for new tools to engage and interact with the customer right from product development stage to customer’s feedback. Recent advance in information and communication technology have come in as a big help to today’s marketers. These new age technology tools are not only cost-efficient, but also highly effective in terms of their impact on target audience.

Many companies which earlier spent millions on traditional advertisements started to turn to viral marketing strategy. Viral marketing has identified unconventional means such as internet, online social networks, and mobile phones through SMS to spread positive information and opinion about a products or service from one person to another person. Viral marketing efforts are extremely effective to build awareness, attitude and motivation regarding the brand. Viral marketing is known as word of mouth or buzz marketing. Word of mouth can be effective for smaller business for which customers may feel a more personal relationship.

**VIRAL MARKETING: CONCEPT**

Viral marketing describes any strategy that encourages individuals to pass on a marketing messages to others, creating the potential for exponential growth in the message “exposure and influence to explode the message to thousands, to millions. Like viruses, such strategies spread opinions especially by using conventional medias, (off the internet) as “word of mouth”, “creating a buzz”, “network marketing”. The passion of the Christ were build through strong “word of mouth “and by using unconventional means (on the internet) called “viral marketing”. Viral marketing using social networks, such as MySpace, Bebo and Face book, have become an important force in both business-to-consumer and business-to-business marketing. This unconventional means relies on time, energy and imagination rather than a big marketing budget.

Viral marketing refers to marketing technique that uses pre-existing social networks and other technologies. It enhances networks which effects of the internet and mobile networks. Viral marketing may take form of video clippings, interactive flash games, eBooks, brandable software, images, text messages, email messages, or web pages.

**HISTORY OF VIRAL MARKETING**

An old concept of word-of-mouth has evolved with the influence of the internet changed into viral marketing today. One of the first times viral marketing was used and one of the most widely known examples is the advertising of “hotmail” the free email service. In 1997, JURVETSON AND DRAPER developed the term “VIRAL MARKETING” to describe the free mail service, which HOTMAIL was providing.

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Users were made aware of the possibility of the free mail account through viral marketing. Hotmail used a link at the bottom of every email its subscribers sent. In this links, recipients were encouraged to sign up for a free Hotmail account. The result of the viral marketing approach was that over 12 million subscribers signed up for an account within Hotmail’s first 18 months of advertising. This marketing strategy did not cost Hotmail much in marketing or promotion, but was highly effective. After this, more and more marketers have started using viral marketing. Many companies, which earlier spent millions on traditional advertisement started to turn to viral, marketing.

OBJECTIVES OF STUDY

- To find out how viral marketing travel in social media to grow their business,
- To identify whether viral marketing strategy suitable for small startup or multinationals level companies.

HOW VIRAL MARKETING FORMED AND TRAVELS

Word of Mouth Becomes Word of Mouse

As mentioned earlier, viral marketing originates from WOM and is defined as the online word of mouth. Viral marketing has also been referred to as word of mouse as this refers to the action of clicking on the mouse attached to the computer, when wanting to tell as friend about a product or service. Viral marketing is word of mouth or word of mouse that encourages consumers to pass along company developed products or services in audio, video, or written information to others online.

“Viral marketing” is today’s electronic equivalent of old-fashioned word of mouth. A marketing strategy involves creating an online message that is novel or entertaining enough to prompt consumers to pass it on to others. When using viral marketing, marketers are depending of the tactic of creating a process where interested people can be empowered to share their experiences with friends and family. Viral marketing derives from the word “virus”, which covers biological and computer viruses that are feared or hated by most people.

Marketers soon saw the potential benefits of this form of marketing communication and today, 14 years later, there is a variety of viral marketing success stories, books, academic articles, research projects and even agencies specializing in viral marketing. Various terms have been used to describe this form of communication including viral marketing (Juvertson, 1997), buzz marketing (Thomas, 2004), word-of-mouse (Goldenberger et al.2001), viral stealth marketing (Swanepoel et al.2009), referral marketing (De Bruyn and Lilien, 2004), viral advertising (Porter and Golan, 2006) etc.

Buzz and Viral marketing

Buzz generates excitement, creates publicity, and conveys new relevant brand-related information through unexpected or even outrageous means. It is not necessary to emphasizing very shocking to generate buzz. Companies can help to create buzz and media or advertising are not always necessary for buzz to occur. Agencies have been created solely to help clients create buzz. Buzz Agent is another buzz-building firm. The company claims the buzz is honest because the process requires just enough work that few agents enroll solely for freebies and agents don’t talk up products they don’t like. Agents are also supposed to disclose they are connected to Buzz Agent. Buzz and viral marketing both try to create a splash in the marketplace to showcase a brand and its noteworthy features.

Viral Marketing Through Mobile Phones

Viral marketing also targeted mobile phone users. Marketing through SMS and internet are gaining popularity in recent times because of their far-reaching impact and cost-effectiveness. Mobile phones have become the primary screen for a major part of the global population, replacing the television. The major advantage of viral marketing through mobile phones is the cost-effectiveness of an SMS. It hardly costs a few rupees (or paise) in India to send a SMS. Telecom service providers also offer special schemes for sending SMSs in bulk. Thus, the cost efficiency is extremely high.

Initially viral marketing advertisers earlier sent the short text messages that contained product message to mobile phone users. As mobile phone screens got color and multimedia compatible, viral marketing started sending animated and multimedia message to mobile phones. Due to technology changes we have the opportunity to access the internet through the use of most new cellular phones. The other major advantage is that an SMS can be stored and accessed anytime by the recipient, unlike communications received through television, radio and such other media. Thus, important information about the store location and other such details can be stored and retrieved easily at one’s convenience.

Internet: A Viral Marketing Medium

Viral marketing uses the Internet and World Wide Web to deliver marketing messages to attract targeted customers. Internet was one of the novel medium that mavericks used widely. Marketing and advertising on the Internet has proved to be another cost-efficient tool. Not only industrial products, but even consumer products and services are being marketed through the Internet. The internet has proved to be one of the best media to reach out to the youth segment. Viral advertising on Internet became more
creative and many companies came forward with innovative web advertisements like viral videos. The “subservient chicken” ad by Burger King was a hit and viewed by more than 400 million people worldwide. These interactive videos showed a chicken that obey whatever one commanded, like playing guitar, dancing etc. It can, however, be reached with comparatively greater degree of certainty through the internet. The ability that the internet provides to track the preferences and behavior of customers is another positive factor in its favor. Thus, the internet has turned out to be one of the most cost-effective means of marketing. These are various means for marketing one’s goods or services through the Internet.

South Indian FMCG major company Cavin Kare has online communities for two of its brands. The Spinz website www.spinz.in provides a community for young urban girls, giving them information on a variety of topic relevant to youth, like contest, fashion updates, sauciest gossips and gaming adventures etc.

A Meera user is www.mymeera.com consumers can log on to the website to participate in various brand-related activities and contests. They can also give and seek information on the products they are using.

Viral Marketing using E-Mail

E-mail or Electronic mail has been one of the most far-reaching communication revolutions that humankind has ever witnessed. It has become a part of daily life for a very large part of the population. Today, it is indeed rare to find a person with a certain minimum level of socio-economic and educational background, who does not have an e-mail account. Sending and receiving e-mails have become part of daily routine for many individuals. Even the busiest executive spends a significant part of his or her time checking e-mails.

Viral marketing changed their direct mailing concept to bulk mailing through the internet. Email was fast, cheap and instant; they began to send millions of mails targeted at the internet user. It hardly costs anything, except the time of the person sending the e-mails. In addition, repeated e-mails can be sent to a person to keep reminding him about the brand or the product. However, the bigger advantage comes when e-mail is clubbed with creativity. A creativity-designed e-mail will not only break the clutter and attract attention, but will also lead to a higher level of brand recall. However, people turn against this practice of receiving unsolicited emails. Many software that filtered unsolicited mails or “spam” were developed solely to counter these viral practices. So viral marketing bitterly realized that most of their mails going to the trash unnoticed and unopened.

Viral Marketing through Second Generation of Internet

Viral marketing has been made possible by the phenomenon termed Web 2.0, which in short, is the second generation of the internet. Web 2.0 is a set of tools, which enable people to establish social and business connection, share information and collaboration on projects. This encompasses blogs, webinar, Wikipedia, social networking sites and virtual world, so Web 2.0 is a web-based service.

The emergence of social media made it even easier for senders to send these messages to large audiences that include one’s personal and professional networks and the public in general. Social media is a tool used to execute campaign with virality as an intended outcome. The social networking sites like Facebook (social utility), Wikipedia, Flickr (photo sharing), second life (3D virtual world developed by Linden Labs), Twitter, Ibibio, Slideshare (for sharing PowerPoint presentations) are some of the Web 2.0. Marketers and companies have started using Web 2.0 as a tool for product development, service enhancement, research and promotion. Some of these are discussed below.

Blogs

Blogs is a short form for web logs – created history in 2004 when the dictionary publisher Merriam-Webster declared that Blog was the most searched word on its website. Since its inception, blogging has attained the status of being one of the most sought after marketing techniques. Though it has a long way to go in countries, like India, marketers have started realizing the impact that blogging has on customers. Viral marketing using blogs to solicit customers feedback and products/services improvement. Companies using these Web 2.0 technologies even to create, manage, and share knowledge internally.

WOM is one of the best methods to impress customers, and blogging is the best medium to achieve a larger share of voice and reach the common person. Common people can post their views about anything on a self-prepared website, which is made available by free website service providers on the internet. One can put up his or her own website for free or at a very small expenditure. Since the communication comes from a common man and not from the company, people tend to attach greater credibility to it. Even if blogging is not used for spreading good WOM publicity, it can still provide early warning about the negative WOM that is about to spread in the market place. Blogs are a source of great insights about the complexities of consumer buying behavior. Thus, blogs have turned out to be a very effective means for both understanding and influencing consumers' attitudes towards brands. FMCG giant (HUL) Hindustan Unilever Ltd has launched a website for its brand Sunsilk. The website Sunsilk gang of girls.com allows users to blog, gets expert advice on hair, fashion, jobs etc. Beside members can upload photos and try out new lip shades, hair color etc.
SOCIAL NETWORKING SITES

Social networking sites have been one of the most effective media for connecting media for connecting people across geographic boundaries. The most important social networking sites are Myspace, Bebo, and Facebook. These are sites, which allow people to share content and allow them to communicate with their friends by building Web pages.

Procter & Gamble has spent only a tiny fraction of its media expenditures touting its Tampax brand on the Internet. Yet, it decided to advertise on Takkle, a brand new social networking site, because the site caters to an important niche for Tampax: female athletes. According to P&G, many girls use tampons for the first time because they want to fully enjoy sports activities. Here is how their Takkle promo works: Tampax sponsored a “battle” in which high school cheerleaders were asked to submit their-minute video clips of their best cheers with users voting on their favorites. Takkle awards the winner $10,000 worth of cheerleading equipment and clothing. P&G promoted the contest on its own online customer community, BeingGirl.com, which attracts 500,000 teen girl visitors a month. The campaign is a win-win for both parties, Takkle gets huge exposure as a new network by being mentioned on the p&G property, and P&G gets a highly targeted venue for product for which it’s difficult to create excitement. “The reality is, if an advertiser wants to target on Myspace, it doesn’t know who it is reaching, “said Takkle CEO David Bimbaum.

Facebook

Facebook was founded by Mark Zuckerberg and launched in February 2004, originally meant only as a social networking site for students at Harvard college, where he himself attended at the time. Quickly after its launch, Facebook expended its user base by allowing different Ivy League colleges around the united to join facebook as well. Shortly after this, anyone around the world who had a university email address was eligible to join, and on September 11, 2006 anyone in the world was allowed to join, provided that they were over the age of 13.

Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an unlimited number of photos, share links and videos and learn about the people they meet. Consumers through facebook sharing their opinion about dozen of brands each day. Although mega networks such as Myspace and Facebook offer the most exposure, niche social networks offer a more targeted market more likely to spread the brand message. Indian companies have joined the fray in using web 2.0 technologies to connect & engage with their partners and customers. Titan industries seeks feedback through exclusive communities on social networks sites that are dedicated to its fast track brand this helps to Titan for revise product design pricing, promotion etc ahead of the actual launch. So face book is most interesting platform for companies to create presence and initiate positive word-of-mouth.

YouTube

One of the new means of advertising that we find particular interesting is video advertisement, which for example, can be placed on www.YouTube.com. YouTube is a website where people can upload videos and share them with outer users. This video is to be uploaded to YouTube from where viewers can download and share it through FaceBook. This method is one that has surfaced within the last few years. On YouTube, it is possible for companies as well as private individuals to share videos with other Internet users around the world.

Twitter

Twitter (twitter.com) is probably the simplest of all the major social media tools. Twitter is a micro-blogging site, where users can send out messages of up to 140 characters as often or as seldom as they want. Some users see Twitter as a venue for their daily stream of consciousness, but others keep their messages – or “tweets” – limited to a particular interest.

Many small businesses use Twitter as a means to connect to their customers, providing an opportunity for open dialogue and to build loyal relationships. Many retailers and service providers use Twitter to advertise upcoming promotions, for example offering a 20 percent discount to your Twitter fans for a particular week on items such as regular maintenance, duct cleanings or product upgrades.

EPILOGUE

The technological advancements that we have witnessed over the past few years have found phenomenal applications in the field of marketing. These recent developments in marketing will be a great help to the marketers to maintain a stable market for their products. By 2006, big companies like Microsoft, IBM, Adidas and many more companies used this viral marketing strategy as a main to gain publicity. However, this technique initially used by small startups and now embraced by multimillion-dollar companies was mostly used by companies, which had millions of dollars as advertising budget.

A successful viral marketing has been characterized as “that addictive, self-propagating advertisement that lives on web sites, blogs, cell phones, message boards, and even in real world stunts”. As life has darker and lighter sides, these techniques have both darker and lighter sides, when these techniques are carefully used the marketers will definitely taste their sweetness.
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SOCIAL NETWORKING SITES: A BROKEN BRIDGE FOR STUDENTS TO THE OUTER WORLD

Dhyana Sharon Ross 56 Dr. S. Vasantha 57

ABSTRACT

Internet is an important element in today’s life. It is hard for a man to imagine a day without internet for today’s students, especially students predominantly using social networking sites. Much community of students uses internet for education purpose worldwide, but unfortunately, there is a large community of teenagers and young adults who use it only for social networking sites. De Bell and Chapman in 2006 pointed out that adolescent and young adult are the heaviest users of computer and Social Networking Sites (SNS).

In today’s scenario social networking sites becomes the latest online communication tool that or private profile to interact with people in their networks. The purpose of this research study is to explore the impact of social networking websites on students. A research questionnaire was designed to determine the factors of social networking websites that have impact on students.

KEYWORDS
Social Networking Sites, Academic Performance, Social Media, Students, Internet Usage etc.

INTRODUCTION

Social networking services serves as a big platform to create social relationships. People who have common interest idea, activities, backgrounds and real-life connections connect with each other through social networking sites or services. It connects people from one end to another end of the world very easily with internet connections. With improvement in technology in mobile phones through introduction of androids and smart phones, social networking services and used widely by all age group people.

This was made much easier fro people who do not have a desktop or a laptop. Pocket internet services, available in different package based on time period, memory and data usage, given by the service providers helps peoples for a budgetary internet usage. Students using social networking sites have both positive and negative impact. However, negatives outnumber the positives. The student’s motivational level reduces due to the use of these social networking sites. They rely on the virtual environment instead of gaining practical knowledge from the real world. This puts them in a separate world where there is a severe lack of face-to-face communication.

NEGATIVE EFFECTS OF SOCIAL NETWORKING SITES ON STUDENTS

Social networking sites have become more popular over the last decade, due to extensive usage of social networking sites by teens and young adults. They use it widely to get easy and instant global access. The negatives overtake the positives of social networking sites. These sites not only serves harmful to the students, but also to the society. Students are becoming more victimised than anyone else due to social networking sites. The reason behind this is, students while searching study materials and course materials online, they are attracted to these social networking sites to make their time pass and to get out of the boredom, during study time. This diverts their attention from their study, work, etc,. Social networking sites also lead to:

Reduced Learning Skills

Since students rely on easily accessible information available in social networking sites, their capability of searching information manually decreases. This results in research incapability.

Reduced Command Over Creativity, Language And Writing Skills

The accent and slang of the students changes due to usage of social networking sites. Students mostly use shortened works or forms on social networking sites. This makes them reliable on computer grammar and spelling check features. This reduces the students command over language and creative writing skills.

Reduction in Focus

Students involved in social networking sites while studying lack in concentration and results in reduction in focus of attention. This leads to poor academic performance.

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Reduction in Human Contact

Social networking sites reduces communication skills as time the students spend on social networking sites, the less time they spend socializing in person with others. There is a lack of effective socialization and communication with the outer world. Even the fresh graduates dissatisfy their employees with their way of communication. One should remember that the effective communication skills are key to success in the real world.

Time Wastage

Many students while searching study materials end up with different topics and many even forget the purpose of their visit to the sites. This is because they get attracted to the social networking sites during study time. This leads to time wastage and many students remain unable to deliver their work in the specified time frame.

Low Grades

Lack of control over social networking sites and lack of desired writing skills and in formations leads to securing low marks/grades.

Effects on Health

Over usage of these social networking sites affects both mental and physical health making them lethargic and unmotivated to create contact with people in person. Students fail to take proper meal on time; instead, they stick to excessive tea and coffee intake to keep themselves active in social networking sites, which affects negatively on their health.

REVIEW OF LITERATURE

In 2010, Baran stated that, although there are many negative perceptions, about the effects of social networking sites on students’ academic performance, some studies shows that students found quite appropriate for teachers and student to socialize by this means. Students also believed that such tools allow them to share knowledge in few education contexts.

Cain (2009) stated that although social network websites can be practiced for good determinations but it is usually used for Involvement of digital snapshots and information, exposing securities, and conducting online conversations because many other communities inside social networking websites motivate user for this kind of inappropriate actions.

Churchill’s study (2009) found that the use of weblogs or blogs in education facilitated a useful learning atmosphere.

According to Charlene Li et al (2007) student activity on social networking sites focuses on communicating with each other. The most popular activities done by students and users on social networking sites revolve around looking at profiles of one another, searching for someone here and there, or updating one’s own profile.

William & Mertne (2008) says that over dependency on these media may affect a student’s attendance at school.

Tinto (1997) argued that extracurricular activities and academic activities are not enough to satisfy some student those who are suffered by social networking isolation. Tinto reviews that in this (14-18) stage of human life people are more attracted towards social networking websites because those students who get aware from social networking websites cannot satisfy themselves only from academic activities, and for that reason, they are highly attracted by common social networking websites which are specifically specified for online personal, professional and dating profile.

OBJECTIVES OF STUDY

- To study young students behavior on social networking sites.
- To ascertain the impact of social networking sites on students.
- To suggest measures for young students overcome addiction towards social networking sites.

RESEARCH METHODOLOGY

Research Design: The research design used in this study is descriptive and analytical in nature.

Sampling Technique: The sampling technique followed to collect the data is Simple Random Sampling.

Sample Size: The sample size consists of 150 respondents.

Nature of Respondents: The nature of the respondents was drawn from students.
**Data Collection:** Primary data were collected from students through distributing questionnaire. Secondary data were collected from articles, journals.

**Tools and techniques:** Percentage analysis and chi square was used.

**ANALYSIS AND INTERPRETATION**

**Table-1: Students Using Social Networking Sites (Percentage analysis)**

<table>
<thead>
<tr>
<th>Membership of SNS</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>136</td>
<td>90.7</td>
<td>90.7</td>
</tr>
<tr>
<td>Twitter</td>
<td>2</td>
<td>1.3</td>
<td>1.3</td>
</tr>
<tr>
<td>Linked In</td>
<td>2</td>
<td>1.3</td>
<td>1.3</td>
</tr>
<tr>
<td>Google+</td>
<td>10</td>
<td>6.7</td>
<td>6.7</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation

From the above table it is inferred that 90.7 percent of students are using facebook.

**Table-2: Time Spent on Social Networking Sites (Percentage Analysis)**

<table>
<thead>
<tr>
<th>TIME SPENT ON SNS</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More Than 1 Hour</td>
<td>68</td>
<td>45.3</td>
<td>45.3</td>
</tr>
<tr>
<td>More Than 2 Hours</td>
<td>28</td>
<td>18.7</td>
<td>18.7</td>
</tr>
<tr>
<td>More Than 3 Hours</td>
<td>28</td>
<td>18.7</td>
<td>18.7</td>
</tr>
<tr>
<td>More Than 4 Hours</td>
<td>26</td>
<td>17.3</td>
<td>17.3</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation

From the above table it is inferred that 45.3 percent of the students are using social networking sites more than 1 hour in a day.

**Table-3: Time Spent with Family and Friends (Percentage analysis)**

<table>
<thead>
<tr>
<th>Time Spent With Family</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More Than 1 Hour</td>
<td>30</td>
<td>20.0</td>
<td>20.0</td>
</tr>
<tr>
<td>More Than 2 Hours</td>
<td>24</td>
<td>16.0</td>
<td>16.0</td>
</tr>
<tr>
<td>More Than 3 Hours</td>
<td>32</td>
<td>21.3</td>
<td>21.3</td>
</tr>
<tr>
<td>More Than 4 Hours</td>
<td>64</td>
<td>42.7</td>
<td>42.7</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation

The above table shows that 42.7 percent of students are spending more than 4 hours with family and friends.

**Table-4: Conflicts among Parents and Students on Using SNS (Percentage analysis)**

<table>
<thead>
<tr>
<th>Conflicts Among Parents and Students</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>42</td>
<td>28.0</td>
<td>28.0</td>
</tr>
<tr>
<td>Agree</td>
<td>48</td>
<td>32.0</td>
<td>32.0</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>28</td>
<td>18.7</td>
<td>18.7</td>
</tr>
<tr>
<td>Disagree</td>
<td>26</td>
<td>17.3</td>
<td>17.3</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>6</td>
<td>4.0</td>
<td>4.0</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation

32% agree and 28 percent of students strongly agree that using social networking sites brings conflicts among parent and children.
Table-5: Social Networking Sites Affects Academic Performance (Percentage analysis)

<table>
<thead>
<tr>
<th>Affects Academic Performance</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>46</td>
<td>30.7</td>
<td>30.7</td>
</tr>
<tr>
<td>Agree</td>
<td>44</td>
<td>29.3</td>
<td>29.3</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>32</td>
<td>21.3</td>
<td>21.3</td>
</tr>
<tr>
<td>Disagree</td>
<td>20</td>
<td>13.3</td>
<td>13.3</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>8</td>
<td>5.3</td>
<td>5.3</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

The above table shows that 30.7 percent strongly agree using social networking sites affects their academic performance.

Table-6: Necessity of Parental Monitoring on Social Networking Sites (Percentage analysis)

<table>
<thead>
<tr>
<th>Parental Monitoring</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>24</td>
<td>16.0</td>
<td>16.0</td>
</tr>
<tr>
<td>Agree</td>
<td>54</td>
<td>36.0</td>
<td>36.0</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>36</td>
<td>24.0</td>
<td>24.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>30</td>
<td>20.0</td>
<td>20.0</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>6</td>
<td>4.0</td>
<td>4.0</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

It is inferred from the above table that 36% of students have agreed that parental monitoring is necessary for students using social networking sites.

Hours Spent on Social Networking Sites by Students and Conflict with Parents (Chi Square)

H_0: There is no significant relationship on hours spent on SNS by students and conflict with parents.

H_1: There is significant relationship on hours spent on SNS by students and conflict with parents.

Table-7

<table>
<thead>
<tr>
<th>Value</th>
<th>Pearson Chi square</th>
<th>df</th>
<th>Asymp.sig.(2–sided) P</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>27.225</td>
<td>12</td>
<td>.007</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference: at 5% level of significance, P=.007, therefore P value is less than 0.05.
Hence, H_0 is rejected; Study shows that there is significant relationship on hours spent on SNS by students and conflict with parents.

Hours Spent on Social Networking Sites and Academic Performance (Chi square)

H_0: There is no significant relationship on hours spent on SNS by students and academic performance.

H_1: There is significant relationship on hours spent on SNS by students and academic performance.

Table-8

<table>
<thead>
<tr>
<th>Value</th>
<th>Pearson Chi square</th>
<th>df</th>
<th>Asymp.sig.(2–sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>31.620</td>
<td>12</td>
<td>.002</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference: at 5% level of significance, P=.002, therefore P value is less than 0.05.
Hence, H_0 is rejected; Study shows that there is significant relationship on hours spent on SNS by students and academic performance.

Hours Spent On Social Networking Sites and Students Connection with World (Chi square)

H_0: There is no significant relationship on hours spent on SNS by students and students’ connection with outer world.

H_1: There is significant relationship on hours spent on SNS by students and students’ connection with outer world.
Table-9

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp.sig.(2 –sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi square</td>
<td>25.036</td>
<td>12</td>
<td>.015</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference: at 5% level of significance, P=.015, therefore P value is less than 0.05. Hence, $H_0$ is rejected; Study shows that there is significant relationship on hours spent on SNS by students and their connection with outer world.

Number of Friends in SNS Profile and Conflicts among Students and Parents (Chi Square)

$H_0$: There is no significant relationship between number of friends in SNS profile and conflicts among students and parent.
$H_1$: There is significant relationship between number of friends in SNS profile and conflicts among students and parent.

Table-10

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp.sig.(2 –sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi square</td>
<td>25.243</td>
<td>16</td>
<td>.066</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference: at 5% level of significance, P=.066, therefore P value is less than 0.05. Hence, $H_0$ is rejected; Study shows that there is significant relationship between number of friends in SNS profile and conflicts among students and parent.

Parental Monitoring and Conflicts with Parent (Chi square)

$H_0$: There is no significant relationship between parental monitoring and conflicts with parent.
$H_1$: There is significant relationship between parental monitoring and conflicts with parent.

Table-11

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Df</th>
<th>Asymp.sig.(2 –sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi square</td>
<td>35.672</td>
<td>16</td>
<td>.003</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference: at 5% level of significance, P=.003, therefore P value is less than 0.05. Hence, $H_0$ is rejected; The study shows that there is significant relationship between parental monitoring and conflicts with parent.

Number of Friends in SNS Profile and Academic Performance (Chi square)

$H_0$: There is no significant relationship between number of friends in SNS profile and academic performance.
$H_1$: There is significant relationship between number of friends in SNS profile and academic performance.

Table-12

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Df</th>
<th>Asymp.sig.(2 –sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi square</td>
<td>19.971</td>
<td>16</td>
<td>.222</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference: at 5% level of significance, P=.222, therefore P value is greater than 0.05. Hence, $H_0$ is accepted; Study shows that there is no significant relationship between number of friends and academic performance.

**FINDINGS**

- 72 percent of the respondents were female and 28 percent of the respondents were male.
- It is found that 57.3 percent of the respondents are using SNS in desktop/laptop and 42.7 percent of respondents were using SNS in mobile phones.
- 90.7 percent of students are member of facebook, while 1.3 percent of students are member of twitter, 1.3 percent are member of linked in and 6.7 percent are member of google+.
- 45.3 percent of students agree that they are actively using SNS for more than 1 hour in a day while 18.7 percent use it 2 hours and 18.7 percent use it 3 hours and 17.3 percent of students use it 4 hours a day.
• 29.3 percent of respondents are having 100-200 friends, 20 percent of respondents have less than 100 and 200+ friends and only 18.7 percent of friends have more than 400+.
• From the survey 38.7 percent of respondents were found to use SNS several times in a day, while 26.7 percent respondent accept that they are constantly logged in their profile, 16 percent respondent accept that they use it once in a few days, 12 percent of respondent accept that they use it occasionally.
• 20 percent of students agree that they are actively using SNS for more than 1 hour in a day while 16 percent use it 2 hours and 21.3 percent use it 3 hours and 42.2 percent of students use it 4 hours a day.
• 32 percent agree that SNS brings conflicts among students and parent while 28 percent strongly agree, 18.7 percent neither agree nor disagree, 17.3 percent disagree and 4 percent strongly disagree.
• 30.7 percent of respondents strongly agree that SNS affects academic performance while 29.3 percent agree, 21.3 percent neither agree nor disagree, 13.3 percent strongly disagree and 5.3 percent strongly agree.
• 36 percent of respondents agree that parental monitoring is necessary while 24 percent neither agree nor disagree 16 percent strongly agree and 20 percent disagree and 4 percent strongly disagree.
• 40 percent of the respondents disagree that SNS makes them disconnected with the outer world while 21.3 percent neither agree nor disagree, 17.3 percent agree and 13.3 percent strongly agree and 8 percent disagree.

CONCLUSIONS

There is a wonderful proverb stating work “while you work and play while you play”. That also suits for students using internet and social networking sites. Students must have control over themselves on what to do and what not to do. They should segregate their time, so that using social networking sites does not affects there daily routine and academic performance. This study shows the usage and implication of social networking sites among young students. In general the usage of social networking sites decreased as the age of the respondent increased. Social networking sites have both negative and positive impact. It depends on the way a students use it. So SNS is beneficial if it is used with positive intentions.

REFERENCES


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ROLE OF SOCIAL MEDIA IN ENTREPRENEURSHIP DEVELOPMENT: A CONCEPTUAL REVIEW

K. Bakyalakshmi

ABSTRACT

This study will focus on explaining why entrepreneurs, other practitioners, and faculty must understand the effects that the proper use of social media has on the success of businesses. There is a crisis in mass marketing, which must be addressed. With the economy in its current condition, it is imperative that entrepreneurs also understand how to use social media to increase advertising and improve marketing. The traditional marketing model is being challenged, how to generate leads, increase awareness, and ways of communicating are continually evolving.

KEYWORDS

Entrepreneurs, Social Media, Marketing, Awareness, Entrepreneurial Development etc.

INTRODUCTION

The World Wide Web in 1989, the internet became a global network. Since that time, also known as the Information Age, the amount of content available has changed drastically, and the use of Social Media has planned an important role. There are many definitions of Social Media, but one by Ward, that appears to adequately describe the phenomenon states, “Social media is a type of online media that expedites conversation as opposed to traditional media, which delivers content but doesn't allow readers/viewers/listeners to participate in the creation or development of the content.” There is a wide variety of social media, ranging from social sharing sites such as YouTube and Flicker through social networks such as LinkedIn and Facebook.

Social media also appears to be a driving force in the Attention Age, which appears to have gained steam after the Information Age (also known as the Computer Age or Information Era). The Attention Age, which began in the first years of the 21st century, is relevant because it has given individuals the ability to create and consume information immediately and distribute it on the Internet. In the Information Age, however, Google and Bing play a lesser role then they did in the Information Age. This is because the Attention Age appears to more user-friendly and focused than Google and Bing.

In addition, Social media is important because it permits users to instantly obtain and share information. Social media avenues such as Facebook, MySpace, and YouTube, permits users to share content with friends, and Blogs, which are user created, permits individuals to also share information. Sites such as del.icio.us and Dig also permit users to organize and share content, and Twitter has become known for its ability to break news before the news even reaches traditional media outlets. Additional forms of social media include internet forums, wikis, podcasts, instant messaging, music sharing, and voice over IP.

SOCIAL MEDIA IN ENTREPRENEURS

Entrepreneurs are good social networkers, which is a quality that helps them to meet and interact with more people. This builds up their social capital and as a result, they identify the needs and opportunities that exist in a market and then execute a business model based on that gap. This entrepreneurial instinct has been the foundation of the biggest companies that exist today.

The internet has brought about tremendous changes in the way people behave and interact, as it has become part of an average individual’s lifestyle. The introduction of various internet based applications, such as chat clients, social networks, forums, video sites and instant messengers over the years have made the audiences reachable through online channels. Without a doubt, Social has become a necessity for the urbanites as it provides users with an opportunity to engage and interact with family, friends, colleagues and even strangers.

The social boundary is not only limited to ‘who we know’ in offline relationships, but goes beyond that to enable users to create new online friends and acquaintances. This new opportunity and ease of interaction from anywhere has led to the creation of an online environment that enables entrepreneurs to tap on to free and paid publicity by enabling them to connect with their potential audiences. Worldwide and in Pakistan also, a breed of entrepreneurs is constantly vying to engage and connect with these audiences through social media in order to understand the effectiveness of this new medium over traditional methods of promotion.


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The number of registered users from Pakistan on Facebook has increased from 358,978 in December 2008 (Graphics 2009) to 3,514,760 in December 2010 (Facebook 2010), which is 879% growth in 15 months based on the number of registered users.

**SOCIAL MEDIA IN MARKETING**

Businesses cannot afford to ignore the benefits of using social media. In the past, consumers often just had the opinions of a few friends before making a significant purchase. The use of social media can increase the number of those opinions from just a few to hundreds or even thousands reiterated that social media continues to abound for both businesses and the consumer. Businesses have also realized that consumers use social media because it is fun. They can easily share their ideas, photos, videos, likes and dislikes with each other. Businesses realize that importance of having increased interaction with consumers and retailers, and the use of social media gives them the opportunity to more efficiently meet the demand of their customers.

Many firms now use social media to enhance their marketing scheme. Health care and pharmaceutical firms have been slower to react because of regulatory concerns, but even they are now regularly using social media to communicate with patients and physicians. Other firms also use social media for promotions and to survey groups for records of past purchases and interests. One has to be careful, however, when reading the reviews of any firm on a social media outlet. It is easy for a firm to put a fake review of a product on a social media outlet to enhance the probability that a consumer will purchase that product.

**PURPOSE OF SOCIAL MEDIA**

The purpose of social media should be to enhance a business' branding and permit their biggest fans to just talk about them. Businesses just need to help facilitating the discussion. Social media should be used to track a business presence online, to make sure that clients are no degrading the branding value. One of the purposes of social media is to find out more about what customers are thinking. Businesses must also use social media to sell their products or services.

**SOCIAL MEDIA STRATEGIES**

Use traditional marketing in conjunction with the use of social media. Finance your marketing. Combine the use of PR, marketing and social media. Do not separate these departments. It would be wise to form cross sectional teams to assist in the use of these strategies. Think of yourself. In addition, what things would you like to read and do. Think like a customer and not like a marketer. The key is to use better time management. He felt that there were two key functions, having a simple system and automating everything possible. The key functions would permit more time to do the things that are the most important.

**PERCENTAGE OF THE TIME, SOCIAL MEDIA BE USED**

Some books suggest no more than one hour a day, but several corporations have devoted entire departments to doing nothing but social media. It should be used to the point where it is no longer effectively increasing profitability. This means that it should be used to increase customer satisfaction with the specific media used by them and should be used to increase market share. Firms must also be cognizant of social media clutter and realize that overexposure might have some negative consequences. Black Friday deals may end up overloading websites, and, therefore, some individuals who might have wanted to shop for their regular deals (and the one most profitable to the company) would not have been able to do so because of purchases being made of sale items during peak hours of usage by consumers. One possible strategy that must be considered is that businesses should offer "deals" during slow purchase times, which would generate a level flow of traffic to the website. All firms must thus also consider bandwidth capability when offering deals.

**EFFECTIVENESS OF THE USE OF SOCIAL MEDIA**

The social media and continue to use it on a regular basis, it should only increase. You will have an increased viewership and engaged customer group. It all comes down to the value you provide your customer base who are engaged in social media. One must be concerned, though, of the effect that one means of social media can have on another. The use of texting and cell phone communication is beginning to negatively affect permission-based marketing. The amount of e-mail sent by high social media consumers actually increased as additional social connections are made. In the newer and more convenient technologies do appear to affect the effectiveness of one social media over another.

As an example, an analysis of one YouTube video indicated that the person making the video has drawn more attention overtime as the number of viewers has increased dramatically. If the information is useful, it appears that the effectiveness of the social media outlet being used will not decrease over time. However, if the content is only applicable for a once or very few times use, it may be necessary to have diversified or varied types of social media to enhance the "stickiness" factor. Various strategies must be adopted to keep consumers loyal to brands, products, and services via social media. In other words, the effectiveness of social media might not increase or decrease over time, depending on how well a person or entity handles the current use of social media to keep the consumers interested.
**EFFECTIVE SOCIAL MEDIA MARKETING CAMPAIGN**

This depends on your company and your customers. If you truly segment and understand your customers, it will make sense. Sometimes, luck is involved when finding well-known social media strategies to assist you. By 2010, 60% of the Fortune 1000 Companies would be involved in some form of social media advertising. The firms should follow the sequence below when developing an effective media marketing campaign: Identify your audience, Define your success measurements, Plan a Strategy that Includes All Stakeholders, Be transparent, Recognize that it's not about you.

It depends on the situation; indicated, social media is the next great gateway for content discovery. Facebook and other message boards and blogging sites are becoming important when consumers seek product information. Facebook traffic has increased over 200% in the past year and Twitter traffic has increased over 1500%. Just posting on search engines information about a product that a person / entity to promote should not be the only option.

The product or service should also be promoted on other social media outlets. Knowing the target audience for the product to be promoted is very important and should probably be the first step in designing an effective marketing campaign. For example, if a promotion is designed for a rural area where high speed internet is not available yet, a satellite internet company might find TV or other mediums of communication more beneficial for promotion of its product that social networks.

**BENEFITS AND DRAWBACKS OF USING SOCIAL MEDIA**

It is completely dependent upon your company and what you post. In addition, if your quality is not of the highest level, it is likely to be discussed more when using social media. There are both advantages and disadvantages to using social media. Advantages would include the ease of obtaining data input from media users via the internet or computer based automated applications without having to manually sort through the data. Although the initial process of developing a customized applications / process can be costly and time consuming, it will pay off over time because of the valuable information that marketers can use to target specific market areas.

Data obtained might include age, gender, zip code, money spent, material purchases, and other details of information relevant to the market content that is desired. Among them were low costs, builds credibility, and the increased number of connections. Some of the advantages relevant to business included making it easier to form a new business, enhance an existing business, enhance selling merchandise, and receive employment recommendations.

Disadvantages would include, from a marketer’s viewpoint, safety concerns, especially those applicable to Internet privacy and security issues. Marketers might also be concerned about spending significant amounts of capital to give assurance (building trust) to media users to assure that the users than any information obtained from them will not be misused. Examples would include sites such as the dating site, match.com, or social sites such as facebook.com. Additional disadvantages might include concerns relevant to whom is watching the sites, such as employers, parents, or individuals who the users of the site would prefer not have access to the information. The lack of anonymity, scams and harassment, and time consuming.

Another disadvantage might include the possible bias of opinions shown on social media sites. A careful analysis of the material being presented is important, but this is cumbersome at times. The huge amount of teen use of social networks. Doing this often leads to the teens depending on the social networks to maintain friendships. Too much dependence on social networks can lead to poor interpersonal communication.

**DEVELOPING A SOCIAL MEDIA STRATEGY**

Social media strategy, one must determine who the customers are and what they do, does the information you can provide to them mean anything, is it valuable. If your customers do not care, why should you? You also need to make sure that your social media avenue being used abides by the law. You need to ask for whom your social media presentation is being developed. What is your target market relevant to age, sex, ethnicity, culture, etc. In addition, you need to determine the cost of the social media strategy being used and make sure that the benefits will outweigh the cost to the company.

**SIMPLEST WAY TO USE AND TECHNIQUES OF SOCIAL MEDIA**

To build a large web presence, Leverage multiple traffic sources, Develop relationships, Offer many ways for friends to subscribe or follow, be reliable and consistent, Promote others, Focus, Collaborate. That social media must satisfy the needs and wants of its customer. One of its goals should thus be to increase customer satisfaction. You must know your customers. As an example, McDonald's Big Macs would not sell in India because the majority of Indians, who are Hindu, do not eat beef. Attempting to sell Big Macs would thus have a negative effect because of the Hindu beliefs. Knowing this, McDonald's developed a veggie burger that sells very well in India. In addition, since many Indians prefer delivery, McDonald's has begun a delivery service in many regions of India.
CONCLUSIONS

It is obvious that the use of social media to enhance marketing is here to stay, so one must consider all possible avenues to positively use it to increase advertising and improve marketing. It is also obvious that there are benefits, drawbacks, challenges associated with any social media strategy, and these must be addressed before a specific social media strategy is implemented.

The purpose of social media should be to enhance a business’ branding and permit their biggest fans (i.e., super fans) to just talk about them. Businesses need to assist in facilitating the social media inputs and discussions. In addition, social media strategies should also be used to track a business presence online, and to make sure that clients are not degrading the branding value.

REFERENCES


*****

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SOCIAL MEDIA AND CRISIS MANAGEMENT
U. Roksana Begum

ABSTRACT
Social media refers to the interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Andreas Kaplan and Michael Haenlein define social media as “a group of internet based applications that build on ideological and technological foundations that allows the creation and exchange of user-generated content. Furthermore, social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content.

KEYWORDS
Social Media, Crisis Management, Communities, Mobile, Web-Based Technologies etc.

FORMS OF SOCIAL MEDIA

The total time spent on social media in the US across PC and Mobile devices increased by 37% to 121 billion minutes in July 2012 compared to 88 billion minutes in July 2011.

Mobile Social Media
When social media is used in combination with mobile devices, it is called mobile social media. This is a group of mobile marketing applications that allow the creation and exchange of user-generated content. Due to the fact that mobile social media runs on mobile devices, it differentiates from traditional social media as it incorporates new factors such as the current location of the user (location-sensitivity) or the time delay between sending and receiving messages (time-sensitivity). According to Andreas Kaplan, mobile social media applications can be differentiated among four types:

- Space-timers (location and time sensitive): Exchange of messages with relevance for one specific location at one specific point in time (e.g., Facebook Places; Foursquare).
- Space-locators (only location sensitive): Exchange of messages, with relevance for one specific location, which are tagged to a certain place and read later by others (e.g., Yelp; Qype).
- Quick-timers (only time sensitive): Transfer of traditional social media applications to mobile devices to increase immediacy (e.g., posting Twitter messages or Facebook status updates).
- Slow-timers (neither location, nor time sensitive): Transfer of traditional social media applications to mobile devices (e.g., watching a YouTube video or reading a Wikipedia entry).

DISTINCTION FROM OTHER MEDIA
E-commerce businesses may refer to social media as consumer-generated media (CGM). A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value.

People obtain information, education, news, and other data from electronic and print media. Social media are distinct from industrial or traditional media such as newspapers, television, and film as they are comparatively inexpensive and accessible. They enable anyone (even private individuals) to publish or access information. Industrial media generally require significant resources to publish information as in most cases the articles goes through many revisions before being published.

One characteristic shared by both social and industrial media is the capability to reach small or large audiences; for example, either a blog post or a television show may reach no people or millions of people. Some of the properties that help describe the differences between social and industrial media are: a) Quality, b) Reach, c) Frequency, d) Accessibility, e) Usability, f) Immediacy, and g) Permanence.

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MANAGING SOCIAL MEDIA

There is an increasing trend towards using social media monitoring tools that allow marketers to search, track, and analyze conversation on the web about their brand or about topics of interest. This can be useful in PR management and campaign tracking, allowing the user to measure return on investment, competitor-auditing, and general public engagement. Tools range from free, basic applications to subscription-based, more in-depth tools.

The honeycomb framework defines how social media services focus on some or all of seven functional building blocks. These building blocks help explain the engagement needs of the social media audience. For instance, LinkedIn users are thought to care mostly about identity, reputation, and relationships, whereas YouTube’s primary features are sharing, conversations, groups, and reputation. Many companies build their own social containers that attempt to link the seven functional building blocks around their brands. These are private communities that engage people around a narrower theme, as in around a particular brand, vocation or hobby, rather than social media containers such as Google+, Facebook, and Twitter. PR departments face significant challenges in dealing with viral negative sentiment directed at organizations or individuals on social media platforms (dubbed "sentimentitis"), which may be a reaction to an announcement or event.

CRISIS MANAGEMENT ON CAMPUSES IN THE AGE OF SOCIAL MEDIA

The rise of Facebook and Twitter have made crisis management harder than ever for institutions, companies, and individuals, according to a new book by a professor at Texas A&M University at Corpus Christi. What is essential, she says, is making a plan before you need it. Michelle Maresh-Fuehrer, author of Creating Organizational Crisis Plans, says she wrote for a broad range of readers—all of whom, she says, can develop crisis plans without spending thousands of dollars.

How has social media changed the way businesses and universities react during crises?

Social media has made it different in two kinds of ways: The first way is, anyone can become an activist and can get a big group of supporters with just a tweet or just a Facebook status. All it takes is a couple people to get together, and all of a sudden, you have power; and the other thing is, organizations are being held more liable now with what they are doing because of that public eye that comes with Facebook and Twitter. It is gotten to the point that people are starting to realize the power they have, and they are using it—that company is going to be held more liable by more people now than they would have been in the past. Now people who might not even do business with them want to know what they are going to say. The importance of being able to respond effectively has grown. The time you have to respond before it gets out of control has lessened.

What is your top recommendation for successful crisis management?

Reseaching your stakeholders’ expectations of you and knowing that, whatever those expectations are, any violation of that can become a crisis. For instance, from a school’s perspective, knowing everybody wants to feel safe your faculty, your students, your administration. Everyone wants to be in a harassment-free environment, so you want to make sure those values become your values.

Any advice for those just getting started?

Having something as simple as a contact list of just your employees, and of nearby things that could be affected by a crisis, like all the hospitals in the area. If a school has 30,000, students, and a bunch of them get hurt or something, you are going to need more than one hospital. Also, have a list of all the news stations, so you can call them first and not have those wondering what happened. Something as simple as that is huge, and some people do not think to do it until it is too late.

Are there any models that you think went beyond, and handled a crisis or potential crisis very well?

I will forever think Domino’s Pizza is on their game. It is the funniest thing, but they created a whole campaign around a complaint. In addition, they are so transparent with their Twitter. On their Web site, boom, there is the Twitter feed down the side and the minute anyone says, “I don’t know. Your pizza still tastes like cardboard to me,” they are like, “We are on it. What store did you buy that from?”

Twitter and Facebook might catch a lot of flak for giving people the opportunity to post about their cats and their breakfast and their current outfits, but recent events have once again shown that social media is more than just a parking lot for trivial updates. When crucial, even life-saving information needs to be broadcast, social media is quite possibly the single most effective medium for getting the word out quickly.

Think about it: the go-to route for breaking news in emergency has long been the Emergency Broadcast System (cue the loud beeps and the scratchy test signals). However, in this era, people aren’t glued to the main over-the-air TV networks at home or conventional radio in the car. Yet so many people always have their mobile devices handy and on alert. The sheer volume of user’s makes social media an extremely powerful emergency broadcast tool (over 2.5 billion users every month between YouTube, Facebook, and Twitter alone).
The infographic gives a bird’s-eye view of the way social media can be used by governments, mainstream media, and the public to make the flow of information instant (and instantly helpful) when help is needed most. It also shows several pinpoint examples of how social media has been an indispensable crisis-management tool, such as the time one Facebook user created a Hurricane Sandy news page that received 191,000 likes and that dispensed loads of information critical for those wanting to know which areas were safe, to identify the whereabouts of their friends and family, and to stay aware of the progress of relief efforts.

The way crises form, spread and how they should be treated has changed with social media. Maybe, we are a little more used to crises in Turkey compared to other countries. We can act more calmly. Turkey is one of the leading countries when it comes to the rates of social media use. It is one of the best places to test crisis management and take lessons from, in this social media age. We have already been through many incidents that other countries will face in the future. That is why we have a great deal of experience we can share.

I want to share these experiences in the form of an action plan. Systematically, I will tell you what to do. There is no one single truth of course, but I will share our advices for every step.

- Preparation is a must.
- Are Your Relationships Ready?
- Do You Know Your Stake holders?
- Choice of a Strategy.
- Micro Management / Know Your Tools.
- Abundant Records, Abundant Information Flow.
- Making Statements on Social Media.

**HOW TO AVOID SPREADING YOUR SOCIAL MEDIA CRISIS MESSAGES TOO THIN**

One of the biggest communications mistakes a business can make is to take on too much when it comes to social media. Every time a new channel pops up, they jump in before any kind of content strategy is done, or without thought to how much time, personnel, and resources might be needed. Is it any wonder that many company social media channels wither and die? Jay Baer calls this trend rampant social participation proliferation, a term he got from Jeremiah Owyang. Unplanned social media growth is a threat to effective engagement, and if applied to crisis communications, can do more harm than good. In a crisis, dissemination of information is a high priority. The need for real-time interaction and accurate information gathering puts an added burden on an already-stressed communications team. plastering your messages hastily over every popular social media channel is a mistake. Where social media strategy is vital in business, it is more important in crisis.

Here are some principles to follow that will help you figure out how to plan for crisis communications using social media.

**Stay within your established platforms:** This is the most important guiding principle to remember. For instance, if you have a Facebook page, a Twitter account, a YouTube channel, and an Instagram account, stick to those channels when planning any kind of crisis responses. This is where your fans are and this is where your detractors will want to voice their opinions. There are several reasons for doing this but the most obvious is that a crisis is not the time to build an audience or plan strategy for a new channel. Objectives are different in a crisis from in everyday social media. Your goals should be two-fold: reach the widest audience and enlist advocates who will help you spread the message. Second, every channel you post on, you have to monitor. Think of your resources, personnel, and time. Third, you do not have to answer every negative post that pops up on every channel. You will be playing whack-a-mole. Stick to the channels where you have established a fan base, and enlist your advocates to help you amplify your message. Use scheduling and amplification tools, but do not try to build a presence on a new channel during a crisis.

**Spend priority time monitoring instead of multiplying your message channels:** Set up a series of Google Alerts or use a monitoring app such as Mention, Radian 6, Meltwater Buzz, Hootsuite or others to catch the mentions of your brand or keywords on the internet. Again, time pressure in a crisis is present. Your ability to set up an editorial strategy that includes posting to social media, traditional press releases, answering media requests, and digital monitoring is going to be hampered by time pressure in a crisis. Take a realistic approach considering your resources and present fan base.

**At the first sign of crisis, call a reputable crisis management firm in your sector:** Today, many agencies that advertise social media crisis expertise are social media people with no communications or public relations background. Knowledge of social media is no good in a crisis unless it is informed by an understanding of effective media relations. Check backgrounds, bios, and client recommendations to make sure the agency has experience handling real-time crises.

**Stay within your primary broadcast or customer service channels:** Even if you love Vine, it is not an effective crisis communications channel. Is neither Pinterest or Foursquare. Primary broadcast channels are Facebook, Twitter, YouTube, Instagram, blogs, podcasts, message boards, text alert systems, and customer care channels. I can guarantee you will have your hands full trying to respond to your fan base on your regular broadcast channels. Do not waste time trying to get your message out to every nook and cranny on the internet. Also, do not forget your allies in traditional media. Prioritize your messages and...
prioritize your channels. Concentrate on channels where messages will be amplified for maximum reach and media coverage. Be strategic to gain reach; do not try to create it by adding superfluous social media posts.

**CONCLUSION**

Social media has paved way for all the society and has some weak points where it needs to work on it:

- The speed of events and the demands for communication (external and internal) are the most difficult challenges faced, with extreme and unremitting time pressures. Social media can be a problem, but can also be used to develop this outlet as a trusted source of news.
- Crisis management, command, and control should be triple layered-at the incident in field, at the regional or country level and at corporate/global HQ.
- Boards of big companies may not be best placed to run the crisis management. Emotional issues can play heavily with the public. You need a fixed point of contact for information and advice.
- A key message is that leadership convergence and leaders who go beyond the strict scope of businesses in an emergency can make for successful crisis management. Communications must be watched and deviations corrected early.

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IMPACT OF SOCIAL MEDIA IN EMPLOYEE ENGAGEMENT: A THEORETICAL FRAMEWORK

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ABSTRACT

The reality is that worldwide four out of 10 workers are disengaged and 70% of US workers do not like their job. Disengaged, unhappy employees create a less productive work environment. By powering employees to be active in social channels, brands can actually improve employee engagement, which is the key to improving employee morale, job satisfaction, and productivity. At Dell, one of the goals of employee advocates is to deepen employees’ social expertise and increase their social media intelligence, which has proven to increase employee engagement. Striving for higher levels of employee engagement is the key for business success. Engaged employees produce 2x more work product as unengaged employees 40-80% of customer satisfaction is affected by employee attitudes Organizations with high employee engagement experienced 19% greater shareholder return than average.

KEYWORDS

Social Media, Employee Engagement, Shareholder Return etc.

EMPLOYEE ENGAGEMENT

Employee engagement is a key business driver for organizational success. High levels of engagement in domestic and global firms promote retention of talent, foster customer loyalty and improve organizational performance and stakeholder value. A complex concept, engagement is influenced by many factors—from workplace culture, organizational communication and managerial styles to trust and respect, leadership and company reputation. For today's different generations, access to training and career opportunities, work-life balance and empowerment to make decisions are important. The starting point of engagement is to make sure the employees know what the company's purpose is and the manager needs to continuously help the employee understand the purpose of the role in the context of the organization. An 'engaged employee' is one who is fully involved in, and enthusiastic about his work, and thus will act in a way that furthers his organization's interests. People that are actively engaged help move the organization forward. They have an 'emotional attachment'. Employees with the highest level of commitment perform 20 per cent better and are 87 per cent less likely to leave the organization.

Salary and job security are, of course, important to employees, but more is needed to create true engagement. Factors include feeling valued; feeling respected; feeling involved; feeling heard; feeling well led. People want to be engaged. They want their work to have meaning and their contributions to be valued and recognized. Engaged employees enjoy what they are doing; they find it fulfilling; the positive attitude and energy from an engaged workforce pays dividends in employee retention and attraction of top talent.

SOCIAL MEDIA

Social Media has become an integral part of the way we live and work. It is hard to imagine that it is only twenty years since the Internet was created. Every single day more people are also now turning to their social networks, as the preferred way to find jobs. The astronomical growth of social media has created new ways for companies and candidates to connect online. Successful sustainable companies use core values to lead strategy and steer not only the culture, but also overall business performance. Social media provides new opportunities to lead and communicate these values.

In 2012, Americans spent 74.0 billion minutes, or 20% of their time, on social media sites. Much of that time was expended during work hours. Social networking has become part of life both on and off the company clock. In an attempt to bring employee attention back to the work place, 42% of employers have opted to ban social networking all together. Unfortunately, attempts at banning have failed because most employees just use their mobile devices to access social networks. Research also shows that banning social media kills morale.

Some companies agree that social networking has become an integral part of the business world. Employers who acknowledge the need for social interaction in the workplace should offer internal social media platforms, sometimes called enterprise social networks, to channel the need for social activity. An enterprise social network is an exclusive network only accessible to the business and its internal users. An enterprise social network meets company and employee needs to be engaged. Users can share thoughts, photos, updates, and more without leaving the work environment.

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The involvement of Human Resources with the phenomena of Social Media can best be described and summarized at three distinct levels or types of encounters: compliance; sourcing; and engagement.

**Level-1: Compliance**

Legal firms are frequently running workshops, as a number of employers are still working on an effective social media policy. Companies are struggling with dealing with how social networking sites may affect their workplace, as well as trying to understand the laws and other factors that may influence their approach to social networking. From a compliance perspective, companies may be concerned about the distractions at work, and the consequences of privacy, bullying, and harassment issues that can follow. Companies need to design a policy framework, which also require education of employees on how to use it in a meaningful way.

**Level-2: Sourcing**

A survey (The Jobvite Survey: Job Seeker Nation 2010) highlighted that proactive career managers have a very social profile: Facebook (67%), Twitter (28%) and LinkedIn (28%). They are well connected with 52% having more than 50 contacts on Facebook. Younger professionals are using the benefits of technology to build their networks faster, by generating more referrals online, as compared to previous generations that still prefer methods that are more traditional. Whether it is Facebook, Twitter, or another social media channel, these platforms allow for improved communication between an employer and its employees, as well as employees and their co-workers and even customers. If companies want to communicate with their employees effectively, they are going to react well to this media. The plan should specifically communicate how social media can help employees become more engaged and productive while also ensuring safety and privacy. For employees to feel secure, they need to understand that their documents are safely backed up and that there is a process to keep private documents from unintentionally making their way onto the social media platform.

**Level-3: Engagement**

If the employee can see that they can do their job more efficiently and effectively by using social tools, manager will have a much easier time getting employees involved rather than feeling like this is just one more thing they have to do in their already busy day. While more traditional electronic communication tools, such as email and instant messaging, still have their place in an organization, social media provides another outlet that can help employees receive immediate feedback and engage with fellow co-workers. Engagement through social media has become a remarkable phenomenon in the modern world.

**REASONS ORGANIZATIONS DO NOT IMPLEMENT INTERNAL SOCIAL NETWORKS**

Surprisingly, many organizations do not implement internal social networks. The reason is that those organizations don't realize that to compensate the lack of internal network, employees are using public social networks to connect and discuss, in effect putting in the public domain a lot of the organization's value, intellectual property and the organization's reputation at risk.

Organizations do not want to create an internal network because:

- Management is scared confidential information will leak to the wrong people.
- Time spent on social networks is not immediately productive. Where is the tangible output? - Direct productivity goes down.
- Reinforcing the informal organization dis-empowers the formal hierarchy.
- Management feels it loses control - the social network might be the medium of dissent.
- If we allow employees to write what they want, they might unwillingly sabotage the organization's strategy.

In particular in more traditional industries, only a few organizations today understand that the value of leaving employees express their creativity is the key to success in the Collaborative Age.

In these visionary organizations:

- Management is confident that collaborating on contents does improve tremendously its quality, and the engagement of people.
- Time spent on social networks is an investment - it allows in creating community contents and emotional links, an investment that will redeem many times in the future.
- Reinforcing the informal organization is the key to a reactive, successful operation.
- Management understands real leadership is not the same as hierarchical control.
8 STEPS TO SUCCESS: ENCOURAGING EMPLOYEE SOCIAL MEDIA ENGAGEMENT

Encouraging employee engagement across social channels on behalf of the brand seems to be a hot topic in social media these days. This is a series of steps in which social media approach can be imparted in an organization to make employees feel better in their workplace.

Step 1: Training

Educate the employees with social media best practices, checklists, playbooks, toolkits, etc. Help the employees feel comfortable using social media on behalf of company’s brand. It takes a Social Media strategist to map out the employee should be known, who the company’s customer is, why people should like or follow him. Social Media strategist helps the employee to design content around all that. It is cost effective and faster than wading through the maze.

Step 2: Stretch Assignments

Once the employees have participated in training and are comfortable using social media best practices, create opportunities for their participation across multiple social channels. Leverage the masses to assist with social media campaigns, launches, events, etc. Even if social media is not their main role within the organization, develop these assignments as a great way to increase the program’s reach in addition to allowing employees to test out their new skill sets.

Step 3: Provide Content

Make it easily sharable. For those individuals that may be starting out in social and are tentative about what is okay to post/tweet/share on behalf of the organization, leverage approved content and arm the employees with the types of content they can easily share and engage their audiences with.

Step 4: Be Creative & Open about Content

Devote a few hours a week to brainstorming sessions with the employees. Social Media strategist is the kingpin to the content but it cannot be done alone. Input from every person in the store is critical. Here are some launch pad ideas: a) Blogs, b) Videos, c) Causes, d) Internal contests to engage “Raving Fans”, e) Events, and f) Photos (eye candy counts!).

Step 5: Establish a Social Media Policy.

Social media is a new communication channel, but it doesn’t change the basic rules of honesty, courtesy and respect that the store promotes and each employee represents in their day-to-day work lives. Recognize the importance of participating in these online conversations, and provide a clear and purposeful Social Media policy for all the employees to follow to help protect both the staff and the business.

- Outline descriptions of the Social networks and demonstrate how they benefit the company.
- Provide acceptable employee uses of Social Media and guidelines for Social Media use.

Step 6: Give Them a Reason to Engage

Any Social Media campaign will have a rough road without grassroots employee buy-in. Some employees will be active on Facebook, others on Twitter or LinkedIn, and some will hardly know what Social Media is. Adjust the expectations for specific employees and know that every single person has a contribution to make.

- Do you have a Master Tech who loves interacting with the customers? Let him do some simple “How To” videos.
- Do you have a Service Advisor who is loved by her customers? Help her engage with customers on Social Media and submit feedback.
- Do you have a Salesperson or Cashier/Greeter who likes to write or do video blogs? Let them submit content.
- Persuade, Motivate, Recognize, and Reward. You’re building a team of “brand evangelists”. It pays to construct a good foundation.

Step 7: Recognition

Recognition is very important in professional life. It can be a milestone badge, management recognition, or perhaps a prize of some sort. Right recognition will help the employees to motivate additional employee participation. Along the way, create incentive programs to entice the employees to participate. Adding an element of gamification and rewarding beneficial behaviors can go a long way. A great way to do this is by giving credit where credit is due with recognition of your individual employees and employee teams on your company’s Facebook page, Twitter page, blog and other networks.
Step 8: Track Engagement

As employees are sharing their content, have them include a hash tag and keywords to easily track the employee engagement. Additionally, share the impact of their participation with employees. This will be another motivator to continue to participate in social activities. Managers vouch by internal social media sites as a great engagement tool as they help to improve important organizational processes and keep employees engaged with their co-workers. Social media brings good ideas to life internally, improves collaboration, ideation and innovation processes. It is an effective engagement tool and helps to promote the corporate brand and great means to improve internal communication. It facilitates communication, overcome geography, and maximizes productivity. It gives everyone a voice and increases engagement. It helps people connect with other colleagues not just for official purpose, but also to remain in touch, and interact socially with colleagues working in different offices. This ensures a high level of trust and empowerment at all levels. Companies that provide access to social networking sites may have an edge when it comes to employee engagement.

CONCLUSION

In conclusion, employees’ voices can be a very powerful medium across the various social platforms. Empowering them to speak on behalf of an organization can be a fruitful endeavor for both the company synergy efforts as well as its social strategy.

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IMPACT OF SOCIAL MEDIA ON THE DEVELOPMENT OF SMALL WOMEN ENTREPRENEUR IN KANCHEEPURAM DISTRICT

Dr. P. Uma Rani62 SriPriya63

ABSTRACT
Entrepreneurs have changed the corridors of trade, commerce, and provide ways to creativity. For the entrepreneur growth nowadays, social media plays the significant role. Social media are internet services that present great marketing opportunities for entrepreneur. Women entrepreneur in Kancheepuram District shows that the growth of female owned businesses is growing at the same rate of male owned ones. It increases their standard of living, motivation, attitude and self-confidence, and takes part in economic activity independently. Social media provides women entrepreneurs a variety of information sources and assist to accomplish their goals. In this research sample size consisted of 120 women entrepreneur and convenience sampling technique was used for data gathering. Data was collected using questionnaire base surveys.

KEYWORDS
Social Media, Women Entrepreneur, Motivation, Enterprise etc.

INTRODUCTION
Social media is the means of communications among people in which they create, share, and exchange information and ideas in networks. It introduces substantial and pervasive changes to communication between organizations, communities, and individuals. It differentiates from traditional media in many aspects such as quality, frequency, usability, immediacy, and permanence. In the modern business world every women wants to stand their own legs, for that they participate in various social media to improve their immense business activities. Women entrepreneurship plays major role in economic progress, business maturity, national augmentation, and employment creation relying on it.

Entrepreneurs have changed the corridors of trade, commerce, and markets, through new goods, services and provide ways to modernization and creativeness. “An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women.”

- Government of India

For the women entrepreneur social media has certain advantage they are:

- Broad reach: social media can reach millions of people all around the world,
- Ability to target particular groups: many forms of social media (e.g. Face book, Foursquare) allow businesses to target specific groups, often in particular locations,
- Free or low-cost: many forms of social media are free for business, and paid options are usually low-cost,
- Personal: social media allow you to communicate on a personal basis with individual customers and groups,
- Fast: you can quickly distribute information to many people,
- Easy: you do not need high-level skills or computer equipment to participate in social media. The average person with a standard computer should have no difficulty.

REVIEW OF LITERATURE
Social Media as a Marketing Tool
Holly Paquette, University of Rhode Island (2013)

In today’s technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a “connection between brands and consumers, [while] offering a personal channel and currency for user centered networking and social interaction”. The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer’s development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on (1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and (2) exploring the impact of a company’s integration of social media on consumer behaviour.

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The Impact of Social Media on Entrepreneurial networks
Debashish Mandal, March 2011
Chief supervisor: Prof. Bob McQueen
Panel: Prof. Kay Weaver, Dr. Stuart Dillon, Dr. Karyn Rastrick

There is limited knowledge in the existing body of literature on use of facebook by small and micro business owners. The intention for this research is to fill this gap by identifying the crucial elements in adoption and use of facebook by small businesses. I also propose to add to the body of rich existing network research by examining the influence of information systems on entrepreneurial networks. The research subject is of extreme importance and appropriate since the application of social media by businesses is maturing leading to the shifting of electronic commerce to social commerce. Moreover, being in the area of information systems based on small businesses addressing an important gap in the literature substantial publishable outlets has been identified.

Social Media Marketing In India,
Kanti nath Banerjee (2011-13),
School of Business, Galgotias University

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Indian marketers are moving at a fast speed to tap the ‘new normal’ opportunity. Social media has gone mainstream. In addition, for businesses it represents an unprecedented marketing opportunity that transcends traditional middlemen and connects companies directly with customers. Customer acquisitions remain to be the prime goal of Indian marketers (59%). According to leading marketers of India, the top three online investment channels for 2011 are social media, Email marketing and Search marketing. 52% of the top marketers said that it is extremely important to integrate email marketing and social media. This is why nearly every business on the planet is exploring social media marketing initiatives The focus of marketers is shifting from ‘sending the message out’ to ‘start engaging with customers’. In this context, the role of a marketer is changing from ‘batch and blast’ processing to creating ‘listening posts’ and ‘dialogue hubs’ in customer communities. A shift from isolated pure play traditional platforms to an integrated multi-channel approach is helping the marketers address the challenge of new consumers ‘expectations across many devices and channels.

OBJECTIVES OF STUDY

- To analyze the various factors to motivate to start their business through social media.
- To realize the balance between their families and responsibility and their business levels.
- To identify the best social media for the business successfully.
- To find out legal problems faced by the entrepreneur in the social media.
- To examine whether the level of economic condition is improved or not.

SOCIAL MEDIA INDUSTRY PROFILE

Government agencies regularly rely on social media to engage with their customers for improved citizen services and cost savings. Social Media integrates technology, social interaction, and content creation to collaboratively connect online information. Through social media, people or groups can create, organize, edit, comment on, combine, and share content, in the process helping agencies had better achieve their mission goals. Here are the most commonly used types of social media in government:

- Blogs (e.g., WordPress),
- Social Networks (e.g., Facebook),
- Microblogs (e.g., Twitter),
- Twitter Town Hall Chats: Best Practices for Federal Agencies, Twitter Town Hall Sample Agenda,
- Wikis (e.g., Wikipedia),
- Video and Podcasts,
- Discussion Forums,
- RSS Feeds, Photo Sharing (e.g., Flickr)Employee Ideation Programs, Gamification.

Social media is the major source for the women entrepreneur to run their business successfully. It provides information about the goods and services rendered by the businessperson. Whatever and whenever the information is needed, social media is the best source. Through the media, networking everyone gets lot of friends, it helps the business activity. Normally women in every society involve in social networking not only for their entertainment but also for the earning money in nowadays. They starts their business through the social media like face book, you tube etc. Through the social media the women entrepreneur gets more response from the society. The goods and service are rendered to the customer by various networking services. The products like cosmetic products, jewelry, household products, toys, electronic items and even agricultural products, and teach various subject to the students both in national and international level by the e-learning system. The advantages by the social media are bringing people together, Breadth of knowledge, Technological literacy, Opportunity to widen business and, to promote their site or business for free.
SOCIAL MEDIA SITES FOR BUSINESS

Whether the entrepreneur are on the hunt for new customers, wanting to connect with their industry, needing to spread their marketing message further or simply looking for information about something - increasingly people are all turning to Social Media Sites. List of Social Media sites for business: a) LinkedIn.com, b) Twitter.com, c) Facebook.com, d) YouTube.com, e) Wikipedia.org, f) Technoratimedia.com, g) Digg.com, h) Upcoming.org, i) Answers.yahoo.com, and j) Yelp.com

RESEARCH METHODOLOGY

To analyze and find the effectiveness of the impact of social media for the development of small women entrepreneur through social the survey method and content analysis in the research.

Methods of Data Collection: The survey method helped to identify the reach of the social media among its target audience, ways of impact, usage of these social networking sites and access to these form of communication by the questionnaire.

Research Design: This research study adopted survey and content analysis in order to find the effectiveness of the impact of social media for the development of small women entrepreneur through descriptive research design.

Sampling: The total population is social networking user community, but to collect the effective data the sampling is constrained to the target population like working women, housewives and others within the age of 16 - 60 years in Kancheepuram District, Tamilnadu. The sampling size is 120.

Research Questions: The main research question I hope to answer is: “How do the social media help for the development of small women entrepreneur?”

To answer this main research question we need to investigate several sub questions, which have been identified as follows along with the respondents profile questions:

RQ1: What are the factors that motivate for the women entrepreneurs to start their business?
RQ2: What are the strategies employed by women entrepreneurs/small business owners to balance their families and business?
RQ3: How to identify the best social media for developing their business?
RQ4: What are the problems faced by the women entrepreneurs/small business owners for running their business through social media?
RQ5: How does social media business add value to the entrepreneurs?

ANALYSIS AND INTERPRETATION

Motivational Factors

- To become economically free from their families,
- tired to work for someone or continue working as salary based employee,
- There is no job around the location she lives in,
- To keep busy for herself rather than resting at home,
- Keeping private interest.

To become economically free from their families get greater weightage compared to other factors. The graph shows the percentage of factors given by the respondents. Out of the 120 respondents 33 number of respondents said that their economic factor. 26 number of respondents for keeping private interests. Factors that women entrepreneurs are to become economically free, to develop their country through business creation, to show their strengths and ability to start business. Business hobby and cheap capital are also among the motivational factors of women to become an entrepreneur.

Graph-1

Sources: Authors Compilation
Balancing Family and Business

From the separate analyze of family activity and business activity, there is highly positive correlation between them. So, women entrepreneur have additional challenges and obstacles than that of male. Women who have children experience even more demands on time, energy and resources. The respondents said the various factors for balancing their family and business:

- Build a Support Network,
- Establish Limits and Boundaries and Remember They are Necessary for Balancing Work and Family,
- Create Time for Yourself,
- Get Organized,
- Balancing Work and Family Requires You to Be Flexible,
- Enjoy Quality Family Time,
- Find Reliable Child Care.

Best Social Media to Reach their Business

In kanceepuram district, small women entrepreneur are choosing social networking sites like Orkut, Facebook, MySpace, YouTube etc. for their business promotion. Social networking sites are an unique breakthrough in the world of Internet. Within a short span of time, these social networking sites have helped in bringing both the buyer and seller closer, if not for buying and selling. These sites have indeed helped the gen-next entrepreneurs in their pursuit of a free platform to highlight their products. Out of the 120 respondents, 29% of respondents and 28% said that the twitter and face book are the major source for their business activity. Service sector business people told the YouTube site plays the major source. i.e. 21%.

Graph-2

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>26%</td>
</tr>
<tr>
<td>Twitter</td>
<td>30%</td>
</tr>
<tr>
<td>Youtube</td>
<td>21%</td>
</tr>
<tr>
<td>Orkut</td>
<td>15%</td>
</tr>
<tr>
<td>Others</td>
<td>8%</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Legal Issues in Social Media

There are 120 respondents of small and micro women entrepreneur using social media as a tool for their business; advertisers and marketers use Social networking tools. In addition, as with any new aspect of doing business, there are several potential pitfalls that a business must be aware of to avoid running into legal difficulties. The following are some of the legal issues that an entrepreneur may face as it integrates social media into its business practices:

- Disclosure of Confidential Information
- Unauthorized Use of Trademarks
- Unauthorized Use of Copyright-Protected Works
- Privacy/Publicity
- Endorsements
- Other than legal problem, social media has lack of trustworthiness and reliability.

Advantages of Social Media Marketing

From the single entrepreneur to the business magnet, building a brand has become an essential element of online success. Not only the entrepreneur reaches a wider customer but also gain the repeated cross-platform exposure for their business. 81.67% of the respondents accept the advantage of the social media. Only 18.33% of respondents show their disadvantages of social media. Disadvantages are mainly from lack of family support, facing online cheating and lack of financial background.
OTHER FINDINGS

- As to the educational background, 43.8% of women entrepreneurs confirmed to have a university degree, whereas 39.3% had a diploma, and 16.9% launched their enterprise with a degree of primary education.
- As to the family background, 76.3% of the women entrepreneurs who replied have a partner and children. Only 23.7% replied that there is no support from their family.
- It can also be observed that age for starting a business, over 70% of women started their business before the age of 35. Around 15% started their business in the age range of 36-40, whereas 14.4% started business later in life.
- Being an entrepreneur is clearly a lifestyle, time dedicated to the business per week as 61.8% of respondents declared to work over 48 hours per week, in comparison to 25.2% who spend 40 to 48 hours at work. 13% declared dedicating less than 40 hours a week to their business.

SUGGESTIONS

This study reveals that women entrepreneurs’ participation is greater in those women who are connected through networking. The present study concludes that networking encourages women entrepreneurs to get access to resources and make easier for women to equip themselves for the forthcoming entrepreneurial responsibilities. The study shows that networking is helpful for transferring required knowledge and techniques to become entrepreneurs for women to start new business and sustain the old ones better than competitors.

CONCLUSIONS

In conclusion, as the issues of social media and women entrepreneurs are effective impact of Kancheepuram district, this topic will be highly beneficial for the community. The research findings confirm that online business has great potentials in empowering women by assisting them to become entrepreneurs. While this kind of entrepreneurship can be considered as a solution to the dilemma faced by women in managing and balancing between their career and family life; it can also increase women's capacity to improve their position at home and in society.

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8. http://www.youtube.com/

*****

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IMPORTANCE OF ONLINE ADVERTISING AND EFFECTIVENESS MEASUREMENT

S. Shahul Ameed64 C. V. Rajagopalan65 S. Kasthuri66

ABSTRACT

Social media is a radical shift from other traditional media like television and print in terms of the costs involved and the strategies for communication. Additionally, social media is an interactive medium and not one sided like television and print. Studies show that Facebook leads the list of virtual communities with more than 100 million active users (table 1). People belonging to all age group are web users (table 2). Maximum web users are in the 18-34 (80%) and minimum web users are in the 65+ age group (36% to 45%). Measuring performance is important to enable advertisers make decision on the right type of media. Measurement also helps in developing a performance based pricing strategy for online advertisers. The advertiser can track how consumers respond to its advertisement through various interactivity metrics, such as click-through, unique visitors and average viewing time. Internet being a bidirectional medium has enabled performance-based pricing models that let the advertiser pay more for advertisements that perform well and pay less for advertisements that do not perform.

KEYWORDS

Online Advertising, Social Media, Traditional Media, Interactive Medium, Advertiser etc.

INTRODUCTION

Digital and social media is an integral part of modern advertising because with this medium it is easy to track consumer behaviour and know for certain whether an individual is viewing their site at a certain time. As online media can show the almost instant results of reach and effectiveness, those who are diversifying and embracing this current change in media consumption are more likely to gain and keep their clients based on the clients current requirement. Social media has enhanced the productivity at work place and has helped in communicating in a better way. It has made younger members of the workforce multitasking and has helped them save time and money. Social Media if properly channelized can help businesses to grow, support stakeholders in decision making and ultimately can impact society in general.

OBJECTIVES OF STUDY

• The study aims at analyzing the factors that make the online advertising more important than the traditional media.
• Study also tries to get insights to measurement of online advertising, performance based pricing and managing the effectiveness of online advertisers

TRADITIONAL MEDIA VS NEW MEDIA

Now-a-days, consumers are being exposed to more and more media. Due to the combination of this media explosion with an increasing level of ad avoidance, the future for some more “traditional” media seems bleak. New media for example, the internet which is relatively new, are competing with old “traditional” media. Almost every household has a computer and access to the internet. With the average person spending approximately 13 hours online, the way things are viewed and accessed have evolved greatly. Companies that do not advertise online are missing out on a huge opportunity as information sharing online can reach a wider audience. During 2009 the internet overtook TV in spending and the trend continues in 2013 because it is cost effective and has huge reach.

Table-1: List of Virtual Communities with more than 100 Million Active Users

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Registered users</th>
<th>Active user accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Facebook</td>
<td>1+ billion</td>
<td>1 billion</td>
</tr>
<tr>
<td>2</td>
<td>Tencent QQ</td>
<td>784+ million</td>
<td>712 million</td>
</tr>
<tr>
<td>3</td>
<td>Skype</td>
<td>663+ million</td>
<td>280 million</td>
</tr>
<tr>
<td>4</td>
<td>Google+</td>
<td>500+ million</td>
<td>235 million</td>
</tr>
<tr>
<td>5</td>
<td>Twitter</td>
<td>500+ million</td>
<td>200+ million</td>
</tr>
<tr>
<td>6</td>
<td>LinkedIn</td>
<td>225+ million</td>
<td>160 million</td>
</tr>
</tbody>
</table>

Sources: Wikipedia

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65 Associate Professor, Karpaga Vinayaga College of Engineering and Technology, Tamil Nadu, India, rajagopalanCV@yahoo.co.uk.
66 Research Scholar, Mother Teresa Women’s University, Tamil Nadu, India, kasth.boo80@gmail.com.
Social media sites such as facebook and twitter are a good place to start with online advertising. There is no other low-cost promotional method out there yet that will easily give you large numbers of visitors, some of whom may come back to visit websites again and again. If a company is selling products/services or just publishing content for ad revenue, social media marketing is a potent method that will make your site profitable over time. Advertising using social media offers low cost, high reach and low wastage as ads can be targeted to the consumers from the data they share on the social media sites.

Table-2: Web Users’ Age Group

<table>
<thead>
<tr>
<th>Age group</th>
<th>Male %</th>
<th>Female %</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>79</td>
<td>81</td>
</tr>
<tr>
<td>35-44</td>
<td>62.3</td>
<td>65.9</td>
</tr>
<tr>
<td>45-64</td>
<td>44.4</td>
<td>50.6</td>
</tr>
<tr>
<td>65+</td>
<td>35.7</td>
<td>44.8</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Social media is a radical shift from other traditional media like television and print in terms of the costs involved and the strategies for communication. For instance, it is possible to create promotion without any cost in social media which is unheard of for other traditional media. Additionally, social media is an interactive medium and not one sided like television and print. Though efforts have been made to make traditional media more interactive, the level of involvement of the prospect remains marginal. Whereas, in social media the prospect can even generate the entire message, eg: a review of any product on a blog could serve as source of positive or negative communication.

Table-3: Age Segments and Content Categories

<table>
<thead>
<tr>
<th>Online Content</th>
<th>18-34</th>
<th>35-44</th>
<th>45-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment Information/ News</td>
<td>58</td>
<td>40</td>
<td>2</td>
</tr>
<tr>
<td>Games</td>
<td>55</td>
<td>30</td>
<td>10</td>
</tr>
<tr>
<td>Local/National News</td>
<td>9</td>
<td>18</td>
<td>42</td>
</tr>
<tr>
<td>Chats/Blogs</td>
<td>76</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>Shopping/Product Info</td>
<td>11</td>
<td>21</td>
<td>40</td>
</tr>
<tr>
<td>Information For Work</td>
<td>5</td>
<td>67</td>
<td>26</td>
</tr>
<tr>
<td>Health Info</td>
<td>6</td>
<td>23</td>
<td>41</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Studies show that Facebook leads the list of virtual communities with more than 100 million active users (table 1). People belonging to all age group are web users (table 2). Maximum web users are in the 18 -34 (80%) and minimum web users are in the 65+ age group (36% to 45%).

Table-4: Users’ Opinion about Online Advertising

<table>
<thead>
<tr>
<th>Opinion about Online Advertising</th>
<th>18-34</th>
<th>35-44</th>
<th>45-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Like</td>
<td>35.2</td>
<td>25.1</td>
<td>16.7</td>
<td>12</td>
</tr>
<tr>
<td>Dis like</td>
<td>28</td>
<td>36.1</td>
<td>44</td>
<td>39.1</td>
</tr>
<tr>
<td>No opinion</td>
<td>36.8</td>
<td>38.8</td>
<td>39.3</td>
<td>48.9</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Age segments and content categories (table 3) shows the preferred contents of various age groups. The ads for products that cater to different age group can be suitably organized keeping in mind the content preference of products for various age groups and the targeted audience. It can be seen that online ads are like by youngster more than elders (table 4) but whether they like it or not, it influences the buyers.

MEASUREMENT OF ONLINE ADVERTISING EFFECTIVENESS

Recently, both advertisers and publishers have started to realize that the Internet is a much more accountable and measurable medium than traditional media. In traditional media advertising, information flows only in one direction: from the advertiser to the publisher, and from the publisher to consumers.

Further an increasing portion of advertising budget is going to online campaign. So measuring performance is important to enable advertisers make decision on the right type of media. Measurement also helps in developing a performance based pricing strategy for online advertiser.
Chart-1: Five levels for effectively measuring online advertising

The advertiser does not have direct contact with consumers, and this makes the measurement of an advertisement’s effectiveness very difficult. For some traditional media like TV, companies like Nielsen provide measurement data through consumer surveys. For other traditional media, even such data are unavailable. In contrast, the Internet is a bidirectional medium that allows the advertiser to have direct contact with consumers. The advertiser can track how consumers respond to its advertisement through various interactivity metrics, such as click-through, unique visitors; average viewing time, and purchases.

Sources: Authors Compilation

Table-5: Indicators for measuring Online Performance

<table>
<thead>
<tr>
<th>Display</th>
<th>Conversion</th>
<th>Traffic</th>
<th>Media</th>
<th>Distribution</th>
<th>ROI</th>
<th>Post-tests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of impressions</td>
<td>Click through rate</td>
<td>Number of visits generated</td>
<td>Cross rating point (GRP)</td>
<td>Additional sales generated</td>
<td>Acquisition cost (offline vs. online)</td>
<td>Impact on awareness</td>
</tr>
<tr>
<td>Number of “visible” advertisements</td>
<td>Conversion rate</td>
<td>Number of pages viewed</td>
<td>memorized coverage</td>
<td>Revenue generated</td>
<td>ROI (revenue generated/Advertising expenditure)</td>
<td>Impact on advertisement recall</td>
</tr>
<tr>
<td>Number of advertisements viewed</td>
<td>Post-view conversion rate</td>
<td>Length of visit</td>
<td>Coverage rate</td>
<td>Exposure time</td>
<td>Rate of videos viewed</td>
<td>Impact on brand image</td>
</tr>
<tr>
<td>Exposure time</td>
<td>Post-click conversion rate</td>
<td>abandon rate</td>
<td>Message repetition rate</td>
<td>Interaction rate</td>
<td>Rate of videos viewed in full</td>
<td>Impact on purchase intentions</td>
</tr>
<tr>
<td>Interaction time</td>
<td>Subscription</td>
<td></td>
<td></td>
<td>Expansion rate</td>
<td>Video viewing time</td>
<td>Impact on recommendations.</td>
</tr>
<tr>
<td>Rate of videos viewed</td>
<td>Number of subscriptions</td>
<td></td>
<td></td>
<td>Activity on social networks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rate of videos viewed in full</td>
<td>(requests for information, Games, newsletters, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video viewing time</td>
<td>Subscription rate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activity on social networks</td>
<td>Recommendation rate (social networks, viral e-marketing campaigns)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sources: Authors Compilation
PERFORMANCE BASED PRICINGS

While there is no doubt about the future of the Internet as an important advertising medium, there has been much confusion on which pricing model should be used. In the early days of online advertising, online advertisers and publishers have simply borrowed the widely used CPM (cost-per-thousand impressions).

In the traditional media advertising pricing model, every time an advertisement is displayed; the publisher can collect money from the advertiser. It does not matter if consumers notice it, let alone interact with it. The unique property of the Internet being a bidirectional medium has enabled performance-based pricing models that let the advertiser pay more for advertisements that perform well and pay less for advertisements that do not perform. Currently there are two performance-based pricing models that are widely used. The first model is called a CPC (cost-per-click-through) model. Under this model, the publisher receives no guaranteed payment for each impression delivered. Instead, the publisher receives a payment for each click-through that has occurred.

The second model is known as a revenue-sharing or CPA (cost-per-action) model. Under this model, the publisher receives no guaranteed payment for each impression delivered. Instead, the publisher receives a payment from the advertiser for each purchase that has occurred and can be traced to advertisements delivered by the publisher. As these performance-based pricing models emerge, the online advertising industry is engaged in a debate over which pricing model should be used. Should the industry stick to the traditional CPM model, or should the industry use performance-based pricing models, such as CPC and CPA models?

On one side of the debate, many publishers prefer the CPM model because of its low financial risk for them. In addition, they argue that they are only good at attracting and retaining an audience by informing and entertaining them, and that they cannot control many factors that affect the performance of an advertisement, such as the design of an advertisement, attractiveness of the offer and the sales process. On the other side of the debate, many advertisers prefer performance-based pricing models because these models deliver measurable ROI and pose little risk to them. Advertisers argue that it does not make sense to pay for advertisements that generate no value, when the Internet makes it possible to measure performance (see Braud 2001, Hallerman 2002, Heyman 2001, McCrea 2000a, 2000b, and Sisney 2000).

MANAGING THE EFFECTIVENESS OF ONLINE ADVERTISERS

As discussed there are many measurement tools and it is important to select the appropriate ones. But in addition to selecting the right indicators, managing the effectiveness of online advertising also means rising to challenges in four areas:

**Strategy:** reconcile viewpoints on the role that the internet should play in the media strategy;

**Organisation:** spread Web culture within the company to reach a common understanding of the measurement tools by all parties involved;

**Operations:** implement appropriate tools to develop the relevant indicators and monitor them using the appropriate depth of analysis and at the right frequency.

**HR:** build the necessary skill set by training existing employees or recruiting;
CONCLUSIONS

We live in a fast paced world. People want information instantaneously at all hours of the day. Online advertising offers this. A potential customer can log onto the internet at any given second of the day and access almost any information they wish to have, and they also unintentionally view masses of information that they merely just happened to stumble across. The internet is a spectacular place and online advertising can set up links all over the internet and easily track and target potential customers using the information that is shared by them, even if they do not know that they are sharing it. Measuring online advertising effectiveness is a complex matter especially in a perpetually changing environment where new resources, formats and uses are constantly being developed. With an increasing portion of advertising budgets going to online campaigns, measuring performance is more than ever a key issue. Advertisers do not wish to blindly invest in this type of media even if they believe it is the right decision in the long run. As these performance-based pricing models emerge, the online advertising industry is engaged in a debate over which pricing model should be used. Should the industry stick to the traditional CPM model, or should the industry use performance-based pricing models, such as CPC and CPA models.

REFERENCES


*****
EMOTIONAL INTELLIGENCE: AN HR TOOL TO ERADICATE “ANGER”

Uma K. Solaiyappan67 S. Vishaly68

ABSTRACT

Emotional Intelligence is the capacity for recognizing our own feelings and those of others, like motivating and managing emotions well in ourselves along with others. The rate of anger has skyrocketed over the last few decades. Anger is a horrible feeling, which will lead to life-destroying conditions at times. The right sort of emotional intelligence can inoculate persons against the unwanted emotion like anger. There is overwhelming, incontrovertible, undeniable evidence that good emotional intelligence is a marker for success in today's workplace, which will help to overcome anger by saving and avoiding unpleasant conditions in work life. Here we are going to speak about the role of emotional intelligence in work place, which helps to curtail the feeling “anger”.

KEYWORDS

Emotional Intelligence, Anger, HR Tool, Conscientiousness, Extraversion etc.

INTRODUCTION

Emotional intelligence (EI) is the ability to identify, assess, and control the emotions of oneself, others and groups. Various models and definitions have been proposed of which the ability and trait EI models are the most widely accepted in the scientific literature. Ability of EI is usually measured using maximum performance tests, has stronger relationships with traditional intelligence, whereas trait EI is usually measured using self-report questionnaires, and has stronger relationships with personality. Criticisms have centered on whether the construct is a real intelligence and whether it has incremental validity over IQ and the big five personality dimensions i.e. extraversion, agreeableness, conscientiousness, emotional stability and openness to experience.

"Emotional Intelligence is the capacity for recognizing our own feelings and those of others, for motivating ourselves, and for managing emotions well in ourselves and others."

by Daniel Goleman, author of Emotional Intelligence

Emotional intelligence is a set of emotional and social skills that collectively establish how well we perceive express ourselves, develop, maintain social relationships, cope up with challenges by using emotional intelligence in an effective and meaningful way which is a predictor of success in life and work,

OBJECTIVES OF STUDY

Emotional Intelligence is the capacity for recognizing our own feelings and those of others, for motivating one self and for managing emotions well in others and ourselves. Anger is a horrible feeling, which lead to life-destroying conditions in some occasions good emotional intelligence is a marker for success in today's workplace, which help to overcome depression, and anger, which will save and help to avoid work life problems in future.

THE NEED OF EMOTIONAL INTELLIGENCE AS A WEAPON TO SOLVE PROBLEMS LIKE ANGER

We are going to read further, for which we need some motivation. So how about this is by overwhelming, incontrovertible, undeniable evidence that good emotional intelligence is a marker for success in today's workplace. See the following studies if you want a proof. The incidence of other emotional difficulties is climbing almost exponentially. The emotional difficulties like anxiety problems, panic attacks, addiction, obsessive-compulsive disorders, anger can be counseled with the right emotional intelligence skills, you can easily control your emotions, not the other way round.

PRIME REASONS FOR ANGER

Anger is fury, outrage, resentment, annoyance hostility etc.

The feel of anger occurs to any humankind because of the following reasons:

- When a person is too sensitive.
- When a person takes everything personal.

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68M.Sc. - B.Pharm, DCA, M Phil, Tamil Nadu, India, vaishaly@gmail.com
• One who is jealous of his colleagues?
• When his subordinates are not executing things well.
• When once boss is in a horrible mood.
• Where a person does not understand the feelings of other co-workers.
• When a person feels that, nobody is listening to him.
• When a person feels that, nobody understands his problems.
• The person’s manager blurs things out without bothering others.
• The management is way out of touch with employee’s emotions.
• When a person feels: “Why does it happen with me only in life”.
• When a person is having some un-curable decease or sickness.
• Especially for women with the feel that “I am unable to care take my family and children in time”.
• People around my family members and me are worrying more for their growth only.
• When others keep more trust on you and you are engulfed with a feel that,” How can I do this and I find it hard to do it now-a-days.”
• When a person have a feeling that he is unethical to certain occasions.
• I am always nice with the people around me but still others are indifferent.
• When others have abused you without any reason.
• When others interfere in your busy schedules and they do not have any connection with your responsibilities.
• When your performance has been under estimated.

The above statements refer to various emotions we experience in our day-to-day life. The competencies of emotional intelligence help to get ride off from anger to almost all persons around us.

THE MAIN FIVE EMOTIONAL INTELLIGENCE COMPETENCIES THAT HELPS TO OVERCOME ANGER

These five competencies of emotional intelligence are social and personal in nature:

• Intuitions and empathy: Our awareness of others feelings, needs and concerns to counsel others.
• Political Acumen and Social skills: Our influencing, communicating, leading, conflicting resolving, collaborating and cooperating qualities.
• Self-Regulation: Managing one’s internal states, impulses and resources’. This is important for self-control, trustworthiness, conscientiousness and adaptability.
• Self-Expectation: This is important in workplace for achievement drive, commitment, Initiative and optimism.
• Self-Awareness: Which includes emotional awareness, accurate self-assessment and self-confidence to manage oneself?

With the help of the above five tools we have to follow the following steps; There are 9 steps to overcome anger:

Step 1: Please test under what situation the person gets anger,
Step 2: Analyze the cause for anger,
Step 3: Differentiate between emotion and need to take action,
Step 4: Prevent anger through “learning optimism”,
Step 5: Managing anger through learnt behavior,
Step 6: Listening for lessons of feelings,
Step 7: Using “Gut feelings in decisions making”,
Step 8: Develop listening skills without hesitation,
Step 9: Re-do the above process repeatedly until the affected person gets motivated to drop down the anger and feel free after leaving anger.

After completing the above steps, you will recognize that the counseled person will give you a reflection of a “Deep calm smile” which is an actual result you want from him. That is making him calm leaving anger.

RESEARCH METHODOLOGY

• A research design is a plan structure and strategy of investigation conceived to obtain answer for research questions and to control variance. It provides a scientific framework for conducting research investigation.
• Descriptive research method is used in this study.
• Data collection method for this research study is by primary data and secondary data.
• The research instrument used is a questionnaire bearing open-ended questions.
• Sample unit: A survey is conducted after taking a sample
• The statistical tool used is chi-square analysis.
• The chi-square test is used when certain observed value of variable is to be compared with expected value.
THE FOLLOWING TABLE SHOWS THAT THE EMOTIONAL INTELLIGENCE HELPS TO OVERCOME ANGER

The table is based on the selected question from the received questionnaire

Table 1

<table>
<thead>
<tr>
<th>DEPARTMENTS</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMERCIAL</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td>PURCHASE</td>
<td>11</td>
<td>7</td>
</tr>
<tr>
<td>PRODUCTION &amp; OPERATION</td>
<td>56</td>
<td>18</td>
</tr>
<tr>
<td>IT</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>MAINTENANCE</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>ADMINISTRATION</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>VISUAL MARKETING</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Table 2

<table>
<thead>
<tr>
<th>Observed Frequency</th>
<th>Expected Frequency</th>
<th>(O-E)²/E</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>18.56</td>
<td>0.35</td>
</tr>
<tr>
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Sources: Authors Compilation

A 5% level of significance
Calculated value is = 12.0542
Degree of freedom = (c-1)(r-1)=(2-1)(7-1) = 6
Table value = 12.592

From the above analysis, the calculated value is less than the table value. Thus, null hypothesis is accepted.

Inference: There is a significant relationship between emotional intelligence and relieving anger emotional intelligence competencies helps to get ride off from anger has been felt with.

CONCLUSIONS

Life is so much more enjoyable with good emotional intelligence. Aside from avoiding all the above emotional nastier, we enjoy our work more, get more from our personal and professional relationships, progress further at work and so earn more, have more control over our-self and are better placed to help others and much more! If this does not persuade us that, the emotional intelligence is a good idea, may be we are an emotional genius already! Then we can help the person with anger to come out of it and thus help to safeguard him and others. by avoiding further damages because of anger.

REFERENCES


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SOCIAL MEDIA AND MOBILE INTERNET USAGE: RELATIONAL STUDY ON TEENS AND YOUNG ADULTS

G. Manikandan

ABSTRACT

Like the sixth sense in unique to human being like that social media and mobile internet. The social media and mobile internet among person is common for all humans. Therefore, it is like a today status symbol. If the person having face book and twitter account is an in superior person is seen the world. Superior then the person does not using social media content.

For example: Like ROLEX seeing as status symbol. Before different model mobile smart phone usage among the person is, consider as a status today. Social media and mobile internet easily to connect the world. Social media and mobile internet is given more information about current affairs, political issues, sports, education development, technology and science.

For example: “RUSSIAN PRESIDENT ELECTION”. The opposition of political party has easily to connect the people with in 24hrs through mobile internet.

“DELHI MEDICAL STUDENT RAPE CASE”, the social media helps to join the people and attempt strikes for given justice to her.

Social media and mobile internet have some disadvantages. Illegal issues can be published; anybody can see all other personal documents. Social media and mobile internet properly used for knowledgeable teens and young adults. India will become a knowledge economy, which will lead to contribution of the whole country for the benefits of the people.

KEYWORDS

Social Media, Mobile Internet, Teenagers, Young Adults etc.

INTRODUCTION

Twitter, Face book, Pinterest. These are all examples of social media, and I bet as soon as you hear these words, you can add at least another three sites to the list off the top of your head. Social media is a type of online media that expedites conversation as opposed to traditional media, which delivers content but does not allow readers/viewers/listeners to participate in the creation or development of the content. Now social media helps to teens and young adults. For example Delhi medical student rape case and Russian president election. Social media offers incredible potential for growing a business or reputation online. But using social media can be incredible time such if you don’t know what you’re doing. Deltina book will help you make best use of social media. A very practical hands-on books for use both the tachie as well as not-tachie. Chinese computer maker Lenovo presented a new tablet device including a hinge-cum-handle allowing it to tilt and stand, a feature it billed as a “game-changing” innovation. Hollywood actor Ashton Kutcher unveiled the Yoga Tablet at a Los Angeles event which had been shrouded in mystery, with teaser videos and social media hints tagged #better way. A cylindrical hinge on one side can either be.

The Mobile internet is a global system of interconnected computer networks that use the standard Mobile internet protocol suite (TCP/IP) to serve several billion users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies. The Mobile internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents of the WorldWideWeb (WWW), the infrastructure to support email, and peer-to-peer networks.

Most traditional communications media including telephone, music, film, and television are being reshaped or redefined by the Mobile internet, giving birth to new services such as voice over Mobile internet Protocol (VoIP) and Mobile internet Protocol television (IPTV). Newspaper, book and other print publishing are adapting to website technology, or are re-shaped into blogging and web feeds. The Mobile internet has enabled and accelerated new forms of human interactions through instant messaging, Mobile internet forums, and social networking. Online shopping has boomed both for major retail outlets and smallartisans and traders. Business-to-business and financial services on the Mobile internet affect supply chains across entire industries.

The origins of the Mobile internet reach back to research commissioned by the United States government in the 1960s to build robust, fault-tolerant communication via computer networks. While this work, together with work in the United Kingdom and France, led to important precursor networks, they were not the Mobile internet. There is no consensus on the exact date when the modern Mobile internet came into being, but sometime in the early to mid-1980s is considered reasonable.

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The funding of a new U.S. backbone by the National Science Foundation in the 1980s, as well as private funding for other commercial backbones, led to worldwide participation in the development of new networking technologies, and the merger of many networks. Though the Mobile internet has been widely used by academia since the 1980s, the commercialization of what was by the 1990s an international network resulted in its popularization and incorporation into virtually every aspect of modern human life. As of June 2012, more than 2.4 billion people—over a third of the world's human population—have used the services of the Mobile internet; approximately 100 times more people than were using it in 1995.

The Mobile internet has no centralized governance in either technological implementation or policies for access and usage; each constituent network sets its own policies. Only the overreaching definitions of the two principal name spaces in the Mobile internet, the Mobile internet Protocol address space and the Domain Name System, are directed by a maintainer organization, the Mobile internet Corporation for Assigned Names and Numbers (ICANN). The technical underpinning and standardization of the core protocols (IPv4 and IPv6) is an activity of the Mobile internet Engineering Task Force (IETF), a non-profit organization of loosely affiliated international participants that anyone may associate with by contributing technical expertise.

SOCIAL MEDIA USAGE FOR TEENS AND YOUNG ADULTS TODAY

Teenagers and adults often use media differently. Adults tend to use the internet to search for information or entertainment, whereas children usually first use the internet for entertainment, often to play online games; But as they age, children use the internet differently, and more often. Many teenagers use the internet to talk with friends, and to share their ideas and creative outputs. It is an important way for teenagers to connect with each other, socialise, and feel part of a peer group.

Teenagers are keen creators of content. Many use cameras, mobile phones and computers to upload and share items, such as videos and photos, on the internet. They also spend a lot of time watching content that has been created by other users, rather than the material produced by corporations or network television production companies.

Teenagers also use social networking sites like Facebook, Tumblr, Instagram and Snapchat to send and receive messages, and to share photos, videos, games and applications. Teenagers like to use online chat features to make social arrangements, keep in touch with friends and talk about things that are important to them.

Your child might also be writing or reading blogs to express and explore opinions and thoughts on a wide range of topics.

If you want to know, the future of technology and its impact on society study how younger generations interact with one another today. With the sting of a face palm, you'll experience a sheer rush of humility as you realize that everything you thought you knew about tech is simply nascent compared to the sophistication of digital natives. No matter how connected you are or how many followers or friends you have online, there is a sense of artistry mashed together with counter intuitive behaviour that just works.

My advice to you is to study it right now. Don’t try to make sense off it? Do not question it. Do not try to make it fit into your world. Simply try to understand it. Doing so opens the door to meaningful insights. In addition, this allows you to make decisions about the future without letting your predispositions or assumptions lead you in fallacious directions. To help Pew Research Center published a new study that examines teens’ social media privacy management and overall behaviour. Why is it important? Well, for starters, social and mobile for teens (akadigital natives) is simply a way of life.

A Crazy Little Thing Called Privacy

If you think about it, Generation X and to some extent the older side of Generation Y, are the last to know privacy as it was. Privacy for the most part is something that older generations guarded. For most, privacy was and is sacred, worthy of protecting. Publicity on the other hand was almost a luxury. To earn the attention of the masses required investment and strategy. It is almost the opposite is true among digital natives. Privacy now is something that you have to teach or learn the hard way.

Graph-1

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<tr>
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<td>79</td>
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Sources: Authors Compilation
According to Pew, teens share more information about themselves on social media than ever before:

- 91% post a photo of themselves, up from 79% in 2006.
- 71% post their school name, up from 49%.
- 71% post the city or town where they live, up from 61%.
- 53% post their email address, up from 29%.
- 20% post their cell phone number, up from 2%.

While the top three are not necessarily jaw dropping, we start to see the erosion of privacy and the rise of publicness with the jump in sharing phone numbers publicly. In addition, this is only the beginning.

**Pew Data Visualized: Source: Marketing Land**

Once regulated to closed networks and dedicated communities for school, work, dating, etc. personal information is now finding its way into public spaces such as Facebook, Twitter, et al.

- 92% of teens post their real name to the profile they use most often.
- 84% post their interests, such as movies, music, or books they like.
- 82% post their birth date.
- 62% post their relationship status.
- 24% post videos of themselves.

Privacy takes on an entirely new meaning now. While much of social and mobile is often studied through the lens of what people say and share and what they do not, it is also tied to movement (GPS), transactional data, and specific locations. In fact, Pew learned that 16% of teens have set up their social profiles to automatically include their location in posts. Doing so sends a passport-like signal to their friends (and for themselves, about where they have visited combined with a sense of serendipity to also see (and meet) that is nearby.

**A Private Face book vs. A Public Twitter**

94% of all teens who use social media have a profile on Facebook. Twitter’s rising fast. 26% of teens manage a profile on Twitter, which is up from 12% just one year earlier.

On Facebook, ironically enough, teens tend to choose a myriad of privacy settings. 60% keep their profiles private and most believe that they are in control of their privacy settings. They also go through hoops to support multiple accounts to engage on respective fronts accordingly. They also go to great lengths to delete older posts to prevent the risk of future drama.

With Twitter on the other hand, 64% of teens choose a public profile and 12%, believe it or not, are not sure whether or not their public tweets are private or public.

The Brand “You” Teens, in their own way, manage their Facebook presence to portray their desired persona while masking information they don’t want others to know or learn.

On Facebook, teens host a network of 300 friends on average. On the more public Twitter front, average teen users have about 79 followers. This comes down to an important social profile about the value and focus of each network. Facebook is designed to help people connect and communicate to their social graph. With Twitter, it’s all about the interest graph. People tend to follow others who share interests or channels that are informative and entertaining, not unlike a traditional broadcast network.

**The Age of the Selfie and The Rise of Accidental Narcissism**

What’s not included in this study is how teens use Tumblr, Instagram and Snapchat. This is a critical element missing from the study. While an overwhelming majority of teens use or have Facebook accounts, teens, and millennials in general, are spending significant portions of time and attention in other networks such as Tumblr (a social network for micro content), Instagram (a social network for pictures) and Youtube (a social network for video), Snapchat (a network for self-destructing pictures). See the pattern?

Why?

In an interview with AP, Jaime Esquivel, a 16-year-old junior at C.D. Hylton High School in Woodbridge, Va., shared a truism that I’ve heard repeatedly among teens over the years, “Facebook just really seems to have more drama”. However, it’s more than that. Other networks seem to focus on curated content and also self-expression.
Instagram is not just a camera app, although many younger kids fooled their parents by convincing them that it was a camera app. Instead, it’s a full blown social network where pictures of the catalysts for conversations and Likes and followers are the currency of shallow capitalism. Instagram is harboring curious behavior where teens strive for numbers, regardless of where and who they come from, as a delusional form of stature and importance.

In a study in Photo District News, author Kathleen Hay shared some sobering stats on the rise selfie-expression.

At 11 p.m. PST on December 28, 2012, the number of selfies numbered at a noteworthy 5.5 million. At the same time, photos tagged “me” completely eclipsed “selfie” with a staggering 72.6 million self-portraits. Added together, you start to get the picture of just how prominent the egosystem is becoming.

Privacy as we once knew it is dead. It is now a part of real and digital life that necessitates education and ongoing study. Parents, teachers, mentors, role models, take note. Pleading ignorance is not an excuse.

For adults, privacy’s meaning is also shifting. To evolve, a new school of philosophy and overall strategy is essential as we use the same apps, networks, and devices that younger generations use to broadcast their social life. The line that divides online and offline character and image is rapidly, and intentionally, eroding. And for some, it’s completely vanished.

Your child is building a sense of culture when he reads books, magazines and online information, or when he watches television or listens to music. He shares that culture with other people his own age. These activities can also increase his understanding of political and community issues.

Online activities – such as social networking, participating in online communities and chatting online – connect your child with others. This kind of communication can support your child’s existing friendships by giving her ways to stay in touch with friends after school hours. Strong friendships are important in helping your child adapt to the stresses of adolescence.

Using a range of media gives your child the chance to learn different communication skills. These skills are important at school and work, and in your child’s social life.

Creating content gives your child the chance to work on his creativity in a fun environment. It also gives him opportunities to express his opinions and contribute to debates, which can be important to his sense of self-worth and his sense of community. This can empower him to change his world for the better.

Blogs give your child the opportunity to develop skills in reading, writing and critical thinking.

In many ways, we are all exhibiting behaviors that aren’t unlike teens, regardless of age. The truth is that we live in an era of increasing connectedness and we are all becoming part of one larger generation, Generation-C (connected.)

Graph-2

Most Important Social Media Sites for Teens

Sources: Authors Compilation
More Victims of Cyber bullying are reaching out to Their Parents for Help, According To Poll:

WASHINGTON -- WASHINGTON (AP) — Sarah Ball was a 15-year-old high school sophomore at Hernando High School in Brooksville, Fla., when a friend posted on Facebook: "I hate Sarah Ball, and I don't care who knows."

Then there was the Facebook group "Hernando Haters" asking to rate her attractiveness, plus an anonymous email calling her a "waste of space." In addition, this text arrived on her 16th birthday: "Wow, you're still alive? Impressive. Well happy birthday anyway".

It was not until Sarah's mom, who had access to her daughter's online passwords; saw the messages that the girl told her everything.

More young people are reaching out to family members after being harassed or taunted online, and it is helping. A poll released Thursday by The Associated Press-NORC Center for Public Affairs Research and MTV found incidents of "digital abuse" are still prevalent but declining somewhat. It found a growing awareness among teenagers and young adults about harm from online meanness and cyber bullying, as well as a slight increase among those willing to tell a parent or sibling.

"It was actually quite embarrassing, to be honest," remembers Ball, now an 18-year-old college freshman. However "really, truly, if it wasn't for my parents, I don't think I'd be where I'm at today."

The survey's findings come a week after two Florida girls, ages 12 and 14, were arrested on felony charges for allegedly bullying online a 12-year-old girl who later killed herself by jumping off a tower at an abandoned concrete plant.

The AP-NORC/MTV poll found that some 49 percent of young people ages 14 through 24 in the U.S. said they have had at least one brush with some kind of electronic harassment, down from about 56 percent in 2011. Of those who have encountered an incident, 34 percent went to a parent, compared with 27 percent just two years ago. In addition, 18 percent — up from 12 percent in 2011 — asked a brother or sister for help.

"I feel like we're making progress," said Sameer Hinduja, co-director of the Cyber bullying Research Center and professor at Florida Atlantic University. "People should be encouraged."

When asked what helped, 72 percent of those encountering digital abuse responded that they changed their email address, screen name or cell number and it helped, while 66 percent who talked to a parent said it helped too. Less than one-third of respondents who retaliated found that helpful, while just as many said it had no effect, and 20 percent said getting revenge actually made the problem worse.

Girls were more likely than boys to be the targets of online meanness — but they also were more likely to talk to reach out for help.

The poll also indicated that young people are becoming more aware of the impact of cyber bullying. Some 72 percent, up from 65 percent in 2011, said online abuse was a problem that society should address. Those who think it should be accepted as a part of life declined from 33 percent to 24 percent.

Hinduja credits school programs that are making it "cool to care" about others and increased awareness among adults who can help teens talk through their options, such as deactivating an account or going to school administrators for help in removing hurtful postings.

That was the case for Ball, whose parents encouraged her to fight back by speaking up. "They said this is my ticket to helping other people," she said.

With their help, Ball sent copies of the abusive emails, texts and Facebook pages to school authorities, news outlets and politicians, and organized an anti-bullying rally. She still maintains a Facebook site called "Hernando Unbreakable," and she mentors local kids identified by the schools as victims of cyber bullying.

She said she thinks if other teens are reaching out more for help, it is as a last resort because so many kids fear making it worse. That was one reason Jennifer Tinsley, 20, said she did not tell her parents in the eighth grade when another student used Facebook to threaten to stab and beat her.

"I didn't want them to worry about me," Tinsley, now a college student in Fort Wayne, Ind., said of her family. "There was a lot of stress at that time. ... And I just didn't want the extra attention."

According to the Cyber bullying Research Center, every state but Montana has enacted anti-bullying laws, many of which address cyber bullying specifically. Most state laws are focused on allowing school districts to punish offenders. In Florida, for example, the state Legislature this year passed a provision allowing schools to discipline students harassing others off campus.
In Florida's recent cyber bullying case, the police took the unusual step of charging the two teen girls with third-degree felony aggravated stalking. Even if convicted, however, the girls were not expected to spend time in juvenile detention because they did not have criminal histories.

The AP-NORC Center/MTV poll was conducted online Sept. 27 through Oct. 7 among a random national sample of 1,297 people between the ages of 14 and 24. Results for the full sample have a margin of sampling error of plus or minus 3.7 percentage points. Funding for the study was provided by MTV as part of its campaign to stop digital abuse, “A Thin Line.”

The GfK Group using Knowledge Panel, a probability-based online panel, conducted the survey. Respondents were recruited randomly using traditional telephone and mail sampling methods. People selected who had no Internet access were given it for free.

A NOTE ON ‘OLD’ MEDIA AND ‘NEW’ MEDIA

Traditional media – such as television, radio, newspapers, magazines and books – were once separate sources of entertainment and information. Recently, media sources have combined. Now you can listen to the radio on a mobile phone, or watch TV over the internet on a computer. Old media sources are ‘one-way’, where information flows in one direction. New media are more interactive. This can be as simple as voting for a participant on a reality TV show by text message, or could involve more complex forms of interaction, such as contributing to an online discussion forum or playing a game with hundreds of people on the internet. Interactive media is engaging – it allows you to participate, contribute and be part of an active audience.

MEDIA USE STATISTICS

General

- The average young person consumes 4 hours and 49 minutes of media in a typical day.
- When it comes to their children, many parents (35%) experience difficulties monitoring at least one of the following – internet and mobile phone use, video and computer game playing, and television viewing.
- More than one in five parents (22%) would like their child to be less involved with electronic media and communications activities.

Television

- On average, young Australians spend 2 hours and 26 minutes watching television, DVDs and downloaded television content in one day.

Internet

- Most Australian families (91%) have the internet at home, and 89% of families with children aged 15 years and under have a broadband connection.
- About a third (33%) of young Australians aged 12-14 years spend more than 10 hours on the internet each week.
- Social networking sites are visited by 28% of Australians aged 12-14 years. This rises to 44% for those aged 15-17 years.
- For teenagers aged 12-14 years, 44% of their time on the internet is spent messaging or chatting, 28% of their time is spent visiting social networking sites, and 21% is spent watching or listening to music or video clips.
- Of teenagers aged 15-17 years, 48% of their time on the internet is spent messaging or chatting, 44% of their time is used visiting social networking sites, and 32% is spent watching or listening to music or video clips.
- 72% of 14-year-old Australians have their own material – photos, videos, writing and so on – on the internet. Slightly more (78%) have material online by age 17.

Mobile Phones

- Three-quarters of young Australians aged 12-14 years, and 90% of those aged 15-17 years, own a mobile phone.
- Australians aged 12-17 years use 71% of their total time on mobile phones texting. The remaining 29% is used on voice calls.

EFFECTS OF SOCIAL MEDIA AMONG TEENS AND YOUNG ADULTS

Teenagers don’t simply take on board everything the media tells them. Their understanding of the content they consume is shaped by a range of other influences, including interactions with peers, parental guidance, family attitudes, the things they learn at school, cultural trends, their personal likes and dislikes, and their sense of place in the world.

In other words, the media is just one part of the process that helps teenagers develop a sense of identity.
You can help your teenager develop a good relationship with media by:

- Encouraging him to balance media activities with a range of more physical or social hobbies, such as sport, arts or physically meeting with friends
- Encouraging him to engage with a wide range of media and technologies. The more your child is exposed to diverse content, the less likely it is the media will have too much influence over him
- Discussing with him the media, he’s consuming. Encourage him to think about where the information comes from, and to question the views he comes across. For example, you could think about how television content is packaged, or the difference between .com and .org websites.

### MOBILE INTERNET USAGE FOR TEENS AND YOUNG ADULTS TODAY

Over the last few years, many cell phones have become available that allow users to access the internet while on the move. This mobile internet is enabled via technology, such as WiFi (Wireless Local Area Network) and WAP (Wireless Access Protocol). Recent figures from analysts at the Internet Data Center suggest that some 450 million people in the world use mobile internet.

According to a recent study by Pew Research Center’s Internet and American Life Project, teens rely on their smart phones for online access more than adults do.

The study finds that although 93 percent of teens have access to a computer at home, 25 percent reach for their smart phone as their primary online vehicle, whereas only 15 percent of adults use their wireless devices as their first choice for online viewing. Not surprisingly, while accessing the Internet with their smart phones, teens and adults exhibit very different behavior patterns.

Once online, teens primarily utilize social networking sites, but in growing numbers are choosing different networking sites than adults. Studies show that teens are spending less time on Facebook, mostly because their parents and other adults also use the site. Instagram and Snapchat are examples of other social sites that teens have found ideal because of their focus on photos and videos and the fact that these services are not as widely used by adults.

In comparison to teens that are accessing social content, adult users are far more likely to use their connectivity to stay on top of recent news, manage bank accounts or check email. ComScore found that use of Web-based email dropped significantly among teens.

With the mobility and affordability smart phones offer, teens will continue to snap up wireless devices at an ever increasing rate. It makes you wonder what social network they will discover next, and if their parents and families will follow their lead.

Some 78 percent of US teens have a cell phone, and 47 percent of those own smart phones, according to the survey by the Pew Internet Project with Harvard's Berkman Center for Internet & Society.

It found 74 percent of teens have mobile Internet access and one in four are “cell-mostly” Internet users, more than the 15 percent of the adult population in this category who go online without a desktop or laptop computer.

Fully 95 percent of teens are online, a percentage that has been consistent since 2006, the researchers found. But the patterns of Internet use have changed as more users go mobile.

"In many ways, teens represent the leading edge of mobile connectivity, and the patterns of their technology use often signal future changes in the adult population," the researchers wrote.

"Teens are just as likely to have a cell phone as they are to have a desktop or laptop computer. And increasingly these phones are affording teens always-on, mobile access to the Internet—in some cases, serving as their primary point of access."

Tablets are also gaining ground, with 23 percent having access to one of these devices, the survey found.

The research, which interviewed some 800 parents and 800 youth from the ages of 12-17, found that teen girls are especially likely to be cell-mostly Internet users: 34 percent, compared with 24 percent of boys ages 14-17.

### Cybersafety

You might be concerned about your child’s safety on the internet. You can help keep your child safe by keeping up to date with the latest technologies and social networking sites and by:

- Talking to her regularly about what she’s doing to keep safe online,
- Encouraging her to talk to you if she’s having social difficulties,
- Knowing the policies of your child’s school on cyber bullying and cyber safety.
Too Much Internet or Computer Use

Most teenagers don’t find it difficult to stay away from the internet for several days at a time. But too much solitary media use – that is, if your child plays a lot of games online by himself – can lead to him becoming isolated and having less contact with friends and family. It might even aggravate existing attention disorders.

If you are worried about the amount of time your child spends playing computer games, try the following:

- Ensure your child has lots of opportunities to take part in a wide range of physical and social activities.
- Set reasonable limits on internet or game use with your child, and negotiate consequences for not sticking to these limits.
- Agree on particular times of day that will be game free.
- Encourage your child to play online multiplayer games that involve interacting with other people rather than always playing solo games.

INAPPROPRIATE AND DANGEROUS CONTENT

Your child is likely to be confronted with inappropriate and even dangerous content, either online or in traditional media. Children with older siblings are more likely to be exposed to content that is not appropriate for their developmental stage. This can also be an issue for older children with girlfriends or boyfriends, who might introduce them to content they normally would not see. Learning to deal with these issues is an important skill for children as they move into adulthood.

You can help your child learn these skills by:

- Talking to her about the kinds of content she comes across,
- Working with her to help her decide what content is appropriate,
- Giving her ways of making sense of and dealing with violent or sexually explicit content.

You can also help by observing classification guidelines, and talking with older siblings about what is appropriate to share with younger siblings.

ADVANTAGES & DISADVANTAGES OF THE MOBILE INTERNET USING TEENS AND ADULTS

Stay Up-To-Date

Perhaps the biggest advantage of mobile internet is always having access to the latest facts, figures and information as it happens. This information might range from breaking news delivered by news sites, to stock and shares prices or other business information, to travel updates and the latest weather forecasts in your area. Having up-to-date info allows you to make decisions with all the correct facts at hand.

Find Yourself

Another practical use of mobile internet is to find information regarding the area around you. For example, you might want to find the nearest restaurant, gig or bar and your mobile internet could tell you with a quick look on a search engine. You could then get recommendations and find a map. Many phones also come set up to utilize GPS (Global Positioning System), which uses satellites to locate the phone’s user and provide information based on their location. This means the info you obtain using mobile internet can be personalized for you and is thus more helpful, especially if, for example, you are lost on the road and need directions home.

Go Social

With many people now using social networking sites, such as Twitter and Facebook, mobile internet can only make engaging with contacts on these sites easier. In particular, having the net on your cell phone allows you to update your status or check what your friends are up to at the touch of a button—handy for organizing your social life.

Privacy Issues

There are privacy issues to consider, too. With more and more people accessing the internet through mobiles, it’s easy to forget that five of the major search engines archive the search histories of their users on a regular basis, according to a report from the Center for Democracy & Technology. So individuals may be giving away more information than they realize through their increased net usage.
Money Matters

Something to consider is the added cost of mobile internet. For some phones, depending upon your phone network or carrier, having your phone enabled for the internet may cost an extra $7 to $10, while a monthly subscription for a smartphone—let’s say the Nexus One, for example—might get you unlimited access to the internet, but will also set you back around $79.99 per month.

CONCLUSIONS

Like the sixth sense in unique to human being like that social media and mobile internet. The social media and mobile internet among person is common for all humans. So its like an today status symbol. If the person having face book and twitter account is a in superior person is seen the world. Superior then the person does not using social media content. Social media and mobile internet properly used for knowledgeable teens and young adults. India will become a knowledge economy, which will lead to contribution of the whole country for the benefits of the people.

REFERENCES


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STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SELECTIVE ELECTRONIC HOME APPLIANCES IN HYDERABAD CITY

S. Vijayalakshmi¹⁰ V. Mahalakshmi¹¹ S. Magesh¹²

ABSTRACT

In India, especially in all the major cities every company is trying to stay alive in their platform to their level best in the prevailing condition to achieve the desired level of potential customers. The change in the global economy is inevitable and liberalization plays an indispensable role in our country. The top level Multinational Company has entered into the Indian market and plays an imperative role with their wide and superior range of products. When compared to the world level market Indian market is growing with superior product line in electronic home appliances so, it is very significant to the product and we are aware that our “Customer is the King”. In order to achieve the requisite goal in buying the selective brand of the home appliances customers are very much conscious and sound enough to take the most appropriate decisions.

The modern home is unaccomplished without Home Appliances especially in the major cities and urban areas. The Electronic home appliances are considered the windfall in the major metro cities and they are the influential in cutting down the time concerned in most of the domestic household tasks. So the researchers considered for their research in the consumer’s buying behavior towards electronics home appliances in Hyderabad city, Andhra Pradesh. Home appliances products like Microwave Oven, Television, Washing machine, Refrigerator and Air cooler are taken for this study. An expedient sampling method was adopted in this study to select 253 respondents in Hyderabad City.

The research design used in this study was demographic; questionnaire was used as a tool to collect information from respondents. In addition to that, the study will adopt data segmentation. The result found was, demographic factors influencing the consumer for buying home appliances, other factors like price, quality, offer and features of home appliances empowering the consumer for buying the home appliances.

KEYWORDS

Consumer Behaviour, Electronic Goods, Data Segmentation, Home Appliances etc.

INTRODUCTION

Consumer Behavior may be defined as “the interplay of forces that takes place during a consumption process, within a consumers’ self and his environment. The communication takes place between three elements viz. knowledge, discrimination and behavior; it persists through pre-purchase activity to the post purchase experience; it includes the stages of evaluating, acquiring, using and disposing of goods and services”. Consumer research takes places at every phase of utilization process, before the purchase, during the purchase and after the purchase. It is concerned with learning the specific meanings that products hold for consumers. The term consumer is used to denote two different kinds of consumers, entitled that are personal or individual consumer and organizational consumer. The personal consumer is the individual who buys good and services for his own use or for his household usage. They buy goods for ultimate consumption; hence, they are called as ‘end users’, or ‘Ultimate users’. The year 2000s have borne witness to spectacular shifts in the marketplace activated by prickly changes in the lifestyle patterns of the past and present and the essential revolution in the communication technology. Time tested concepts on brand loyalty and mass marketing, are being turned on their heads as they fail to gauge the behaviour of new generation customers. The behaviour is characterized by the exceptionality of individual prospects, the preference for numerous options, inclination to abandon brand loyalty and switch to competition brands that give higher apparent value. The new breed is even willing to import to satisfy specific requirement. It is complicated to categorize this generation by conservative demographic factors and unless their contemplation process and buying behaviour are fully understood, decisions on product designs and packaging, branding and distribution channels are likely to be misplaced.

The varying demographic profile of the population in terms of education, income, size of family and so on, are very imperative by what will be more substantive in days to come will be the psychographics of customers that is how they feel, think or behave. Markers will have to continually monitor and comprehend the primary Psychographics to map their relevant industries are moving and decide what required to be done, by way of totting up value that stimulates customers to buy the company’s products and empower the potential industry structure. The acquaintances of the consumer behavior assists the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are predisposed by their environment, the reference groups, family, and salespersons and so on. A consumer’s buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are irrepressible and beyond the hands of marketers but they have to be carefully measured while trying to comprehend the multifaceted behavior of the consumers.

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HOME APPLIANCES

A major home appliances, or domestic appliance, are usually defined as a large machine, which accomplishes some routine housekeeping task, which includes purposes such as cooking, or food preservation, whether in a household, institutional, commercial or industrial setting. Major appliances have become more technically complex from the control side recently with the introduction of the various Energy labeling rules across the world. This has meant that the appliances have been forced to become more and more efficient leading to more accurate controllers in order to meet the regulations. Major home appliances are differentiated from small appliances because they are large, difficult to move, and generally fixed in place to some extent. They are often considered fixtures and part of real estate and as such, they are often supplied to tenants as part of otherwise unfurnished rental properties. Another frequent characteristic of major appliances is that they may have substantial electricity requirements that necessitate special electrical wiring to supply higher current and/or voltage than standard electrical outlets can deliver. This limits where they can be placed in a home. Major Appliance brands include such companies as Whirlpool, Samsung, Godrej & LG. A smaller number of distributors control groups of these brands.

Whirlpool

Whirlpool India, owned 75% by the $19bn US based home appliances giant, Whirlpool Corporation, is a consumer centric innovative company with differentiated product offerings through a 360-degree approach in creating brand visibility in home appliances. India is the world’s second fastest growing (~8%) economy and the rapid increase in urbanization and in number of households from 231 mn in 2010 to about 254 mn by 2015 is expected to help Indian home appliances industry to expand from Rs 229 bn in 2010 to Rs 397 bn by 2014. The growth supported by the rising rural penetration levels of electrical home appliances and their replacement demand. Consumer durables and other luxury products in India are urban centric and have low penetration levels in rural areas. With majority of the population residing in rural or semi-urban areas in India, the overall penetration levels for consumer durables remain low. At all India levels, only 33% of households own color television sets, 22% have refrigerators, 19% have cellular phones and only 7% have cars. With the expanding reach of companies through media and advertising, it provides a wider platform for consumer durable companies to tap this vast potential. Whirlpool of India operates in four main segments of refrigerators, air conditioners, microwave oven and washing machines. Color televisions, which have the highest penetration amongst the commonly used consumer durables, form the significant part of the revenues for all other key industry players. It is believed that presence of Whirlpool in low penetrated products; its innovative offerings at affordable prices for both rural and urban consumers will auger well for its strong volume growth in future. Liberalization allowed many foreign players the opportunity to enter India offering high growth supported by a huge consumer class.

Samsung

The Rs 1,350-crore Samsung India Electronics Ltd charting out a belligerent marketing strategy to encourage its home appliances range in the New Year. According to Mr Ravindra Zutshi, vice-president (sales and marketing), Samsung India Electronics Company plans to invest Rs 25 crore towards developing new moulds for its home appliances range. The SAMSUNG Company is in the process of rolling out 14 new colour television models with new marketing and promotional initiatives. In addition, Samsung India plans to introduce four new microwave oven models. The company also targets a market share of 15 to 16 per cent in both the semi-automatic and fully automatic washing machine (FAWM) segment and is planning to sell around two lakh washing machines. The company has introduced a new FAWM incorporated with a new “Memory Backup” feature to take care of power failure so that the programme settings of the washing machine are not disturbed during a wash cycle."

Godrej

The Rs 7,200-crore Godrej Group unveiled its brand new corporate identity and branding strategy at its headquarters in Mumbai. The group’s strategy outlined a roadmap to invest in a renewed Godrej Masterbrand and corporate identity to support the targeted revenue growth of 25-30% compounded annually, for the group. Godrej Group had appointed global brand consultancy firm Interbrand to reposition its master brand with a makeover that makes the group identity modern as well as contemporary. Godrej closely worked with Interbrand to study the Godrej brand across employees, consumers, investors and business partners and redefine its approach to harnessing the brand’s intrinsic strengths. The initial phase of the initiative will build the Godrej Master Brand in tandem with the four businesses of personal grooming, furniture, property and aerospace. Ever since the Godrej Group was founded at Lalbaug in 1887, the group had sported a traditional logo that’s common for all its business ranging from soaps to steel boards. Sheding its fuddy-duddy image, the group has now opted for a new brand identity to acquire an international appeal in global markets.

LG

LG Electronics was established in 1958 and has led the way into the advanced digital era to the level of technological expertise acquired by manufacturing many home appliances such as radios and TVs. LG Electronics has unveiled many new products, applied new technologies in the form of mobile devices and digital TVs in the 21st century and continues to reinforce its status as a global company. The company sold goods worth R20,000 crore in 2011 while LG came in at the No.2 spot with a reported R17,500 crore sales, among overall consumer durables sales of R37,790 crore. LG industry estimates suggest LG had sales around R17,500 crore for 2011, below its own target of R20,000 crore-plus in 2011.
Consumer behavior is a field of study concentrating on consumer activities (Rogers D. Blackwell). Individual towards a product or service defines consumer behavior as a study of responses. (Kardes) Consumer behavior is to understand how a consumer makes decision to buy goods by using the available resources such as time, money, and effort for buying, using, and disposing goods and services (Chetan Bajaj). It is a decision making process of an individual physically by engaging in assessing, buying and using or disposing the goods and services. (David L. Loudon) It is defined as a combination of emotional, mental and physical activity of an individual for purchase and use of goods and services for a demand or need (Shukazmi). Consumer behavior is associated with the culture and economy of a country. Economic growths in India and young Indian population over 21 years have influenced the consumers to spend and buy more. Their friends and socio cultural environment influence consumers. More spending options are growing among Indian consumers, which induce higher spending on gaining status. Indian consumers were more careful in lending and now this attitude is changing with more credit options in the form of Credit cards and loans. The behavior has western influence among the Indian consumers; foreign brands have penetrated the market and acquire a good share.

In recent years, there is a large shift in consumer behavior among Indians due to enhanced awareness and information technology. Lifestyle among rural consumers has changed dramatically with influence of socio-economic conditions, cultural environment, education level, occupation and wide media coverage. There is an increase in working women after 1990’s, they are proving to be equally good as men, and make their own decision to buy things which they need. Yet Indian consumers think before they buy, they are more cautious in spending. Retail was successful in west during late 90s to 2009; The “consumer” includes both personal consumers and business, industrial, organizational consumers. Consumer behavior explains the reasons and logic that underlie purchasing decisions and consumption patterns; it explains the processes through which buyers make decisions. The behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.” Schiffman and Kanuk (2004) “…..the decision process and physical activity engaged in when evaluating, acquiring, using or disposing of goods and services.” Loudon and Bitta (2002). The study of consumers as they exchange something of value for a product or service that satisfies their needs” - Wells and Prensky (1996). “Those actions directly involved in obtaining, consuming and disposing of products and services including the decision processes that precede and follow these actions” (Engel, James F & Blackwell, Roger D).

According to Kotler and Armstrong (2001), consumer buying behaviour refers to the buying behaviour of the individuals and households who buy the goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, education level and preferences, which may affect the way they avail of goods and services. This behaviour affects how products and services are presented to the different consumer markets. There are many components, which influence consumer behaviour namely: cultural, social, personal and psychological (Kotler & Armstrong, 2001). The companies cannot control these characteristics; therefore, a need to assess these elements in order to create an effective marketing plan. Gabbott and Hogg (1998) and Blackwell et al. (2006) further provide a holistic view that defines consumer behaviour as the activities and the processes in which individuals or groups choose, buy, use or dispose the products, services, ideas or experiences. Consumers have their favorites in purchasing products from precise retailers and hence the residual retailers are chosen using the rule of ‘Survival of the Fittest’. Therefore, consumers’ decisions can provide a clue for which industry to survive, which companies to succeed, and also which products to excel. Second, through understanding the reasons for consumers to buy the products and their buying habits, the firms can make use of such information to devise corresponding marketing strategies in response to the consumers’ needs (Blackwell et al., 2006).

**OBJECTIVES OF STUDY**

- To unearth the aspects implicated in buying home appliances.
- To find out the basis of information used by customers before making decision of precise brand of home appliance.
- To categorize the features for which the prospective customers looks for when they buy any branded home appliance.
- To understand the buying decision by individual in the groups (age between 25 to 50)
- To know whether and how some demographic variable of the respondents have influence in buying brand or non-branded Electronic products.
- To understand some of the driving factors of consumerism in India.

**SCOPE OF STUDY**

- The Study facilitated to acquaint about the customer’s outlook and opinion.
- This Study assisted to know the dissimilar services offered by home appliance companies.

**HYPOTHESES OF STUDY**

- There is no significant relationship between demographics and consumer behaviour.
- There is relationship between consumer behaviour and selection of selective brand of Home Appliances.
**RESEARCH METHODOLOGY**

The study was conducted in Next Shop of Hyderabad City of Andhra Pradesh state in India taking one shop in each zone viz., Central, East, West and South Zone. The researcher has adopted group-sampling procedure for the data collection. The entire population was divided into Central, East, South and West Chennai based on geographical location, using customer directory as the source (Table 1). From each part of the selected store of Hyderabad city, all possible areas were identified. Among them, few areas were selected using Systematic Sampling method covering 50 per cent areas from each cluster (Table 2). From each selected area, the required number of customer was selected based on Judgment Sampling or Purposive Sampling by using some common criteria like reference groups, subject knowledge, occupational status and their attitude to cooperate for this study. The prepared questionnaires were distributed among the customers visiting the shops for the survey purpose. The respondents were chosen through friends, relatives and using customer database including telephone numbers as a source for identification. Of the 300 respondents contacted because of incompleteness and other survey difficulties, only 253 usable questionnaires were collected. Out of 253 usable questionnaires, the consumer buying behaviour in selective electronic home appliances were analyzed. A study can be initiated with a proper design and methodology to bring out the suitable findings which are reliable and applicable to solve the problems and useful to carry out further research of interest. It needs a careful analysis of the consumer through which the results for the present study can be crystallized for framing suitable solutions.

**Table 1:** Next Stores Zone wise Division of Hyderabad City

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Zone</th>
<th>Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Central</td>
<td>Chikkapally</td>
</tr>
<tr>
<td>2</td>
<td>South</td>
<td>Saidabad</td>
</tr>
<tr>
<td>3</td>
<td>West</td>
<td>Humayun Nagar</td>
</tr>
<tr>
<td>4</td>
<td>East</td>
<td>Malkajigiri</td>
</tr>
</tbody>
</table>

**Sources:** http://www.asklaila.com/NEXT-Outlets-Hyderabad

**Table 2:** Sampling area of Next Stores Zone wise Division of Hyderabad City

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Zone</th>
<th>Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>North</td>
<td>Chikkapally</td>
</tr>
<tr>
<td>2</td>
<td>South</td>
<td>Saidabad</td>
</tr>
<tr>
<td>3</td>
<td>West</td>
<td>Humayun Nagar</td>
</tr>
<tr>
<td>4</td>
<td>Central</td>
<td>Malkajigiri</td>
</tr>
</tbody>
</table>

**Sample Size**

The sample size was 253 respondents (115 men and 138 women) in Hyderabad. The sampling unit of the study was all users of home Appliances in the age group of 25-50 yrs of standard income group in Hyderabad.

**Sampling Design**

The sample population was the consumers, in the age of 25 – 50. The sampling was adopted to cover a sample size of 253 in each segment (115 male and 138 female). The survey was done through selective questionnaires and purchase data from the selective store to have stability of response. The sample was heterogeneous to some extent as it includes male, female, and people from different distances, educational status, and occupation and income group of regular and occasional buyers.

**Type of Data Collected**

The type of data is Primary data, which is collected through the questionnaire.

**Analytical Tool**

Frequency analysis and ranking method was used to analyze the information given by respondents.

**Method of Data Collection**

Well-structured questionnaire was framed and used for collection of data. The consumers were contacted through e-mail and in person. They were given a brief introduction about the purpose and importance of the study. Enough time was given to them to think over the answers for the questions to have reliability of response. Details regarding demographic and buying behavior for buying selective electronic goods were taken as part of the survey.
Table-3: Frequency Analysis

<table>
<thead>
<tr>
<th>S.No</th>
<th>Age of the Respondents</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25-35</td>
<td>94</td>
<td>37.15</td>
</tr>
<tr>
<td>2</td>
<td>35-45</td>
<td>83</td>
<td>32.81</td>
</tr>
<tr>
<td>3</td>
<td>45-50</td>
<td>76</td>
<td>30.04</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>253</strong></td>
<td></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender of Respondents</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Male</td>
<td>115</td>
<td>45.45</td>
</tr>
<tr>
<td>2 Female</td>
<td>138</td>
<td>54.55</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>253</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Unmarried</td>
<td>47</td>
<td>18.58</td>
</tr>
<tr>
<td>2 Married</td>
<td>206</td>
<td>81.42</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>253</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 SSC</td>
<td>24</td>
<td>9.49</td>
</tr>
<tr>
<td>2 Intermediate</td>
<td>38</td>
<td>15.02</td>
</tr>
<tr>
<td>3 Graduate</td>
<td>112</td>
<td>44.27</td>
</tr>
<tr>
<td>4 Post Graduate</td>
<td>79</td>
<td>31.22</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>253</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Government / Private</td>
<td>143</td>
<td>56.52</td>
</tr>
<tr>
<td>2 Business</td>
<td>57</td>
<td>22.53</td>
</tr>
<tr>
<td>3 Home Maker</td>
<td>53</td>
<td>20.95</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>253</strong></td>
<td><strong>100.00</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 10000-15000</td>
<td>83</td>
<td>32.81</td>
</tr>
<tr>
<td>2 15000-25000</td>
<td>116</td>
<td>45.85</td>
</tr>
<tr>
<td>3 25000-35000</td>
<td>32</td>
<td>12.65</td>
</tr>
<tr>
<td>4 Above 40000</td>
<td>22</td>
<td>08.69</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>253</strong></td>
<td><strong>100.00</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Family Type</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Nuclear Family</td>
<td>114</td>
<td>45.06</td>
</tr>
<tr>
<td>2 Joint Family</td>
<td>139</td>
<td>54.94</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>253</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 TV Ads</td>
<td>157</td>
<td>62.06</td>
</tr>
<tr>
<td>2 Newspaper / Magazine</td>
<td>36</td>
<td>14.23</td>
</tr>
<tr>
<td>3 Hoardings</td>
<td>12</td>
<td>04.74</td>
</tr>
<tr>
<td>4 Exhibitions</td>
<td>48</td>
<td>18.97</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>253</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No. of Brands Known</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Below 3</td>
<td>118</td>
<td>46.64</td>
</tr>
<tr>
<td>2 Above 2</td>
<td>135</td>
<td>53.36</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>253</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Power of Ads</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Strongly persuaded</td>
<td>46</td>
<td>18.18</td>
</tr>
<tr>
<td>2 Persuaded</td>
<td>98</td>
<td>38.74</td>
</tr>
<tr>
<td>3 Fairly Induced</td>
<td>81</td>
<td>32.02</td>
</tr>
<tr>
<td>4 Not Induced / Motivated</td>
<td>28</td>
<td>11.06</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>253</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation

The above table clearly indicates that, age group of the respondents are classified in to 3 groups like 25-35(37.15%), 35-45(32.81%), and 45-50(30.04%). Gender of the respondents is classified in to male (45.45%) and female (54.55%). Based on the table, 81.42% of the respondents are married and others are unmarried. In case of educational qualification, 9.49% are SSC, 15.02% are Intermediate, 44.27% are graduated and remaining 31.22% are post graduated. In case of occupation, 56.52% are working in Government and Private Sector, 22.53% are business people, 20.95% and are Homemakers.
In case of income, 32.89% are between 10000 -15000, 45.85% are between 15000-25000, 12.65% are between 25000-35000, 08.69% are above 40000. In case of family type, 45.06% are nuclear family and others are in joint family. In case of source of information, 62.06% are TV ads, 4.74% are hoardings, 14.23% are newspapers and magazines, 18.97% are exhibitions. In case of brands awareness level, 46.64% are below 3, and 53.36% are above 2. In case of Power Ads, 38.74% are persuaded, 3.02% are fairly induced, 18.18% are strongly induced and remaining 11.06% are not induced or motivated for the purchase of selective brands.

Table-4: Present Usage of Home Appliances Companies

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Home Appliances</th>
<th>Whirlpool</th>
<th>Samsung</th>
<th>Godrej</th>
<th>LG</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Microwave Oven</td>
<td>127</td>
<td>53</td>
<td>0</td>
<td>61</td>
<td>12</td>
<td>253</td>
</tr>
<tr>
<td>2</td>
<td>Television</td>
<td>0</td>
<td>106</td>
<td>21</td>
<td>87</td>
<td>39</td>
<td>253</td>
</tr>
<tr>
<td>3</td>
<td>Washing machine</td>
<td>89</td>
<td>41</td>
<td>24</td>
<td>61</td>
<td>38</td>
<td>253</td>
</tr>
<tr>
<td>4</td>
<td>Refrigerator</td>
<td>57</td>
<td>65</td>
<td>28</td>
<td>67</td>
<td>36</td>
<td>253</td>
</tr>
<tr>
<td>5</td>
<td>Air cooler</td>
<td>68</td>
<td>71</td>
<td>12</td>
<td>48</td>
<td>54</td>
<td>253</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

In case of television, Samsung is dominating more when compare to other companies, for refrigerator LG is a leading player, in case of washing machine Whirlpool and LG are leading the market, in case of air cooler Samsung and Whirlpool are the leading player, and for microwave Whirlpool is the leading player in the market.

Table-5: Features Discriminating the Purchase of Branded TV Set

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Features</th>
<th>Weight</th>
<th>Whirlpool</th>
<th>Samsung</th>
<th>Godrej</th>
<th>LG</th>
<th>Others</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Picture Quality</td>
<td>5</td>
<td>0</td>
<td>106</td>
<td>35</td>
<td>94</td>
<td>18</td>
<td>253</td>
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<tr>
<td>2</td>
<td>Sound Quality</td>
<td>4</td>
<td>0</td>
<td>79</td>
<td>22</td>
<td>66</td>
<td>86</td>
<td>253</td>
</tr>
<tr>
<td>3</td>
<td>Screen Quality</td>
<td>3</td>
<td>0</td>
<td>56</td>
<td>45</td>
<td>77</td>
<td>75</td>
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<tr>
<td>4</td>
<td>Size</td>
<td>4</td>
<td>0</td>
<td>24</td>
<td>36</td>
<td>49</td>
<td>144</td>
<td>253</td>
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<tr>
<td>5</td>
<td>Color</td>
<td>5</td>
<td>0</td>
<td>64</td>
<td>69</td>
<td>61</td>
<td>59</td>
<td>253</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

From the above table it can be inferred that the preponderance of the respondents are influenced by picture quality first, then sound, then screen quality, then size and color.

Table-6: Features Discriminating the Purchase of Branded Refrigerator

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Features</th>
<th>Weight</th>
<th>Whirlpool</th>
<th>Samsung</th>
<th>Godrej</th>
<th>LG</th>
<th>Others</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Capacity</td>
<td>4</td>
<td>63</td>
<td>58</td>
<td>55</td>
<td>54</td>
<td>23</td>
<td>253</td>
</tr>
<tr>
<td>2</td>
<td>Efficiency</td>
<td>5</td>
<td>60</td>
<td>53</td>
<td>58</td>
<td>51</td>
<td>31</td>
<td>253</td>
</tr>
<tr>
<td>3</td>
<td>Storage</td>
<td>3</td>
<td>53</td>
<td>50</td>
<td>53</td>
<td>49</td>
<td>48</td>
<td>253</td>
</tr>
<tr>
<td>4</td>
<td>Aesthetic</td>
<td>2</td>
<td>57</td>
<td>51</td>
<td>54</td>
<td>58</td>
<td>33</td>
<td>253</td>
</tr>
<tr>
<td>5</td>
<td>Sturdy</td>
<td>5</td>
<td>49</td>
<td>42</td>
<td>60</td>
<td>64</td>
<td>38</td>
<td>253</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

From the above table it can be inferred that, a large amount of the respondents are influenced by efficiency first, then capacity, then sturdy, then storage space, and then aesthetic of the refrigerator.

Table-7: Features Discriminating for Purchase of any Branded Washing Machine

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Features</th>
<th>Weight</th>
<th>Whirlpool</th>
<th>Samsung</th>
<th>Godrej</th>
<th>LG</th>
<th>Others</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Capacity</td>
<td>4</td>
<td>60</td>
<td>42</td>
<td>51</td>
<td>29</td>
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<tr>
<td>2</td>
<td>Efficiency</td>
<td>5</td>
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<td>3</td>
<td>Storage</td>
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<td>47</td>
<td>43</td>
<td>42</td>
<td>253</td>
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<td>4</td>
<td>Aesthetic</td>
<td>2</td>
<td>47</td>
<td>56</td>
<td>49</td>
<td>55</td>
<td>46</td>
<td>253</td>
</tr>
<tr>
<td>5</td>
<td>Sturdy</td>
<td>5</td>
<td>49</td>
<td>45</td>
<td>54</td>
<td>51</td>
<td>54</td>
<td>253</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

From the above table it can be inferred that, a large amount of the respondents are influenced by efficiency first, then capacity, then sturdy, then storage space, and then aesthetic of the Washing Machine.
Table-8: Features Discriminating the Purchase of Branded Air Cooler

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Features</th>
<th>Weight</th>
<th>Whirlpool</th>
<th>Samsung</th>
<th>Godrej</th>
<th>LG</th>
<th>Others</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cooling Capacity</td>
<td>5</td>
<td>25</td>
<td>31</td>
<td>27</td>
<td>29</td>
<td>141</td>
<td>253</td>
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<tr>
<td>2</td>
<td>Efficiency</td>
<td>4</td>
<td>31</td>
<td>37</td>
<td>29</td>
<td>31</td>
<td>125</td>
<td>253</td>
</tr>
<tr>
<td>3</td>
<td>Space</td>
<td>2</td>
<td>37</td>
<td>34</td>
<td>31</td>
<td>36</td>
<td>115</td>
<td>253</td>
</tr>
<tr>
<td>4</td>
<td>Aesthetic</td>
<td>3</td>
<td>32</td>
<td>35</td>
<td>34</td>
<td>31</td>
<td>121</td>
<td>253</td>
</tr>
<tr>
<td>5</td>
<td>Sturdy</td>
<td>2</td>
<td>34</td>
<td>30</td>
<td>38</td>
<td>32</td>
<td>119</td>
<td>253</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

From the above table it can be inferred that, a large amount of the respondents are influenced by cooling capacity first, then efficiency, then aesthetic, then sturdy, and space.

Table-9: Features Discriminating the Purchase of Branded Microwave Oven

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Features</th>
<th>Weight</th>
<th>Whirlpool</th>
<th>Samsung</th>
<th>Godrej</th>
<th>LG</th>
<th>Others</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Heating Capacity</td>
<td>5</td>
<td>41</td>
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<td>48</td>
<td>59</td>
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</tr>
<tr>
<td>2</td>
<td>Grill Fry</td>
<td>4</td>
<td>55</td>
<td>51</td>
<td>54</td>
<td>49</td>
<td>44</td>
<td>253</td>
</tr>
<tr>
<td>3</td>
<td>Defrost</td>
<td>3</td>
<td>62</td>
<td>51</td>
<td>60</td>
<td>57</td>
<td>23</td>
<td>253</td>
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<tr>
<td>4</td>
<td>Storage</td>
<td>4</td>
<td>59</td>
<td>57</td>
<td>51</td>
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<td>26</td>
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</tr>
<tr>
<td>5</td>
<td>Aesthetic</td>
<td>1</td>
<td>66</td>
<td>61</td>
<td>63</td>
<td>59</td>
<td>05</td>
<td>253</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

From the above table it can be inferred that, majority of the respondents are influenced by heating capacity first, then grill fry and storage, then defrost, and then aesthetic of the microwave oven

CONCLUSIONS

The rising economy has made Indian consumers more affluent. An indication of this is evidently given by the study on consumer behaviour of Indian consumers at Hyderabad in the age group of 25-50. This study has focused on how the buying behavior on the investigations the following conclusions can be drawn on the consumer behaviour for this particular group.

Based on this study, the researchers concluded that, people in Hyderabad city has pertinent knowledge about diverse brands of the Electronic Home Appliances. Knowledge about Electronic Home appliances differ based on the age level. The demographic factors like age, gender, marital status, qualification, occupation, income and family type discriminating the buying behavior of home appliances is based on this study the awareness level of home Electronic Home appliances are moderate in Hyderabad City. Most of the respondents have the relevant knowledge on the renowned brands like Godrej, Whirlpool, LG, Samsung and other company brands. Based on grades and rankings given by respondents, the main factors involved in selecting home appliances are price then brand name, then quality, then service and the last are the other offers given by the retailer. Respondents are not much prejudiced by retailer’s information.

The media and advertising furnishes more requisite information when compare to other medium of dissemination of information to the public. In the case of TV, respondents are influenced by picture quality first, then sound, then screen quality, then size and color. In the case of refrigerator, respondents are influenced by efficiency first, then capacity, then sturdy, then storage space, and then aesthetic of the refrigerator. In the case of washing machine, respondents are influenced by efficiency first, then capacity, then sturdy, then storage space, and then aesthetic of the Washing Machine.

In the case of air cooler respondents are influenced by cooling capacity first, then efficiency, then aesthetic, then sturdy, and space. In the case of Microwave oven the respondents are influenced by heating capacity first, then grill fry and storage, then defrost, and then aesthetic of the microwave oven. The surveyed age group of 25-50 is very particular about the brands and they judge brands based on perceived quality, value for money and availability of range of Electronic Home Appliances.

The study also shows that in the age group of 25-50, there is a huge buying seen and more amounts is spent on buying Electronic Home Appliances based on the selective brands. This can be because of unplanned purchases and directionless purchases. Indigenous technologies should be developed to ensure sustainability. In depth analysis and introspection is necessary for Electronic Home Appliances manufacturers in India to develop sustainable products as that will be the main factor to drive the consumer in buying Home Appliances in the future especially of the age group of 25-50.

SUGGESTIONS

The pulse of the India market has to be comprehended enough by the manufacturers so as to induce and persuade the customers to buy their selective product based on the product, price, place and promotion. The dissemination of fruitful and productive information has to be shown to the consumers through media rather concentrating mainly on the aesthetic part of the product.
Also the selection of the right media with the corresponding ratings will reach the right customers at the right time. The Brand owners has to compare the other product line on par with their product to improve the standards and discriminate the product line and elucidate the masses by proper training of sales personnel’s by the company so that the acquaintance of truthful information will throw more light on to the public with more effect on purchase of the desired product.

The Social media like Face book, Twitter and blogs have to be used by young customers to gather more knowledge during their pass time; these media can be used to promote awareness on consumer buying behavior. There should be equilibrium between sustainability and demand. A new empirical method has to be worked out to maintain for a sustainable business. A more detailed study has to be carried out to find perception from consumers in different Cities other than Hyderabad to develop a new sustainability model.

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TO STUDY THE PRACTICAL IMPLICATIONS OF SOCIAL MEDIA IN CRISIS MANAGEMENT FOR BUSINESS AND SOCIETY

Shaikh Farha Rasheed

ABSTRACT

In today's world Businesses are tremendously facing crises events, while Firm is an industry that is exceedingly susceptible to numerous risks. Notwithstanding the implementation of social media in Business and society and the previous research examining the use of the Internet for crisis, there is limited but emerging research on the use and impacts of social media for crisis management.

This paper aims at studying social media for crisis management. The literature is significantly analysed with the aim to identify the use and the impact of social media for crisis management to both Business suppliers/organizations and Business demand. The implications of social media are also exemplified by analyzing several examples. The literature and its discussion are synthesized by developing a holistic social media exploitation model for crisis management in Business, which evidently demonstrates how Business organizations should take advantage of the inbound and outbound communiqué, networking and association capabilities of social media for including several other stakeholders into their crisis management strategies and actions. The paper also discusses the practical implications of social media in crisis management for Business policy makers, Business suppliers and researchers similarly.

KEYWORDS

Crisis Management, Social Media, Management, Society, Business etc.

INTRODUCTION

What is Crisis Management? Crisis Management is the process by which an organization deals with a major event that threatens to harm the organization, its stakeholders, or the public. The study of crisis management originated with the large scale industrial and environmental disasters in the 1980s. Three elements are common to a crisis: (a) a threat to the organization, (b) the element of surprise, and (c) a short decision time. Venetteargues that "crisis is a process of transformation where the old system can no longer be maintained." Therefore, the fourth defining quality is the need for change. If change is not needed, the event could more accurately be described as a failure or incident.

In contrast to risk management, which involves assessing potential threats and finding the best ways to avoid those threats, crisis management involves dealing with threats before, during, and after they have occurred. It is a discipline within the broader context of management consisting of skills and techniques required to identify, assess, understand, and cope with a serious situation, especially from the moment it first occurs to the point that recovery procedures start.

Crisis management consists of different aspects including:

- Methods used to respond to both the reality and perception of crises.
- Establishing metrics to define what scenarios constitute a crisis and should consequently trigger the necessary response mechanisms.
- Communication that occurs within the response phase of emergency-management scenarios.

Crisis-management methods of a business or an organization are called a crisis-management plan. During the crisis management process, it is important to identify types of crises in that different crises necessitate the use of different crisis management strategies. Potential crises are enormous, but crises can be clustered.

Lerbinger categorized eight types of crises:

1. Natural disaster
2. Technological crises
3. Confrontation
4. Malevolence
5. Organizational Misdeeds
6. Workplace Violence
7. Rumours
8. Terrorist attacks/man-made disasters

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CRISIS MANAGEMENT

Chart-1

SOCIAL MEDIA

The best way to define social media is to break it down. Media is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication. In web 2.0 terms, this would be a website that doesn't just give you information, but interacts with you while giving you that information. This interaction can be as simple as asking for your comments or letting you vote on an article, or it can be as complex as Flixter recommending movies to you based on the ratings of other people with similar interests. Think of regular media as a one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter. Social media, on the other hand, is a two-way street that gives you the ability to communicate too.

SOCIAL MEDIA TYPES AND FUNCTIONS

Kreutzer and Hinz (2010) identified various social media platform types: blogs, microblogging sites (e.g. Twitter), media sharing sites (e.g. YouTube), social bookmarking sites (e.g. StumbleUpon), bulletin boards and social networking sites (e.g. Facebook). Kaplan and Haenlein (2010) also add virtual social worlds (e.g. Second Life), virtual game worlds (e.g. World of Warcraft) and collaborative projects (e.g. Wikipedia) to that list.

According to them, the differences among these different types of media lie in (1) the degree of social presence (the acoustic, visual and psychological contact that can be achieved), (2) the degree of media richness (the amount of information they allow to be transmitted in a given time), and (3) the degree of self-presentation/self-disclosure (to control the impressions other people have of the user through the revelation of personal information). Facebook is classified as a social media platform with a high level of self-presentation and a medium level of social presence and media richness (only virtual social worlds have a higher level) (Kaplan & Haenlein, 2010). Therefore, it can be concluded that Social Media has great potential for companies and their crisis Management because the high level of self-presentation offers chances to control the impressions of others as it allows acoustic, visual and psychological contact to stakeholders and the transmission of a great amount of information.

The different degrees of social presence, media richness and self-presentation are accomplished by the different functionalities of social media. Kietzmann, Hermkens, McCarthy and Silvestre (2011) describe seven building blocks of social media: identity (the extent to which users reveal themselves), presence (the extent to which other user know if others are available), sharing (the extent to which users exchange, distribute and receive content), conversations (the extent to which users communicate with each other), groups (the extent to which users are ordered or form communities), reputation (the extent to which users know the social standing of others and of content) and last but not least relationships (the extent to which users relate to each other). Due to the different functionalities of the various types of social media, the presence of those building blocks differ which causes the different degrees of social presence, media richness and self-presentation/self-disclosure. The building block that is represented the most on Social Media is that of relationships since it focuses especially on networking. In addition, the building blocks of presence, identity, conversation and reputation are well represented on Social Media (Kietzmann et al., 2011) which makes it interesting for further research on company use and crisis communication.
THE ROLE OF SOCIAL MEDIA IN ORGANIZATIONAL CRISIS MANAGEMENT

Social Media as a Threat or Weapon

Whether social media favors the occurrence of crises or works as an effective tool against them has been addressed from different perspectives in the past. On the one hand, it may be a catalyst for crises because information spreads very fast on and through social media and everyone is able to publish contents. On the other hand, it can also be a weapon against crises because social media have unique characteristics, which strongly distinguish them from other communication channels and could have a positive impact on the crisis perception. Social media can be seen as weapon or threat for crisis communication because of the unique channel characteristics, which have an impact on how the organization is seen. In the best case, it causes the impression to be more human, more committed, and more trustworthy. The functions of social media can provide opportunities during crisis communication due to the ability of sharing thoughts, which can be responded to by others, which in turn covers emotional needs of stakeholders. Because everyone is able to publish information, they are also faster than broadcasted news and are in some cases seen as more credible than traditional media. The speed and credibility of messages on social media can also be a threat because negative information travels fast as well and rumors can easily be regarded credit.

PRACTICAL IMPLICATION OF SOCIAL MEDIA ON BUSINESS IN CRISIS MANAGEMENT

The consequences of this research entail that the altitude of bustle on social media, predominantly on social Media, desires to be deliberately addressed by business as it showed to associate with the number of unenthusiastic user-generated participation. The correlation of sky-scrapping business activity with unenthusiastic user-generated contribution should not be put a damper on things companies to choose their level of commotion based on the purpose of their social media occurrence. all the way through the consequences of this research, Businesses are purely advised to be responsive of the jeopardy to face more user-generated disparagement and the necessitate to meet basic necessities to knob them which includes personnel to administer the profiles and know-how concerning the rejoinder to disparagement. Consequently, if the objective contains relationship building with stakeholders a high level of interactivity is needed, whereas pure brand consciousness could already be reached with a low level of commotion. The research showed that even profiles with more than more than 7.5 million fans were assigned to the low business activity group. This could be attributed to the networking power of Social Media since this study found a association between the number of fans and the fan raise. Ostensibly, those fans can already be fascinated with little business commotion. The group differences regarding the use of rejoinder strategies suggest a strategic approach to receptiveness, which could depend on both, the nature of disparagement and the amount of disparagement. The high commotion group for illustration received more than ten times as much criticism as the medium group, which might have led them to ignore disparagement more often or respond in a unvarying (indistinctive) way. Reversely, the medium group received the lowest amount of disparagement and responded to most of it with the prevalent response strategies (42%) or on the other hand in an unexceptional way (30%).

CONCLUSION

The main purpose of this research is to find out which impact the company activity on Social Media has on their crisis communication. Although companies are advised to be active when using social media as communication channels, strategic approaches on the outcomes are unknown. The Paper revealed various opportunities and threats of social media when used as a tool for crisis communication. Especially the possibility of interactivity was found to have an impact on crisis communication. The study will, therefore, focus on the way companies make use of this possibility and how it effects companies’ crisis communication. Because companies are usually represented through their brands on Social Media. The continued emergence and explosive growth of social networks has permanently altered the manner in which we communicate during a crisis. Experience continually demonstrates that planning for the strategic role of social media after an event occurs invites misuse and the potential for irreparable damage to your organization's reputation and brand. As best practices emerge in the role of social media in crisis communications, Business Management consults with team to ensure that use of social media is aligned with the rest of the crisis plan. At last I would like to conclude my paper by stating that social media is the changing face of crisis communication.

- Routine social media monitoring on a daily basis on behalf of crisis clients,
- Heightened social monitoring during a crisis response,
- By-request monitoring and analysis in response to specific events,
- Consultation and development of monitoring search terms to ensure relevant results.

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IN VolvEMENT OF SOCIAL MEDIA IN INSURANCE SECTOR

A. Amutha Prabha

ABSTRACT

The role of Social Media within the insurance marketplace and using the information acquired to produce a white paper that fosters a greater understanding of regulator, licensee and consumer roles, as well as their expectations and responsibilities via social media. The objectives of the paper is:

- To understand about the insurance company and producer uses of social media.
- To know about the regulatory and compliance issues associated with the use of social media.
- Guidance for addressing identified regulatory and compliance issues.

Insurance companies are using social media to increase visibility, enhance familiarity, develop relationships and build trust. Perhaps, the primary advantage of using social media is to generate public exposure.

KEYWORDS

Social Media, Insurance Companies, Insurance Agents, Websites, Regulator, Licensee etc.

INTRODUCTION

Social media is a common thread running the blending of technology and social interaction for the creation of value. More specifically, social media may be defined as a group of Internet-based applications that allow for the creation and exchange of user-generated content.

It must be stressed that social media sites and usage are in a constant state of evolution, with dominant sites changing and new platforms being introduced at regular intervals. While various features will change, particular social media platforms will come, and go, the unique aspects of social media including its speed, reach and collaborative nature are likely to ensure the long-term appeal and success of the medium.

Regulators and licensees are encouraged to remain mindful of these aspects as they develop procedures and guidelines for regulating the use of social media. Insurers are encouraged to adopt policies, procedures and controls reasonably designed to ensure that the content of insurer or insurer-attributed social media communications is accurate and timely. As with any insurer or producer communication in any media format, communications should not be misleading and statistical data in communications should be time relevant.

RECORD KEEPING REQUIREMENTS

It is a longstanding and well-established principle of insurance regulation that insurers and producers must maintain their books and records in a manner that permits an examining department of insurance to readily determine compliance with state insurance laws and rules. Like other forms of written communications, social media communications fall within this existing regulatory framework. More specifically, when an insurer or producer is responsible for the content of a specific social media communication, then the insurer or producer is also responsible for complying with state record-retention regulations relative to the subject communication.

TYPES OF SOCIAL MEDIA SITES

Face book (www.facebook.com): A website that allows users to create a personal Profile, add other users as friends and exchange messages, including automatic notifications when they update their profile. Users may join common-interest user groups created by places of employment, schools, colleges, religious organizations, political parties, other organizations or group of people.

Twitter (www.twitter.com): A website that allows users to send and read messages called “tweets,” which are text-based posts of up to 140 characters displayed on the user’s profile page.

LinkedIn (www.linkedin.com): A business-related professional networking website that allows users to set up a basic profile, utilize groups, events and connect with larger communities.

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74 Assistant Professor, Department of Commerce, SDNB Vaishnav College for Women, Tamil Nadu, amuthaprabha@yahoo.com, amutha@gmail.com
Wikipedia (www.wikipedia.com): A Web-based encyclopedia that houses more than 18 million articles written collaboratively by its users from around the world. Almost all of its articles can be edited by anyone with access to the site.

YouTube (www.youtube.com): A video-sharing website on which users can upload, share, and view videos consisting of a wide variety of user-generated video content, including movie clips, TV clips and music videos, as well as amateur content such as video blogging and short original videos. While most of the content on YouTube has been uploaded by individuals, media corporations such as CBS and BBC share videos on the site.

USE OF SOCIAL MEDIA BY INSURANCE COMPANIES

The most basic use of social media is to get people to become online fans. Because this is often a little more difficult for insurance companies (compared to restaurants, amusement parks and retail establishments), one company incentivizes consumers to “like” them by donating a dollar to the U.S. Paralympics for every fan of their Face book page (Actuaries, 2011). When someone clicks the “Like” button on a company Face book page, it is broadcast to their social network, and their online friends may be inclined to do the same.

One Company used a new tab on their Face book page to allow users to make electronic thank you cards. For each thank-you card sent, the company donated money to a charity. The company donated $50,000 by the time the campaign had ended.

One carrier uses Twitter to tweet information and “retweet” positive messages; the company responds directly to negative tweets.

One carrier announced a new campaign that would put their “virtual airship” on the screens of everyone playing the popular social game Farmville, which was reported to be 80 million users in 2011. According to the particular carrier employing this method, the largest demographic group playing Farmville is stay-at-home moms. Because the carrier believes that this population is in charge of a majority of the insurance-buying decisions in any given household, Farmville is a perfect outlet to reach their potential customers.

One carrier has their own YouTube channel (www.youtube.com/amfam), which includes a collection of educational and informative videos. Sample topics include: safe teen drivers, identity theft and buying whole life insurance. In addition, this carrier has their own online comedy series on NBC.com titled, “In Gayle We Trust.” The series features a Middle American fictional town called Maple Grove, which is populated with a host of colorful characters who turn to Gayle for their insurance needs and counseling.

One Company’s well-known advertising icon, a character seen in numerous televisions Commercials, has a Face book page with half-a-million fans. However, an individual that is not affiliated with the company started the page and the company has no control over the account.

SOCIAL MEDIA FOR LIFE INSURANCE AWARENESS

Purpose

As with any good marketing plan, know your objectives before you start. Do you want to deepen your relationship with existing clients to become their go-to resource for financial advice? Do you want to build a referral network? Perhaps you focus on a niche market, like business continuation planning, and want to engage with small-business owners and entrepreneurs. Producers targeting the very affluent market have had success using LinkedIn² to connect with doctors, lawyers and other high-net-worth professionals. To reach the same demographic with women, interest may be an option. Its users are mostly “female, well-educated and have disposable income.”²

Know the Rules

A key part of marketing in our industry understands and following the rules that apply to social media use, especially when it comes to the various licenses you may hold. Remember, the government entities that regulate licensing have different rules about licenses you use in daily practice.

It is also important to stay current. Social media is a fluid environment, and regulators try to adapt to the shifts in technology as they happen. Follow industry resources like Life Health Pro, LIMRA, and the Financial Industry Regulatory Authority (FINRA) for the latest news and updates of social media regulations.

Know your agency’s policy on social media, too. Agencies make sure you create a policy. One of the first things regulators may look at in a spot-check of social media communications is not only how a firm is using social media in the course of business, but also whether a social media policy exists."³
Engage

Product pitches should not be a part of your social media communications. Not only does discussing specific products or making recommendations get into complicated compliance territory, but it can also turn people off. Rather than souring social media followers with tired sales pitches, offer them information that is relevant and useful to them. In steps one, you figured out why you wanted to be on social media. This is where the how begins, with engaging content.

Engaging could mean creating a blog where you offer tips on saving money and planning for retirement and linking to it from Facebook or Twitter. It could mean sharing interesting articles with a LinkedIn group or network. It could be creating an Interest board of healthy recipes and lifestyle tips, which might help clients, improve their overall health.

Try a variety of media, not just text-based posts and links. Try to mix in videos, photos and info graphics. “A simple photo or quote can often have a much bigger impact than, say, insurance how-to information,” says Marvin Feldman, CEO of the LIFE Foundation. “It’s about finding the right balance for what your followers will find engaging and what they’ll want to share with their followers and keep them coming back.” So whatever your purpose is for being on social media, make sure you are following through with relevant posts that your audience is likely to interact with in some way, thereby amplifying your message and leading to more engagement.

“If it can encourage or inspire people to think about their loved ones and the uncertainties life holds, then that’s an indirect but powerful reminder about the need for life insurance.

Be Authentic, But Professional

Think about it if you needed a good mechanic, where would you look? Would you dust off the old phone book? Maybe search for nearby mechanics on Google? Most likely, you would ask a friend for someone qualified and trustworthy. Word-of-mouth has long been considered one of the most powerful methods of marketing, but it does not grow out of impersonal advertising. To make an impression that is worth sharing, you have to be more than a canned message feed.

You are likely in this business because you want to help people and enjoy interaction. To translate that into sales, you have to bring both personality and knowledge to your business conversations.

Stephen Selby, assistant vice president of social media at LIMRA, points out that “social media is a great opportunity for an agent to talk about how life insurance can be used to change lives, rather than just the features and benefits of a product”. If you are authentic and professional in your approach to social media, people are more likely to trust you, listen to you and recommend you to people they know.

Listen and Measure

When it comes to starting out in social media, we do not know what is going to work. Therefore, we have to try new ideas and move very quickly to make it effective. Abandon the stuff that does not work or try it in a new market. Run with the stuff that does work.”

Given that life insurance sales are at their lowest since World War II, it is clear that the tried-and-true methods of the past are no longer effective on their own. Producers cannot afford to ignore the power of social media anymore, so devise a strategy that fits your purpose and then track your results. “What’s important is that we aren’t just pushing marketing messaging, but we are listening to our fans and followers to continually adapt the content we’re providing based on their feedback.

Do not focus on return on investment alone. Instead, focus on return on objective. Look for metrics that are tangible, like clicks to your blog, increased website activity, followers, comments, likes, shares, or other forms of engagement. The truth is, there is no easy way to connect the dots between sales and social media, so keep your sights set on your goals, listen to the response you are getting, and adjust your tactics appropriately.

USAGE OF SOCIAL MEDIA BY INSURANCE AGENTS

Insurance agents must take advantage of all outlets when conducting online business. Just like any other business, insurance sales depend on marketing and promotion. Some of the best marketing in recent years has occurred on social media.

There are four important reasons why insurance agents should use social media to conduct their business.

The Business Page

Social media offers a special place to conduct business. This is exactly what an insurance agent needs. A business page is very easy to create and a tremendous amount of useful information may be featured on this “sales floor”. If customers need basic...
information, they only have to check the agent’s page. All updates on special rates can be placed here for the public to view, along with updates and promotions. Most social sites also offer an additional option to advertise on your page, for a small fee.

**SEO Practices in Social Media**

Another reason to use social media is the promotional tactics. The insurance agent can take an active role in SEO practices that will help to bring customers to the company’s main website. Search Engine Optimization is extremely important for succeeding in the digital universe, and can get substantial results. Insurance agents with SEO experience can utilize social media for this potentially lucrative purpose.

**Keeping Information Fresh**

Social media offers the outlet of posting timely updates about the insurance company’s deals and changes. As with any other company, the insurance agent will want to represent the business as an active entity. This means that updates should be made on a regular basis or interest in the company will wane. Although the agent is providing service instead of product, the same rules apply. Interest is considerably lower when the date on a post is from several months previous. Sometimes, an outdated post can be quite misleading. This can cause confusion and even negative reactions about the company and their loyalty to the customer.

**Social Media is Personal**

Using social media allows you, the insurance agent, to build a relationship with each customer. The personal touch is one of the main things that makes a customer want to remain with a company. The more you relate to the customer on this level, the more likely he or she is to talk about the business in a personal manner and bring other people to do business with you. Insurance agents should really look into using social media. This avenue is just the extra pull that insurance companies will gain profits and reputation. Without social media, a whole area of potential business success remains unexplored.

**CONCLUSION**

Social media must comply with existing state insurance laws and regulations. Insurers and producers should employ risk-based principles to determine the extent to which the review of incoming, outgoing and internal electronic social media communications is necessary for the proper supervision of their businesses. Accordingly, insurers and producers may adopt procedures that require pre-approval of some or all interactive electronic social media communications prior to use, or, alternatively, may adopt methods of post-use review, including sampling and lexicon-based search methodologies.

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THE EFFECTIVENESS OF ADVERTISING THROUGH THE SOCIAL MEDIA

C. Rajalakshmi75 Dr. P. Uma Rani76

ABSTRACT

Currently, with the very strong impact of globalization, digitalization and social media, advertising is changing. Many companies and advertising role players are forced to implement new consumer and business models and apply innovative business strategies. Social media marketing has become a norm for most companies. Social networking - a place where people can use networks of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real-life friendships through similar interests or groups and share their social experiences.

Social network advertising is a term that is used to describe a form of Online Advertising that focuses on social networking sites. By utilising the social aspect of the web, social media marketing is able to connect and interact on a much more personalised and dynamic level than through traditional marketing. The target audience is a unique generation and has developed a personal filtering system against the onslaught of traditional media. The current idea is to try and build customised relationships with future clients from a young age, by developing a relationship that complies with their requirements which social media has made a possibility. This study attempts to investigate the effectiveness of advertising through social media.

KEYWORDS

Social Media, Advertising, Advertising Effectiveness etc.

INTRODUCTION

Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial to them. The message conveyed through advertising appeals, influences the purchasing decisions of consumers. A key to social media is that the consumer-generated content and consumer-fortified content can also influence image (Marland, 2008). The viral nature of brand-relevant communication is why social media is both an opportunity and a threat for advertisers. To determine the relative influence and nature of that influence on a brand, one must consider the source of content, the relative authority of that source, and the content itself.

Marketing is essential to most businesses and is generally the most important aspect of any business strategy. Many large companies spend millions of rupees on marketing their businesses whereas smaller companies are more reliant on more creative and cost effective methods (Godin, 2008). In the extremely competitive world we live in today, social media marketing has become the new trend and is a trend that is here to stay by means of using social media such as blogs, community sites, video sharing sites etc. to market a product or a business.

Social media is becoming more and more popular every day. Companies are continuously coming up with new ideas of using social media for their advantage and advertising is only one of the many purposes that social media can be used for. The expectations concerning the power of social media as an advertising channel have been set very high. Social media is expected to be a very effective channel for marketing with minimum investments. The recession has only boosted the usage of social media by marketers since the assumed cost effectiveness attracts many marketers with tight budgets.

OVERVIEW OF SOCIAL MEDIA

Social media as a concept still has quite a short history, since it only started forming after the Internet became more available for the public in 1995. In the beginning, the Internet was more of a read-only media, but when it started developing, further it has become more of a read / write web. The definition according to Wikipedia is: “Social media are media designed to be disseminated through social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologue into social media dialogues. They support the democratization of knowledge and information and transform people from content consumers to content producers...”. Social media are online platforms for various online communities’ with different connective features. These connective features can be, for example, networking, meeting new people, role playing, sharing content, or communicating. In comparison with the traditional media, the distinctive feature of social media is the audience generates that the content. Different communities consisting of people who share similar interests, hobbies, goals, or simply backgrounds form this audience.

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WHAT IS SOCIAL NETWORK SITES (SNSS) AND MICROBLOGS?

As already mentioned, social media consists of various online communities’ with different connective features. As the name suggests, the connective feature of social network sites is social networking. However, in different SNSSs, there are still variations. LinkedIn, for example, is a professional networking site, where people represent themselves with their professional background and status, and connect with their colleagues, former and current employers, and business acquaintances. Facebook, the most popular SNS in the world, is nowadays a networking site for anyone who wants to keep in touch with childhood or family friends, for example: Micro blogs are web pages where registered people follow and send new status updates, called “tweets”, using their mobile phone or computer. The tweets culminate to the question “what are you doing right now?” The idea is that the messages are short (max. 140 characters), because the micro blogs are meant to be used via mobile phone with internet connection. This enables people to send and browse through new messages where ever they are. Companies use Twitter to send announcements or promotional purposes. According to a recent survey, 54% of the Fortune 100 companies had a Twitter account (in comparison, only 29% had a Facebook account).

ADVERTISING ON SOCIAL NETWORKING SITES

Social network advertising is a term that is used to describe a form of Online advertising that focuses on social networking sites. Major benefits of advertising on a social networking site (facebook, myspace, orkut...and many others) is that advertisers can take advantage of the users demographic information and target their advertisements appropriately. Direct advertising based on the network of friends is the most effective format but also causes the most controversy. Indirect advertising is an innovative marketing technique in which a company will create a ‘page’ or ‘group’ those users can choose to join. The best uses out of social networks is not to make money ‘directly’ off them, but to harness their marketing potential and to use them to market your own business.

Social networks provide the ability to set profiles to private in some way or another. Additionally they have the ability to report and block users. A good social network goes beyond just allowing users to post profiles and update pictures. Additional features include music sections, video uploads, groups and more. The object of a social network is to find friends and expand relationships. Top social networking websites allow members to search for other members in a safe and easy to use environment. Common search functions include search by name, city, school and email address. Social network sites are self-explanatory. No doubt, social network is a significant new way of reaching people, but the market is far from being mature. The knowledge-sharing sites, where customers review products and advice each other, are a fertile source for this type of data mining.

SNSSs continue to add new features and developments on a consistent basis. Since it is free to create an account, SNSSs has to generate its revenue elsewhere, through a venue such as advertising. Companies can utilize SNSSs feature to reach their audiences in different ways. It is also states that SNS are changing the way advertisers reach consumers, and that these changes are transforming online advertising all together. There is a variety of ways to use SNS, and the different features allow creativity and experimentation in advertising. For instance in Facebook, when users log-on, they are taken to a homepage called a “News Feed,” where they were allowed to view those advertisements. Consumers use the net to see what they want, when they want it. The net will not support entrapment, and consumers who are escaping advertisements through TVs are unlikely to become attracted to full time advertisement programming or become captive viewers of any form of online advertising. The modern consumer views the net as transparent and naturally occurring community postings and the recommendations of known friends will outweigh paid placements and paid reviews.

WHY SOCIAL NETWORKING SITES ARE USED AS AN ADVERTISING TOOL?

From the last decade, social networking is on the rise for business reasons and also for personal use. With its popularity increasing day by day, the need for business tables, to go social is indispensable. There are four main reasons for social networks used as advertising tools.

Cost Efficiency

Advertising on social networks is relatively cheap compared to other Traditional media; it usually has a similar or expanded reach at much lower costs. In addition, it is possible for companies to generate free publicity through creative advertising techniques. There have been a number of successful viral marketing Campaigns in YouTube and Facebook in the recent years. Creating a page for a brand in Facebook is free which is cost efficiency and creates a large number of active followers.

Large Reach

Since social networking websites has millions of active users, it has become acts that are more popular, as a good medium for sharing their social experience, and helps in building relationships. The impact for a social network is the reach of an advertisement on a large scale. With its demand for advertisement is on the rise, displaying an advertisement is significant in such networks is essential for its improvement in potential. The reach by a social network is greater than any other mass media of its kind.
Targeted Advertising

Advertisers have access to a great deal of information about Users and their interests, allowing them to customize and target their advertisements to a degree not yet seen in any other advertising medium. For example, if a user lists “pro Wrestling” as an interest on their Facebook profile, the websites advertising system will generate advertisements based on that particular interest. However, this can raise Privacy issues: Facebook’s Beacon targeted advertising system suffered a great deal of backlash and had to be modified heavily to appease its users.

Time Spent Online

People are spending increasing amounts of time online, especially on social networking websites, at the expense of traditional advertising media such as television and newspapers. This can be viewed because of many of the traditional functions – news, television shows – of the old advertising media being shifted online to social networks such as Digg and YouTube. As a result, Advertisers are increasingly looking for ways to reach out to consumers who are spending more and more time online.

Chart-1

The process starts on the left of the model where the factors of the advertisement are presented. The stimulation refers to the advertisements ability to stimulate the modalities of the consumer such as vision, hearing or more uncommonly, smell, taste and touch. The purpose of an advertisement is to stimulate, thus explaining why advertisements are sometimes referred to as stimuli. Credibility relates to how credible the message is perceived, which is of course subjective, since different individuals will have different opinions about whether the advertisements are credible or not. Personal relevance, liking and familiarity are important variables that have an impact on the advertising effect.

The next step in the model is attention, which is part of the consumer and described as the amount of attention distributed to the advertisement by the consumer. After attention follows memory, this is a measure of how well the consumer remembers the advertisement. From the advertisers’ perspective, it is naturally preferable if the target group remembers the advertisement, which is influenced by the factors, attitude towards the advertisement and attitude towards the brand. This leads to the final stage namely, purchase intention. Purchase intention is the connotative component where the consumer acts upon the advertisement and initiates a purchase of the advertised product (Changing Minds, 2011c).

The Model gives a good overview of what has been considered important concepts in advertising. Advertising effects is often a matter of measuring variation in these constructs and their relation to each other. This model is sequential in nature and presumes that there is no limited interaction or feedback between the different stages. The impact of advertisements’ characteristics on attitude towards the advertisement and attitude towards the brand is important. Although each stage in the hierarchy of effects operates contingently on the stage prior to it, it is also influenced by different ad attributes than the stages preceding and following it (Changing Minds, 2011c).
It is evident from the models used that the decisive factors to be incorporated into the study would be brand awareness, memory, attention, attitude towards advertisement and the attitude towards the brand. Advertising effectiveness can be defined as the degree to which the advertising generates the desired effect (Nysveen, 2006). The measurement of these effects is very important, especially taking into consideration the significant investments in advertising. There is great difficulty in measuring the overall effectiveness of advertisements due to the following:

- The effects of advertising tend to vary and thus cannot be converted into quantitative terms easily.
- The interaction of advertisements with other business variables such as behaviour, marketing policies, financial decisions. The other relationships are environmental variables such as competition and economic conditions.
- Advertising generally causes long-term effects in the minds of prospect consumers, however this is not always the case - the results can occur in the same period as the costs (Bryant, 2011).
- The evaluation of advertising effectiveness can be measured separately by the desired sales effect and communication effect.

THE EFFECTIVENESS OF ADVERTISING THROUGH THE SOCIAL MEDIA

Social networking has been used by most of the people in and around the nations. It has reached even to basic sectors. Despite the enormous growth of social networks in these years, the advertisements sectors have never faced major success due to several reasons. Thus, a useful growth turning into an effectual way for those sectors. To make it effective, we have to put-forth a positive trait in this fast moving world by proposing some new methodologies and inducingsome modifications to the existing system:

I) To Determine the Impacts of Advertisements on Social Networking Sites

In the past few decades, most people said that social networks were a waste of time and resources. However, in the past five years, the popularity of social networking sites like Facebook, Orkut and LinkedIn has created more popularity among users with no end insight. Due to this apparent stability, many people are now wondering about the benefits of socialmedia networking. Nowadays Social networking sites created a new trend of approach to make the business even to reach the end user, no doubt that the bigger social networking sites outthere are making huge profits, and so are the companies that advertise through them.

II) To determine the criteria for successful advertising in social networking medium

Even though social networking sites are growing at a faster rate but the advertising in social networking sites didn’t achieve the greater potential. It is inferred from our survey that in order to make social networking an effective tool for advertising medium, several criteria need to be followed:

- Age group filtering,
- Enlightening ads in celebrities’ pages,
- Attracting user towards their motive,
- Seasonal Ads,
- Best Use of Calligraphy,
- Where and What to Advertise?
- Acquaintance about the cost for advertising in social networking sites,
- Appearance of the site and advertisements,
- Time Slots.

CONCERNS AND CRITICISM OF SOCIAL MEDIA

Social media’s rapid and widespread growth does not need to occur at the expense of traditional media. From the consumers’ perspective, this enhances and reinforces communications and provides much needed credibility for the brand in an online environment. In light of this finding, social media could be effectively leveraged off traditional forms of media to foster attitude formation and enduring feelings, as well as enhancing consistency in brand image through highly integrated messages (Keller, 2009).

As the social media has grown in popularity, multiple concerns have emerged regarding technology. If comments and tweets are posted in haste, it can lead to some marketing disasters that can damage both the client and their agencies reputation. The moment consumer finds a brand is social networking activity intrusive or annoying then consumer is lost. There are many instances where brands try to abuse the system thorough fake comments. Since marketers are directly dealing with the public cannot lurk behind the scene but have to become more accountable for the brand. Other concerns of social media are social media stalkers, child predators and privacy concerns.

With this in mind, the objective must be to create a dialogue with the consumer, rather than purely using the media as a promotional vehicle to drive return on investment (ROI). The notion of integrated marketing communications through multiple channels must be inherent in the planning and execution of any strategic social media marketing, and measurement of the success...
of social media campaigns must be assessed holistically from a brand building perspective, rather than using metrics alone (Fisher, 2009; Keller, 2009). In spite of potential drawbacks of social media, popularity of social media is overtaking traditional forms of marketing. If compare TV commercials with online virals promoted through social media, TV commercials can cost millions; are poorly targeted and do not enable data capture whereas cost on social media is almost nothing. That is why social media become popular among marketers.

The insights gained from this study have been used to examine the effects of social media consumption, experiences, and engagement with brands (including via advertising) on behavioural outcomes such as brand awareness, word-of-mouth, and purchase intention which is currently under development.

**CONCLUSIONS**

As the popularity of social media is growing and there is no turning back it seems social media will overtake to other functional areas of marketing to a large extent. Social media is trying to fill the gap between marketers and consumers through continual dialogue, building trust and interacting with right audience in right way, as fast as possible.

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IMPACT OF SOCIAL MEDIA ON STUDENT'S ACADEMIC PERFORMANCE

Rithika M. 77 Sara Selvaraj 78

ABSTRACT

India is the third biggest country in terms of internet users in the world, with a high social and mobile audience. Social networking sites like Facebook, Twitter, Orkut, etc diverting students from their studies. Students spend more time on social media than they do using personnel email. Even Though, there is loss of privacy and safety, social media provides opportunities for connecting with friends, classmates, and people with shared interest. Today, the main aim of the student should be education and their future career. However, many students rely on the accessibility of information on social media. That means reduced focus on learning and retaining information. The study also points out the popularity of social networking sites among students community. The social networking sites and social media have revolutionized the world, bringing us closer than ever before. However, students can exploit this and use it for a better life, a better tomorrow. It should be used to connect, stay in touch, share views but not waste time on. The sample size for the study is 100. A questionnaire is designed to determine the various factors of social media that have impact on student’s education. Variables identified are gender, education, social influence, and academic performance.

KEYWORDS

Social Networking Sites (SNS), Education Performance, Social Media, Academic Performance etc.

INTRODUCTION

As we are living in a networking era, the tremendous growth of the internet has a high impact on the development of the students in which they interact and socialize. During this era, communication is the most popular term. Today, communication revolution brought us together regardless of geographical boundaries. The internet offers a wide variety of communication tools. Billions of people use facilities like search engines, web pages, e-mails, Really Simple syndication (RSS), e-journals, e-newspapers, internet banking, internet telephony, conferencing, multi-media sharing, online news rooms, social networking etc. Today internet is an essential communication medium in professional as well as personal life. This research will detailed the impact of using social networking sites on student’s academic performance. Literature analyzed that the social networking websites are not designed for negative impact but we noticed in our daily life that students become addicted to social networking websites. This research contribution will analyze the pros and cons aspects of social networking on education. The widespread use of media among college students from texting to chatting on cell phones to posting status updates on Face book may be taking an academic toll.

REVIEW OF LITERATURE

Though social media can increase student learning through student interactions, challenges arise when social media are incorporated into an academic course. The assumption that students are familiar with and agreeable to using certain types of social media can cause educators to inadvertently fail to provide the resources or encouragement necessary to support student usage and learning (Cole, 2009; Valijataga & Fiedler, 2009). Arnold and Paulus (2010) found that even when social media is used for an educational purpose, students incorporate the technology into their lives in a way that may differ from the intentions of the course instructor. For example, off-topic or non-academic discussions occur on social media because of its primary design as a social networking tool (Lin et al., 2013). Further, as a student’s age increases, the frequency of off-topic discussions also increases (Lin et al., 2013). This indicates that while social media may encourage broader discussions of course content, older students may spend more time than younger students engaging in unrelated discussions. Social media can also negatively affect student GPA as well as the amount of time students spend preparing for class (Annetta et al., 2009; Junco, 2012b). One explanation for this impact is that social media provides too much stimulation and therefore can distract students from completing their coursework (Hurt et al., 2012; Patera et al., 2008). Another reason for this may be that students who spend more time on social media may have difficulty balancing their online activities and their academic preparation.

Social media can also be a challenging instructional strategy to incorporate because it attempts to balance the authority of the educator with the active participation of the students. Collaboration through social media supports more of a constructivist approach to learning, where students and educators can work together to co-create understanding of a particular topic, rather than an approach that emphasizes individual contributions (Stevens, 2009). As a result, students and educators become equal participants in the knowledge sharing process. Though this seems beneficial for creating and disseminating knowledge, social media can also become a privacy concern (i.e. cyber-plagiarism) as well as an outlet for abuse and cyber-bullying (Chen & Bryer, 2012; Frye et al., 2010; Jackson, 2011; Smaleis & Gannon-Leary, 2011). This suggests that establishing standards for social media use should include behavior and attitude guidelines similar to those enforced in the classroom.

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According to Kuppuswamy and Shankar (2010) social network websites grab attention of the students and then diverts it towards non-educational and inappropriate actions including useless chatting. Based on the above statement we can say that social networking sites may badly affect the academic life and learning experiences of the student. Trusov, Bucklin, and Pauwels (2009) noted that the Internet is no doubt evolution of technology but specifically social networks are extremely unsafe for teenagers, social networks become hugely common and well-known in past few years.

This research is conducted to explore the affect of social networking websites and its impact on academic life and learning experiences of students. As Kuppuswamy and Shankar (2010) explained that the social networks grabs the total attention and concentration of the students and diverts it towards non educational, unethical and inappropriate actions such as useless chatting, time killing by random searching and not doing their jobs. Students and teenagers mostly use social networks for time killing and sake of enjoyment but it has been analyzed that internet use for education purpose and any appropriate task including online tutorials, online lectures and education material downloading is very good but use of internet for only social network is very useless perhaps dangerous.

Some of the appropriate and un-negligible statements that fascinated us to conduct this research are stated below:

Benzie (2007) noted that the Canadian government prohibited employees from Facebook.com. In the same way, Boyd & Ellison (2007) also pointed out that the U.S. Congress has proposed legislation to ban youth from accessing social networking websites in schools and libraries. When the highly developed nations take stands over the use of social networking websites and cannot allow these social networking websites for countrymen, youth, students and working people, then the need is felt to see into that either social networking websites adversely effects students or not. This research mainly focuses on such factors that affect student’s academic life and learning experience.

This research will explain and detail presents the impact of using social networking websites on student academic life and learning experience. Literature analyzed that the social networking websites are not designed for negative impact but we have noticed in our daily life that students become addicted to social networking websites. This part of research contribution will analyze the reality and gap between the positive and negative impact and aspects of social networks on education. Charlene Li et al., (2007) estimated that students are more likely to use social networking websites; nearly 47% of teenagers (12 to 17year olds) and 69% of young adults (18 to 21year olds) and 20% of adults (18+) use social networking sites, and only 20% use them to contact other people.

OBJECTIVES OF STUDY

- To determine how social networking websites affects student’s academic performance.
- To understand the impact of social networking sites on education system.
- To explore the consequences of social networking sites in education system.
- Purpose behind the usage of social networking sites.

THEORETICAL FRAMEWORK

This theoretical framework shows the dependency and independency of factors gender, frequent use of networking sites. Use of social networking websites depends upon the above four factors so use of social networking is dependent and the above four are independent variables; Whereas, the academic performance depends upon the use of social networking websites in this case, academic performance is a dependent variable and the use of social networking sites is an independent variable.
RESEARCH METHODOLOGY

Data Collection:
According to this study, the primary data is used. The primary data for this research study will be collected through a questionnaire; the data of questionnaire was collected from 100 respondents. In addition, this collected data lead this research study to the exploration of the impact of social media on student’s education performance. At the same time, literature review of this research study will provided the secondary. Source of secondary data, which is, gathered from published research articles.

Sample Size:
100 respondents were only students, who filled a questionnaire. The data collected were carefully assessed to the statistical software i.e. SPSS and the results were taken, as they were required for the analysis of this research study.

Sampling Techniques:
Judgement sampling has been used for data collection.

RESULTS AND ANALYSIS

Frequent Visit to Social Networking Sites and Marks

Ho: There is no significant impact on frequency of social media usage and academic performance.
H1: There is a significant impact on frequency of social media usage and academic performance of students.

Table-1

<table>
<thead>
<tr>
<th>Pearson Chi-Square</th>
<th>Calculated Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided) P</th>
<th>Table value</th>
</tr>
</thead>
<tbody>
<tr>
<td>41.355(a)</td>
<td>15</td>
<td>0.00</td>
<td>25.00</td>
<td></td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference: At 5% level of significance, P = 0.00, therefore P value is less than 0.05.
Hence, Ho is rejected; therefore, there is a significant impact of social media usage and student’s academic performance.

Analysis on Student’s Late Submission of Assignment and Time Spending on Social Networking Sites

Ho: There is no significant impact on late submission of assignment and time spending on social networking sites.
H2: There is a significant impact on late submission of assignment and time spending on social networking sites.

Table-2

<table>
<thead>
<tr>
<th>Pearson Chi-Square</th>
<th>Calculated Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided) P</th>
<th>Table value</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.540(a)</td>
<td>3</td>
<td>0.001</td>
<td>7.82</td>
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</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference: At 5% level of significance, P=0.001 therefore P value is less than 0.05.
Hence, Ho is rejected; therefore, there is a significant impact on late submission of assignment and time spending on social networking sites.

Analyses on Impact of Viewing Social Networking Sites on Cell Phone and Lifestyle Influences

Ho: There is no significant impact on viewing social networking sites on cell phone and lifestyle influences.
H3: There is a significant impact viewing social networking sites on cell phone and lifestyle influences.

Table-3

<table>
<thead>
<tr>
<th>Value</th>
<th>Pearson Chi-Square</th>
<th>Asymp. Sig. (2-sided)</th>
<th>Exact Sig. (2-sided)</th>
<th>Exact Sig. (1-sided)</th>
<th>Table value</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.941(b)</td>
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<td>0.065</td>
<td>0.038</td>
<td>3.84</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Inference: At 5% level of significance P= 0.038, therefore P value is less than 0.05.
Hence, Ho is rejected; therefore, there is a significant impact viewing social networking sites on cell phone and lifestyle influences.
Analysis on Often Visit to Social Networking Sites and Negative Impact on Social Networking Sites among Students

<table>
<thead>
<tr>
<th>Table-4</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>Value</td>
<td>df</td>
<td>Asymp. Sig. (2-sided) P</td>
</tr>
<tr>
<td></td>
<td>41.880(a)</td>
<td>20</td>
<td>0.003</td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation

**Ho:** There is no significant impact on frequent visit to social networking sites and negative impact on social networking sites among students.

**H1:** There is a significant impact on frequent visit to social networking sites and negative impact on social networking sites among students.

**Inference:** At 5% level of significance, P=0.003, therefore P value is less than 0.05.

Hence, Ho is rejected; therefore there is a significant impact on frequent visit to social networking sites and negative impact on social networking sites among students.

Analysis on More Time Spending on Social Networking Sites and Social Networking Sites Influence Lifestyle among Students

**Ho:** There is no significant impact on more time spending on social networking sites and these websites create negative impact among students.

**H1:** There is a significant impact on more time spending on social networking sites and these websites create negative impact among students.

<table>
<thead>
<tr>
<th>Table-5</th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
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<td>df</td>
<td>Asymp. Sig. (2-sided) P</td>
</tr>
<tr>
<td></td>
<td>8.360(a)</td>
<td>3</td>
<td>0.039</td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation

**Inference:** At 5% level of significance=0.039, therefore P value is less than 0.05.

Hence, Ho is rejected; therefore, there is a significant impact on more time spending on social networking sites and these websites create negative impact among students.

Analysis of Students Learning from Social Networking Sites related to their Studies and their Academic Performance

**Ho:** There is no significant impact on students learning from social networking sites related to their studies and their academic performance.

**H1:** There is a significant impact on students learning from social networking sites related to their studies and their academic performance.

<table>
<thead>
<tr>
<th>Table-6</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
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<td>Value</td>
<td>df</td>
<td>Asymp. Sig. (2-sided) P</td>
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<tr>
<td></td>
<td>4.85707</td>
<td>6</td>
<td>0.562271</td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation

**Inference:** At 5% level of significance=0.562, therefore P value is greater than 0.05.

Hence, Ho is accepted; therefore there is no significant impact on students learning from social networking sites related to their studies and their academic performance.

**RESULTS OF STUDY**

A total of 100 students surveyed for the study. Gender analysis shows that male students mostly use social networking websites and the total average of male students who uses social networking websites is 72 % of total population. Male, commonly uses social networking websites for knowledge.

People mostly use social networking websites due to influence of their friends and the total average of the people who uses social networking websites due to their friends influence is 68% of total population.

Academic performance analysis with use of social networking websites shows that the students having 69% marks mostly use social networking websites and the total average of students scoring 60- 80 % is 69% of total population. Students who scored 60-80% of marks generally use social networking websites for entertainment.
SAFETY MEASURES TO SOCIALIZE

- A cyber criminal, putting identity and accounts at risk, could steal personal information.
- The personal information sharing online could give cyber criminals enough to piece email address and password.
- Cyber criminals could gain access to any account that has a password recovery service and use any saved information to make purchases.
- Links in messages from cyber criminals posing as someone know could be a part of a phishing attack trying to trick into sharing personal information or contain malware that infects computer.
- Geotagged photos are photos that have geographical information, like current location, added to them – and today, most smart phones and digital cameras have a function that automatically geotags all photos unless turn it off.
- When updating status on a regular basis, it could tip someone off to routine, and invite real-life threats like robberies, break-ins or stalking.
- If you add "friends" you do not know, you could become the victim of a fraud.
- Apps deleted from account may not be fully deleted – the creator may still have access to the information.
- Choose a strong password that could be changed often.
- The Take time to set privacy setting to control who can see what.
- Always think carefully about any information chooses to share online.

CONCLUSION

In this paper, a result of the survey of impact of social networking sites has been presented and discussed. It is found that students are very fond of using face book, twitter, YouTube and orkut. Paying attention to their academic progress and addressing any issues will go a long way towards keeping the negative aspects of social media from influencing their studies. However, faculties and students are now pushing learning beyond the borders of the classroom through social networking. Which move also comes with hurdles, including the fact that many colleges still block access to such sites within their walls? Most of the information put on the social media is fake, or half-truth. While going through this information we feel annoyed on one hand and develop the same habit of posting misleading information on the other. The students are getting addicted to the sites day by day the number of users is on the rise. This proves that e-world is taking its toll over the real world. For the sake of numbers, they have many friends, but in reality, they are devoid of good friends. Students are becoming individualistic. Social values are vanishing. Finally, I would like to conclude my paper by the appropriate, balanced and socially approved use of social networking sites. With wisdom along with rationale thinking, too much of anything is good for nothing. This is a universal truth, one should be cautious when using new technologies.

REFERENCES

7. http://ydemokrat.blogspot.in/2013/05/the-effect-of-social-networking-sites.html
ROLE OF SOCIAL MEDIA IN ADVERTISING AND SELLING: A CONCEPTUAL REVIEW

A. Irudayaraj79 Dr. K. Baranidharan80

ABSTRACT

Social media marketing should complement each other in growing your business presence and generating leads and customers. Social Media, today, is among the 'best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize. These new media win the trust of consumers by connecting with them at a deeper level. Social media marketing is the new mantra for several brands since early last year. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated. Global companies have recognized social media marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing.

KEYWORDS

Social Media, Advertising, Selling, Marketing Strategy, Media Marketing etc.

INTRODUCTION

Social media is hot. Social Media is now the trend. And for businesses it represents a marketing opportunity that transcends the traditional middleman and connects companies directly with customers. A year ago, businesses were uncertain about social media. Now it's here to stay and companies are rapidly adopting social media marketing. Much like email and websites first empowered businesses, social media is the next marketing wave. Social media marketing is marketing using online communities, social networks, blog marketing and more. It's the latest "buzz" in marketing. India is probably among the first proponents of social media marketing. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online platforms. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Trust and goodwill are the basis of social networking, and by marketing in the realm of social media these fundamental notions need to be adhered. It is probably the only marketing platform that encourages fool proof communication and accountability among sellers as well as consumers. Global companies have recognized Social Media Marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing.

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

USING SOCIAL MEDIA TO MARKET YOUR BUSINESS

Social media are internet services that let you interact with others and share and create content through online communities. Social media present great marketing opportunities for businesses of all sizes. You can use social media to: promote the name of your brand and business, tell customers about your goods and services, find out what customers think of your business, attract new customers, and build stronger relationships with existing customers.

BENEFITS OF SOCIAL MEDIA MARKETING

Significantly different from conventional marketing strategies, Social Media Marketing (SMM) offers three distinct advantages. One, it provides a window to marketers to not only present products/services to customers but also to listen to customers' grievances and suggestions. Two, it makes it easy for marketers to identify various peer groups or influencers among various groups, who in turn can become brand evangelist and help in organic growth of a brand. And, three, all this is done at nearly zero cost (as compared to conventional customer outreach programmes as most of the social networking sites are free). Broad reach - social media can reach millions of people all around the world. Ability to target particular groups - many forms of social media (e.g. Facebook, Foursquare) allows businesses to target specific groups, often in particular locations. Free or low-cost - many forms of social media are free for business, and paid options are usually low-cost. Personal - social media allow you to

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communicate on a personal basis with individual customers and groups. Fast – you can quickly distribute information to many people. Easy - you don't need high-level skills or computer equipment to participate in social media. The average person with a standard computer should have no difficulty.

**RISKS OF USING SOCIAL MEDIA**

Of course, marketing through social media also has its risks. These include: wasted time and money for little or no tangible return, the rapid spread of the wrong kind of information about your business (e.g., incorrect information accidentally posted by you, negative reviews posted by others), legal problems if you don't follow privacy legislation and the laws regarding spam, copyright and other online issues. It's important to be aware of these risks and to have strategies in place to avoid them if you decide to get involved in social media marketing.

**KEY SOCIAL MEDIA SERVICES**

Social media is engaging with consumers online. According to Wikipedia, social media is internet-based tools for sharing and discussing information among human beings. Social media is all about networking and networking in a way that espouses trust among parties and communities involved. Any website which allows user to share their content, opinions, views and encourages interaction and community building can be classified as a social media. Some popular social media sites are: Facebook, YouTube, Twitter, Digg, MySpace, StumbleUpon, Delicious, Scribd, Flickr etc. Different types of social media are good for different marketing activities. The key social media services are:

- **Facebook**: a social networking site that allows you to have conversations with customers, post photos and videos, promote special offers, and more.
- **Twitter**: a 'micro-blogging' service that allows you to send and receive short messages from customers and potential customers.
- **YouTube**: an online video-hosting service that lets people share their videos.
- **Blogs**: internet sites that contain a series of entries or 'posts' about topics of interest to the author, much like an online 'diary'.
- **Coupon sites**: websites that offer discount coupons for goods, services and events.
- **Online photo-sharing services**: websites that allow users to store organize and share their photo collections.
- **Location-based marketing sites**: websites that deliver targeted marketing messages to customers in particular locations, through mobile devices such as smartphones and tablets.
- **Customer review sites**: websites that feature customer reviews of goods and services. Many businesses are also using online technology to support their marketing efforts. This includes: developing applications for mobile devices, modifying websites to make sure that they work properly on mobile devices, giving customers the option of paying online.

There are two benefits of social media that are important to businesses, they include: Cost reduction by decreasing staff time, increase of probability of revenue generation. Social media enables companies to:

- Share their expertise and knowledge.
- Tap into the wisdom of their consumers.
- Enables customers helping customers.
- Engages prospects through customer evangelism.

Thus the benefits of social media include: brand reach and awareness, consumer interactions through transactions, referrals and reputation management.

**SOCIAL MEDIA MARKETING**

Social media marketing consists of the attempt to use social media to persuade consumers that one’s company, products and/or services are worthwhile. Social media marketing is marketing using online communities, social networks, blog marketing and more. Social marketing is "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities." Social media marketing is not merely about hitting the FrontPage of Digg or any other social news website. It is a strategic and methodical process to establish the company's influence, reputation and brand within communities of potential customers, readers or supporters.
GROWTH OF SOCIAL MEDIA MARKETING

A recent study, “The State of Small Business Report,” sponsored by Network Solutions, LLC and the University of Maryland’s Robert H. Smith School of Business, points to economic struggles as the catalyst for social media’s rapid popularity. The study results show that social media usage by small business owners increased from 12% to 24% in just the last year, and almost 1 out of 5, actively uses social media as part of his or her marketing strategy. In 2009, only 23% of marketers were using social media for years. Now that number has grown to 31%. Here’s a breakdown of what the small businesses reported as the main uses of social media marketing: 75% have a company page on a social networking site. 69% post status updates or articles of interest on social media sites. 57% build a network through a site such as LinkedIn. 54% monitor feedback about the business. 39% maintain a blog. 26% tweet about areas of expertise. 16% use Twitter as a service channel.

According to the different industries are adopting social media marketing at different rates, and while many industries have started using social media marketing in their efforts to reach more customers, many still have not positioned it as their top priority. A charitable organization is still outpacing the business world and academia in their use of social media. In a study conducted in 2008, a remarkable eighty-nine percent of charitable organizations are using some form of social media including blogs, podcasts, message boards, social networking, video blogging and wikis. A majority (57%) of the organizations are blogging. Forty-five percent of those studied report social media is very important to their fundraising strategy. While these organizations are best known for their non-profit status and their fundraising campaigns, they demonstrate an acute, and still growing, awareness of the importance of Web 2.0 strategies in meeting their objectives. In just the last few months, marketers have shifted their attitudes toward social media marketing spending. This was recently affirmed in the new study, “The CMO Survey”, from Duke University’s Fuqua School of Business and the American Marketing Association. A key finding: Social media marketing budgets continue to rise.

According to the results, businesses currently allocate 6% of their marketing budgets to social media, an allotment they expect to increase to 10% during the next year and 18% over the next 5 years. Back in August 2009, marketers had already planned on devoting more money to social media. However, in February 2010, marketers reported that they plan to allocate one-fifth of their marketing budgets to social media marketing in the next 5 years. This is a definite increase from the 2009 projections. The study features the following comparison from August 2009 to February 2010: Current marketing budget spending on social media:August 2009: 3.5%, February 2010: 5.6%. Marketing budget spending on social media in the next 12 months: August 2009: 6.1%, February 2010: 9.9% .Marketing budget spending on social media in the next 5 years:August 2009: 13.7%, February 2010: 17.7%. It can be understood that even though many are still experimenting and learning how best to use social media tools, these results indicate that marketers think social media marketing is here to stay and will play an increasingly important role in their work in acquiring and retaining customers in the future.

Social media marketing helps in: a) Generating exposure to businesses. Increasing traffic/subscribers ; b) Building new business partnerships; c) Rise in search engine rankings; d) Generating qualified leads due to better lead generation efforts; e) Selling more products and services; f) Reduction in overall marketing expenses; g) Companies in the west are investing increasingly in SMM to get in touch with their customers.

They are indulging in constant interaction with their prospects in order to understand their needs and hence make products better. It’s the best way to learn from your customers about their needs and your own shortcomings. However, SMM is a very personalized way of advertising and promotions can be targeted only to particular groups which are interested in a particular domain, quite unlike conventional advertising.

UNDERSTANDING THE RELEVANCE OF SOCIAL MEDIA IN MARKETING

The role of social media in marketing is to use it as a communication tool that makes the companies accessible to those interested in their product and makes them visible to those that don’t know their product. It should be used as a tool that creates a personality behind their brand and creates relationships that they otherwise may never gain. This creates not only repeat-buyers, but customer loyalty. Fact is social media is so diversified that it can be used in whatever way best suits the interest and the needs of the business. According to 2010 Social Media Marketing Industry Report 2010, a majority of marketers (56%) are using social media for 6 hours or more each week, and nearly one in three invest 11 or more hours weekly. Twitter, Facebook, LinkedIn and blogs were the top four social media tools used by marketers, in order. A significant 81% of marketers plan on increasing their use of blogs. A majority of the marketers are employing social media for marketing purposes and small businesses were slightly more likely to use social media. 76% of marketers are spending at least 4 hours each week on their social media marketing efforts.

In the present context, it is increasingly becoming pertinent for companies to (1) build a favorable base of consumers, and (2) involve them in decision making. According to Soft-pedal, during the last quarter of 2009, 86 percent of online retailers in US had a Facebook page. It was expected that this figure would reach 99 percent very soon. During this same period, e-marketer pointed that 65 percent of its surveyed online retailers were active on Twitter. Another 26 percent were planning to incorporate Twitter in their plans. E-marketer projects that by 2011, 91 percent of online retailers will be Twitter ready and all of them will have a Facebook page. Presently, greater than 700 thousands businesses have an active Facebook page. And around 80 thousand web portals are Facebook Connected presently.
Social media gives marketers a voice and a way to communicate with peers, customers and potential consumers. It personalizes the “brand” and helps you to spread the message in a relaxed and conversational way. Adult beverage companies, exotic automobile manufacturers, pastry shops have been using social media tool. Pepsi Coke, Nokia and many of the top brands have effectively used social media for achieving their business objectives.

Successful examples of social media are:

- Absolut Vodka: Online Video on YouTube and Using Facebook to house their Top Bartender fan page.
- BMW: Utilizing Facebook to promote their 1-Series Road Trip and they have created a Rampenfest Page for fans.
- Dunkin Donuts: They've found value in social media and have set up a microblogging Twitter account.
- General Motors: GM leverages the social media to improve the online equity of its brand and make consumers feel more connected.

Until recent past, social media effectively served as another customer outreach activity of organizations – essentially building brand awareness and generating leads. However, trends are now changing towards utilizing social media for positively impacting sales. A mindset shift towards making social media a committed engagement channel is already underway. An analysis by Wet paint and Altimeter – engagementdb.com, concurs that the most successful companies on social platforms were maintaining profiles on 7 or more channels.

**THE PERVERSIVENESS OF SOCIAL MEDIA**

Social media is no more a fancy term; its popularity can be deduced from the findings of the latest PEW Research – as much as 70 percent of the economically active population is well entrenched in to the social media space. Similar statistics, albeit from a different source - eMarketer, further corroborates this notion; 46 percent of people in age group of 44–62 years and around 61 percent under category 27 to 43 years are socially networked.

**ROLE OF SOCIAL MEDIA IN MARKETING**

Social media is now increasingly becoming an ingrained aspect of political campaigns, national defense strategies, public policy, public relations, brand management and even intra company communication. Since the major task of marketing as tool used to inform consumers about the company’s products, who they are and what they offer, social marketing plays an important role in marketing.

- Social media can be used to provide an identity about the companies and the products or services that they offer.
- Social media helps in creating relationships with people who might not otherwise know about the products or service or what the companies represent.
- Social media makes companies "real" to consumers. If they want people to follow them they need not just talk about the latest product news, but share their personality with them.
- Social media can be used to associate themselves with their peers that may be serving the same target market.
- Social media can be used to communicate and provide the interaction that consumers look for.

**BUSINESSES NEED TO CONSIDER SOCIAL MEDIA MARKETING SERVICES**

- **Size:** Facebook has over 250 million users globally. On an average, 70-100 tweets happen by the second. An average user on Facebook has 120 friends. This is the kind of enormity Social networking sites espouse and with this comes the license to communicate powerfully; but when such large numbers are involved, there is a danger of something going wrong and when it does, it happens in a big way. An expert should be hired to do what is best for business.

- **Transparency:** No cheat code involved. No black hat techniques allowed. Everything that happens in the social networking landscape is fool proof. Companies cannot fake authenticity in an attempt to get more people involved. Members can choose to associate with the company or opt out. Opinions made on social networking platforms are taken seriously and the more authoritative the companies get, more seriously they are taken.

- **Boost website traffic:** Social media is probably the fastest and easiest means of redirecting traffic to company’s website. By simply placing their website URL in their profile, the company can have all their profile visitors check out their website and a percentage of traffic is sure to get converted in course of time. This is the virtual way version of “word-of-mouth”.

- **Branding:** Buying a candy may have been impulsive all your life, but if it is discussed on a social networking site, there is likely to get brand conscious even a candy. Social media is a smart way to build brands. Social media platforms are known to be one of the most powerful and fast means of branding. Some of the big brands like Coke, Ford, Dell, IBM, Burger King are some of the well-known brands have powerfully used social media platforms to endorse themselves.

- **Reach:** It is possible to make mark globally and do it quickly using social networking sites.
BARRIERS TO IMPLEMENTATION OF SOCIAL MEDIA AT COMPANIES

On the other hand, social media use scenario is more encouraging at small businesses. According to the State of Small Business Report, social media usage by small businesses increased from 12 percent to 24 percent in the last year. Further, almost 20 percent of small businesses actively employ social media as an integral part of the marketing strategy. In fact small businesses are currently allocating 6% of their marketing budgets to social media. It is expected that this is expected to reach 10 percent by 2011 and further to around 18 percent over the next 5 years. Some of the findings from the survey are particularly encouraging from business via social media point of view, these includes:

- 75 percent of small businesses have presence on a social networking site,
- 54 percent are monitoring feedbacks,
- 69 percent post updates or interesting articles on social media sites.

Those are some mind boggling numbers, especially after the viewing the depth of social mediapenetration across big companies. But what is most striking from the two surveys is the fact that while nearly 70 percent of Fortune 100 companies are virtually inactive. However, a similar percentage of small businesses are buzzing with activity on social media. Nonetheless statistics aside, it is high time, that businesses, irrespective of their size have a social media plan that has 3 C’s in it, viz (1) a Company wide engagement strategy that (2) ensures Conversations with consumers, and (3) Causes user loyalty across social networks.

SOCIAL MEDIA MARKETING IN INDIA

India has 71 million active internet users. Social Media is really picking up new heights in India. According to the 2010 Regus Global Survey of business social networking, India tops the usage of social networking by business – it has the highest activity index, 127, far more than the US’97, and 52% of the Indian respondent companies said that they had acquired new customers using social networks while 35% American companies managed it. Many companies are coming big way for Social Media Optimization for their Product or Services nowadays. During Election 2009 Social Media was used for Influence Indian Voters. Social Media Marketing in India is being undertaken by brands like Tata DoCoMo, MTV India, Channel V, Clear Trip, Tata Photon, Axe deodorants, Microsoft, Naukri, Shaadi and many more. Besides, numerous Indian celebrities are also using SMM platform to promote their movies, music and events via Twitter, Facebook and personalized blogs. Social Media Marketing is also boosting.

Several PR agencies in India are undertaking brand building exercises for corporate organizations, brands and celebrities. However, to the delight of many among us, the biggest gainers from SMM till date have been the organizations from the Not-for-Profit sector. Several Campaigns like ‘Bell Bajao’ and ‘Jaago Re’ have been quite successful on Social Networking Sites. These campaigns have been spreading the word about their cause through blogs, Twitter and Facebook.

SOCIAL MEDIA MARKETING STRATEGIES

SMM is still in its infancy. Most of the online retailers though appreciate its positives fallouts on the brand awareness and promotion; they are still in the early stages of adoption. For an organization willing to invest in social media marketing, it is important to understand why SMM is an important marketing strategy and how it can help:

- This is the age of consumer satisfaction. It is not about selling it is more about interacting. There is a lot to learn from the customers. Using social media one can identify customers, listen to their feedback and use them to improve and innovate on products or services.
- SMM is not a mass advertising strategy. It can be used to identify peer groups and advertise to that particular group. Social Media can help in identifying influencers and through them one can guide a prospective customer into making a purchase.
- This is largely due to the multitasking phenomena. A person watching a video clip on YouTube might be simultaneously updating a blog, while reading another one and watching friend’s photographs on Facebook. In order to garner their attention away from distractions the advertisement must be innovative and interesting to hold the imagination and attention of the prospect.
- At the same time the message must also provoke the recipient into action; like seeking a detailed description of the product/service, or suggesting to a friend, or initiating purchase. So, if the advertisement is trying to sell something then it should be conveniently placed with links so that the prospect can make a purchase with least effort.
- Social Media can be used to increase customer loyalty through customersupport services and hence improve customer retention.
- SMM calls for novel advertising methods as the attention span of online junta is very low.
- Social Media Marketing can also be used by brands to ward off any negative publicity. But the brands will have to be cautious here as over doing it may further aggravate their customers / stakeholders.

Companies using traditional marketing methods (e.g. surveys, focus groups, test marketing) often spend millions to locate their target markets. Establishing a social media strategy will help them see where potential customers are hanging out. The companies
can search for related groups and Fan Pages through Facebook, start accounts on social bookmarking sites such as Digg or StumbleUpon, and check on who is linking to your site to find out who’s interested. Social media gives businesses on small budgets the ability to find out what people are saying about them (and others) in their industry, without paying large sums on market research. With its ear to the ground on social media, the company will be the first to know if its product is working or if changes need to be made.

To successfully implement one’s SMM strategy the following points must be kept in mind:

- The company shouldn’t just jump on to the bandwagon just because others are jumping into it. The market should be analyzed first to understand whether their brand would really benefit from SMM. It should try and find out whether SMM strategies fit its brand.
- The company shouldn’t expect results over night. SMM is a long term strategy. It will not happen overnight. The results might become visible anywhere from three to six months.
- SMM is not a standalone tool for marketing. It has to be used along with all the other conventional marketing strategies.

There are many things that social media can do for business. Developing a strategy for using it means that the firms need to think about what they want to accomplish this year and determine how social media fits into the plan. One of the benefits of a social media strategy is the fact that the available tools can customized for their particular needs. The firms can choose to concentrate their efforts on the sites that seem to offer the best return on investment, while taking a “wait and see” stand on the others.

CONCLUSION

There is no escaping social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world. The social media conversation is no longer considered a Web 2.0 fad - it is taking place in homes, small businesses and corporate boardrooms, and extending its reach into the nonprofit, education and health sectors. From feeling excitement, novelty, bewilderment, and overwhelmed, a growing number of people now speak of social media as simply another channel or tactic...

It is imperative to understand that today, social media have exponential potential. They are part of an ever-growing online network of people who discuss, comment, participate, share and create. Whether you are an individual, a startup, small business or a large corporation, an online presence and an ongoing conversation with your constituents is a baseline requirement - and will take time and expertise. Companies are diverting resources and rethinking their traditional outreach strategies. And as the social media wave dissipates into the vast ocean of connected experiences, the term itself will become an entry in dictionaries and encyclopedias and we will embark on a new era of knowledge, accessibility and experiences unbound by distance, time or physical walls. It is high time that every business adopts social media and takes it seriously!

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SOCIAL MEDIA AND ITS IMPACT ON GENERATION NEXT

A. Vinitha Rao\textsuperscript{81} P. Shalini\textsuperscript{82}

ABSTRACT

The article examines three aspects of the usage of social media in terms of Cost effective way of communication, Platform for mutual intellectual exchange and Medium to improve inter personal relationships among the young population. The article is supported by secondary source of information from various research reports which supports positive impact of social media on young population. The article mainly focuses on youth of our country.

KEYWORDS

Social Media, Cost Effective Communication, Intellectual Exchange, Interpersonal Relationships etc.

INTRODUCTION

Social media are websites refers to websites and applications for social networking. Social media is a channel that allows people to do what they have always done: connect with their friends, family members, co-workers and employees. Social Media helps us to create, share and exchange information and ideas in virtual communities and Internet. Social Media and the youth are almost inseparable. The impact of social media on the youth of today has been massive. Being able to communicate instantly with anyone from any part of the world is something which is unbelievable. Being an active member of the social media, myself, I hardly ever get bored because there is always something you could do. No matter what time of the day it is, there is always going to be someone, with whom you can communicate with, exchange ideas and opinions with. Not only does it kill time, but I personally think that you also get a lot to learn from the views of other people. Social Media has also become a huge platform for the youth to present their talents to the rest of the world. Whether you are a musician, a painter, a writer, a photographer or even a makeup artist, you can impress thousands of people by just loading up a photo of your work or by sharing links to your latest music recordings or blog posts. There is a huge list of what social media can help you achieve and accomplish.

CLASSIFICATION OF SOCIAL MEDIA

The term “social media” refers to the wide range of Internet-based and mobile services that allow users to participate in online exchanges, contribute user-created content, or join online communities. The kinds of Internet services commonly associated with social media (sometimes referred to as “Web 2.0”) include the following\textsuperscript{1}:

- **Blogs.** Short for “web log,” a blog is an online journal in which pages are usually displayed in reverse chronological order. (WordPress, Tumblr and Blogger.)

- **Wikis.** A wiki is “a collective website where any participant is allowed to modify any page or create a new page using her Web browser.” (Wikipedia).

- **Social bookmarking.** Social bookmarking sites allow users to organize and share links to websites. Examples include (Reddit, StumbleUpon and Digg).

- **Social network sites.** These have been defined as “web-based services that allow individuals to ) construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system.” (Face book and LinkedIn).

- **Status-update services.** Also known as micro blogging services, status-update services allow people to share short updates about people or events and to see updates created by others. such as (Twitter).

- **Virtual world content.** These sites offer game-like virtual environments in which users interact. One example is the imaginary world constructed in Second Life, in which users create (a virtual representation of the user) that interact with others(avatars).

- **Media-sharing sites.** These sites allow users to post videos or photographs. (YouTube, Pinterest and Instagram).

These categories overlap to some degree. Twitter, for example, is a social network site as well as a status-update service. Likewise, users of the social network site Facebook can share photographs, and users of the media-sharing site Pinterest can follow other people.

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OBJECTIVES OF STUDY

The objective of this article is to analyze how social networking sites have helped provide students with:

(a) Cost Effective Communication

Young people are now utilising a host of social media tools such as instant messaging and social networks to communicate with their friends, family members, co-workers and employees. The research, which was based on surveys of 290 organizations among young people from across North America, Europe and Asia, found that more than half of the Young people surveyed, currently use various social media tools as part of their communication initiatives as a way to build community.

Among the surveyed, instant messaging, used by 77 percent, and streaming audio and video, used by 61 percent, were the most popular social media tools, BusinessNewsDaily reported.

Other tools being widely used include human resources or blogs, enhanced, social networks, SMS messaging and mobile apps, according to the study by global professional services company TowersWatson.

"By its nature, social media is designed to build community and could help engage Young people on key topics such as performance, collaboration, culture and values," Yates said.

Despite the increased adoption, reviews regarding each tool's effectiveness have been less than overwhelming. The study found that for each social media tool, less than half of those using it find it to be effective. Also, only 40 percent rated the use of social media technology as cost-effective.

Social Media Use by Students Today’s college students (which consist of Baby Boomers, Generation Xers, and Millennials) are exposed to all types of technologies in many aspects of their lives (Browning, Gerlich, & Westermann, 2011). On a daily basis they use desktop computers, laptops, e-readers, tablets, and cell phones to actively engage in social networking, text messaging, blogging, content sharing, online learning, and much more (Cassidy, Griffin, Manolovitz, Shen, & Turney, 2011). As documented in recent research, students and faculty are using these emerging technologies and platforms in all facets of their daily lives, specifically social media (Browning, et al. 2011; Chen & Bryer, 2012); yet, a low percentage of users are engaging in such for academic practice (Chen & Bryer, 2010; Lenhart, et al., 2010; Tiryakioglu & Erzurum, 2010). A recent report from the Pew Research Center’s Internet and American Life Project (Lenhart, Purcell, Smith, & Zickuhr, 2010) highlights the use of social media in the United States.

(b) A Platform for Mutual Intellectual Experience

The web is the overwhelming winner for young people. Interestingly, they didn’t even consider books, encyclopaedias or textbooks an option for information. Although 34% of the young people interviewed would go to the library if they needed information the internet is the most often used research tool used in finding a post-secondary educational institute. Parents and friends are also very influential. A campus tour, guidance counsellors and teachers also influence their decision. Magazine reports seem to have little impact. Events are seen to have little impact, however about 6% of the participants attributed a university/college speaker as their key influence. Most students search for universities and colleges by using a Google search (52%). Only 11% said they went directly to a school’s site. Young people from across North America, Europe and Asia, found that more than half of the Young people surveyed, currently use various social media tools as part of their communication initiatives as a way to build community.

The challenge is relegating the time to keep up with the trends, the technology and the content needed to keep your messaging engaging. Most importantly, you need to determine your priorities. Your web site is absolutely critical. Google is the primary choice for young people when they begin their research. Making it engaging, creative and relevant is very important. Developing content that motivates young people back to your site is very important. This is difficult, as our research shows that they tend to have a few favourite sites and they keep going back to them. Facebook and Twitter – the two most talked about sites – are still in their development phases. Both are cluttered, unsorted and noisy. For instance, we researched a faith-based educational institution and found more than 250 Facebook “fan” clubs for them. The alumni group attempted to sort through them, but it is very difficult to do. Facebook’s primary purpose is to keep building a social network. While many youth participate, its current growth demographic is 35+ – mothers who want to keep up with friends but are too busy to see them or live too far away. As parents and adults invade what was primarily a young person’s domain, they simply create a different space. Twitter is still young – though it first went live in 2006, its popularity has really only grown in the past year.

Neither social media forums have been established as effective for results. Our observation is that Facebook has excellent possibilities for recruitment and general messaging. We have seen some success with fund raising for highly publicized emergencies. But on the whole, it has not been an effective fund raising tool. Twitter is an interesting product, but still not widely used. Canadian mobile services are not as pro-active as European and US services: data costs are high in comparison and a protocol of payment through mobile payment is only beginning. Until giving to your favourite charity becomes as easy on your mobile device as buying iTunes, Twitter will not be an effective fund raising tool. But it is a good tool for communicating quick messages to your audience.
Choose carefully when engaging in social media. To be effective, you need to have meaningful content that is updated daily. Blogs, Twitter, Facebook... it can become burdensome.

Harnessing the power of Internet, about 75 per cent of India's youth prefers social media over phone calls to communicate, with more students using the Net for school-related tasks, says a TCS survey.

The findings, a part of Tata Consultancy Services (TCS) Gen-Y survey 2012-13, reveal that today's youth are collaborating through social networking tools and building virtual communities aided by affordable bandwidth and smart devices.

The exhaustive study by India's largest software services exporter covered nearly 17,500 high-school students across 14 Indian cities and claimed to have conducted the first such survey in India.

"India's post-millennial generation, those people born in 1996 and afterwards, seem set to overtake the preceding millennial generation, taking communication over social networks like Facebook and Twitter and instant messaging modes like Whatsapp to newer extremes,” TCS said.

Nearly three out of four students cited "Research for School" as the main reason to access the Internet followed by social reasons like chatting and connecting with friends (62 per cent), it added.

The survey said the urban post-millennial generation is increasingly turning to text and chat as alternatives to voice.

"Seventy four per cent of those surveyed said they use Facebook the most to communicate while 54 per cent conceded to use SMS, both significantly higher than the number of students who said they use voice calls (44 per cent) for the same purpose,” it added.

"Urban school students today are gaining greater online access with more affordable bandwidth and smart devices on offer. They are an ultra-connected generation using the power of the Internet for education as well as collaborating through social networks and building virtual communities,” TCS Chief Executive N Chandrasekaran said.

The survey findings revealed that social networks like Facebook, Twitter are the primary and clear favourites among today's youth to connect with their peers with 92 per cent of the respondents preferring Facebook.

"Interestingly, preference for Facebook is equally high among respondents in both metros (92 per cent) and mini-metros (91 per cent),” it added.

Seventy four per cent of the respondents said that they prefer social platforms to communicate instead of calls and mails.

Besides, the youth have graduated to utilising the full potential of smartphones and almost 70 per cent of the students surveyed carry a handset.

(c) Strengthening Inter-personal Relationship

This research examines social media becoming the biggest platform for communication throughout the world and forever changing interpersonal communication and relationships. The effects social media usage has on interpersonal relationships is changing the way the world population communicates and forms face-to-face relationships, while decreasing human social and behavioral skills. If the trend of social media and online interactivity and communication continuing to rapidly grow and increase in the future, the more time the population will spend interacting on social media, which means the more face-to-face human contact skills, as well as interpersonal relationships, diminish. The studies examined study two important questions emerging—the first one regarding why a significant chunk of the world’s population chooses to use social media every single day in such high volumes, while interpersonal relationships slowly take a back seat, and the second question ultimately asking how such time-consuming virtual relationships effect social media users’ concrete interpersonal relationships with individuals they cross paths with in reality, giving insight as to what this means for interpersonal communication in the future.

Spreading this new form of message, regardless of intent, opens the gateway for universal communication 24 hours a day, 365 days a year from any geographical location, changing the communication process indefinitely. With the world swallowing up this new means of communication, and with social media usage progressively continuing to skyrocket, this new form of technology opens up a new channel of tightly woven interconnectivity and interactivity with individuals for the first time, forever changing the way the world population interacts, communicates, spreads its messages, and ultimately forms relationships. And with these positive advancements in communication and building relationships through social media, social media also incorporates negative advancements in communication and building relationships, alluding to online communication trends transitioning into interpersonal communication trends, exterminating the need to communicate face-to-face and crippling the way in which the population communicates interpersonally.
Social media, Internet-based tools that promote collaboration and information sharing (Junco, Helbergert, & Loken, 2011), can be used in academic settings to promote student engagement and facilitate better student learning (Kabilan, Ahmad, & Abidin, 2010). Because student engagement represents the time and effort that students invest in collaborative and educational activities (Kuh, 2001), it is often linked with the achievement of positive student learning outcomes, such as critical thinking and individual student development (Carini, Kuh, & Klein, 2006; Kuh, 1993). This review discusses the connections between student engagement and student learning, followed by the prevalence of social media use and how it can impact peer interactions, collaboration, and knowledge creation. Finally, recommendations for educators on how to incorporate social media in course content are presented.

The rapid development of information and communication technologies has sparked the creative incorporation of social media into current pedagogical applications and processes. Social media includes a variety of web-based tools and services that are designed to promote community development through collaboration and information sharing (Arnold & Paulus, 2010; Junco, Helbergert, & Loken, 2011). These tools provide opportunities for individual expression as well as interactions with other users (Arnold & Paulus, 2010). Social media can include blogs, wikis, media (audio, photo, video, text), sharing tools, networking platforms (including Facebook), and virtual worlds. Current research has indicated that using social media as an educational tool can lead to increased student engagement (Annetta, Minogue, Holmes, & Cheng, 2009; Chen, Lambert, & Guidry, 2010; Junco, 2012a; Junco et al., 2011; Patera, Draper, & Naef, 2008). By encouraging engagement with social media, students develop connections with peers, establish a virtual community of learners and ultimately increase their overall learning (Fewkes & McCabe, 2012; Heafner & Friedman, 2008; Jackson, 2011; Kuh, 1993; Liu, Liu, Chen, Lin & Chen, 2011; Nelson Laird & Kuh, 2005; Yu, Tian, Vogel, & Kwok, 2010). This literature review will explore the dimensions of student engagement through social media as a means of fostering increased student learning and implications for educators on how to incorporate social media with academic course content. Student engagement represents both the time and effort that students invest in interactions with others through educationally purposeful activities (Kuh, 2001). Nelson Laird and Kuh (2005) reported that students who use information technology for academics also have a higher likelihood of contributing and participating in active, academic collaboration with other students. This collaboration indicates that as engagement with technology increases, engagement with academics also increases, promoting a deeper connection between the students, educators, and course content (Mehdinezhad, 2011). By participating in a community of learners, students become more engaged with the course content which increases the achievement of popular learning outcomes, such as critical thinking and individual student development (Carini, Kuh, & Klein, 2006; Kuh, 1993, 2009; Kuh, Cruce, Shoup, Kinsie, & Gonyea, 2008; Pike, Kuh, & McCormick, 2011). Therefore, student engagement through social media can increase connections to create a virtual community that leads to better content learning.

**COST EFFECTIVE WAY OF COMMUNICATION**

All three Objectives of these article, much like other qualitative research covered and made available on this area of social media usage effecting Social media and its impact on Young people and interpersonal relationships, focus primarily on how social media users effectively communicate and form relationships virtually. These studies focus on pinpointing exactly how many social media users use social media and for what purpose, and how often these users are logged into social media platforms. These studies can determine from where these social media users log in to communicate, and these studies can determine the activities of these social media users, what most social media users prefer online, and why social media users find social media platforms more favorable in terms of communicating and forming relationships.

Which is why these studies have now found a substantial reason as to why social media usage is now becoming the main source of communication throughout the world. Studies indicate that social media users experience boosts in self-esteem and confidence, majority of social media users consider themselves to be more outgoing online rather than compared to in-person, and social media users are actively more social when using social media platforms. As previously noted, these studies have uncovered why social media usage all over the world is steadily increasing—social media is a form of communication that makes users feel good about themselves when using these online platforms to connect, share, form, and build interpersonal relationships.

**DATA ANALYSIS (SECONDARY SOURCE OF DATA)**

The ranking of social media by ALEXA

10. Perfsport Perfsport.com got the 10 position in this list with Alexa Rank 3700 in India. It is most popular in Syrian Arab Republic with Alexa ranking 243.

9. Bwithyou Bwithyou.com is another social networking sites in India and it is the 9th Most popular site with Alexa Rank 2700. It is most popular in India and USA.

8. Fropper Fropper is the 8th Most Visit Social Networking Site in India with Alexa Ranking 647 and mostly used in India.

7. Hi5 Hi5.Com is also most popular in India with Alexa Ranking 359 and it is the 7th Most Popular Site in India. Hi5 is most popular in Angola and Mongolia with Alexa Ranking 6&7 respectively.
6. Myspace Myspace is also most used by Indian Users. They Got Alexa Ranking 117 in India 117 and Myspace is most popular in US with Alexa Ranking 28.

5. BharatStudent BharatStudent.Com is the 5th most popular Social Networking Website in India with Alexa Ranking 57.

4. iBibo iBibo is currently doing well with Alexa Ranking 24 in India. iBibo is the fourth Most Visited Social Networking Site in India. I think their Social Networking Games like facebook are helping them to increase the user base and hence the ranking as well.

3. LinkedIn In India, LinkedIn Got the second most used professional social networking site based on Alexa Ranking which is 11. LinkedIn is most popular in Netherlands with Alexa Ranking 10.

2. Google Plus Alexa Ranking of Google+ is 1 in India and it is the First most popular social networking site in India. Google+ is most popular in Paraguay and Brazil with Alexa Rank 1 & 1 respectively. Google+ was very popular in India as well as others countries.

1. Facebook Facebook is the best social networking site at present and the second most visited site in the world after Google. In India it got the third Rank based on Alexa Ranking and this is on the top of our ranking list. Facebook is already most visited social networking website in many countries.

The Gen-Y survey carried out by the Tata Consultancy Services conclude that 75 % of Indian youth prefer social media over phone to communicate. It reveals that youth are collaborating through social networking tools and building virtual communities aided by affordable bandwidth and smart devices. This survey reveals how the social networking is a cost effective way of communication Tata Consultancy Services (TCS) Gen-Y survey 2012-13.

The research conducted by University of Western Sydney Inspire Foundation and Murdoch University reveal that social media such as blogs leverage or complement formal educational activities and enhance learning outcomes. The research also states that the social media is being used to extend opportunities for formal learning across geographical contexts social media is used between teachers and students to improve rapport and motivation and engagement with education.

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<td><strong>Smart Phones More Common Among Young People</strong></td>
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<td><strong>On your cell phone, do you regularly use the internet?</strong></td>
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**Sources:** Authors Compilation

Social media helps in creating and maintaining relationships that helps facilitate peer-based self directed learning. Six motives behind interpersonal communication are: a) Pleasure, b) Affection, c) Inclusion, d) Escape, e) Relaxation, and f) Control.

The social networking sites which are popular among Indian youngsters are Facebook, Google, Bharat Student and Twitter. The social media enables the students to promote their ideas to a huge population. The social network also provides the students a way of information gathering sites and entertainment purposes. This article summarizes on the current evidence enabling the evidence of positive impact on the young generation’s everyday life.
Table 2

Smart Phone Users

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<th>Access social networking sites %</th>
<th>Get info related to job %</th>
<th>Get consumer info %</th>
<th>Get political news %</th>
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<td><strong>Median</strong></td>
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Based on those who own a cell phone and regularly use the internet on their phone. Pakistan not shown due to sample size. PEW Research Center Q81w.h.

Sources: Authors Compilation

Around the world percentage of students who use each platform:

- Face book 96%
- YouTube 84%
- Blogs 20%
- Twitter 14%
- MySpace 12%
- LinkedIn 10%

Reasons for using social networking sites by students:

- Social 89%
- Entertainment 79%
- Educational 26%
- Professional 16%
- Other 5%

From secondary information sources we notice that the usage of social networking sites is the most in Britain least in Pakistan. In India only 6% people use social networking sites. The young generation using social networking sites is the highest in USA and only 12% of young generation use them in India. In India usage of smart phones to access these sites is only 18%.

In and around the world the various reasons for the use of face book are:

- To keep up to date,
- For useful connections,
- Its Interesting,
- To have their say,
The ratio of people using Facebook for various reasons above reasons varies throughout the world in different continents. The usage of SNS by people to keep up to date is the highest in Europe and USA being 40%. The usage of SNS by people to use this coz they get useful connections is the highest in Africa being 32%. Because it is interesting, Asia 33% because it helps them express their say is in Asia and Africa being 7%.

**FINDINGS**

Social media is a wonderful tool the technology has gifted to us. Around the world social media is used for various reasons in Asian countries, we use it to express our thoughts. The cheaper smart phones have made the young to be online in a very cost effective way and connected 24 x 7. Social media helps in effective student engagement and uses it as an platform for exchange of intelligence.

**CONCLUSION**

Since the primary focus of communicating with others through social media is entirely online with such high frequency, mainly through social media's biggest platforms such as Facebook, Twitter, YouTube, and Instagram, social media users shift their primary habits of communication to mirror online communication. Within the realm of online interactivity, social media users can actively communicate and form relationships with other users without ever having to meet those users face-to-face, disregarding basic social and emotional skills otherwise needed to form those friendships.

As statistics, activities, frequencies, and volumes of social media users continue to rise, along with the amount of time users spend consuming social media platforms per day, while interpersonal communication relationships and social skills continue to diminish, two important questions emerge and continue to be studied—the first one regarding why a significant chunk of the world's population chooses to use social media every single day in such high volumes, while concrete interpersonal relationships slowly take a back seat, and the second question ultimately asking how such time-consuming virtual relationships effect social media users' concrete interpersonal relationships with individuals they cross paths with in reality. But these two questions together collectively ask a more important question: Why do social media users need social media to feel more confident and have increased levels of self-esteem? And ultimately, what does this mean for interpersonal communication in the future?

With current studies and tests relating to social media effecting interpersonal relationships, research finds that there is a correlation between using social media and interpersonal relationships—the more time social media users spend connected online using social media platforms to communicate and establish interpersonal relationships, the less time social media users spend establishing face-to-face interpersonal relationships. The present social media user population continues to soar, while frequency skyrockets as well, as users are logged in to social media all the time. Social media users spend majority of their time online communicating instead of communicating face-to-face in real-life.

Social media users are aware of this, but at this point do not see such negative effects social media has on interpersonal relationships, as the more social media is used, the more face-to-face interpersonal relationships diminish. Instead, social media users are blind-sided by the positive effects social media usage has on their lives, as they experience increased levels of self-esteem and more confidence.

Undoubtedly, the effects social media usage has on interpersonal relationships is changing the way the world population communicates and forms face-to-face relationships, while decreasing human social and behavioral skills. In the highly likely event of the trend of social media and online interactivity and communication continuing to rapidly grow and increase in the future, the more time the population will spend interacting on social media, which means the more face-to-face human contact skills, as well as interpersonal relationships, diminish.

To raise awareness of this effect to social media users, scientists could conduct a study in which all social media networks were shut down for 24 hours. The social networks, of course, would have to agree to this first. The social networks could make a statement to users in advance, detailing more information about the study and decision. Shutting down social networks for 24 hours forces the world to disconnect from the online world and find other ways to spend time. This would force the world to communicate face-to-face and interpersonally. As result of this study, some social media users may actually prefer communicating in real-life more than communicating online, whereas before they forgot the benefits of interpersonal communication. This may decrease social media usage.

Since social media users are primarily the younger generation, all previously and current conducted studies examine youths between the ages of 12 and 19. Because the trend of social media is ever growing, research can also take another direction and study adults who use social media. As word of new social media networks continues to remain popular, more adults are joining these networks to communicate and form relationships.

Studies can examine adults to see if adults use social media for the same reason youths do, as well as examine as to why adults use social media, what they see as positive and negative, as well as discovering whether or not social media has the same positive effect on adults in terms of confidence and self-esteem.
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TOMORROW’S WORLD: PREDICTING THE FUTURE OF SOCIAL MEDIA

Sundari Suresh83 S. Arshid Sriraam84

ABSTRACT

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. It’s a set of technologies that allows anyone on the Web to easily create and share content with friends.

The theme of the International Conference on Social Media - Driving changes in Business and Society is very relevant to the present technology powered world scenario.

Wats up?? - Predicting the future of social media – Hahaha!!! No one can and no one dare to. Where to start from?? Social media as a category is not even a decade old. How can you predict the future of social media in the growing stage???. But, a serious attempt is made to analyse the positive and negative outcomes framing the future of the omnipresent, revolutionary, powerful and magical social media. In order to understand how people really use social media, spending some time with my 18 and 15 year old son and daughter helped me in penning down this article.

KEYWORDS

Social Media, Marketers, Communities, Networks etc.

INTRODUCTION

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. It’s a set of technologies that allows anyone on the Web to easily create and share content with friends. Social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities, and individuals.

Social media differentiates from traditional/industrial media in many aspects such as quality, reach, frequency, usability, immediacy, and permanence. There are many effects that stem from internet usage. Internet users continue to spend more time with social media sites than any other type of site. In recent years, social media has become ubiquitous and important for social networking and content sharing.

SOCIAL MEDIA AT PRESENT

Social media at present offers a palate of options like Facebook, Twitter, Blogs, Snapchat, Skype, Instagram, Mobile apps. Makeover Games, Whatsapp?? Google plus, Wiber, Utilities, Food Games etc. and what not???

In India, at present social media is powerful with youngsters. For instance, Parliament elections of 2014 will see a sea change with the younger population (18-35 years) posing a big challenge to the corrupted politicians, who always bank on the minority, caste, community, backward, rural populating slewing their money and power. Youngsters contribute 37% of the voting population in our country. By a click of a mouse they are able to network in swarms and gather in lakhs voicing out against corruption or any other national attention-seeking scenario. Politicians can no more depend upon just posters, banners, humble followers who would could for a few thousands behind them. Various political parties have geared up their cadres to make use of facebook, twitter, blogs and developed their own sites to slew and appease the youngsters and drawing their attention to vote for their party.

POSITIVE OUTCOMES

Allowing the democratization of the internet while also allowing individuals to advertise themselves and form friendships. Anything, anywhere can be possible by click of a mouse sitting at home.

FUTURE OF SOCIAL MEDIA

Considerations for the future of social media:

- Connectivity - Wherever you go, the network follows,

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Networking Community will be the future,
Relevancy,
SOLOMO – Social, Local and Mobile will be the buzz and mantra,
Mobile Handsets will be the future – People on the go using smartphones and tablets will find social media as a common platform for being connected with their dear and near ones,
Privacy – at what cost???
Social shopping - Online marketing – through social media sites,
Location factor - it’s not so much about what you’re doing but where you’re doing it from”,
Hello to voice and gestures,
Mind will be controlled by technological communications and electric gadgets.

**A DIFFERENT FANTASY THINKING**

People will be fed up of social media and will start using traditional ways of communication. They will start understanding real vs fake. There will be Focus in their life and Physical health will improve with Good sleep. No cut, copy, paste but actual thinking. No criminal thoughts or cheating around. Back to reality and lead normal content life. Great privacy for each nation and would like for peaceful world. No hackers, monitoring or stealing other’s information. People will start to realize the real purpose of social media that it is meant for important communications helplines and alerts. The real value of social media will change in future.

**CRITICISM**

Much of the criticism of social media are about its exclusiveness as most sites do not allow the transfer of information from one to another, disparity of information available, issues with trustworthiness and reliability of information presented, concentration, ownership of media content, and the meaning of interactions created by social media. Positive correlation between the usage of such media with cyber-bullying, online sexual predators, and the decrease in face-to-face interactions. Social media may expose children to images of alcohol, tobacco, and sexual behaviors.

**CONCLUSION**

Social media depends on its users. Managing social media may turn out to be more about managing people than various accounts. Social media is a channel that all marketers should use, and that it is not a “stand-alone” discipline. Facebook will be the most important social media tool for reaching 20-25 year olds today. Twitter will be an advertising medium most widely used. Majority of literate population will be the true “digital natives.”

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IMPACT OF SOCIAL MEDIA ON C2C MARKET

Swathi S.86

ABSTRACT

The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer-to-consumer communications has been greatly magnified in the marketplace. This article argues that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers to talk directly to one another. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers’ direct control. Therefore, managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. Methods by which this can be accomplished are delineated herein. They include providing consumers with networking platforms, and using blogs, social media tools, and promotional tools to engage customers.

KEYWORDS

Social Media, Marketers, Networking Links, Marketing Strategy, Advertisement etc.

INTRODUCTION

Social media enables individuals and communities to co-create, share, and modify content in an interactive, Internet-based environment. Social media marketing refers to the process of gaining website traffic through social networking sites. It is driven by word of mouth. Results come from earned, as opposed to paid media. As a marketing tool, social media is distinct from industrial or traditional media, is versatile, far-reaching, fast, and relatively inexpensive, fosters brand awareness, and improves customer service. While social media is certainly a new marketing strategy, it is not unproven. Millions of consumers and professionals regularly frequent social media sites to make buying decisions – whether they are buying products or services, investigating companies, retaining vendor partners or hiring new employees. This sheer volume of eyeballs with commercial intent cannot be ignored. Social media networks offer an entirely new way to reach and influence buyers.

THE TYPES OF SOCIAL MEDIA

The Social Media is a massive hit of the current date, so many stuffs compile to be in the social media starting from Magazines, journal in the printed form and things like weblogs, Social Blogs micro blogs, instant Messaging, e-mails, social networking sites, discussion forms in the non-printed form, However in the current trend the more of non print has more people’s attraction especially the younger generation since most of the older generation have been very well got used to the conventional medium of magazines etc., which they have been with for so long from now. The type of social media differs from generation to generation, business to business, person to person. The needs of each concern to market their product or service definitely different form the others. The ideas and strategy of which one differs that has a greater impact in choosing which medium of the social media could be used by them

HOW DOES IT WORK?

Deciding on what strategy will work for the company is a great deal by itself. If anything goes wrong with the selected medium then the whole effort is backfired:

Search Engine Optimization

SEO is short for search engine optimization or search engine optimizer. Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines. SEO helps to ensure that a site is accessible to a search engine and improves the chances that the site will be found by the search engine. It is common practice for Internet users to not click through pages and pages of search results, so where a site ranks in a search is essential for directing more traffic toward the site. The higher a website naturally ranks in organic results of a search, the greater the chance that that site will be visited by a user.

Strategic Approach

Social media used as a marketing tool provides useful and valuable measureable data on trends, consumer interaction, feedback, public opinion, brand activity, and customer buying habits. Its reach is precise and easily aimed at a targeted audience. Automated

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information technologies, that are indigenous to social media platforms, optimize the production of goods and the delivery of services.

Assign a social media spokesperson for your company that makes sense. One of the top benefits of social media is the ability to personalize your company; it connects a real name, face and person to your organization. Based on the goals associated with your social media efforts, select a company spokesperson that will resonate with your target audience

**Broader Area of coverage**

Use social media to broaden the reach of already existing marketing initiatives. For instance, if you have an ad campaign airing on television, post it to Face book, Twitter and LinkedIn and include a link to a YouTube clip of the commercial. Tweet a link to your latest white paper or case study. Create a Face book event page to invite people to your next open house or seminar. Post updates from press releases and company announcements.

**Collaboration with peers and Professional**

Social media fosters relationships and collaborations. Use it to collaborate with your peers and gather different perspectives from across the globe through sharing information, participating in organized discussions and seeking feedback on blogs and published articles/journals. Harness the power of social media to find the knowledge and right people to help you achieve your goals. Social Media is a boon for professionals willing to connect with others from the same industry or with similar interests, especially on LinkedIn. This not only helps you build a comprehensive network, but also gain referrals from your past and present colleagues.

**Creating Brand Awareness**

Social Media has become a daily dosage for most of the people hence reaching large people through social media are as simple as by it. Making your brand to reach to larger crowd is what social media focuses, pictures, logo and tag line of your company goes up and down on a face book wall a single like by one person will lead to reach whole of his/her contacts so is each likes. Then it’s really huge. As more people see your business name and the link to your site, your logo, and other details found in social media profiles, you establish more brand awareness among your potential client base.

**Acts as an Online Sales Rep!**

It is true that sales professionals are still finding social media of great value, mainly to carve out a company’s reputation in the market. What better way to do it than benefiting from social media tools such as the ‘Like’ feature in Face book? Businesses have been garnering “Likes” through many methods: personal networking, ads, free downloads prizes and contests. Many prospective customers out there like the “Likes”.

**Educate**

Social Media is fast evolving as one of the most reliable ways to connect and stay informed about the most recent developments in a particular industry. It offers a platform for discussions and information sharing, helping users build their online identity and reputation. When used effectively, social media can work as a wonderful tool to educate and empower the community. One of the biggest advantages of social media is that it is easy, accessible and helpful for making a large impact. From posting educational videos to writing informational blogs or articles on forums, social media can help reveal the personality of your organization.

**HOW DOES IT HELP ON OTHER AREAS?**

Other than marketing, one of the biggest benefactors of social media is the human resources industry – all thanks to LinkedIn. Even though the professional network has its own business model to generate revenue (like the option to upgrade to a premium account), it serves as one of the biggest networking place for co-workers, clients, friends and family. Social media is also a helpful human resources tool because it can be used to target users of a specific demographic. This can be done on Face book by simply ads or writing status updates on business pages. Twitter can also provide employers and recruiters with an easy way to get to know a prospective employee better (as long as his/her profile is public) – by going through the tweets him /her posts. Additionally, Twitter also allows businesses the opportunity to promote events and company news.

**Exact process of activating & maintaining your social medium**

- Stay Awake, putting up a link on your website or on a page in face book and a customer responds to it then you got to give him/her a most possible quick reply. So appoint a person specifically for that purpose however it depends upon on the response you get. If it less that it does not require a separate person to handle it, then you handle it, it’s your company nobody else could give a better answer to your customer than you do. The more quickier the response the more conversation it will, the more the conversation the more chance to buy the product, if the customer buys the product there are more chances that he/she recommends it to their peer group/Network. Hence large reach. It starts with you!
• Advertisement Content, you advertise the product to have a patronage to the customers and not just a slip. Yes, attractive tags do help but not only have tag lines remembered that! Your product and its features and uses should have had a place in the content used advertisement. Keeping the customer just under the tag line may not be helpful always may be if you are selling stuff in duplicate. We aren’t, are we?

• Advertisement and selling will not help you in keeping lifelong loyal customers. If you give them the limelight, then you don’t need to promote your page they themselves will do it. Post their pictures or feedback provided by them with specification to their name, place and most importantly their face book link. The old saying “Actions speaks louder than words” now replaced two things to be put in the prefix of the proverb its picture or Face book status! Either way you end up having a win-win situation!

• Don’t be so secured of the company’s information. After all you want publicity don’t you? Give away information that is worth knowing. Don’t make your customer search for you. Keep yourself readily available for them. If you are not making yourself available then somebody else who is immediately available is going to take your place. It’s a competitive world don’t give away your place to someone else rather give away information, it’s worth it!

• Thanking people can need to be a publicity even thanking privately will make your customer feel good about the business he/she made with you. It’s said by a Non-profit organization that of those people who have received thank you note for donating , 38% of them were more likely to donate again. So is business, here they get their favorite product for the money. No harm in telling thanks!

**Figure-1**

CONCLUSION

I’m sure the whole thing about the paper is how does social media works, how does it help in promoting. No harm on social media, they helps get through the process marketing with a more efficient way and effective also. However a small mishap would also shatter the image of the business as such but it’s not about the medium which you use for the business but it’s the person whom you appoint to manage your social media the spokesperson, online sales rep etc., Use it wise make it help you better!

REFERENCES


IMPACT OF E-BANKING ON BANKING SECTOR
WITH SPECIAL REFERENCE TO SOCIAL MEDIA

V. Jayanthi86

ABSTRACT

Banking is an important constituent of overall economic system. It plays a crucial role in the attainment of macro-economic objectives. It acts, as a vehicle for socio-economic transformation and also as a catalyst to economic growth. It plays an important role in mobilizing the nation’s savings and in channelizing them into high investment priorities and better utilization of available resources (Amandeep, 1992, p.1.). Hence, banking can better be described as the kingpin of the chariot of economic progress.

KEYWORDS

E-Banking, Social Media, Banking Sector, Economic Growth, Economic System etc.

INTRODUCTION

Banking, if equated with money lending, is perhaps as old as the civilization itself. However, modern banking is something really different from money lending. It is far more sophisticated and complicated. In a developing economy, the role of bank is more creative and purposeful than in developed one. In a developing country, where the banking habits of the people are not developed, the task of creating and spreading the banking habits and of mobilizing the country’s resources becomes a challenging one. It is here that banks play a crucial role because they act as a bridge between those who require finance and those who have finance. Banks thus are an important instrument in making more efficient use of available savings.

Credit creation is another equally important activity of the banking system. Credit creation refers to the power of commercial banks to create demand deposits through advances and investments. The commercial banks can create credit on the basis of fractional reserve system wherein a part of the deposits are kept with the central bank. Thus, as mobilizes of resources of the economy, as dispensers and distributors of these resources and finally as creators of money, banks not only occupy an important place in the economic structure of a country, but also plays an effective role in its economic growth.

In India too, banking is an important segment of tertiary sector. It acts as a backbone of our economic progress and prosperity. It plays an all pervasive role of a catalyst in development. The Indian banking has undergone major transformations during the past decades and has been made more socially relevant and development oriented. Nationalization of fourteen major banks (each with deposits of at least Rs.50 crore) in 1969 and of another six banks in 1980 marked a significant step towards this transformation. Financial sector reforms following the Narasimham committee Report (1991, 1998) further transformed our banking system.

SOCIAL MEDIA-WIKIPEDIA DEFINITION

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Furthermore, social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities, and individuals.

Social media differentiates from traditional/industrial media in many aspects such as quality, reach, frequency, usability, immediacy, and permanence. There are many effects that stem from internet usage. According to Nielsen, internet users continue to spend more time with social media sites than any other type of site. At the same time, the total time spent on social media in the U.S. across PC and mobile devices increased by 37 percent to 121 billion minutes in July 2012 compared to 88 billion minutes in July 2011. For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building reputation and bringing in career opportunities and monetary income, as discussed in Tang, Gu, and Whinston (2012).

SECURITY SETTINGS OF VARIOUS SOCIAL MEDIAS

Table-1

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Feature</th>
<th>Face Book</th>
<th>Twitter</th>
<th>LinkedIn</th>
<th>Youtube</th>
<th>Google+</th>
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BANKS AND SOCIAL MEDIA

Today's banking industry is more competitive than ever before. Customers no longer feel they have to remain loyal to their bank and have no reservations about switching to a provider that is more effective at delivering what they want. Banks have lost control of the sales process, thanks to social media channels. Rather than meeting with a sales representative to discuss a bank's offerings and services, customers are relying on Facebook, Twitter, Google+ and other channels to decide what brand they want to bank with. These social channels allow customers to be much more vocal about their past experiences with a bank. If a customer has a great experience, the bank has an advocate's testimonial for the world to see. If the customer has a bad experience, they can express their frustrations and discontentment to millions via Facebook or Twitter.

According to Ananad Sinha, deputy governor RBI, Bank's communications can no longer ignore the Social Media. According to a study, two-thirds of the global internet population visit social networking sites and the time spent on these sites is growing faster than the overall internet rate. Social Media, a non-traditional method of interaction is thus, increasingly becoming important to all sectors and therefore holds an opportunity for banks. Today, the international banking world is widely deliberating on the role of Social Media in business. Banks are now beginning to understand that social media,

K.Ramakrishnan, Chief executive, Indian Banks' Association states that the widespread consumer adoption of social media is hard to ignore. Merchants are not alone in their use of social networks to engage customers. Social media has irrevocably changed the way businesses interact with their clients, their employees and their stakeholders. The rise of social media signals a new dawn for banks. An evolution that offers significant opportunities and challenges. Banks use social network sites to share information about their community service and philanthropic activities, market products and services, provide customer service, foster engagement and, to a more modest extent, provide access to banking services. Growth of commerce and payments on social networks has implications for risks related to money laundering, fraudulent activities, and privacy violations. In addition to fraud risks, users of social networks can expose themselves to identity theft through social engineering, hacking or inadvertent exposure of data. Social network users' data also can be inadvertently exposed. If the social channel is to reach its full potential, providers, users and policymakers will need to remain vigilant and guard against the attendant risks.

SambamuSrty, Director, IDRBt brings the whole story about the banks' social media platform in the following terms. “Dedicated twitter and blogs are effective to hold real-time conversations with small groups or even individuals, to enrich customer experience. Real-time online customer survey is another opportunity. These are open communication platforms where banks can listen and interact. Even if banks choose not to adopt social media out of fear and doubt, customers on social media can impact banks, sometimes negatively. Even sporadic poor customer service can go viral and delay in response can do immense harm to the image and reputation of bank, not excluding loss of new business. It is a network amplifier, both at its best and worst. Banks' presence on the social media would help in resolving issues before they are blown out of control. The media is also a rich source to understand emerging customer trends and preferences. Existing organisation structures and business processes are the two main challenges to be overcome in view of a serious social media foray. The structures are still branch-led. Organisational structures need to evolve fast. Another barrier is lack of social media skill sets. It is not enough to recruit top experts in the area. Banks should develop a broad human resources bandwidth, with digital skills and competencies to blend with other channels”.

He gives a 10-point model plan for banks:

I. Establish business goals;
II. establish social media goals and align to business goals;
III. draw up social media strategy;

|   | Allows Dual Authentication | ✓ | ✓ | ✓ |
|   | Has Notification for Login | ✓ | ✓ |  |
|   | Is HTTPS enabled | ✓ | ✓ |  |
|   | Identifies new logged in computer and challenges user to validate login | ✓ |  |
|   | Provides Report Abuse Option | ✓ | ✓ | ✓ | ✓ | ✓ |
|   | Disallows social media apps that are not required for Bank's social media site page | ✓ | ✓ |  |
|   | Provides option to opt out for Advertisement (could be paid service) | ✓ | ✓ | ✓ | ✓ | ✓ |
|   | Provides option to disallow postings, adding photos (could be paid service) | ✓ |  |
|   | Has Moderation facility and could block some words | ✓ |  |
|   | Allows DO NOT track option | ✓ |  |
|   | Disallows location sharing option | ✓ | ✓ |  |
|   | Allows to Logout another active session | ✓ |  |
|   | Enable Turn On/Off activity Broadcast | ✓ |  |
|   | Provides Activity Log | ✓ | ✓ |  |

Sources: Authors Compilation

IV. design and implement social media organisational structure;
V. design and implement a plan to build social media operational capabilities;
VI. establish a mechanism to handle adverse events;
VII. put in place right skills, staff;
VIII. put in place controls for conversations and the nature of engagement and dissemination of information;
IX. get a budget allocated;
X. create new social media business unit.

INDIAN BANKS IN SOCIAL MEDIA

Indian Banks have started using social media in their regular operations in various capacities and are at different stages of maturity. As of April 2013, some private banks provide regular updates on the latest offers and allow basic customer operations through popular social media sites. A large private bank in India hosted Facebook application on its secure servers allowing balance amount check, cheque book request, stop payment, etc. Some of the private banks are using their Facebook page to provide customers, exclusive offers, product details and customer care services. With a few banks taking the lead, the direction is set for other banks to offer online financial services through such platforms sooner rather than later. ICICI Bank, HDFC Bank and Axis Bank are among the top 10 Banks with Social Media presence as per a survey by Financial Brand in July 2013.

Social Media Framework for Indian Banking Sector by IDRBT
(Social CRM, Customer Acquisition, Social Marketing and Customer insight)

The new age customers are more inclined to trust friends and acquaintances for advice on products and services and as a guide on decision making. As such, the customers are embracing social networking and social shopping.

Chart-1: Social CRM

Social Media provides faster, cheaper and interactive platform to disseminate information.

Social Media could be used for: Bringing awareness to customers on Basics of Banking and Finance, Government regulations that impact customers in banking industry, like KYC, AML, etc. The awareness campaigns could be in the form of pictures, text or games (cross words, puzzles, etc) Social Media is a rich source of information about existing and potential customers for Banks by way of customer analysis, content aggregation and anomaly detection.

Social Media amplifies Word-of-Mouth and has a direct impact on customer growth and the spreading of positive/negative feedback about a product or service among the target customers. Social Media provides another avenue for customers, for market research, to determine decisions. Hence, other customers’ reviews, ratings and testimonies play a pivotal role in converting the thought of prospective customers to an actual sale. Social Media plays an important role in differentiating brands and making them more relevant to consumers. When consumers are enabled to influence all things and become co-owner of the brand, they would significantly impact reputation and trust.

Sources: Authors Compilation
The social media has transformed 4Ps to 5Rs.

**Chart-2: 4Ps and 5Rs**

4Ps
- Product
- Price
- Promotion
- Place

5Rs
- Reputation
- Responsibility
- Relationship
- Reward
- Rigour

**Sources:** Authors Compilation

**Chart-3: Framework for Providing Customer Services through Social Media**

Build Service Model
Create online communities
Integrate Social Media Service Channel with Traditional

**Sources:** Authors Compilation

Social media facilitates the connection of ‘many spheres of influence’ – internal, trusted and global – to keep pace with ever-shortening product lifecycles due to changing market/customer requirements. The use of social media in this capacity bolsters a bank’s ability to understand and target customer niches with new offerings. Banks may utilize this opportunity to enhance understanding of customer segments by:

**Buzz Monitoring and Sentiment Analysis:** By capturing and analyzing the buzz created by the target customer base, the bank can identify the pulse of the customers towards its various products and services. Banks may in-turn use these explicit and implicit needs/behavior/values to define new customer segments and target customer experience.

**Crowd sourcing:** Banks can mine collective intelligence from “Crowd sourcing,” where masses unite to solve problems and drive innovation. Working together as a think tank, consumers may co-create products they want and need without violating RBI guidelines on product offerings. A large Indian public sector bank has designed an internal collaborative site to understand the sentiments of officers working in the field and design/re-design the product leveraging technology. This also increases customers’ emotional attachment and, in turn, are more likely to champion it.

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IMPACT OF SOCIAL MEDIA MARKETING ON PURCHASE DECISIONS: 
AN EXPLORATORY STUDY

P. Kamatchi

ABSTRACT

We have seen the emergence of a new type of media that allows a wide range of interaction possibilities between users. These media are called Social Media because of the social features that they offer to the communities that they host. Year over year more people have been using Social Media platforms and tools and every year new Social Media types are developing, bringing new possibilities for users. The literature review argued that the recent emergence of Social Media had drastically changed the marketing landscape. Authors in the literature stated that ads ‘don’t work anymore’ and that the time of traditional marketing, where marketers were pushing out messages toward consumers by a one-way communication, was resolved. Companies started to see the opportunities to be present on Social Media to engage with their customers through a two-way communication opposed at the one-way communication previously used by marketers. The literature review discussed about the ease offered by Social Media to carry word-of-mouth, which has been demonstrated as a paramount factor to vehicle influence between people. Indeed, Social Media can carry and spread word-of-mouth between millions of user. The literature review demonstrated that we have been witness these last years to a shift in the consumer behaviour from being ‘consumers as viewers’, since consumers were nowadays more likely to be participating than watching.

KEYWORDS

Purchase Decisions, Social Media, Consumer Behaviour, Word-of-mouth etc.

INTRODUCTION

Human beings are social and nowadays, consumers are participating in variety of activities, from consuming content to sharing knowledge, experiences, opinions, and involved in discussion with other consumers online (Heinonen, 2011). Today, with the growth of Internet, online social networks have become important communication channels and also virtual communities have emerged. Online world has become a new kind of social communication, connecting people to variety of online communities has been growing during past decade. Groups that may never meet in the physical world but nevertheless they are able to affect behavior including purchasing decisions (Evans, Jamal & Foxall, 2009). Internet is a social place where created new forum for consumers. Virtual communities, blog, and online social networking sites provide a platform to influence consumers’ purchase decisions (OTX research, 2008). The market share of different online social networking websites have been grown for instance Facebook grew by 0.22 percent from November 2010 to October 2011.

YouTube has the strongest growth among online social networking site with a 0.67 percent from November 2010 to October 2011. These measurements showed the membership of online social networks websites have been grown (Hitwise, 2011) every day people buy things that are relevant to their needs. At the same time they are making purchasing decisions. Specific consumer behavior is defined as “the activities people undertake when obtaining, consuming, and disposing of products and services” (Blackwell, Miniard & Engel, 2001, p6). Consumer behaviors are influenced by personal and environmental factors (Blyth, 2008). A central part of consumer behavior is, consumers’ purchasing decision that included several steps. Generally social networks such as groups or individuals who own the power over consumers can affect consumers’ purchase decision (Solomon, Bamossy, Askegaard & Hogg, 2010). The online social networks provided facilities for consumers to interact with one another, accessing to information, comments, reviews, and rates that can help them for purchasing decisions in different ways (Heinrichs, Lim & Lim, 2011).

COMMUNITY & MEDIA RELATIONS

With expertise in public engagement, branding and issues management, Community & Media Relations will maintain and monitor all official City of Kelowna social media channels.

Community & Media Relations will maintain a list of social media accounts and current passwords. Other Marketing & Communications Coordinators will have access to these channels to use for promotion of campaigns as appropriate. New social media sites and/or additional channels will be evaluated for their business and marketing need on an individual basis with the Web Coordinator/Communications Director and/or the Web-Governance committee. A strong marketing case, research and manager approval should accompany this request. As added, new accounts must abide by the guidelines laid out in this manual. Community & Media Relations will be responsible for:

- Identifying relevant social media sites and using them regularly in order to gain understanding of technology & audience.

87Assistant Professor, S.D.N.B. Vaishnav College, Tamil Nadu, India, kamatchiparthasarathy@yahoo.com
• Monitoring sites for brand mentions and inaccuracies/misinformation.
• Evaluating audiences and markets
• Maintaining branding and visual identity standards across all platforms including official city names etc.
• Web-based media relations (forwarded to appropriate personnel).
• Web-based issues management (forwarded to appropriate personnel).
• Social Media strategic planning.
• Updating this guidebook as necessary, including platform profiles (appendices) as new information / trends / statistics emerge.

SOCIAL MEDIA MARKETING

Purpose

Looking at Social Media as a marketing tool, it should first be evaluated on campaign goals and objectives. Ask yourself what you are trying to accomplish: are you trying to inform, engage or change behavior? While Social Media is a good tool for informing audiences, it should be used primarily as an engagement tool.

Costs/budget

While most social media accounts are cost-free start up, investment comes in terms of staff time to resource and monitor these channels. Return on Investment is difficult to calculate when it comes to Social Media, however, value and costs should be weighed seriously as with any other communication tool. Publishing to and monitoring each channel is estimated at around one (1) hour per day: evaluating each channel is expected to take one (1) full day every three (3) months.

Timing

As with any communication piece, timing is everything. Much of Social Media happens in real time. Time your messages, postings or tweets to your audience for maximum exposure. For example, if you are looking to engage students – you should probably hold your posting until after school ends.

Audience

Each social media has a unique audience. See the appendices for summaries of each major social media site.

Percent of Fortune Global 100 Social Media Usage, Burson-Marsteller (2012).

Chart-1

SOCIAL MEDIA MARKETING PROCESS

Consumers’ purchasing decision and problem recognition

Problem recognition is the first step of consumers’ purchase decisions process that may occur because consumer has a desire for something new (Kardes, et al, 2011). Consumers’ purchase decisions begin with the result of problems or a single problem. There are those decisions which easily recognized, defied, and solved (needs of food) but there are unexpected problem as well which hard to solve (needs of car). There are different factors that affect problem recognition step such as social factors, cultural factors, reference groups, and environmental factors (Hawkins & Mothersbaugh, 2010).
Consumers’ purchasing decision and information search
Once a problem is recognized, consumers begin to seek about relevant information. There are two types of information sources; internal and external information search. Internal search involves the consumers’ memory about the products, and external search includes word of mouth, stores visit, trial and online social networking and social media (Kardes, et al, 2011). Nowadays, online environment effectively involves in purchase decisions process and Internet has become an important tool for information search. The different types of decisions influence on the level and direction of the search (Hawkins & Mothersbaugh, 2010).

Consumers’ purchasing decision and evaluation of alternative
In this step consumers start to compare and evaluate several alternatives in terms of products features and their desire and needs. Sometimes consumers’ choices are based on simple decision such as “buy the cheapest products” but there are some decisions that are complex and consist of different processes and stages. In this stage consumers consider which alternative would be the best to fulfill their need (Blythe, 2008).

Consumers’ purchasing decision and product choice (purchase decision)
Once consumers have found their relevant alternatives and evaluated them, they should make their choice among the alternatives. Consumers choose the certain products because the product appeals to them. The choice can be influenced by the gathered information from different sources therefore Internet is an effective tool in this stage (Hawkins & Mothersbaugh, 2010).

Consumers’ purchasing decision and post-purchase evaluation
The quality of the decision becomes important in this stage of process and how well the choice worked out. Consumers start to compare their perceptions of the product with their expectations (Kardes, et al, 2011).

Different types of consumers’ purchase decision processes
The level of purchase involvement defined as “The level of concern for, or interest in, the purchase process triggered by the need to consider a particular purchase” (Hawkins & Mothersbaugh, 2010,p 497). There are different types of consumers’ purchase decision processes with different level of involvement (Hawkins & Mothersbaugh, 2010).

- Nominal decision-making: it occurs when consumers involve with the purchase in very low involvement. Nominal decision-making includes problem recognition and internal search but does not includes evaluation of alternative step.
- Limited decision making: it is similar to nominal decision making with the difference that in limited decision making there is a limited amount of external search and a few alternatives are evaluated.
- Extended decision-making: it occurs when consumers are highly involved with purchase, and the decision-making becomes increasingly complex. Consumers complete all the steps of purchasing decision process.

THE IMPACT OF ONLINE SOCIAL NETWORKS ON CONSUMERS’ PURCHASE DECISION
Consumers belong or admire different online groups generally and those groups are able to change their purchasing decisions behavior (Solomon, et al, 2010). According to Evans, et al (2009) joint decision-making is defined as, consumers are taken their decisions within the environment around them such as environment of family, friends, and coworkers. In traditional way, consumers make their purchase decisions base on information that they received through mass media (e.g. advertising, newspaper, television comment), but nowadays, online social networks can have power to affect consumers’ purchase decision (East, Wright & Vanhuele, 2008). There are different social network groups that possess the power to influence consumers’ purchase decision (Evans, et al, 2009):

Chart-2

Sources: Authors Compilation

Monthly and Daily Facebook Active Users Worldwide, United States Securities and Exchange Commission, Registration Statement, Facebook Inc (2012:1).
SOCIAL MEDIA & CONSUMER BEHAVIOUR

The raise of Social Media usage by both consumers and companies seem to affect consumer behaviour. Also, Social Media influence the way consumers behave during the different stages of their purchase decision-making processes. Wheat and Dodd (2009, p3) quoted Carson, the president of Online International Nielsen, ‘the explosion in Consumer Generated Media over the last couple of years means consumers’ reliance on word-of-mouth in the decision-making process, either from people they know or online consumers they don’t, has increased significantly.’ Social Media has changed the way consumers behave in their consumption. When before consumers were waiting for companies to push messages toward them, they are now directly seeking for information on Social Media.

Consumers can recognize new needs on Social Media when ‘surfing’ on some social networks such as Facebook where they can see friends displaying pictures of products they bought or using the ‘like’ button to mention brands that they like for example. The Need Recognition stage seems thus to be influence by Social Media. Today, online communities have more and more influence on consumers’ purchasing decision-making. Parker (2011, p263) stated that ‘when people are in the research or “education” phase of the buying cycle, they have access to a wider audience of current past,\ or prospective customers worldwide that they can consult before making their decision’. With Social Media, digitally empowered shoppers have access to a wide range of new tools to find and research products and they now consult with peers and experts (Wheat and Dodd, 2009, p4). These possibilities offered by Social Media seem to be influential at the Information Search stage of the consumer decision-making process. With the emergence of Social Media, consumers have changed their approach of consuming. They are now comparing products and services thanks to tools and websites such as review and opinions platforms that allow them these comparisons. They can read reviews and ratings about products, services and companies performance, that are shared by their peers that had good but also bad consuming experiences.

Forums for example allow interactions where they can seek opinions and ask questions to more people than before. Social Media appear to be influential on the consumers at their Evaluation of Alternatives stage. In addition to this interaction with peers they can also use Social Media to interact directly with brands. Indeed, consumers can get more information about products and services by directly engaging with brands on Social Media. Social Media brought new challenges for marketers that have to change the way they interact and communicate with consumers. They cannot only push messages like they used to do in the past since consumers are no longer listening these kinds of messages. Indeed, because consumers are now overwhelmed by marketing messages they tend to filter them out (Brown, and Hayes, (2008, p165). Moreover, the fact that, consumers tend to trust more peers than corporate brought new implications and push marketers to change the way they communicate and interact with them (Jaffe, 2010, p185). Social Media seem thus to play an influential role at the 5 different stages of the consumer’s decision-making process presented above. However the exact role of Social Media at the different stages of the process seems to be still unclear.

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M-COMMERCE ON DEMAND: CHANGING INDIA’S MOBILE LANDSCAPE

Dr. N. Muthu88 S. Muthu Kumar89

ABSTRACT

Mobile Commerce is no doubt one of the hottest buzzwords in the ever-evolving technology landscape today. Mobile phones, which were introduced a decade ago in 1995-96 in India, are becoming the dominant means of accessing communication. The increase in mobile phones has been phenomenal in comparison to landlines since the introduction of mobiles in the country. Mobile operators’ revenue is projected to increase approximately from Rs. 405 billion in 2005-06 to Rs. 3236 billion in 2015-16. Modern India is changing and developing at an incredible pace, embracing information technology for economic development, education and social change.

Telecommunication is currently one of the most rapidly expanding sectors in industrialized economies. The ability to distribute information in all forms have the recent years been revolutionized by speed, ease of transmission, limitless range and potential accessibility to the world. Telecom service has penetrated Emerging Markets so rapidly due to which Mobile Commerce has the potential to spread just as fast provided that various challenges are met. The uncertainties in m-commerce are still many occasioning a need to explore challenges and opportunities.

Beyond the need to Security and Convenience, it is important to highlight that different customers in the diverse emerging markets will have distinct needs. Innovation in technology and worldwide revolution in information and communication technology (ICT) have emerged as dynamic sources of productivity growth. The relationship between IT and banking is fundamentally symbiotic.

In the banking sector, IT can reduce costs, increase volumes, and facilitate customised products; similarly, IT requires banking and financial services to facilitate its growth. As far as the banking system is concerned, the payment system is perhaps the most important mechanism through which such interactive dynamics gets manifested. The various Issues for enabling Mobile web in India are character encoding scheme, presentation issues, input issues, illiteracy, bandwidth & cost.

In this paper we have tried to highlight some of the major issues towards mobile enabling of Mobile business environment in India, which need thorough investigation and study. The projected rapid growth in mobile sector will have important implications for future plans of mobile operators, infrastructure providers, handset suppliers, and vendors. This paper through limelight on the issue of fast approaching penetration of mobile business and need for immediate follow up for the sustainable growth.

KEYWORDS

M-Commerce, Mobile-web, Business Environment, Sustainable Growth, Banking Sector etc.

PROLOGUE

“The mobile revolution is finally here. Wherever one looks, the evidence of mobile penetration and adoption is irrefutable: cell phones, PDAs, MP3 players, portable game devices, handhelds, tablets and laptops abound. No demographic is immune from this phenomenon. From toddlers to seniors, people are increasingly connected and are digitally communicating with each other in ways that would have been impossible to imagine only a few years ago.” - Wagner (2005).

The mobile phone industry in India is experiencing an astonishing growth since the introduction of mobiles in the country. Mobile Business is often described as an extension of the traditional Electronic Business to wireless devices [Magic, 2000]. Customer perception is an increasing challenge for telecommunication companies. In the last few years, the mobile telecom market has witnessed a substantial growth and rapid changes globally, as well as domestically in India. Customer satisfaction is a critical issue in the success of any banking system.

India has the fastest growing telecom network in the world with its high population and development potential. Indian telecom industry underwent a high pace of market liberalisation and growth since 1990s and now has become the world's most competitive and one of the fastest growing telecom markets. The Industry has grown over twenty times in just ten years, from under 37 million subscribers in the year 2001 to over 846 million subscribers in the year 2011. India has the world’s second-largest mobile phone user base with over 929.37 million users as of May 2012. It has the world's third-largest Internet user-base with over 137 million as of June 2012.

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Graph-1: Indian Mobile Sector Growth

Mobile Connections (Millions) – Reported as well as Active - and Mobile Teledensity (%) in India, 1999-2010

Sources: TRAI (Telecom Regulatory Authority of India), ITU

SPREADING WINGS OF M-COMMERCE

Mobile commerce (M-commerce) is concerned with the use, application and integration of wireless telecommunication technology and wireless devices within the business systems domain (Venkatesh, eds., 2003) via Location independent connectivity, Mobile Internet, Mobile E-commerce and Mobile phone, Mobile device (PDA, wireless vending machines, wireless LAN).

UTILITY OF MOBILE IN THE EMERGING MARKET - A SNAPSHOT

Graph-2

How Mobile is Used Throughout the Purchase Process

Sources: comscore/millennial media mobile retail study, 2011
EXPANDING MOBILE BASE AND SUBSCRIPTION RATE – AT GLANCE

The following table illustrates the gradual increase in monthly mobile subscriber additions (in millions) in India since January 2002. The mobile subscriber base in India has shown upward trend after several months. It increased from 861.66 million in February 2013 to 867.80 million at the end of March 2013, registering a monthly growth of 0.71%, according data released by TRAI.

Table 1

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Annual additions (in millions)</th>
<th>Average Monthly Additions (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>0.28</td>
<td>0.35</td>
<td>0.41</td>
<td>0.28</td>
<td>0.29</td>
<td>0.35</td>
<td>0.36</td>
<td>0.49</td>
<td>0.37</td>
<td>0.53</td>
<td>0.72</td>
<td>0.8</td>
<td>5.23</td>
<td>0.44</td>
</tr>
<tr>
<td>2003</td>
<td>0.64</td>
<td>0.6</td>
<td>0.96</td>
<td>0.64</td>
<td>2.26</td>
<td>1.42</td>
<td>2.31</td>
<td>1.79</td>
<td>1.61</td>
<td>1.67</td>
<td>1.9</td>
<td>1.69</td>
<td>17.49</td>
<td>1.46</td>
</tr>
<tr>
<td>2004</td>
<td>1.58</td>
<td>1.6</td>
<td>1.91</td>
<td>1.37</td>
<td>1.33</td>
<td>1.43</td>
<td>1.74</td>
<td>1.67</td>
<td>1.84</td>
<td>1.51</td>
<td>1.56</td>
<td>1.95</td>
<td>19.49</td>
<td>1.62</td>
</tr>
<tr>
<td>2005</td>
<td>1.76</td>
<td>1.67</td>
<td>0.73</td>
<td>1.46</td>
<td>1.72</td>
<td>1.98</td>
<td>2.45</td>
<td>2.74</td>
<td>2.48</td>
<td>2.9</td>
<td>3.51</td>
<td>4.46</td>
<td>27.86</td>
<td>2.32</td>
</tr>
<tr>
<td>2006</td>
<td>4.69</td>
<td>4.28</td>
<td>5.03</td>
<td>3.88</td>
<td>4.25</td>
<td>4.78</td>
<td>5.28</td>
<td>5.9</td>
<td>6.07</td>
<td>6.71</td>
<td>6.79</td>
<td>6.48</td>
<td>64.14</td>
<td>5.35</td>
</tr>
<tr>
<td>2007</td>
<td>6.81</td>
<td>6.21</td>
<td>3.53</td>
<td>6.11</td>
<td>6.57</td>
<td>7.34</td>
<td>8.06</td>
<td>8.31</td>
<td>7.79</td>
<td>8.05</td>
<td>8.32</td>
<td>8.17</td>
<td>85.27</td>
<td>7.11</td>
</tr>
<tr>
<td>2012</td>
<td>9.88</td>
<td>7.44</td>
<td>8.00</td>
<td>1.85</td>
<td>8.35</td>
<td>4.73</td>
<td>-0.61</td>
<td>-5.13</td>
<td>-1.74</td>
<td>-2.39</td>
<td>-13.63</td>
<td>-25.88</td>
<td>-29.13</td>
<td>-2.43</td>
</tr>
</tbody>
</table>


Mobile subscription in urban areas increased from 521.29 million in February 2013 to 525.30 million at the end of March 2013. The wireless subscription in rural areas increased from 340.38 million to 342.50 million during the same period. The urban wireless Teledensity has increased from 139.83 to 140.67 and rural Teledensity has increased from 40.01 to 40.23.
INDIA: CHANGING MOBILE LANDSCAPE

“We are witnessing the advent of e-commerce and m-commerce; the real transformation will be seen over the next few years” - Naveen Surya, MD, ItzCash.

The uncertainties in m-commerce are still many occasioning a need to explore challenges and opportunities. It’s more likely that you’ll forget your keys than your mobile phone when you leave home in the morning.

Chart-1

DRIVING FORCES OF M-COMMERCE

“I use my cell phone as much as I can - I talk to friends all the time. I'm like 2,000 hours a month. It's crazy”. -Lisa Loeb

The driving forces are many. But few important attributes are:

- Attracting players from all economic sectors from technology, finance, retail, media; all anticipating significant growth in m-commerce.
- Cost of entry into mobile commerce is low for most entrants.
- Efficient transfer of data over 2.5G and 3G networks.
- The evolution of the handheld devices incorporating WAP and now GPRS.
- The unique features of the mobile device are user friendly and customers have been attached to mobile interfaces
- Tremendous growth in telecom and consumer banking Industry.

M-COMMERCE STRATEGY

“To be happy in this world, first you need a cell phone and then you need an airplane. Then you're truly wireless”. Ted Turner

Modern India is changing and developing at an incredible pace, embracing information technology for economic development, education and social change. Computers and the Internet are finding their way deeper into the fabric of Indian life.
Chart-2

Third Platform for ICT Industry Growth and Innovation Emerging

Sources: IDC, 2011

Table-1: Estimates of Mobile Operators’ Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Mobile subscribers (in million)</th>
<th>Mobile ARPU per year (Rs.)</th>
<th>Revenues from mobile services (Rs. in billion)</th>
<th>GDP (Rs. in billion at factor cost at current prices)</th>
<th>Mobile revenue as a percentage of GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-06</td>
<td>90</td>
<td>4500</td>
<td>405</td>
<td>32000</td>
<td>1.3</td>
</tr>
<tr>
<td>2010-11</td>
<td>433</td>
<td>3600</td>
<td>1559</td>
<td>57600</td>
<td>2.7</td>
</tr>
<tr>
<td>2015-16</td>
<td>899</td>
<td>3600</td>
<td>3236</td>
<td>103680</td>
<td>3.1</td>
</tr>
</tbody>
</table>

Sources: TRAI

SPECIFIC ISSUES INVOLVED

"Communication is the source from which m-learning emerges." - Nyiri (2002)

- Deciding on the system vendors and available technology.
- Estimating the likely transaction volumes.
- Identifying management and operational skill sets required.
- Is a mobile technology is suitable and user friendly?
- What charges will apply. Is it economical?
- What responsibilities would each party undertake?
- What kind of quality services are to be offered?
- Who would be the parties involved and safety and security concern?
CONCLUSION

“My cell phone is my best friend. It's my lifeline to the outside world” - Carrie Underwood

Understanding the growth forces and fast changing world m-commerce is inevitable and corresponding issues has to be resolved on war footing. All spheres of telecommunication technology paves the for more penetration in India. Mobile banking facilities are highly catching up with past faced manner. Rapid growth along with security and control system should be in line with matching the corporate goals as well as individual safezone.

REFERENCES


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SOCIAL MEDIA: ESSENTIAL ELEMENT OF PROMOTION MIX

T. Devi Kamatchi

ABSTRACT

As the paper was intended, most recent development of integrated marketing communications was explored within academic literature and ongoing issues were critically assessed and reflected. The conceptual proposal made by Kliatchko (2008) of IMC was one of the latest advancements within the field and taken as premise for further theoretical framework. The suggested consumer-centric model accounted for both pivotal elements of IMC (stakeholders, content, channels and results) and changing media behavioural patterns among audiences. Sequentially, the theoretical position lying behind was discovered to be positivism dominant and pursuing the approach of universal truth.

Moreover, a certain focus was put on exploring academic literature in order to discover extent to which social media could be used and integrated within IMC strategies and processes. Three academic proposals were reviewed and critically assessed aiming to construct theoretical framework that would offer social media utilization and integration within IMC strategies. It was discovered that social media was to serve as new and hybrid promotional element enabling managers to effectively foster branding and awareness, promote search products, utilize Social CRM and direct sales, and manage customer-to-customer conversations appearing in social media. As all the proposals perfectly aligned with previously explored IMC concept, they also accounted for new communications paradigm. Thus, theoretical framework was constructed and initial systematic approach reached.

Additional interest was laid upon reflecting inconsistencies emerging between theoretical and actual practice perspectives. Phenomenological enquiry was initiated in order to explain the IMC and social media phenomena. Several marketing communication experts from local advertising agencies were interviewed and descriptions provided were explicated. Results revealed somewhat different perception of both IMC and social media that it is offered by literature. More specifically, they were perceived as indexical, also it was discovered that IMC and social media are enacted according to locally perceived marketing environment. marketing communication planning is not prescribed but rather supposed by local logics, new media is accepted as highly influential to local business and that exploitation of social media is consticted. Such findings served as a good background when discussing and reflecting the issues emerging between theoretical and actual practice perspectives. It was agreed that theoretical framework could be used practically as systematic approach integrating social media into IMC but with some adjustments.

KEYWORDS

Social Media, Promotional Mix, Integrated Marketing Mix, Information and Communication Technology (ICT) etc.

INTRODUCTION

During the past decade, the role of technological development has risen to an absolutely new level. Given the advances in technology, Internet accessibility and mobility, such phenomenon brought substantial changes into consumers’ lives. In very short time World Wide Web has dramatically influenced the way people communicate shop, work, learn, and stay connected. More efficiently than ever before they can access, share, exchange the information as well as communicate in real-time no matter where they are or what they doing. Moreover, the emergence of another widely recognized phenomenon known as social media enabled consumers to do even more and even more efficiently and conveniently. Such form of media “describes a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues” (Blackshaw & Nazzaro , 2004).

Today social media, also referred to as consumer-generated media (CGM) is continuously growing in both number and format on the Internet. It also to be referred to any number of online word-of-mouth vehicles, including but not limited to: consumer-to-consumer e-mail, postings on public Internet discussion boards/forums, Usenet newsgroups and listservs, consumer ratings Web sites or forums, blogs (short for Web logs), moblogs (sites where users post digital images/photos/movies), vlogs (video blogs), social networking Web sites and individual Web sites. Although influenced or stimulated by traditional marketers and marketing activities, online word of mouth is nonetheless owned and controlled by consumers, and it often carries far higher credibility and trust than traditional media, especially as media channels become more fragmented and less trusted. The growth of CGM’s influence poses challenges and opportunities for marketers (Blackshaw & Nazzaro , 2004).

Integrated Marketing Communications (IMC) is one of the great initiatives to develop a guiding principle organizations follow to communicate with their target markets taken by academics during past decades. Integrated marketing communications attempts to coordinate and control the various elements of the promotional mix – advertising, personal selling, public relations, publicity, direct marketing, and sales promotion – to produce a unified customer-focused message, and, therefore, achieve various

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organizational objectives (Boone and Kurtz, 2007). However, though IMC is tightly tied to the lives of consumers at home, at work, and on the go, it has experienced substantial changes since its inception. Basically those changes are resulting from two primary shifts in the relationship between marketers and consumers.

The first shift emerges from technological development perspective. As consumers’ lives change, given the current explosion of advances in technology itself, accessibility of Internet, mobility and efficiency, so are the modes and strategies of marketing communications. That was the basic premise of the integrated marketing communication movement that attempted to align and coordinate the firm’s external marketing communication activities so that a clear and concise message was being communicated (Schultz D., 2009). However, IMC reliance on mass media communication shifted to more recent emphasis on personalized one-on-one promotions. Over the past decades it has included the use of mail and newspapers to telephone, radio and television, to email and mobile phone, and most importantly – digital means such as social media.

SOCIAL MEDIA: MARKETING MIX

The growth in social media has overwhelmed many marketers. Things are moving so fast that many brand managers stay busy keeping tabs on the latest developments and trends, with little time to look at the mix of social media being put into the market. The term marketing mix refers to how a company allocates resources across the four Ps of marketing: placement, price, product, and promotion. The social media mix approach outlined in this white paper applies the same resource allocation concept to social media to determine how a company should allocate information to Twitter, blogs, Facebook, e-mail, and other social marketing outlets. This white paper provides a step-by-step guide for determining your strategy — and the proper mix of marketing channels—in social media. With it, you can use the time you have to efficiently define a balanced social media mix.

STEPS TO A BETTER SOCIAL MEDIA MIX

Social media is a continually evolving realm with amazing potential for business communications, but it doesn’t have to be overwhelming. By following the eight steps outlined in this white paper, you can clearly make decisions about your social media mix and online communications strategy.

**Gather Your Portfolio**

Start by doing a quick inventory of the social media channels that you already use. If you are like most businesses, you will find that you already have different channels set up and managed by different people. Write each channel name on a Sticky Note: one for Twitter, Facebook, the company blog, e-mail, and any other online communications channel you use. (For the moment, don’t worry about social media channels you want to use in the future. Those will be covered in a later step.) Having this data in front of you can help you organize your channels by overall reach.

**List Your Content**

Inventory the kinds of information that you distribute through your social media channels, such as white papers, status updates, case studies, event information, customer service, and industry discussion. List each content type to make the first column of a table. As you make your list, keep in mind that — beyond different information — there are also different types of conversations you’re trying to foster with each piece of informational material.

**Connect Content with Channels**

In this step, try to figure out what content is best suited to each channel. Make a Sticky Note for all of your content types, including the rankings for frequency and formality. Group these content types with the channels that use them. If one content type goes under multiple channels, make duplicate Sticky Notes for it, but aim for no more than three duplicates of any one content type. Resist the urge to put every content type under every channel.

**Build Your Strategy**

Strategy allocates limited resources by prioritizing what activities return the greatest investment value over time. The best strategies say “no” more than “yes.” In other words, there are many options you could pursue, but only one that you will. The hard part is sticking to your decisions.

**Two strategy tools can help:**

- A prioritization tool, which helps you make a decision,
- A management tool, which helps you stay on track.
STRATEGY PRIORITIZATION TOOL

The prioritization tool allows you to visualize potential strategic initiatives based on their feasibility and importance. You can begin this process by listing all your initiatives in the left hand column of a chart. Then you can assign a feasibility and importance rating to each. Use a standard budget of points.

Integrating Social Media Into Your Marketing Mix

Chart-1

Sources: Authors Compilation

Preparing For Social Media Marketing

- The Right Mindset & Attitude,
- Participation,
- Openness,
- Authentic,
- Honest,
- Be Prepared to Apologise,
- Commitment & Consistency,
- React Fast & Be Prepared.

SOCIAL MEDIA’S ROLE IN THE PROMOTION MIX

It has long been acknowledged in marketing management circles that successful IMC strategies clearly reflect the values articulated in an organization’s mission statement and contribute to the fulfillment of the organization’s performance goals. To accomplish these objectives, the elements of the promotion mix are carefully coordinated so the information transmitted to the marketplace through these elements consistently communicates a unified message that broadly reflects the organization’s fundamental values.

For example, the promotional efforts conducted by Procter and Gamble (P&G) or General Electric (GE) illustrate the underlying values of these organizations as articulated in their respective mission statements and statements of strategic principles (General Electric, 2008 and Procter and Gamble, 2008). When these two organizations entered the social media arena, they carefully crafted their communications with the marketplace to consistently reflect their organizational values. By doing so, both organizations acknowledged the importance of incorporating social media into their IMC strategies and promotional efforts.

GE and P&G’s use of social media demonstrates that this media has two interrelated promotional roles in the marketplace. First, social media enables companies to talk to their customers, and second, it enables customers to talk to one another. Social media also enables customers to talk to companies; however, this role is market research-related rather than promotion-related and, therefore, is outside the scope of this article.
The first role of social media is consistent with the use of traditional IMC tools. That is, companies can use social media to talk to their customers through such platforms as blogs, as well as Facebook and MySpace groups. These media may either be company-sponsored or sponsored by other individuals or organizations.

The second promotion-related role of social media is unique: customers can use it to communicate with one another. In his book The New Influencers, Gillin (2007) points out that “Conventional marketing wisdom has long held that a dissatisfied customer tells ten people. But that is out of date. In the new age of social media, he or she has the tools to tell 10 million” (p. 4) consumers virtually overnight. Gillin illustrates this potential power by recounting the story of Vincent Ferrari, a blogger who posted an audio recording of his encounter with an AOL customer service representative. The representative's persistent attempts to convince Ferrari not to cancel his account offended listeners' sensibilities to the extent that approximately 300,000 of them requested to download the audio file. The story went “viral” as it was picked up by thousands of other bloggers and websites. It eventually drew the attention of such mainstream media as The New York Post, The New York Times, and NBC. It can be presumed that AOL's management was embarrassed, to say the least.

In a sense, this second role of social media—enabling customers to talk to one another—is an extension of traditional word-of-mouth communication. But as the Vincent Ferrari story illustrates, the uniqueness lies in the magnitude of the communication. Instead of telling a few friends, consumers now have the ability to tell hundreds or thousands of other people with a few keystrokes! The question for managers becomes: “How can this power be harnessed for the benefit of the organization?” While companies cannot directly control consumer-to-consumer messages, they do have the ability to influence the conversations that consumers have with one another. Methods for accomplishing this are presented in section.

We argue that social media is a hybrid element of the promotion mix because it combines characteristics of traditional IMC tools (companies talking to customers) with a highly magnified form of word-of-mouth (customers talking to one another) whereby marketing managers cannot control the content and frequency of such information. Social media is also a hybrid in that it springs from mixed technology and media origins that enable instantaneous, real-time communication, and utilizes multi-media formats (audio and visual presentations) and numerous delivery platforms (Facebook, YouTube, and blogs, to name a few), with global reach capabilities. The emergence of a highly educated, historically affluent, and an increasingly skeptical and demanding consumer population facilitates its acceptance in the marketplace.

Consumers’ ability to communicate with one another limits the amount of control companies have over the content and dissemination of information. Christopher Vollmer and Geoffrey Precourt (2008) underscore this in their book, Always On. As they note, in the era of social media “consumers are in control; they have greater access to information and greater command over media consumption than ever before”.

**THE NEW COMMUNICATIONS PARADIGM**

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**Chart-2**

**Sources**: Authors Compilation
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PERMANENT PROBLEMS OF TEMPORARY WORKERS IN AUTOMOBILE INDUSTRY

G. Maya91 Dr. Uma Rani92

ABSTRACT
The need for temp workers arises due to increase in labour cost of an organization. The corporate increased use of contract and contingent labour can make it hard for workers on the lower rungs of the employment ladder to earn a decent living. But in the upper echelons, any stigma on temporary jobs – and on the people who choose them – is almost laughably dated. Demand for better terms of temporary workers and they are picked up and dropped based on requirements are the problems of temporary workers. Even as the industry calibrates its temporary workforce in tune with consumer demand, worker torment is also increasing. The need for labour laws for temp workers is felt in order to protect their interest against job security, benefits, and steady wage gains, and labour peace.

KEYWORDS
Temporary Workers, Automobile Industry, Contract, Labour Laws etc.

INTRODUCTION: HISTORY OF TEMPORARY WORKERS
The idea of the long term corporate jobs is the norm is deeply ingrained, but in reality these jobs arose in the past 60 or 70 years. Even in the manufacturing era that beginning in the late 19th century, employment was initially casual with annual turnover around 300%. Big companies outsourced virtually everything. One analysis around 1910 found that half of the workers in production job were independent contractors. But as assembly lines burgeoned and industrial machinery grew more complicated, employers saw the need for a stable trained workforce to control quality and maximize production, while the concentration of the workers in cities and industries hubs lead to union and advocacy for better pay benefits and rights.

During World War II, wage controls in the U.S. limited employers ability to woo workers with higher pay, so companies developed generous benefits and pension packages. The modern model of full-time, life time employment was born, and it offered great advantages to both workers and employers. Workers got security, benefits, and steady wage gains, companies got labour peace and certainty of a return on hefty investments in form-specific training.

But a scant few decades after corporate America had bulked up on cradle-to-grave employees, the pendulum began to swing the other way. Recessions in 1970’s and 1980s lead to downsizing of bloated corporate bureaucracies and helped brand temporary work as a sign of executive desperation. Then came globalization. Technology and cheaper transportation made it easy to off-shore production and even knowledge work to China or India and the status of temp jobs as the last refuge of discarded managers was cemented.

There is, however, a far more positive way to frame the rise of high, end temp work. The “theory of the firm” – expounded by Economists Ronald Coase, Oliver Williamson, and Oliver Hart – is built around transaction costs. High transactions cost explain the existence of the large corporations. It is cheaper to keep resources and talent in-house than to transact for them in open market. But new technologies and developing spot market for high-end talent are driving transaction cost down and challenging assumptions which management skills and professional talent belong inside and outside the organization.

The Americans corporate increased use of contract and contingent labour can make it hard for workers on the lower rungs of the employment ladder to earn a decent living. But in the upper echelons, any stigma on temporary jobs – and on the people who choose them – is almost laughably dated.

Today technology makes it easy to plug in, the corporate social contract guaranteeing job security and plush benefits is dead or dying, and 80-hour weeks are all too common in high-powered full-time jobs. The surprise may not that top talent is looking for “permanent temp work” but that anyone who has a choice would want a traditional job.

PROBLEMS OF TEMPORARY WORKERS IN MAKING PERMANENT
The following are the problems of temporary workers in making permanent:

1. Demand for better terms of temporary workers, comparable to permanent employees
2. Temp workers are picked up when there is demand and dropped when sales decreases.
3. The industry calibrates its temporary workforce in tune with consumer demand, worker torment is also increasing.

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TEMP WORKERS IN AUTOMOBILE INDUSTRY

In the fifteen months that have gone by since a Maruti Suzuki HR manager was killed in labour unrest at its Manesar plant, at least three other auto companies have been crippled by strikes by workers.

A demand for better terms for temporary workers, comparable to permanent employees, has been a contentious issue common to most of these disputes.

Auto companies hire temporary workers when demand picks up and release them when sales slump, thus saving labour costs.

On an average, about 40% of the industry's workforce is temporary, up from 30% a few years ago. Tata Motors, Mahindra & Mahindra and Maruti Suzuki, for instance, have together laid-off almost 4,000 temporary workers recently.

Even as the industry calibrates its temporary workforce in tune with consumer demand, worker angst is also increasing. So is there a win-win solution that can avoid ugly conflicts between companies and their workforce. Companies are trying to find one.

Graph-1

RECRUITMENT OF TEMP WORKERS IN MAJOR AUTOMOBILE INDUSTRIES

Maruti has discarded the practice of having “third-party contractors” hire and manage such workers. "We are moving to company owned temporary workers—the tried-and tested people—who are being built as a talent pipeline,” says SY Siddiqui, chief operating officer (Human Resources and Administration), Maruti. He is also quick to add that these temporary workers will be relieved in a downturn.

Others, including Bajaj Auto and Mahindra, are trying to limit hiring of temporary workers only for non-core functions. ”We need them for non-core activities like logistics and canteen, which expand as production grows,” says Rajiv Bajaj, managing director of Bajaj Auto.

Maruti is also moving towards using permanent workers in critical manufacturing lines and using contract workers for non value added functions such as loading, unloading, etc. adds Prabir Jha, senior VP & chief HR officer, Tata Motors: "We see the quantum (percentage) of flexible workforce declining in the near term. We are not in a position to predict the exact numbers, but clearly it will be aligned to the demands of the business.”

"In core jobs, the percentage of temporary workers is expected to come down, but contract labour is here to stay,” says Rajeev Dubey, president, human resource, M&M. “Therefore, there is a need to focus on making contract labour more productive through skilling, higher engagement and innovation, while ensuring fair wages, decent working conditions, etc, for them.” In M&M, contract workers in core jobs is next to zero, he says.

A NEW CONTRACT

Workers contend that this is not the case in many parts of the industry. ”Companies employ diploma holders to work on production line (on par with permanent workers) as trainees and pay them as low as Rs 8,000 odd per month and lay them off in a year,” says S Damle, secretary, AITUC, Maharashtra State Council.
A permanent employee, working on the same assembly line, could earn Rs 14,000 to 22,000 a month. "Increasing reliance on contract labour to get routine jobs done cheaper, denying benefits like gratuity and provident fund is causing the recent increase in labour strife," says a senior labour ministry official, not wanting to be named.

But, governments in country after country, a senior International Labour Organisation official based outside India says, often the main perpetrators of unequal working conditions for temporary workers. Last year, India backed an ILO recommendation to provide a nationally determined social security floor for all workers.

Sometime ago, a proposed amendment to labour laws sought to ensure that contract workers receive the same wages and benefits as regular employees, even if they don't have security of tenure. But, the government is dithering and unwilling to commit itself fully on this issue.

"The change in law would have allowed companies to hire contract workers, but forced companies to pay those wages and working conditions that are equal to the regular workers," a former additional secretary in the ministry says. But the necessary amendments are yet to see the light of the day, he conceded.

Since 2009, the government has been tossing around the proposal to change the 1971 Contract Labour law to give workers a fairer deal. But a study commissioned by the government—contract workers make up 70% of the staff of some public sector firms—discovered that the incremental costs for government would be Rs 11,000 crore a year, as opposed to just Rs 5,500 crore for India Inc's contract workers.

It is in the government's own interest to put the amendments in deep freeze, a senior official explained. Sure enough, a committee of secretaries, headed by cabinet secretary Ajit Seth, has failed to reach a consensus and is unlikely to arrive at any time soon, officials admit.

Globally, there are clear guidelines on compensating contract workers. Bajaj Auto has first-hand experience in countries ranging from Austria to Indonesia, which permit downsizing labour with proper compensation. "If such a policy is effective in a developing democracy like Indonesia, why is this considered politically imprudent in India?" he asks. "Such an evolution of the labour law would put an end to this issue overnight. It will enable the competitiveness of companies, while simultaneously ensuring the welfare of individuals."

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IMPACT OF JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT ON EMPLOYEE TALENT RETENTION IN ITES ORGANIZATIONS OF CHENNAI

Dr. V. Dhamodharan93 K. Elayaraja94

ABSTRACT

The impact of organizational commitment on employee retention, increased productivity, reducing absenteeism, has been documented by many studies such as those of Steers (1977); Porter et al. (1974); Reiches (1985) and Tett and Meyer (1993). To retain the employees, organizations develop HR practices that enhance job satisfaction among employees and make them stay with the firm for a longer time. This shows that it is not just employee talent retention but also retention of valuable skills (Acton et al., 2003). When employees are satisfied in their jobs, it leads to increased commitment to the organization and the organization can retain its employees. This study aims to determine the impact of job satisfaction and organizational commitment on employee talent retention with specific reference to ITES companies in Chennai.

KEYWORDS

Job Satisfaction, Organizational Commitment, Employee Talent Retention, Temporary Workers, Automobile Industry, Contract, Labour Laws etc.

INTRODUCTION

In today's competitive world, the biggest challenge which organizations face is to retain talented employees. Job satisfaction is important to promote functional employee behaviors in the organization. From the organization's perspective, job satisfaction of its workers means a workforce that is motivated and committed to high quality performance. Job satisfaction can be an important indicator of how employees feel about their jobs and a predictor of work behaviors such as absenteeism and turnover. Further, job satisfaction can partially mediate deviant work behaviors. One common research finding is that job satisfaction is correlated with life satisfaction.

Securing organizational commitment and retaining good employees are very important to achieve stability and reduce costly turnover. Organizational commitment influences many behaviors, such as decreased turnover, higher motivation and organizational support. An employee who is affectively committed strongly identifies with the goals of the organization and desires to remain a part of the organization. This employee commits to the organization because he/she "wants to". Organizational commitment is recognized as a key factor in the employment relationship. Similarly, it also is widely accepted that one way to reduce voluntary turnover is by strengthening employee commitment to the organization.

Industry Overview

Business process outsourcing (BPO) is a subset of outsourcing that involves the contracting of the operations and responsibilities of specific business functions (or processes) to a third-party service provider. Often the business processes are information technology-based, and are referred to as ITES-BPO, where ITES stands for Information Technology Enabled Service. Indian BPO companies offer varied services, such as, customer support, technical support, telemarketing, insurance processing, data processing, forms processing, bookkeeping and internet / online / web research. The IT-BPO sector in India aggregated revenue of $100 billion in FY 2012, where export and domestic revenue stood at $69.1 billion and US $31.7 billion respectively.

Though 2013 has left the US$ 108 billion IT and ITES sector of India standing at the crossroads, Software Services Industry Body NASSCOM is absolutely positive about the growth of India’s IT sector. According to NASSCOM, “newer geographies” are set to double their contribution to India to 20% by 2020”. As per the estimation of NASSCOM purely domestic and export services of the Indian IT sector is expected to generate US$ 225 billion by 2020.

Why Do ITES Employees Quit?

In the ITES industry, work can often be monotonous and opportunities for career growth are minimal. So when opportunities beckon, employees leave the organization for greener pastures. However, there are some common reasons that especially cause people to leave. Surveys have listed the following as few major reasons for attrition:

- Night shifts and rotational shifts,
- For higher education,

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• Inability to handle various types of stress,
• Monotonous work,
• Company policies are not conducive,
• Lack of career growth,
• Problems with those in senior positions or peer managers,
• For higher salary and better designation,
• No time for personal life,
• Misguidance by the company,
• Grievances,
• Dissatisfied by appraisal system,
• Dissatisfied by internal job posting (IJP), etc.

These are some of the reasons that employees highlighted when exit interviews were conducted by the ITES organizations. Hence, we can infer that it is not only the money and career factors that propel the employees to quit jobs in ITES organizations, but rather intention to leave is also influenced by mental, physical and emotional factors. Many students right out of college get attracted to the ITES industry as they want to explore the corporate world and make some money, they also get attracted to hikes and better offers from other companies and then they change companies because there would be a hike in the salary by the next hiring company. But these days, many ITES organizations have made efforts to curb attrition and have been coming up with several innovative strategies to keep the employees in the organization. Employee retention is obviously one of the toughest tasks in the ITES industry.

REVIEW OF LITERATURE

Job satisfaction is defined as the extent to which employees like or dislike their jobs. Job satisfaction covers several aspects pertaining to the job and this includes nature of work, meaningfulness of job tasks, job characteristics, promotion, increments, and the job itself (SushamaKhanna 2011). This attitude about one’s job is said to play a major role in influencing turnover intentions of the employees. Indian employees are, on average satisfied with their jobs overall, and with teamwork between co-workers, however they tend to be less satisfied with their compensation and benefits and with their incentive pay (Robbins, Judge, Vohra 2011).

Research on turnover and retention in ITES does not much support the claim that turnover can be independent of job satisfaction, but rather suggest that ITES employees seem to be quicker to change jobs than other employees when they are dissatisfied with their current employer (Hacker, 2003).

Organizational commitment is a “psychological stabilizingor helpful force that binds individuals to courses of action relevant” to the organization (Carrie`re and Bourque 2009). Individuals with higher levels of organizational commitment have a sense of belonging and identification with the organization that increases their desire to pursue the organization’s goals and activities, and their willingness to remain a part of the organization (Meyer and Allen, 1991). Moreover, organizationally committed individuals are far less likely to engage in absenteeism and turnover (Golden and Veiga, 2008).

Porter et al (1974) further describes organizational commitment as “an attachment to the organization, characterized by an intention to remain in it; an identification with the values and goals of the organization; and a willingness to exert extra effort on its behalf”. Individuals consider the extent to which their own values and goals relate to that of the organization as part of organizational commitment, therefore it is considered to be the linkage between the individual employee and the organization.

Initially theorized as a one-dimensional construct, organizational commitment is now known to be multidimensional in nature. The most common forms of organizational commitment studied and reported on in the academic literature are affective (emotional attachment to the organization), continuance (perceived costs associated with leaving the organization) and normative (feeling of obligation towards the organization) (Carrie`re and Bourque, 2009; Rego and Cunha, 2008). Each of these components contributes to strengthening the likelihood that the employee will remain in the organization, but the nature of each mindset differs from the others.

Employees with a strong affective bond remain because they want to do so. Those with strong continuance commitment stay because they feel they have to. Normatively committed employees remain because they feel they ought to (Rego and Cunha, 2008; Parish Cadwallader, Busch, 2008). These three components of commitment help to define the overall organizational commitment.

Even Meyer and Allen (1991) refer to the affective commitment (AC) as “employee’s emotional relationship to, recognition with, and participation in the organization” (employees stay with a firm because they want to), continuance commitment (CC) “refers to a consciousness of the costs connected with leaving the organization” (employees stay with a firm because they need to), and normative commitment “reflects a feeling of obligation to continue employment” (employees stay with a firm because they ought to).
PROBLEM OF ATTRITION IN ITES INDUSTRY

The ITES industry is the highest job provider in the IT sector employing a total of more than 8 lakh professionals. Notwithstanding the initial glamour of this sector as a heralder of opportunities and an attractive career option, today with the vast number of players in the arena and easy availability of lucrative software jobs, the sector is smitten with the problem of attrition. With an attrition rate estimated at 50% and an average employment lifespan of 12-14 months per person, the ITES industry presents one of the challenging terrains for HR professionals. During December 2010–April 2011, the attrition rate in the business process outsourcing (BPOs) has increased to 55 per cent from about 40 per cent in the same period previous year, an Assocham study said. Besides, the industry is facing serious challenges like shortage of skilled and educated workers, the study said.

Services offered by the IT/ITES and BPO in the domains of pharmaceuticals and financial services have registered an attrition rate of 60 per cent; in retail and IT sectors 50 per cent; and in automobiles, FMCG and infrastructure sectors 50 per cent during period under the review, the study said. At present, India's BPO industry is facing a stiff competition from countries like Mexico, Philippines, Malaysia, China, Canada and Ireland.

Even big firms like Infosys and Wipro have an attrition rate of close to 20%, which is very high. As a quality workforce is crucial for business success, employers have started taking this very seriously and a lot of initiatives are being taken to curb attrition and retain talented employees. As Kamal Karanth of Kelly Services India puts it, “The workforce is the backbone of the BPO industry and the attrition rates have becoming alarmingly high for the industry. Most of the companies are promoting within to ensure that talent remains.”

Attrition has terrible effects on the company. The high attrition costs considerably increases the costs to the organization. They have to deal with the amount of disruption due to unplanned exits. The more people leave an organization, the more it is a drain on company’s resources like recruitment expenses, training and orientation resources and time. The high attrition rate also affects productivity. Hence, it is extremely critical to curb attrition not only for an individual company but also for the industry as a whole.

One way to address issue of employee turnover is to understand the job satisfaction and commitment level of employees. A lot of studies are conducted separately on commitment, satisfaction and motivation but very few studies are there on ITES sector linking these three. So it is crucial to conduct a study on job satisfaction and organizational commitment in ITES industry and also to identify the important motivating factors to retain the highly talented workforce.

HOW ITES ORGANIZATIONS ENHANCE JOB SATISFACTION IN ORDER TO RETAIN EMPLOYEES- A FEW CASES

Case1 – AMEX

Apart from incentives, gifts and perks, companies are now working on “exceptional” benefits to keep their staff satisfied. American Express’s (Amex) parental care work life program "Dil Se" is the latest among such benefits. “Dil Se” provides personalized concierge service, healthcare with 24/7 emergency medical helpline, transport service and mobility aid to aged parents of employees. The initiative has been taken after an internal research by Amex that showed the average age of its employees was 29 and 60% of them live with dependent parents.

Case2 – CONVERGYS

Convergys MD HanumantTalwar said, "Our focus on employee engagement is very high. We offer free meals, festival gifts and support in education and career development."Reimbursement of tuition fees for higher studies is also part of such benefits.

SIGNIFICANCE OF TALENT RETENTION

Now that so much is being done by ITES organizations to retain its employees, why is retention so important? Is it just to reduce the turnover costs? It’s not only the cost incurred by a company that emphasizes the need of retaining employees but also the need to retain talented employees from getting poached.

The process of talent retention will benefit an organization in the following ways:

Turnover leads to more turnovers

When an employee terminates, the effect is felt throughout the organization. Co-workers are often required to pick up the slack. The unspoken negativity often intensifies for the remaining staff. Whenever an employee quits the organization it is felt throughout the organizational set up as the team members may be curious to know why that particular employee left the organization and may influence another employee to think on quitting the job if this is going to happen certainly attrition rate of the organization is going to be up.
Loss of Company Knowledge

When an employee leaves, he takes with him valuable knowledge and information about the company, customers, current projects and past history (sometimes to competitors). Often much time and money has been spent on the employee in expectation of a future return. When the employee leaves, the investment is not realized.

The Cost of Turnover

The cost of employee turnover adds hundreds of thousands of money to a company's expenses. While it is difficult to fully calculate the cost of turnover (including hiring costs, training costs and productivity loss), industry experts often quote 25% of the average employee salary as a conservative estimate.

Interruption of Customer Service

Customers and clients do business with a company in part because of the people. Relationships are developed that encourage continued sponsorship of the business. When an employee leaves, the relationships that employee built for the company are severed, which could lead to potential customer loss.

Goodwill of the company

The goodwill of a company is maintained when the attrition rates are low. Higher retention rates motivate potential employees to join the organization.

Regaining efficiency

If an employee resigns, then good amount of time is lost in hiring a new employee and then training him/her and this goes to the loss of the company directly which many a times goes unnoticed. And even after this you cannot assure us of the same efficiency from the new employee.

PROPOSED SUGGESTIONS

From the review of literature, it is clear that IT employees seem to be quicker to change jobs than other employees when they are dissatisfied with their current employer (Hacker, 2003). So it is important to improve their job satisfaction and commitment.

Among the items comprising the scale for job satisfaction, the items with highest satisfaction levels are those related to the social aspects of the job, working conditions (excluding working hours), interest (from intrinsic aspects of the job), job security, communication, and ease of the job (as an intrinsic aspect of the job). On the other hand, ITES employees are dissatisfied because of long working hours, bad supervision, lack of appreciation from management, and low salary.

To increase the job satisfaction and organizational commitment it is very important to identify the factors that would motivate employees. The most important motivational factors for ITES employees were good wages, promotion/growth in job, job security, interesting work, and appreciation of work.

Recognizing innovative ideas and contributions of the employees will increase organizational commitment and job satisfaction. Talent should be identified and suitable rewards should be provided to motivate employees and increase job satisfaction. ITES companies should pay more attention in improving working hours, promoting good supervision, and appreciating employees for the work they are doing. They should pay more attention to the salary of the employees as it has highest correlation with affective commitment. It can reduce the employee turnover and the cost associated with it. When employees feel that the organization is providing good supervision, positive feelings of well-being are created. This is likely to stimulate them to reciprocate by increasing their sense of obligation to the organization and the belief that staying is the ‘right thing’ to do to the organization.

CONCLUSIONS

The main issues in the ITES industry are employee turnover and attrition. Employee retention to a large extent depends on job satisfaction and organizational commitment. We can infer that when employees are satisfied with their jobs, they are committed to stay with the organization and are reluctant to exit from their current job. Increased commitment will also increase their efficiency. But to increase the job satisfaction and organizational commitment, the compensation and supervisory support plays critical role, as the results show that these two are core variables in increasing commitment in ITES industry.

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ALTRUSTRIC BEHAVIOUR OF SOCIAL MEDIA WORKERS

C. Venkateswaran95, N. Nivetha96

ABSTRACT

The main and responsible role was given to the social media workers in the society. Despite they are well in the altruistic behaviour, they have to go more in others like conscientiousness and courtesy oriented manners. If it can happen, country will meet many new opportunities to meet the objectives more effectively.

KEYWORDS

Social Media Workers, Altruistic Behaviour, Manners, Attitude etc.

INTRODUCTION

Organizational Citizenship Behaviors (OCBs) are a special type of work behavior that are defined as individual behaviors that are beneficial to the organization and are discretionary, not directly or explicitly recognized by the formal reward system. These behaviors are rather a matter of personal choice, such that their omission are not generally understood as punishable. OCBs are thought to have an important impact on the effectiveness and efficiency of work teams and organizations, therefore contributing to the overall productivity of the organization. OCBs are often considered a subset of contextual performance.

Dimensionality

Scholars hold different views with respect to the dimensionality of OCB. Smith, Organ, and Near (1983) conceptualized OCB with two dimensions: altruism (behavior targeted specifically at helping individuals) and generalized compliance (behavior reflecting compliance with general rules, norms, and expectations). Later Organ (1988) identified five dimensions belonging to OCBs: Altruism, Courtesy, Civic Virtue, Conscientiousness and Sportsmanship. Largely based on Organ's (1988) five-dimension taxonomy, Williams and Anderson (1991) proposed a two-dimensional conceptualization of OCB: OCB-I (behaviors directed toward Individuals; comprising altruism and courtesy) and OCB-O (behaviors directed toward Organization; comprising the remaining three dimensions in Organ's (1988) conceptualization). Some scholars also have utilized a unidimensional or overall OCB measure in their research (e.g., Decktop, Mangel, & Cirka, 1999). A most recent meta-analysis conducted by Hoffman, Blair, Meriac, and Woehr (2007) suggested that "current operationalizations of OCB are best viewed as indicators of a general OCB factor,... there is likely little to be gained through the use of separate dimensional measures as opposed to an overall composite measure" (p. 562). A similar conclusion was reached by a previous meta-analysis (LePine, Erez, & Johnson, 2002).

There is also additional dimensional which is called OCB-S (organizational citizenship behaviors beneficial to one's supervisor).

Type of organizational citizenship behaviors:

- Altruism [benevolence] (e.g., is always helpful),
- Conscientiousness (e.g., stays even overtime to complete a task),
- Ability to work under pressure (e.g., does not complain about the usual stress situations),
- Thoughtfulness (e.g., considers the effects of his actions to others),
- Commitment for the community (e.g., offers constructive suggestions for initiatives for change).

ALTRUISM

"Selflessness" redirects here. For the 1965 jazz album, see Selflessness: Featuring My Favorite Things.

Altruism is selfless concern for the welfare of others. It is a traditional virtue in many cultures, and a core aspect of various religious traditions, though the concept of 'others' toward whom concern should be directed can vary among religions. Altruism is the opposite of selfishness.

Altruism can be distinguished from feelings of loyalty and duty. Altruism focuses on a motivation to help others or a want to do good without reward, while duty focuses on a moral obligation towards a specific individual (for example, God, a king), a specific organization (for example, a government), or an abstract concept (for example, patriotism etc.). Some individuals may feel both altruism and duty, while others may not. Pure altruism is giving without regard to reward or the benefits of recognition and need.

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The term altruism may also refer to an ethical doctrine that claims that individuals are morally obliged to benefit others. Used in this sense, it is the opposite of egoism.

THE NOTION OF ALTRUISM

The concept has a long history in philosophical and ethical thought. The term was originally coined in the 19th century by the founding sociologist and philosopher of science, Auguste Comte, and has become a major topic for psychologists (especially evolutionary psychology researchers), evolutionary biologists, and ethologists. While ideas about altruism from one field can have an impact on the other fields, the different methods and focuses of these fields lead to different perspectives on altruism.

SCIENTIFIC VIEWPOINTS

Anthropology

Marcel Mauss's book The Gift contains a passage "Note on alms". This note describes the evolution of the notion of alms (and by extension of altruism) from the notion of sacrifice.

"Alms are the fruits of a moral notion of the gift and of fortune on the one hand, and of a notion of sacrifice, on the other. Generosity is an obligation, because Nemesis avenges the poor and the gods for the superabundance of happiness and wealth of certain people who should rid themselves of it. This is the ancient morality of the gift, which has become a principle of justice. The gods and the spirits accept that the share of wealth and happiness that has been offered to them and had been hitherto destroyed in useless sacrifices should serve the poor and children."

- Compare Altruism (ethics) - perception of altruism as self-sacrifice.
- Compare explanation of alms in various scriptures.

Evolutionary explanations

Main articles: Altruism in animals, Evolution of morality, and Evolutionary ethics

In the science of ethology (the study of animal behaviour), and more generally in the study of social evolution, altruism refers to behaviour by an individual that increases the fitness of another individual while decreasing the fitness of the actor. Researchers on alleged altruist behaviours among animals have been ideologically opposed to the sociological social Darwinist concept of the "survival of the fittest", under the name of "survival of the nicest"—not to be confused with the biological concept of Darwin's theory of evolution. Insistence on such cooperative behaviors between animals was first exposed by the Russian zoologist and anarchist Peter Kropotkin in his 1902 book, Mutual Aid: A Factor of Evolution.

Theories of apparently-altruistic behavior were accelerated by the need to produce theories compatible with evolutionary origins. Two related strands of research on altruism have emerged out of traditional evolutionary analyses, and from game theory respectively.

Some of the proposed mechanisms are:

- Behavioural manipulation (for example, by certain parasites that can alter the behavior of the host),
- Bounded rationality (for example, Herbert Simon),
- Conscience,
- Kin selection including eusociality (see also "selfish gene"),
- Reciprocal altruism, mutual aid,
- Selective investment theory - a theoretical proposal for the evolution of long-term, high-cost altruism,
- Sexual selection, in particular, the Handicap principle,
- Reciprocity:
  - Direct reciprocity (repeated encounters),
  - Indirect reciprocity (for example, reputation),
  - Strong reciprocity,
  - Pseudo-reciprocity.

The study of altruism was the initial impetus behind George R. Price's development of the Price equation, which is a mathematical equation used to study genetic evolution. An interesting example of altruism is found in the cellular slime moulds, such as Dictyostelium mucoroides. These protists live as individual amoebae until starved, at which point they aggregate and form a multicellular fruiting body in which some cells sacrifice themselves to promote the survival of other cells in the fruiting body.
Social behavior and altruism share many similarities to the interactions between the many parts (cells, genes) of an organism, but are distinguished by the ability of each individual to reproduce indefinitely without an absolute requirement for its neighbors.

**Neurobiology**

Jorge Moll and Jordan Grafman, neuroscientists at the National Institutes of Health and LABS-D’Or Hospital Network (J.M.) provided the first evidence for the neural bases of altruistic giving in normal healthy volunteers, using functional magnetic resonance imaging. In their research, published in the Proceedings of the National Academy of Sciences USA in October, 2006,[8] they showed that both pure monetary rewards and charitable donations activated the mesolimbic reward pathway, a primitive part of the brain that usually lights up in response to food and sex. However, when volunteers generously placed the interests of others before their own by making charitable donations, another brain circuit was selectively activated: the subgenual cortex/septal region. These structures are intimately related to social attachment and bonding in other species. Altruism, the experiment suggested, was not a superior moral faculty that suppresses basic selfish urges but rather was basic to the brain, hard-wired and pleasurable. Another experiment funded by the National Institutes of Health and conducted in 2007 at the Duke University in Durham, North Carolina suggests a different view, "that altruistic behavior may originate from how people view the world rather than how they act in it". In the study published in the February 2007 print issue of Nature Neuroscience, researchers have found a part of the brain that behaves differently for altruistic and selfish people.

In the next stage, the scientists asked the participants some questions about type and frequency of their altruistic or helping behaviours. They then analysed the responses to generate an estimate of a person's tendency to act altruistically and compared each person's level against their fMRI brain scan. The results showed that pSTC activity rose in proportion to a person's estimated level of altruism. According to the researchers, the results suggest that altruistic behavior may originate from how people view the world rather than how they act in it. "We believe that the ability to perceive other people's actions as meaningful is critical for altruism", said lead study investigator Dharol Tankersley.

**Genetics**

A study by Samuel Bowles at the Santa Fe Institute in New Mexico, US, is seen by some as a breathing new life into the model of group selection for altruism, known as "Survival of the nicest". Bowles conducted a genetic analysis of contemporary foraging groups, including Australian aboriginals, native Siberian Inuit populations and indigenous tribal groups in Africa. It was found that hunter-gatherer bands of up to 30 individuals were considerably more closely related than was previously thought. Under these conditions, thought to be similar to those of the middle and upper Paleolithic, altruism towards other group-members would improve the overall fitness of the group. This is however simply a form of inclusive fitness - one vehicle helping other vehicles likely to contain the same genes.

If an individual defends the group, risking death or simply reducing his reproductive fitness, genes that this individual shares with those he successfully defends (group members) would increase in frequency (thanks to his defence supposing their reproduction). If such helpful acts are rewarded with food sharing, sexual access, monogamy or other benefits, there is not average "cost" of altruistic behaviour to be repaid. Bowles assembled genetic, climactic, archaeological, ethnographic and experimental data to examine the cost-benefit relationship of human cooperation in ancient populations. In his model, altruism is selected for when members of a group bearing genes for altruistic behaviour pay a cost - limiting their reproductive opportunities - but receive a benefit from sharing food and information. If their acts increase the average fitness of group members, altruism increase so long as group members tend also to maintain or increase their inter-relatedness (in-group mating). Bands of such altruistic humans could then act together not only defensively, but aggressively, to gain resources from other groups.

Altruist theories in evolutionary biology were contested by Amotz Zahavi, the inventor of the signal theory and its correlative, the handicap principle, based mainly on his observations of the Arabian Babbler, a bird commonly known for its surprising (alleged) altruistic behaviours.

**RELIGIOUS VIEWPOINTS**

Most, if not all, of the world's religions promote altruism as a very important moral value. Judaism, Jainism, Hinduism, Islam, Christianity, Buddhism, and Sikhism, etc., place particular emphasis on altruistic morality.

**Buddhism**

Altruism figures prominently in Buddhism. Love and compassion are components of all forms of Buddhism, and both are focused on all beings equally: the wish that all beings be happy (love) and the wish that all beings be free from suffering (compassion). "Many illnesses can be cured by the one medicine of love and compassion. These qualities are the ultimate source of human happiness, and the need for them lies at the very core of our being" (Dalai Lama). Since "all beings" includes the individual, love and compassion in Buddhism are outside the opposition between self and other. It is even said that the very distinction between self and other is part of the root cause of our suffering. In practical terms, however, because of the spontaneous self-centeredness of most of us, Buddhism encourages us to focus love and compassion on others, and thus can be characterized as "altruistic." Many would agree with the Dalai Lama that Buddhism as a religion is kindness toward others.
In Buddhism, karma is not the only cause of everything that happens. The commentarial tradition classified causal mechanisms governing the universe as taught in the early texts in five categories, known as Niyama Dhammas:

- Kamma Niyama — Consequences of one's actions,
- Utu Niyama — Seasonal changes and climate,
- Biija Niyama — Laws of heredity,
- Citta Niyama — Will of mind,
- Dhamma Niyama — Nature's tendency to produce a perfect type.

The social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. "Furthermore, social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities, and individuals. So in this field, contributions of citizenship attitude among workers towards positive society are highly required.

Helping tendency among social media workers are good. But the competition in the market making them not more in to an altruistic behavior. When compared with citizenship behavior in the perspectives of Psychological contract. Social media workers ahead good recognized in the society.

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CONSEQUENCE OF ONLINE PUBLICITY IN SOCIAL MEDIA

R.Anandan\textsuperscript{97} Shahul Ameed\textsuperscript{98}

ABSTRACT

Online privacy is a blazing hot issue in recent years. With ubiquitous media coverage using social network and, most recently, a federally-proposed “Do Not Track” system, web users are more aware than ever that what they do online – and how they do it – is most likely tracked in one form or another. To gauge consumer sentiment on Internet privacy and behaviorally-targeted web advertising, we asked more than 1,000 online Indian adults aged 18 or older for their thoughts on common online marketing practices and how such practices impact their perceptions of Internet publicity, as well as their perceptions of the brands that are behind the advertisement.

The publicity usually follows the display campaign but now the markets are very much keen in behavioral approach using the worldwide public publishers like twitter, face book etc.

A cluster sampling has been used. A total number of 100 respondents were surveyed from in around urban areas in around Chennai. From the present study it is found that the impact of advertising in the social media tends to rapid increase in profit and the marketing of their product made easy.

KEYWORDS

Online Publicity, Social Media, Urban Markets, Internet Publicity, Internet Privacy, Behavioral approach etc.

INTRODUCTION

Now a day there is huge demand in advertising media among fostering area of Business management. The effect of advertising mainly depends on the impact of public awareness through news papers, e-media, press and broadcasting media. In our present research we mainly focused on the web sources since the 80% of total population depends only on e-media and e to e business solutions.

LITERATURE REVIEW

A predictable figure is around Rs. 100 crore worth of ads on the internet. Ads on the net are still not paid to the extent of 60-70%. Even billed ads are at cut-rates. The real ad business on the net is still Rs. 25-30 crore. A lot of agencies are coming forward to do net advertising.

Clients still are not comfortable with this new medium. On-line media planning is emerging as a new business. In the US, the leading firm is the Double-click. In India, firms are Micro media, Media Acope and Intercept.

A net can narrowcast and target ads at a sharply defined segment. Some sites have a revenue model based on ad income. Ads on the net have to buy audience rather than space or banners. Advertisers can approach his target through a variety of sites, but with one single media buy. Advertisers can select audiences’ location wise, say a BPL mobile ad in Mumbai and Bharati Telecom ad in Delhi. Ads can be targeted to editorial content of the web pages, say cosmetic ads to the health ad beauty pages. Ads can be targeted in terms of time, sy deos in the afternoon rather than in the morning. Research can increase the effectiveness of on-line communication. SHH Kazmi and Satish K Batra “Advertising and Sales Promotion” p.320, edition 2. ISBN 81-7446-394-1(PB) It was certainly a sad day for newspapers and Magazines when eMarketer released a report early in 2012 stating that this year would be the year that spending for online advertising would surpass spending for print advertising. Print publishers, of course, knew that this day was coming. After all, in 2011, online ad spending grew 23% in the United States, just passing the $32 billion mark.

In 2012, spending on online ads will grow another 23% to nearly $40 billion. Meanwhile, the more spending for online ads grows, the more spending for print ads shrinks. Spending for magazine and newspaper ads is anticipated to fall by 6.1% this year to a scant $36 billion. www.onlineadvertising.com

RESEARCH METHODOLOGY

In the present study a survey is made among Indian population of southern region especially southern region of Tamilnadu. The study is based on the sample size of 100.

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Sampling

The research study has focused on urban consumers of above 18 years of age since they can recall the reasons, which affect their discernment of Online Publicity in Social Media. This research studied the psychology behind online consumer’s behavior & also their perception of Online Publicity in Social Media. It also seeks the effect of Internet ads on the attitude of online consumers.

A cluster sampling has been used. A total number of 100 respondents were surveyed from in around urban areas in around Chennai.

Nature of Data

Secondary Research: We surveyed the available literature related to the social media problem. The published data from various sources like e-Journals, Internet, Books were studied and analyzed.

Quantitative research: After the collection of secondary data, the questionnaire was designed to collect the primary data. It is analyzed on the basis of suitable table by using – Bar technique and percentage analysis.

Chi-Square test is applied to test the goodness of fit to verify the distribution of observed data.

KEY FINDINGS

The behavioral approach follows three type of studies based on age, behaviorally targeted advertisements and on privacy.

The impact of publicity in social media is analyzed through four streams of age group peoples. The first group is between 18-30, the second group is between 31-40, the third group is between 41-50 and fourth group is above 50.

Age matters: One-third (35.2%) of 18-30 year-old respondents who have seen tailored online ads say they like them, but 36.1% of 31-40 year-olds and 44.0% of those 41-50 or older say they don’t like them.

Behaviorally-targeted ads can impact (positively or negatively) web user opinions about the specific companies or products being advertised• Three-in-five (60.9%) respondents think it’s likely websites and advertisers know non-personal information about them; more than half (54.5%) think websites and advertisers know personal information.

Privacy: While personal privacy overall is a concern for the majority of web users, men and women feel differently about relevant online ads and the use of non personal information: 37.3% of men say they wouldn’t mind web tracking if it increased ad relevancy, vs. just 19.8% of women Online privacy concerns aside, one-third (33.5%) of respondents follow or like companies and brands on platforms such as Facebook and Twitter.

RESULTS AND DISCUSSION

Statistical analysis of Behavioral Approach

The statistical analysis is studied based upon two promising factors based on the user perception and the targeted user, using these factors hypothesis is farmed as follows:

Analysis of Internet user’s discernment of online advertisements

H0: The five options (amusement, useful, nuisance, trustworthiness and acquisition) i.e perception behind the online advertisements is same for all people (each of these options have same prominent value on the respondents).

H1: The five options (amusement, useful, nuisance, trustworthiness and acquisition) i.e perception behind the online advertisements is different for all people (each of these options have same prominent value on the respondents).

Table-1: Sampling values of Respondents Behavior

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Amusement</th>
<th>Useful</th>
<th>Nuisance</th>
<th>Procurement</th>
<th>Acquisition</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-30</td>
<td>4.2</td>
<td>6.16</td>
<td>5.04</td>
<td>4.48</td>
<td>8.12</td>
<td>28</td>
</tr>
<tr>
<td>31-40</td>
<td>4.05</td>
<td>5.94</td>
<td>4.86</td>
<td>4.32</td>
<td>7.83</td>
<td>27</td>
</tr>
<tr>
<td>41-50</td>
<td>4.5</td>
<td>6.6</td>
<td>5.4</td>
<td>4.8</td>
<td>8.7</td>
<td>30</td>
</tr>
<tr>
<td>&gt;50</td>
<td>2.25</td>
<td>3.3</td>
<td>2.7</td>
<td>2.4</td>
<td>4.35</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>22</td>
<td>18</td>
<td>16</td>
<td>29</td>
<td>100</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation
On the basis of results of the study, the researcher found that value of Chi –square for the measurement of relationship between perception behind the online advertisements is same for all people is 2.28 at 12 degrees of freedom at 95% confidence level of interval or in other words , 95% significant level and the table value =2.26 which is lower than chi square value. So the Null hypothesis accepted. Hence there is a Significant Relationship between the perception behind the online advertisements is same for all people.

Analysis of the relationship between the websites that are most searched for & Age of the respondents.

H₀: Age of the respondents and the websites that are most clicked at, are independent.
H₁: Age of the respondents and the websites that are most clicked at, are dependent.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Email</th>
<th>Net surfing</th>
<th>Online marketing</th>
<th>Online trading</th>
<th>Online Trading</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-30</td>
<td>7.28</td>
<td>5.04</td>
<td>8.4</td>
<td>5.32</td>
<td>5.6</td>
<td>28</td>
</tr>
<tr>
<td>31-40</td>
<td>7.02</td>
<td>4.86</td>
<td>8.1</td>
<td>5.13</td>
<td>5.4</td>
<td>27</td>
</tr>
<tr>
<td>41-50</td>
<td>7.8</td>
<td>5.4</td>
<td>9</td>
<td>5.7</td>
<td>6</td>
<td>30</td>
</tr>
<tr>
<td>&gt;50</td>
<td>3.9</td>
<td>2.7</td>
<td>4.5</td>
<td>2.85</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>26</td>
<td>18</td>
<td>17</td>
<td>19</td>
<td>20</td>
<td>100</td>
</tr>
</tbody>
</table>

On the basis of results of the study, the researcher found that value of Chi –square for the measurement relationship between the websites that are most searched for & Age of the respondents is .202 at 12 degrees of freedom at 95% confidence level of interval or in other words, 95% significant level and the table value =.200 which is lower than chi square value. So the Null hypothesis accepted. Hence there is a Significant Relationship between Age of the respondents and the websites that are most clicked at, are independent.

CONCLUSION

On the basis of results of the overall study on consequence of online publicity in social media the result which came from survey of 100 respondents. Behaviorally-targeted ads can impact (positively or negatively) web user opinions about the specific companies or products being advertised. Three-in-five (60.9%) respondents think it’s likely websites and advertisers know non-personal information about them; more than half (54.5%) think websites and advertisers know personal information. Secondly I analyzed Significant Relationship between the perception behind the online advertisements is same for all people and we determined the significant relationship age of the respondents and the websites that are most clicked at, are independent.
Finally we included that the online publicity of social media was very effective of all age group of people and present study it is found that the impact of advertising in the social media tends to rapid increase in profit and the marketing of their product made easy.

REFERENCES


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CUSTOMER RELATIONSHIP MANAGEMENT: AN EMPIRICAL STUDY OF NEW MEDIA INTERVENTION IN IRANIAN AND INDIAN CORPORATE HOUSES

Dr. B. P. Mahesh Chandra Guru99 Fatemeh Ghanbari100

ABSTRACT

The goal of Customer Relationship Management is to reach out to the customers who are the most important segment of stakeholders from the point of view of organizational development. A good deal of interest has been aroused in India and abroad on the new media, which are essential for meaningful transactions between the customers and modern organizations. The review of literature reveals that the past investigations did not lay adequate on application of new media in the process of CRM with reference to study areas. The present study examined the application of new media in the CRM with special reference to corporate houses in India and Iran. The major objective of the present study was to understand the status, problems and prospects of CRM with special reference to application of new media. The present study approached the problem through a systematic survey method, which is widely used in the field of mass communication, corporate communication, corporate advertising and other disciplines all over the world. The investigation reveals that it is imperative to formulate a CRM policy now of competitive business management in the new millennium. The CRM system should be well equipped with competent human resources and state of the art technologies and equipment has in order to facilitate healthy and constructive CRM in these organizations. The management should also organize necessary training and orientation programmes to the CRM professionals in order to develop their vision and mission in the field of activity concerned.

The policy makers should realize that CRM is based on authentic strategies and practices for the enhancement of customer loyalty and marketing opportunities on the basis of systematic and scientific methods of CRM. The application of new media for CRM should be standardized in consultation with the specialists in the field concerned. The corporate houses should realize that creativity and capacity of CRM primarily depend upon the systematic and scientific methods of evaluation. A surge in CRM interest is typically attributed to the strong relationship between CRM and organizational development regardless of the nature of ownership and areas of operation.

The future agenda for CRM in BHEL, Butane Industrial Group, Biocon and SAIPA Yadak Company must deal with the incorporation of professional ethics and corporate social responsibility, which have become the salient features of contemporary business. The CRM services have to be rendered with due respect to constitutional, ethical and professional norms and guidelines. The top management, coordination committee, professionals and other personnel have to work in close collaboration toward designing socially accountable and economically viable CRM approaches which matter most in the present times in India, Iran and other nations.

KEYWORDS

Corporate World, Corporate Communication, Customer Relationship Management, New Media Application, Iranian and Indian Corporate Houses etc.

INTRODUCTION

CRM is an important component of corporate communication, which has undergone series of changes and modifications all over the world mainly because of globalization, liberalization, privatization, competitiveness, communication revolution, scientific advancement, social marketing and other factors. The goal of CRM is to reach out to the customers who are the most important segment of stakeholders from the point of view of organizational development.

The customers are usually spread across different parts of the world and that it is the bounden duty and responsibility of modern organizations to provide customer-friendly goods and services in order to enhance the economic status of the modern organizations. Public and private organizations have invested adequate resources, manpower and technologies on systematic CRM, which is rightly considered as an invaluable asset to organizational management.

New media provide plenty of opportunities for speedy, efficient and interactive communication in the present times. In particular, new media are rightly perceived as effective tools of communication, which are required to conduct interactive, personalized and relevant communication with customers across the society. A good deal of interest has been aroused in India and abroad on the new media, which are essential for meaningful transactions between the customers and modern organizations. The present study examined the application of new media in the CRM with special reference to corporate houses in India and Iran.

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REVIEW OF LITERATURE


SIGNIFICANCE OF STUDY

Corporate houses in Iran and India have consciously utilized the new media to a considerable extent in order to build mutually beneficial relationship. Corporate houses have also used this tool to further human relationship rather than gather mere information from the customers. The corporate houses have adopted new media practices to enhance their marketing strategies and generate adequate income in this age of competitiveness. The implications for new media are generally recognized from a marketing perspective rather than human relations perspective. The corporate houses have joined the ‘cyber world’ mainly to multiply customer transactions and enhance customer satisfaction. However, the empirical studies are seldom linked to conceptual schemes or operational strategies with respect to adoption of new media for CRM in the corporate houses all over the world.

Presently, emphasis is laid on the setting of everlasting relationship between corporate houses and various customers. New media practice is one of several forms of marketing and needs to be examined from the point of view of ‘social marketing’. In this age of paradigm shift, new media practices are required to focus the attention of the management on marketing efforts, which produce socially and economically beneficial results. Studies have also revealed that new media practices offer a win-win platform for firms and customers regardless of the nature of economic operations. Today, the customers are at the center of the organization and that corporate houses should realize the significance of cultivating lasting customer relations by using all tools of persuasive communication including new media. However, adequate systematic evaluations are not made regarding the status, problems and prospects of new media application for CRM in Iran and India. Hence, it was decided to evaluate the impact of new media on CRM in Iran and India not as a means of communication but as a support to sustainable business management.

STATEMENT OF RESEARCH PROBLEM

The problem has been chosen for the present study because:

1. Economic development has been accorded a high priority in Iran and India.
2. Iran and India are well known in the world for promoting corporate houses in good number.
3. New media practices are absolutely related to the development of corporate houses.
4. CRM becomes a crucial aspect of corporate communication and advertising in Iran and India.
5. New media practices have to be developed based on ground realities and expert suggestions and guidelines for achieving the goals of corporate communication and advertising.

It is essential to have a vision backed up by appropriate scientific evaluation and research action as new media practices have become an important component of CRM in particular and organizational management in India and Iran. In the absence of suitable research initiative and organizational commitment, it would be difficult to have customer friendly organizational management in these countries. The present study was therefore designed to cover all these dimensions of CRM in modern corporate houses.

OBJECTIVES OF STUDY

The specific objectives of the present study are as follows:

- To understand the accessibility of new media to the corporate communicators and customers of select corporate houses,
- To assess the frequency of new media use by the corporate communicators and customers of select corporate houses,
- To analyze the application of new media for customer relationship management by the corporate communicators and customers of select corporate houses,
- To examine the extent of utility of new media for corporate communicators and customers of select corporate houses;
- To explore the new possibilities of systematic application of new media by the corporate communicators and customers of select corporate houses.
RESEARCH DESIGN

The major objective of the present study was to understand the status, problems and prospects of CRM with special reference to application of new media. With this objective, the present study was planned and conducted in three stages. In the first stage, a pilot study was conducted in order to examine the feasibility and appropriateness of the tools and procedures of the study. In the second stage, interview schedules were developed and perfected in order to collect authentic primary data from the corporate communicators and customers of public and private undertakings of India and Iran. In the third stage, appropriate scientific statistical analysis procedures were followed to ensure systematic data analysis and interpretation. Overall, the present study approached the problem through a systematic survey method, which is widely used in the field of mass communication, corporate communication, corporate advertising and other disciplines all over the world.

Table-1: Distribution of the Sample

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Organizations (Indian and Iranian)</th>
<th>Corporate Communicators</th>
<th>Corporate Customers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bharat Heavy Electricals Limited (Indian Public Company), Bangalore.</td>
<td>75</td>
<td>120</td>
<td>195</td>
</tr>
<tr>
<td>2.</td>
<td>SAIPA Yadak Company (Iranian Public Company), Tehran.</td>
<td>75</td>
<td>120</td>
<td>195</td>
</tr>
<tr>
<td>3.</td>
<td>Biocon (Indian Private Company), Bangalore.</td>
<td>75</td>
<td>120</td>
<td>195</td>
</tr>
<tr>
<td>4.</td>
<td>Butane Industrial Group (Iranian Private Company), Tehran.</td>
<td>75</td>
<td>120</td>
<td>195</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>300</td>
<td>480</td>
<td>780</td>
</tr>
</tbody>
</table>


Statistical Analysis

The study being descriptive in nature, no parametric statistical tests were involved to draw inferences based on the sample results. The interpretation of the chi-square and contingency table analysis justify the assumption of independence, which was primarily carried out at the 0.05% level of significance.

LIMITATIONS OF STUDY

An exhaustive and intensive survey as well as case study was not possible because of large numbers and above practical constraints. Stratified sampling was followed in selecting the respondents since this method of selection also gives significantly correct results with much less time, manpower, money and materials. Though much care was taken to collect the data, the memory bias on the part of the respondents cannot be completely ruled out.

FINDINGS OF THE STUDY

New Media Application among Corporate Communicators

The corporate communicators have stated that e-mail (100%), website (100%), SMS (100%), call center (100%), virtual reality environment (100%), weblog (84.0%), social media (78.67%), e-newsletter (85.33%), e-brochure (74.0%), e-book (70.67%), MMS (83.33%), Bluetooth (80.67%), CD-Rom (86.0%), video conference (90.0%), tele conference (89.33%), pod cast (70.0%), chat room (96.0%), streaming audio (86.0%), streaming video (86.0%), Rich Site Summary (93.33%), General Packet Radio Service (93.33%), Internet telephony (87.33%), mobile computing (95.33%) and Google Earth (88.67%) were available to them as a tools of CRM. However, they have also stated that most of the tools were used regularly for the purpose of CRM in India and Iran.

New Media Application among Customers

The corporate customers have stated that e-mail (100%), website (100%), SMS (100%), call center (100%), virtual reality environment (100%), weblog (72.92%), social media (79.17%), e-news letter (82.50%), e-brochure (72.92%), e-book (68.75%), MMS (83.33%), Bluetooth (79.17%), CD-Rom (74.58%), video conference (87.5%), video-conference (91.25%), pod cast (79.17%), chat room (92.92), streaming audio (82.50%), streaming video (85.42%), Rich Site Summary (89.58%), General Packet Radio Service (87.50%), Internet telephony (91.25%), mobile computing (93.75%) and Google Earth (89.58%) were available to them for the purpose of business transaction. A majority of the respondents have also stated that they used most of the new media regularly for the purpose of business communication in India and Iran.

Testing of Hypotheses

H1. The new media are accessible to the corporate communicators for the purpose of CRM.
The data reveal that the public and private corporate houses in India and Iran have adequate new media infrastructural facilities and services in order to reach out to the customers. Hence, the above hypothesis stands proved according to the data analysis.

**H3. The new media are frequently used by the corporate communicators for the purpose of CRM.**

The data reveal that the corporate communicators in the public and private corporate houses in India and Iran have either all times or sometimes-used most of the tools of CRM. Hence, the above hypothesis stands proved according to the data analysis.

**H4. The application of new media for the purpose of CRM is fruitful.**

The data reveal that the corporate communicators in the public and private corporate houses in India and Iran have experienced the fruitfulness of application of new media for CRM. Hence, the above hypothesis stands proved according to the data analysis.

**H5. The extent of application of new media for the purpose of CRM is absolute.**

The data reveal that the corporate communicators in the public and private corporate houses in India and Iran have absolutely utilized the new media for CRM. Hence, the above hypothesis stands proved according to the data analysis.

**H6. The new media are accessible to the customers for the purpose of CRM.**

The data reveal that the customers of public and private corporate houses have gained the benefit of access to most of the new media for the purpose of CRM. Hence, the above hypothesis stands proved according to the data analysis.

**H7. The new media are frequently used by the corporate communicators for the purpose of CRM.**

The data reveal that the customers in the public and private corporate houses in India and Iran have either all times or sometimes-used most of the tools of CRM. Hence, the above hypothesis stands proved according to the data analysis.

**H8. The application of new media for the purpose of CRM is fruitful.**

The data reveal that the corporate communicators in the public and private corporate houses in India and Iran have experienced the fruitfulness of new media for CRM. Hence, the above hypothesis stands proved according to the data analysis.

**H9. The extent of application of new media by the customers for the purpose of CRM is absolute.**

The data reveal that the customers in the public and private corporate houses in India and Iran have absolutely and moderately utilized the new media for CRM. Hence, the above hypothesis stands proved according to the data analysis.

**IMPLICATIONS OF STUDY**

**Implications on Corporate Houses**

The implications of the findings of the study with special reference to application of new media in CRM in the Indian and Iranian corporate houses in general terms are given below.

**Customer Relationship Management Policy**

The investigation reveals that it is imperative to formulate a CRM policy now of competitive business management in the new millennium. The prominent public and private sector undertakings like BHEL, Butane Industrial Group, Biocon and SAIPA yadak Company may consider constituting an expert committee of policy makers, management specialists, corporate communicators, media professionals and other experts in CRM for evolving an appropriate CRM policy.

**CRM System**

The policy makers of BHEL, Butane Industrial Group, Biocon and SAIPA yadak Company may also consider expanding and developing CRM system in accordance with the tested and tried strategies and practices. The CRM system should be well equipped with competent human resources and state of the art technologies and equipment has in order to facilitate healthy and constructive CRM in these organizations.

**Human Resources Management**

The policy makers may also consider recruiting specialists in CRM, corporate communication, corporate advertising, multimedia, selection of media, strategy making, monitoring and evaluation in order to enrich the process of CRM in BHEL, Butane Industrial
Group, Biocon and SAIPA yadak Company. The management should also organize necessary training and orientation programmes to the CRM professionals in order to develop their vision and mission in the field of activity concerned.

Implementation of CRM Programmes

The policy makers should realize that CRM is based on authentic strategies and practices for the enhancement of customer loyalty and marketing opportunities on the basis of systematic and scientific methods of CRM. Identification of the needs of the customers, understanding the marketing environment, selecting the appropriate tools and technologies, human resources development, management of corporate communication and advertising campaigns and other aspects should be handled with precision and perfect methods.

SELECTION OF MEDIA FOR CRM

The corporate houses namely – BHEL, Butane Industrial Group, Biocon and SAIPA yadak Company should make use of traditional, modern and advanced tools and technologies of CRM in order to reach out to all sections of customers who are spread across the globe in the age of globalization of economy. The print media, which enjoy broad readership base, should be used to provide relevant CRM services. The electronic media, which are well known for accessibility, credibility and capacity, could be used effectively in CRM. The application of new media for CRM should be standardized in consultation with the specialists in the field concerned. Virtual advertisements and infomercials should also be effectively used since they are capable of creating an impulse purchase based on description, display and demonstration techniques.

Ethics of CRM

CRM services should be managed based on legal and ethical norms and guidelines since the corporate houses are not supposed to take the customers for granted. The CRM principles and practices should be developed by these corporate houses with due respect to professional ethics and corporate social responsibility since the customers have emerged as a force to reckon with.

Evaluation of CRM

The corporate houses should realize that creativity and capacity of CRM primarily depend upon the systematic and scientific methods of evaluation. The corporate houses should be fully aware of the changing needs and demands of the customers and exactly plan and implement the CRM programmes in order to achieve the best possible results under the existing challenging circumstances. The policy makers and professionals should use the insights and research methods of psychology and other behavioral sciences in order to make use of more refined, sophisticate, subtle and crafty methods of CRM.

Ideal Media Mix for CRM

The corporate houses like BHEL, Butane Industrial Group, Biocon and SAIPA yadak Company should enrich the practice of CRM based on multimedia, which have the capacity to reach out to the whole world on round the clock basis. The multimedia also provides the benefit of participatory communication between the corporate houses and customers of BHEL, Butane Industrial Group, Biocon and SAIPA yadak Company.

The researcher has suggested the following media mix, which can enrich the practice of CRM in BHEL, Butane Industrial Group, Biocon and SAIPA yadak Company.

a. The leading newspapers and magazines should be utilized for the purpose of CRM because of high circulation, popularity and credibility.

b. The prominent radio and television tools should also be utilized for the purpose of CRM based on high accessibility, affordability, popularity and credibility.

c. New media tools which are rated as the most accessible and credible tools of CRM should be utilized adequately.

d. Extension communication tools and techniques, which fit into the modern business environment, should also be utilized actively.

e. Multi-media applications and adoption of advanced CRM strategies would go a long way in enhancing the status of CRM in the select corporate houses of India and Iran.

Collaborative Approaches

The practice of CRM is not a uni-dimensional activity in the modern corporate houses. It is indeed a multi-dimensional revolution in the new millennium. The CRM programmes need management support and active involvement of various departments of BHEL, Butane Industrial Group, Biocon and SAIPA yadak Company.

The present investigation emphasizes the need for active involvement of all departments of corporate houses in the planning and execution of CRM programmes.
**IMPLICATIONS ON FUTURE RESEARCH**

The researcher has made an earnest effort to evaluate the application of new media for CRM in prominent public and private corporate houses of India and Iran. However, during the course of the study, it is understood that there are many areas, which warrant serious research interest in this important branch of business management.

CRM is a specialized area of research, which involves several stakeholders, and issues of concern in the present times. Yet, there are many areas of future research, namely: CRM policy, CRM planning, CRM programming, CRM and organizational development, CRM and social responsibility, CRM and economic development, CRM and corporate image building, CRM and corporate reputation management, CRM and social justice, CRM and national development, CRM and consumer relations, corporate advertising and ethical considerations, CRM and media selection, CRM and human resources development, CRM and constitutional rights, CRM and corporate censorship, CRM and social media, CRM and democratic culture, CRM and civil rights, CRM and consumer protection; and CRM and media laws which are broadly associated with the organizational development with reference to the corporate houses under study.

**CONCLUSION**

The CRM services have also enabled the customers to improve their understanding about the corporate houses, goods, services and contributions. However, the current CRM services have produced certain limitations practically. Hence, the corporate houses are required to make use of multimedia and put forth integrated efforts to strengthen the process of CRM. In reality, the practice of CRM has gone through several stages all over the world. Systematic, scientific and comprehensive evaluation of the process of CRM would facilitate better reach and commitment on the part of the corporate houses in India and Iran. A surge in CRM interest is typically attributed to the strong relationship between CRM and organizational development regardless of the nature of ownership and areas of operation.

The future agenda for CRM in BHEL, Butane Industrial Group, Biocon and SAIPA yadak Company must deal with the incorporation of professional ethics and corporate social responsibility, which have become the salient features of contemporary business. The CRM services have to be rendered with due respect to constitutional, ethical and professional norms and guidelines. The top management, coordination committee, professionals and other personnel have to work in close collaboration toward designing socially accountable and economically viable CRM approaches which matter most in the present times in India, Iran and other nations.

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CARBON TRADING: ISSUES & CHALLENGES

Dr. Surya Bhushan Tiwari101

ABSTRACT

Carbon is the chemical element with symbol C and atomic number 6. As a member of group 14 on the periodic table, it is nonmetallic and tetravalent making four electrons available to form covalent chemical bonds. The name “carbon” comes from Latin language carbo, coal, and, in some Romance and Slavic languages, the word carbon can refer both to the element and to coal. The Carbon trading is one of the fastest growing financial markets in the world. Important greenhouse gases are carbon dioxide (CO2), methane (CH4), nitrous oxide (N2O), hydro fluorocarbons (HFC), per fluorocarbons (PFC), and sulfur hexafluoride (SF6). Carbon Trading is still in its nascent phase, but the kind of growth this market is experiencing is tremendous and that is what makes it so exciting to talk about. As regards accounting issues, the paper reviews the problems that are associated with the valuation of pollution allowances and their identification as assets and the liabilities that arise if companies pollute beyond allowed levels.

Carbon Trading is a market mechanism intended to tackle global warming. Carbon trading makes it possible for companies; organizations or even entire nations to buy and sell “carbon credits” that go toward reducing atmospheric carbon dioxide. There is main challenge in carbon marketing is Pricing of carbon products. A barrier to entry in the carbon marketing is another unique challenge in carbon marketing. Accounting and reporting of carbon trade items are another critical challenge. Proper coordination, awareness, research and publicity are so much necessary to expand the carbon trading. Carbon trading is a recent origin and a large number of research and debate is necessary for it.

KEYWORDS

Carbon, Carbon Trading, Carbon Trading Accounting, Greenhouse Gases, Global Climate Change etc.

INTRODUCTION

"Carbon Trading" is still in its nascent phase. Carbon Trading means the trading of carbon elements. Carbon is the chemical element with symbol C and atomic number 6. As a member of group 14 on the periodic table, it is nonmetallic and tetravalent making four electrons available to form covalent chemical bonds. The name “carbon” comes from Latin language carbo, coal, and, in some Romance and Slavic languages, the word carbon can refer both to the element and to coal. The Carbon trading is one of the fastest growing financial markets in the world.

Here, the term ‘carbon’ is often used as a shorthand way to refer to greenhouse gases, of which carbon dioxide is the largest element. Greenhouse gases, however, are often measured in terms of carbon equivalent impacts and hence the shorthand of carbon is often used. Where the term carbon is used in this paper, it is the shorthand sense. Where the gas carbon dioxide is meant, its full name or chemical compound will be used.

Article 1 of United Nations Framework Convention on Climate Change defines ‘climate change’ as: ‘a change of climate which is attributed directly or indirectly to human activity that alters the composition of the global atmosphere and which is in addition to natural climate variability observed over comparable time periods’. The United Nations Framework Convention on Climate Change makes a distinction between ‘climate change’ attributable to human activities altering the atmospheric composition, and ‘climate variability’ attributable to natural causes. ‘Global warming’ is a term sometimes also used in this context. Important greenhouse gases are carbon dioxide (CO2), methane (CH4), nitrous oxide (N2O), hydro fluorocarbons (HFC), per fluorocarbons (PFC), and sulfur hexafluoride (SF6).

Global warming has spawned a new branch of commerce: the carbon trade or carbon marketing. This new economic activity involves the buying and selling of “environmental services,” including the removal of greenhouse gases from the atmosphere, which are identified and purchased by eco-consulting firms and then sold to individual or corporate clients to “offset” their polluting emissions.

Carbon is the common and important denominator in all-polluting gases that cause global warming. Carbon dioxide is the gas most commonly thought of as a greenhouse gas. It is responsible for about half of the atmospheric heat retained by trace gases. It is produced primarily by burning of fossils fuels and deforestation accompanied by burning and biodegradation of biomass. Analyses of gas trapped in polar ice samples indicate that pre-industrial levels of CO2 in the atmosphere was approximately 260 parts per million.

Over the last 300 years, this level has increased to current value of around 375 ppm; most of the increase by far has taken place at an accelerating pace over the last 100 years. About half of the increase in carbon dioxide in the last 300 years can be attributed to

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deforestation, which still accounts for approximately 20% of the annual increase in this gas. It is estimated that if the carbon increases in the atmosphere at the present rate and no positive efforts are pursued, the level of carbon in the atmosphere would go up to 800–1000 ppm by the end of current century, which may create havoc for all living creatures on earth (Current science, Vol 91, No. 7, 10 October 2006).

Carbon Trading is still in its nascent phase, but the kind of growth this market is experiencing is tremendous and that is what makes it so exciting to talk about. Global climate change raises issues of significance with respect to the accountability of firms to stakeholders for financial and non-financial performance. Carbon will become the single biggest commodity ever traded, another aspect of it, which makes it important, is the solution it offers to a common problem which we all have just started to realize and probably talk about more Global Warming.

European Accounting Review on carbon trading is the assumption that ‘carbon’ refers to something of significance with respect to the accountability of firms to stakeholders for their financial and non-financial performance. Put more carefully, the area of concern for the special debating forum is not with carbon per se but arises from a concern about the extent to which anthropogenic induced global climate change is a possibility (which itself arises from increased concentrations of greenhouse gases in the atmosphere). Governments and supra-national bodies (such as the United Nations and the European Union) have sought to respond to the threat of global climate change in a variety of ways including supporting the development of scientific knowledge in this area as well as developing policies to deal with mitigation and adaptation responses to global climate change.

Policy responses to global climate change have been varied and include: (i) developing awareness in the population of behavior changes that are sought (such as modal shift in transport, washing clothes at lower temperatures and turning off appliances on standby), (ii) support for energy efficiency measures (in households and generally within business), (iii) providing information on relative carbon impacts of consumer choices (on goods as diverse as white goods, cars and potato crisps) and (iv) economic/fiscal responses to global climate change agenda (including fuel taxes and renewable energy production targets with incentives for development of renewable capacity). Creating markets on which carbon may be traded is but one manifestation of the policy response to global climate change, but one that has a direct and immediate impact on corporations. In particular, this is a process of translating ecological concerns into economic phenomena, which will then affect upon accounting practice.

Carbon Trading is a market mechanism intended to tackle global warming. Carbon trading makes it possible for companies; organizations or even entire nations to buy and sell “carbon credits” that go toward reducing atmospheric carbon dioxide. It is currently the central pillar of the Kyoto Protocol and other international agreements aimed at slowing climate change. The first use of this market dates back in 1989. Carbon trading, which in all essence should be called emission trading, is an incentive program for companies to improve their energy efficiency.

Carbon trading is also called emissions trading. The carbon market trades emissions under cap and trade schemes or with credits that pay for or offset Green House Gases reductions. It is stated that carbon trading is a market-based tool to limit Green Houses Gases. Carbon trading is one of the principal policy instruments available to manage industrial greenhouse gas emissions by encouraging operational excellence & the deployment of new and existing technologies carbon is now tracked & traded like any other commodity this is known as the carbon market. Carbon trading system is a policy instrument used to manage industrial Green Houses Gases emissions. The system encourages operational excellence provides an incentive & path for the deployment of new & existing technologies.

Carbon trading is a market-based mechanism, which creates emission reductions / removals as anew commodity. The carbon market is one of the most effective policies for tackling climate change. It inspires operational excellence and incentivizes business investments in low-carbon technologies. Not only is the market expected to save over 2 billion tons of CO2 emissions by the end of 2012, but the development of the current global carbon market, now worth over US$140 billion, has catapulted climate change to the forefront of business decisions. However, while it exhibits real environmental and economic impact, and helps achieve climate change goals, it remains vulnerable to external factors. (Henry Derwent, President and CEO and Monique Motty, Policy Director Assistant for the International Emissions Trading Association).

The Carbon Trading targets cover emissions of the six main greenhouse gases, namely:

- Carbon dioxide (CO2);
- Methane (CH4);
- Nitrous oxide (N2O);
- Hydro fluorocarbons (HFCs);
- Per fluorocarbons (PFCs); and
- Sulphur hexafluoride (SF6).

Objectives of Carbon Trading

The main objectives of carbon trading are to see a reduction in effects of climate change & to foster a low carbon economy for the future. The objectives of carbon trading are to achieve a reduction in carbon emissions in the present by:
Another unique objective of carbon marketing is establishing & enforcing standards for carbon reduction.
Another objective is of carbon marketing is offering organizations specialist advice & finance to help them to cut carbon emissions.
There is other main objective of carbon trading is to working with organizations to move to a low carbon economy in order to realize a reduction in carbon emissions.

Carbon trading seeks for parties to work together to create lowered carbon emissions in the future by:

- Opening markets for low carbon technologies & encourage the development of these technologies.
- Leading industry collaborations to commercialese technologies.
- Identifying & investing in low carbon companies in early stage.
- Favor carbon sinking to mitigate greenhouse gas effects.
- Estimate and enhance the service that forest ecosystems provide in terms of carbon sinking and so generate income in less favored areas.
- Promote the adoption of offset strategies by local administrations.
- Raise small and medium enterprises’ awareness of the importance of mitigating their impact on the environment.

**Advantages of Carbon Trading**

The benefits to the general community of trading emission reduction / offset certificates in a market include:

- It is the most economically efficient means of reaching a given emissions reduction cap or target,
- It is specifically designed to deliver the environmental objective,
- It delivers a clear price signal against which to measure abatement investments,
- Looking at the long term, the market should grow & evolve in order to provide wide sectorial,
- The reduction in overall cost of meeting emission reduction targets, as mentioned above;
- The progressively improved definition of a “price” for carbon, particularly as the market becomes more liquid and active, and assuming that all carbon certificate,
- Products are fungible, meaning that they are equivalent ways of addressing emission reduction,
- The opportunity to generate income from activities that previously attracted no additional revenue, such as investment in emission reduction, renewable energy,
- Generation, greenhouse friendly fuels and carbon sequestration,
- The ability to use revenue from carbon sequestration to help fund additional planting of trees and other vegetation, for benefits such as salinity amelioration, biodiversity enhancement, conversion to greenhouse gas friendly fuels and energy, and employment and wealth creation in rural areas.

**Arguments against Carbon Trading**

- Carbon trading is not directed at that goal. Instead, it is organized around keeping the wheels on the fossil fuel industry as long as possible. Carbon trading allocates industries generous short-term numerical emissions budgets and then tries through trading to make it cheap and easy for them to continue business as usual within those budgets.
- Carbon trading directly does not help in solving the global warming.
- Carbon Trading Squanders Resources and ingenuity on the wrong things.
- Carbon Trading is time taking and complex process.
- Carbon Trading requires specific Knowledge.
- The market saves everybody money by abstracting from how and where emissions cuts are made, and by whom.
- Carbon Trading is Antidemocratic. In the carbon markets, both buyers and sellers have an incentive to conceal from the public whether emissions reductions have actually been made. Buyers want to snap up cheap pollution rights; sellers want to make money flogging them. It does not matter to either whether the setup actually does any good for the climate or not.

**Challenges in Carbon Marketing**

There are following main challenges unique in Carbon Marketing:

- There is main challenge in carbon marketing is Pricing of carbon products.
- Barriers to entry in the carbon marketing are another unique challenge in carbon marketing.
- Another challenge is in carbon marketing is related to performance.
- A challenge in Measurement is other critical challenge of carbon marketing.
- Challenges in accounting and reporting of carbon trade items.
ACCOUNTING AND REPORTING OF CARBON TRADING

Accounting is the systematic recording, reporting, and analysis of financial transactions of a business. In fact, accounting is already involved in global climate change in different ways, something that deserves the attention of researchers (Burchellet al., 1980), given the intensity of social changes, that global climate change is likely to imply. Second, that the public policy domain is a fast moving one with legal and fiscal regimes developing that will require actions that will affect both those who buy goods and services as well as those who supply them. One element in the policy environment is the creation of markets where emission rights are traded and these create particular challenges for accountants. There is different ways in which accounting and reporting involved in global climate change are explored using three layers of analysis: the financial accounting of carbon emission allowances, accounting and reporting for the risk associated with global climate change and accounting and reporting for the uncertainty associated with global climate change. Carbon trading accounting requires that initiatives be strictly adhered to and that benchmarks be met, even as such benchmarks remain the product of active discussion at governmental and academic level.

Carbon Trading Accounting: It is the recording of financial transactions plus storing, sorting, retrieving, summarizing, and presenting the information in various reports and analyses related to carbon trading. Carbon trading accounting should take into account three separate layers of analysis including financial accounting, risk accounting and uncertainty accounting, as put forward by a white paper released by the European Accounting Association in late 2008. Carbon Trading Accounting also entails providing a company’s management with the information it needs to keep the business financially healthy. These analyses and reports are not distributed outside of the company. Some of the information will originate from the recorded transactions but some of the information will be estimates and projections based on various assumptions. Three examples of internal analyses and reports are budgets, standards for controlling operations, and estimating selling prices for quoting new jobs. This area of accounting is known as management accounting of carbon trading. Another part of accounting involves compliance with government regulations pertaining to income tax reporting. In terms of financial carbon trading accounting, short-term implications affect corporate balance sheets as they prepare for the allocation and purchase of allowances. As “cap and trade” schemes are rolled out, emission allowances will be curtailed and companies must achieve internal efficiencies, both to meet the guidelines and to potentially achieve a financial benefit through over-performance.

Risk-Assessed Carbon Trading Accounting Approach: Another approach of carbon trading accounting is that carbon-trading accounting be elevated to the point that it rises above pure economics and addresses the question of pollution and accountability in itself. This requires that nonfinancial information be incorporated within reporting strategies and procedures, detailing the risks associated with the failure to address global climate change. In this scenario, it would be necessary to report what is being classified as a “true and fair view” of corporate performance and to specify how an organization is adapting to demands that it modifies its overall footprint. Within risk-assessed carbon trading accounting, environmentalist Stern suggested in 2006 that an approach “must be global, deal with long term horizons, have the economics of risk and uncertainty as its core and examine the possibility of major, non-marginal change.” In this analysis, a distinction is made between risk and uncertainty and is based on the probability distribution of potential losses and gains. As the effect of competitive market forces in a global economy may affect carbon-trading accounting, stakeholders will need comprehensive information to enable them to assess an organization’s carbon footprint and estimate any risks associated with regulatory and competitive environments in future. Disclosure projects underway may form a basis where standards are set and benchmarks established for corporate performance.

Financially based Carbon Trading Accounting: Financially based carbon trading accounting and risk based approaches are insufficient and do not take into account the uncertainty that surrounds the levels of global climate change caused, in itself by the very increase in warming. Further, the entire planet is affected regardless of the location of greenhouse gas emission and while we are aware that carbon dioxide may exist in the atmosphere for 100 years, we are unsure of the exponential effects over time. UNESCO proposed in 2005 that when human activities lead to “morally unacceptable harm” as they defined it, that is “scientifically plausible but uncertain,” then action should be taken to avoid or diminish harm. In short, this platform suggests that a precautionary approach integrates technical knowledge and facts with social issues and dimensions to achieve an open, comprehensive and engaged process. As it has been traditionally very difficult to merge accounting practices with social causes, hurdles remain before it will be possible to establish any uncertainty–based approach to carbon trading accounting.

THE FUTURE OF CARBON TRADING

"Carbon Trading" is still in its nascent phase . In India carbon marketing is in primary stage . It seems probable that any serious move towards linking regional and national trading schemes to create the beginnings of a world market, in substitution for the Kyoto vision of UN-driven global system, will start with or involve Europe. Market participants must believe in the stringency of the cap compared to a business as usual scenario, as well as in the accounting framework that certifies that an emission allowance represents one tone of CO2 monitoring. Capital has to be able to flow towards the cheapest abatement options first, so that the carbon price represents the marginal abatement cost. However, Markets will suffocate if that confidence in the mechanism is broken through political risks. Many forms of government intervention may look helpful or attractive to politicians but are poisonous to the smooth and cost-effective delivery of emissions reductions that is the objective of emissions trading systems. However, while Europe dominates and many look to the US to secure its longer-term future, the carbon market is continuing to develop through increased participation by emerging economies. By creating the Partnership for Market Readiness, the World Bank has supported carbon markets in countries that only a short while ago seemed very unlikely to have any dealings with the policy or its objective. The main participant of carbon marketing will be Chile, China, Columbia, Costa Rica, Indonesia, Mexico,
Thailand, Turkey, Morocco and Ukraine have been confirmed Australia, the European Commission, Japan, Norway, the UK and the USA. In recent there is primary emphasis is on domestic schemes, and much of the focus is on assimilating the lessons of the European scheme. However, in time these initiatives could reach out to each other and to more established schemes, creating a framework for a truly global network of linked trading markets, and helping define a new chapter in the use of pricing and markets to combat climate change. In sum up future of carbon trading is so much glorious.

CONCLUSION AND SUGGESTIONS

Carbon is the chemical element with symbol C and atomic number 6. As a member of group 14 on the periodic table, it is nonmetallic and tetravalent making four electrons available to form covalent chemical bonds. Carbon Trading means the trading of carbon elements. Here, the term 'carbon' is often used as a shorthand way to refer to greenhouse gases, of which carbon dioxide is the largest element. Greenhouse gases, however, are often measured in terms of carbon equivalent impacts and hence the shorthand of carbon is often used. Where the term carbon is used in this paper it is the shorthand sense Carbon trading accounting and reporting is a recent origin and a large number of research and debate is necessary for it. Detail of the context in which the accounting and reporting for Global Climate Change debate is set is important because it will lead to particular accounting and reporting challenges.

Global climate change raises risks for business, but it is fundamentally a global challenge for humankind, one that is uncertain, persistent, non-marginal, and non-linear and raises a number of social and political issues. There is main challenge in carbon marketing is Pricing of carbon products. A barrier to entry in the carbon marketing is another unique challenge in carbon marketing. Another challenge is in carbon marketing is related to performance. Challenges in Measurement are other critical challenge of carbon marketing. Challenges in accounting and reporting of carbon trade items. Proper coordination, awareness, research and publicity is so much necessary to expand the carbon trading. In this respect, different actions developed to tackle Global climate change, such as carbon markets, have accounting and reporting implications that deserve the research of accounting academics. Prices can do many things, but one thing they have never done is solve problems that require structural change in so many fundamental areas of industrial life. Implementation of carbon trading should be flexible & simple accounting academics. Prices can do many things, but one thing they have never done is solve problems that require structural change in so many fundamental areas of industrial life. Implementation of carbon trading should be flexible & simple.

Global climate change raises risks for business, but it is fundamentally a global challenge for humankind, one that is uncertain, persistent, non-marginal, and non-linear and raises a number of social and political issues. There is main challenge in carbon marketing is Pricing of carbon products. A barrier to entry in the carbon marketing is another unique challenge in carbon marketing. Another challenge is in carbon marketing is related to performance. Challenges in Measurement are other critical challenge of carbon marketing. Challenges in accounting and reporting of carbon trade items. Proper coordination, awareness, research and publicity is so much necessary to expand the carbon trading. In this respect, different actions developed to tackle Global climate change, such as carbon markets, have accounting and reporting implications that deserve the research of accounting academics. Prices can do many things, but one thing they have never done is solve problems that require structural change in so many fundamental areas of industrial life. Implementation of carbon trading should be flexible & simple – policies & processes must be in place to manage, monitor & evaluate the implementation. "Carbon Trading" is still in its nascent phase. In India carbon marketing is in primary stage. Future of carbon trading is so much bright.

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INDIAN RAILWAYS: TRENDS IN ACCIDENTS AND SAFETY MEASURES

Dr. Bh. Venkateswara Rao102 Dr. J. Durga Prasad103

ABSTRACT

Indian railways have been regularly in the news albeit for the wrong reasons. The frequency with which train accidents have been taking place has led to serious doubts in the public mind about the safety of rail travel and the health of the network. Against this background, an attempt is made in this paper to assess the trends in railway accidents for the period from 2000-01 to 2009-10. The paper also highlighted the various measures taken by IR to prevent accidents to ensure safety to the public.

KEYWORDS

Accidents, Anti-collision Device, Collisions, Derailments, Level Crossings, Light Emitting Diode, Standards Organization, Road Over Bridges, Road Under Bridges, Safety Directorate, Train Protection Warning System etc.

INTRODUCTION

Transport industry is the only one of its kind where an accident in the course of its working results in loss of lives and properties of its valued customers. In all other industries, providing any kind of service to the public, an accident generally affects workers of that industry alone and not its customers. In view of the somewhat unusual implication of a railway accident, safety in IR has always had a special significance for travelling public. As such, IR accords top priority to safety in train operations. This is primarily because of the realization that accidents not only cause loss of valuable lives and properties but also result in loss of transport capacity due to traffic disruption, which can never be effectively recouped. In Railway terminology, the term “accident” enwraps a wide spectrum of occurrences which not only affects safety but also cause interference with normal working. These occurrences, which may not necessarily mean a mishap, include failures of railway equipment such as engines, rolling stock, permanent way, signals etc.

CLASSIFICATION OF ACCIDENTS

Accidents fall into various categories such as collisions, derailments, accidents at level crossings, fire in trains etc. A train accident is defined as an accident involving a train when running under a particular number of distinct names from a fixed point of departure to a fixed point of destination. Train accidents have been classified as “consequential” or indicative. Consequential train accidents include collisions, derailments, manned level crossing gate accidents, unmanned level crossing gate accidents, fire in trains while indicative accidents include averted collisions, breach of block rules and passing the signal at danger.

CATEGORY-WISE TRAIN ACCIDENTS

The safety performance of Indian railways can be measured in terms of number of consequential train accidents (accidents with serious repercussions in terms of loss of human life or injury or damage to railway property or interruption to railway traffic beyond the defined threshold level). Train accidents are restricted mainly into five categories such as collisions, derailments, accidents at level crossings, fire in trains, and other specified types of miscellaneous train mishaps or accidents. The trends in accidents reveal that accidents due to collisions, derailments and fire in trains have come down significantly. While accidents at level crossings have declined marginally accidents happened due to other causes have been doubled during the period under consideration. However, notwithstanding the trend of improvement, a number of significant challenges remain. Interruption to traffic due to accidents is a cause of concern. Table-I presents category-wise train accidents for 2000-01 to 2009-10 period.

Table-1: Category-wise Train Accidents

<table>
<thead>
<tr>
<th>Year</th>
<th>Collisions</th>
<th>Derailments</th>
<th>Accidents at Level Crossings</th>
<th>Fire</th>
<th>Other Causes</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-01</td>
<td>20</td>
<td>344</td>
<td>83</td>
<td>15</td>
<td>2</td>
<td>464</td>
</tr>
<tr>
<td>2001-02</td>
<td>30</td>
<td>279</td>
<td>88</td>
<td>9</td>
<td>8</td>
<td>414</td>
</tr>
<tr>
<td>2002-03</td>
<td>16</td>
<td>216</td>
<td>96</td>
<td>14</td>
<td>7</td>
<td>349</td>
</tr>
<tr>
<td>2003-04</td>
<td>9</td>
<td>197</td>
<td>95</td>
<td>14</td>
<td>5</td>
<td>320</td>
</tr>
<tr>
<td>2004-05</td>
<td>13</td>
<td>136</td>
<td>70</td>
<td>10</td>
<td>3</td>
<td>232</td>
</tr>
<tr>
<td>2005-06</td>
<td>9</td>
<td>130</td>
<td>75</td>
<td>15</td>
<td>4</td>
<td>233</td>
</tr>
<tr>
<td>2006-07</td>
<td>8</td>
<td>96</td>
<td>79</td>
<td>4</td>
<td>8</td>
<td>195</td>
</tr>
<tr>
<td>2007-08</td>
<td>8</td>
<td>100</td>
<td>77</td>
<td>5</td>
<td>4</td>
<td>194</td>
</tr>
<tr>
<td>2008-09</td>
<td>13</td>
<td>85</td>
<td>69</td>
<td>3</td>
<td>7</td>
<td>177</td>
</tr>
<tr>
<td>2009-10</td>
<td>9</td>
<td>80</td>
<td>70</td>
<td>2</td>
<td>4</td>
<td>165</td>
</tr>
</tbody>
</table>

Sources: Indian Railways Year Books

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CAUSES OF TRAIN ACCIDENTS

Train accidents take place due to a number of causes and the causes are human failure, equipment failure, sabotage, and other miscellaneous causes. However, the major cause of accidents continues to be human failure, compared to other causes. However, there has been a significant improvement as the total number of accidents has declined from 464 in 2000-01 to 165 in 2009-10. It is to be noted here that accidents due to various causes such as human failure, equipment failure etc. have come down considerably while accidents due to sabotage have declined marginally. Table-2 presents the causes of train accidents during the period under consideration.

Table-2: Cause-Wise Analysis of Accidents

<table>
<thead>
<tr>
<th>Human Failure</th>
<th>00-01</th>
<th>01-02</th>
<th>02-03</th>
<th>03-04</th>
<th>04-05</th>
<th>05-06</th>
<th>06-07</th>
<th>07-08</th>
<th>08-09</th>
<th>09-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) Failure of Railway staff</td>
<td>284</td>
<td>248</td>
<td>184</td>
<td>161</td>
<td>119</td>
<td>120</td>
<td>85</td>
<td>86</td>
<td>81</td>
<td>75</td>
</tr>
<tr>
<td>(ii) Failure of person other than railway staff</td>
<td>109</td>
<td>103</td>
<td>118</td>
<td>107</td>
<td>78</td>
<td>86</td>
<td>84</td>
<td>81</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>2. Equipment section</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i) Rolling stock</td>
<td>16</td>
<td>11</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>(ii) Track</td>
<td>17</td>
<td>13</td>
<td>11</td>
<td>7</td>
<td>7</td>
<td>6</td>
<td>6</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>(iii) Electrical</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>(iv) S&amp;T</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>3. Sabotage</td>
<td>19</td>
<td>14</td>
<td>10</td>
<td>18</td>
<td>4</td>
<td>5</td>
<td>8</td>
<td>7</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>4. Combination of factors</td>
<td>4</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>4</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Incidental</td>
<td>11</td>
<td>20</td>
<td>15</td>
<td>15</td>
<td>14</td>
<td>11</td>
<td>6</td>
<td>8</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>6. Cause not established</td>
<td>4</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>7. Under investigation</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>464</td>
<td>414</td>
<td>349</td>
<td>320</td>
<td>232</td>
<td>233</td>
<td>195</td>
<td>194</td>
<td>177</td>
<td>165</td>
</tr>
</tbody>
</table>

Sources: Indian Railways Year Books

CASUALTIES IN INDIAN RAILWAYS

Train accidents as mentioned earlier lead to loss of valuable human lives or grievous hurt to passengers. Further, it causes huge damage to the railway property. The accident record of IR shows that the number of passengers killed has increased from 55 to 67 while the number of passengers injured has declined from 281 to 253 during the period under consideration. More or less, the same trend has been observed in case of other people who were either killed or injured due to accidents. However, a significant decline is noticed in the causalities of railway employees. Table-3 presents the details.

Table-3: Casualties in Indian Railways

<table>
<thead>
<tr>
<th>Year</th>
<th>Passengers</th>
<th></th>
<th>Railway Employees</th>
<th></th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Killed</td>
<td>Injured</td>
<td>Killed</td>
<td>Injured</td>
<td>Killed</td>
</tr>
<tr>
<td>2000-01</td>
<td>55</td>
<td>281</td>
<td>8</td>
<td>27</td>
<td>153</td>
</tr>
<tr>
<td>2001-02</td>
<td>114</td>
<td>595</td>
<td>14</td>
<td>38</td>
<td>168</td>
</tr>
<tr>
<td>2002-03</td>
<td>157</td>
<td>658</td>
<td>29</td>
<td>45</td>
<td>232</td>
</tr>
<tr>
<td>2003-04</td>
<td>84</td>
<td>279</td>
<td>3</td>
<td>28</td>
<td>155</td>
</tr>
<tr>
<td>2004-05</td>
<td>35</td>
<td>86</td>
<td>5</td>
<td>8</td>
<td>181</td>
</tr>
<tr>
<td>2005-06</td>
<td>168</td>
<td>483</td>
<td>9</td>
<td>31</td>
<td>138</td>
</tr>
<tr>
<td>2006-07</td>
<td>38</td>
<td>227</td>
<td>6</td>
<td>24</td>
<td>164</td>
</tr>
<tr>
<td>2007-08</td>
<td>9</td>
<td>245</td>
<td>10</td>
<td>26</td>
<td>172</td>
</tr>
<tr>
<td>2008-09</td>
<td>52</td>
<td>257</td>
<td>12</td>
<td>22</td>
<td>145</td>
</tr>
<tr>
<td>2009-10</td>
<td>67</td>
<td>253</td>
<td>4</td>
<td>9</td>
<td>167</td>
</tr>
</tbody>
</table>

Sources: Indian Railways Year books

INCIDENCE OF ACCIDENTS

Accidents per million train kilometers are the universally accepted index of safety. In IR, the accidents per million train kilometers have steadily declined from 0.65 percent in 2000-01 to 0.17 percent in 2009-10.

The trend shows that accidents in IR have come down phenomenally during the period under consideration. Table-4 presents the details.
Table-4: Incidence of Accidents per Million Train Kms

<table>
<thead>
<tr>
<th>Year</th>
<th>Accidents per million train kms per cent</th>
<th>Year</th>
<th>Accidents per million train kms per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-01</td>
<td>0.65</td>
<td>2005-06</td>
<td>0.28</td>
</tr>
<tr>
<td>2001-02</td>
<td>0.55</td>
<td>2006-07</td>
<td>0.22</td>
</tr>
<tr>
<td>2002-03</td>
<td>0.44</td>
<td>2007-08</td>
<td>0.21</td>
</tr>
<tr>
<td>2003-04</td>
<td>0.41</td>
<td>2008-09</td>
<td>0.19</td>
</tr>
<tr>
<td>2004-05</td>
<td>0.29</td>
<td>2009-10</td>
<td>0.17</td>
</tr>
</tbody>
</table>

Sources: Indian Railways Year Books

COST OF DAMAGE

IR incurs huge loss due to accidents. This is because the rolling stock as well as the permanent way (railway track) will be damaged leading to heavy financial loss. Table-5 brings out the details of cost of damage. The table shows that the cost of damage to rolling stock moved between 1,416.1 lakhs and Rs. 5011.95 lakhs while the cost of damage to permanent way (track) varied between Rs. 303.3 lakhs and Rs. 1,831 lakhs during the period under consideration. To sum up the cost of damage to rolling stock is far more than that of the damage caused to permanent way.

Table-5: Cost of Damage due to Accidents (Rs in lakhs)

<table>
<thead>
<tr>
<th>Year</th>
<th>Rolling Stock Inclusive of Engines</th>
<th>Permanent Way</th>
<th>Year</th>
<th>Rolling Stock Inclusive of Engines</th>
<th>Permanent Way</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-01</td>
<td>3,693</td>
<td>1,831</td>
<td>2005-06</td>
<td>3,249.2</td>
<td>935.1</td>
</tr>
<tr>
<td>2001-02</td>
<td>3,082</td>
<td>1,643</td>
<td>2006-07</td>
<td>2,321.7</td>
<td>871.3</td>
</tr>
<tr>
<td>2002-03</td>
<td>3,297</td>
<td>759</td>
<td>2007-08</td>
<td>2,970.00</td>
<td>1085</td>
</tr>
<tr>
<td>2003-04</td>
<td>4,029.8</td>
<td>816</td>
<td>2008-09</td>
<td>5,011.95</td>
<td>1052.88</td>
</tr>
<tr>
<td>2004-05</td>
<td>1,416.1</td>
<td>303.3</td>
<td>2009-10</td>
<td>4,126.48</td>
<td>1244.99</td>
</tr>
</tbody>
</table>

Sources: Indian Railways Year Books

COMPENSATION PAID TO ACCIDENT VICTIMS

Accidents cause huge financial loss to railways because it has to pay huge compensation to the victims and the quantum of compensation payable depends upon the severity of the injury or the mortality of the passenger. Table-6 presents the details. The table shows that the compensation paid to victims moved between Rs. 121.37 lakhs in 2007-08 and Rs. 757.07 lakhs in 2003-04 and the percentage of change fluctuated between a low of (-) 75.77 percent in 2007-08 and a high of 126 percent in 2006-07.

Table-6: Compensation paid to Train Accident Victims (Rs. In lakhs)

<table>
<thead>
<tr>
<th>Year</th>
<th>Compensation Paid</th>
<th>Percent of Change</th>
<th>Year</th>
<th>Compensation Paid</th>
<th>Percent of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-01</td>
<td>286.12</td>
<td>-</td>
<td>2005-06</td>
<td>221.63</td>
<td>(-) 56.85</td>
</tr>
<tr>
<td>2001-02</td>
<td>482.46</td>
<td>68.62</td>
<td>2006-07</td>
<td>500.89</td>
<td>126.00</td>
</tr>
<tr>
<td>2002-03</td>
<td>505.40</td>
<td>4.75</td>
<td>2007-08</td>
<td>121.37</td>
<td>(-) 75.77</td>
</tr>
<tr>
<td>2003-04</td>
<td>757.07</td>
<td>49.80</td>
<td>2008-09</td>
<td>218.94</td>
<td>80.39</td>
</tr>
<tr>
<td>2004-05</td>
<td>513.63</td>
<td>(-) 32.15</td>
<td>2009-10</td>
<td>265.81</td>
<td>21.41</td>
</tr>
</tbody>
</table>

Sources: Indian Railways Year Books

SAFETY ORGANIZATION

Safety Organization in IR was created in pursuance of the recommendations of Kunzru Committee in 1962. It was further strengthened based on the recommendations made by Wanchoo Committee in 1968. At present, the safety organization is functioning in a 3-tier structure at Railway Board, Zonal headquarters, and Divisional level. At the apex level, Safety Directorate exists in the Railway Board under the control of an Executive Director who reports directly to the Chairman. The Safety Directorate analyzes long-term trends of accidents, and makes recommendations to promote safety. It also coordinates the efforts of zonal railways in the area of safety that have inter-railway ramifications. Besides the above, it promotes safety consciousness among staff and public through mass media.

Chief Safety officer heads the safety organization at the zonal level who reports directly to the General Manager. The main functions of the Safety organization at zonal level are conducting on the spot checks to detect unsafe practices with a view to eliminate them, and to identify the weak links in the system to take remedial measures. Further, it organizes safety campaigns to promote safety consciousness among staff and public. At the divisional level, a senior Divisional Safety Officer who reports directly to the Divisional Railway Manager heads the safety organization. The main functions of the safety organization are to
carryout preventive and spot checks, counseling of staff on safety, monitoring the quality of refresher courses of all staff connected with train operation, dealing with accident cases and implementing the various recommendations made by various committees. To sum up, the main functions of safety organization are:

- Framing of proper rules and regulations for the running of trains,
- Proper training for running staff,
- Proper training for safety staff of other departments,
- Timely medical / night vision, psychological testing etc.,
- Provision of essential safety equipment,
- Ensuring the maintenance of assets in good fettle,
- Installation of mechanical / electronic safety devices,
- Technological upgradation and innovations,
- Identifying unsafe practices in the system,
- Monitoring, counseling and periodic screening of staff,
- Conducting various types of inspections,
- Conducting ambush checks and surprise night inspections,
- Launching of periodic safety drives,
- Preventing carriage of inflammable / explosive materials in trains,
- Monitoring follow-up action on recommendations made,
- Statistical analysis of long-term trends in accidents,
- System improvements.

CORPORATE SAFETY PLAN

With view to accelerating the pace of safety drive, IR formulated a 10-year Corporate Safety plan, which was presented to the National Parliament in August 2003. This plan envisages the following broad objectives:

- To achieve reduction in rate of accidents per million train kilometers from present level of 0.44 to 0.17 by year 2013.
- Implement measures to reduce passenger fatalities substantially in consequential train accidents by 2013.
- Focus on development of manpower through major improvements in working environment and training to reduce the accidents attributable to human failure by 40% by 2013.
- Achieve safety culture on all fronts including maintenance depots, work sites, stations etc.
- Progressively achieve an environment of “Fail-proof” from the present “Fail-safe” system of asset failures by upgrading the systems by 2013.
- Prioritization of safety related projects.

MEASURES TO PREVENT ACCIDENTS

IR as a part of corporate safety plan has initiated several measures to prevent train accidents. For instance, it has continuously implemented ‘Action plans’ with a view to reduce accidents caused by human errors. It has adopted a multi-pronged approach with a focus on the introduction of newer technologies, mechanization of maintenance, early detection of flaws etc., to reduce human dependence. Further, it has been upgrading the skills of human resources continuously to prevent accidents. In this regard, the various measures taken by IR to prevent accidents have been presented hereunder.

Measures to Prevent Collisions

IR has installed Anti-Collision Device (ACD) to prevent cases of collision and to minimize the extent of damage due to caused collisions. The device has already been installed on 1,736 route kilometers of Northeast Frontier Railway. Further, it is planning to install improved ACD system with revised specifications on Southern, South Central and South Western railways covering 1,600 route kilometers.

Fouling mark to fouling mark track circuiting was completed on the entire ‘A’, ‘B’, ‘C’, ‘D’ and ‘D special’ routes where the permissible speed is more than 75 km per hour.

IR introduced last vehicle check by Axle counter in 257 block sections.

The auxiliary warning system has been successfully functioning in the Mumbai suburban sections. It is also making trials to develop an improved version of the system so as to introduce in the North Central and Southern Railways.

IR designed and developed ‘Train Protection Warning System’ (TPWS) and in this regard, it has already sanctioned two pilot projects. The first pilot project was commissioned in 2008 on 50 route kilometers of Southern Railway. The work on second pilot
project-Delhi-Agra section (200 route kms) is in progress. The TPWS has also been approved for deployment on high-density networks covering 895 route kms of 5 zonal railways namely North, Central, Eastern, South Eastern, and Western at an estimated cost of Rs. 599 crore.

IR has replaced filament type signals by long life durable LED signals to improve the reliability and visibility of signals.

**MEASURES TAKEN TO PREVENT DERAILEMENTS**

- IR has continued its efforts to eliminate fish-plated joints by welding single rails into long welded rails to improve the reliability of assets. Further, during the construction of new lines or gauge conversions, long welded rails are laid on concrete sleepers. Besides the above, turnouts are also being improved systematically.
- IR relies more on technology to prevent derailements. For instance, it has been using Tie-tamping and ballast cleaning machines for track maintenance. All the same, sophisticated track recording cars, ultrasonic flaw detectors, self-propelled ultra-sonic rail testing cars, oscillograph cars and portable accelerometers are being used progressively.
- IR adopted modern bridge inspection and management system, which include non-destructive testing techniques, under water inspections, mapping unknown foundations and integrity testing.
- Patrolling of railway track including night patrolling is made a continuous process at vulnerable locations.
- To minimize the effects of accidents, coaches with Center Buffer Coupler (CBC) are being manufactured with anti-climbing features.
- Passenger coaches are designed and developed in such a way that they can withstand the crash during accidents. Further derailment prone 4-wheeler tank wagons are being gradually phased out.

**MEASURES TAKEN TO PREVENT LEVEL CROSSING ACCIDENTS**

- IR has undertaken publicity campaigns to educate the road users about the need for safety at unmanned level crossings. The publicity campaigns include quickies on television, cinema slides, posters, radio, newspapers, street plays etc.
- IR used to conduct joint ambush checks with the help of civil authorities to naberring road users under the provisions of the Motor Vehicle Act, 1988 and the Indian Railways Act, 1989.
- The construction of 80 road over bridges / road under bridges was completed during 2009-10. Further 137 ROB/RUBs have been sanctioned for the year 2010-11.
- IR has delegated adequate powers to Zonal Railways to sanction limited height subways wherever feasible with a view to reduce the number of unmanned level crossings. It has already identified 727 level crossings for replacement by Limited Height Subways, out of which 577 were sanctioned in 2009-10. Against the target of 160 limited height subways in 2009-10, 102 have already been completed.
- IR has progressively converted unmanned level crossings into manned level crossings in a planned manner. This is reinforced by the fact that during 2009-10, 377 unmanned level crossings were manned.

**MEASURES TAKEN TO PREVENT FIRE IN TRAINS**

- The coach manufacturing units of IR started manufacturing fire retardant coaches by using fire retardant furnishing materials such as PVC flooring, interior paneling, ceiling, upholstery etc.
- IR provided portable fire extinguishers in the guard-cum-brake vans and AC coaches in all trains to meet the emergencies due to fire accidents. Further, action is also underway at Research Design and Standards Organization (RDSO) for conducting trials of a comprehensive fire and smoke detection system in one rake of Rajdhani Express before considering universal application.
- IR started undertaking intensive publicity campaigns to prevent the travelling public from carrying inflammable articles.

**TRAIN SAFETY MISSION - ZERO TOLERANCE FOR ACCIDENTS**

IR’s vision-2020 aims at making railway operations free of accidents. It plans to achieve this through a combination of technological and HR interventions. Renewals, replacements, upgradation and technological aids for early detection of flaws, integrated maintenance of both track and rolling stock would be planned and managed from the standpoint of attaining goal of
zero derailments. Further, advanced signaling technology like automatic verification of train movement and line occupation through track circuiting, train protection systems and anti-collision devices would be used in combination with training of station and running staff to eliminate collisions.

Communication, inter-locking and warning devices at manned level crossing gates would be improved. Unmanned level crossing gates would be progressively manned or replaced by subways, road over bridges / and road under bridges. Security in stations and running trains and patrolling of track in vulnerable areas would be beefed up to safeguard passengers and rail users from the threat of accidents arising from miscreant activities.

CONCLUSION

The safety performance of IR in terms of consequential train accidents (accidents with serious repercussions in terms of loss of human lives or injuries or damage to railway property or interruption to railway traffic beyond the defined threshold level) has improved significantly. Accidents per million train kilometers have also improved. Remarkably, the improvement is even more marked in respect of the more serious types of accidents like collisions and fire in trains. Notwithstanding the steady trend of improvement, a number of significant changes remain. Interruption to traffic due to accidents is a cause of concern.

A large number of derailments as well as failure of railway staff as a major contributory cause of accidents show that considerable room exists for improvement. In other words, a lot more work needs to be done by way of technological upgradation, HR interventions of right recruitment, promotion, training and motivation of employees before preventable accidents are eliminated from the railways. Further, ongoing initiatives like manning of busier level crossings and pre-warning and education of road users at unmanned level crossings need to be scaled up to minimize the mishaps at level crossings. Safety is a challenge but a close to zero accident goals is attainable. This issue has to be addressed with proper planning and determination.

REFERENCES


****

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PERSPECTIVES OF STRESS MANAGEMENT ON JOB STRESS v/s ROLE STRESS AN IN-DEPTH ANALYSIS OF BPO EMPLOYEES

Dr. S. M. MuraliKrishna

ABSTRACT

Hans Selye was one of the founding fathers of stress research. His view in 1956 was that “stress is not necessarily something bad – it all depends on how you take it. The stress of exhilarating, creative successful work is beneficial, while that of failure, humiliation or infection is detrimental.” Selye believed that the biochemical effects of stress would be experienced irrespective of whether the situation was positive or negative. Since then, a great deal of further research has been conducted, and ideas have moved on. Stress is now viewed as a “bad thing”, with a range of harmful biochemical and long-term effects. These effects have rarely been observed in positive situations.

The most commonly accepted definition of stress (mainly attributed to Richard S Lazarus) is that stress is a condition or feeling experienced when a person perceives that. Demands exceed the personal and social resources the individual is able to mobilize. In short, it is what we feel when we think we have lost control of events. This is the main definition used by this section of Mind Tools, although we also recognize that there is an intertwined instinctive stress response to unexpected events. The stress response inside us is therefore part instinct and part to do with the way we think.

In the most severe cases, it can lead to panic attacks or a panic disorder. There are varieties of methods to control chronic stress, including exercise, healthy diet, stress management, relaxation techniques, adequate rest, and relaxing hobbies. Ensuring a healthy diet containing magnesium may help control or eliminate stress, in those individuals with lower levels of magnesium or those who have a magnesium deficiency. Chronic stress can also lead to a magnesium deficiency, which can be a factor in continued chronic stress, and a whole host of other negative medical conditions caused by a magnesium deficiency. It has been discovered that, there is a huge up surge in the number of people, who suffer from this condition. A very large number of these new cases suffer from insomnia. In a review of the scientific literature on the relationship between stress and disease, the authors found that stress plays a role in triggering or worsening depression and cardiovascular disease and in speeding the progression of diabetes.

KEYWORDS

Instinctive Stress, Stress Management, Relaxation Techniques, Chronic Stress, Depression, Psychological Reaction, Emotional Stress, Social Stress, Fatigue, Poor Nutritional Status etc.

INTRODUCTION

It has been identified that globalization has been the primary cause of concern for the work related stress. Globalization is broadly defined as the idea by which we understand the transition of human society into the third millennium (Waters, 2002, p.1). It is also defined as a strategic effort to treat the world or a significant part of it as a single market in which to do business in (Tallman and Fladmores-Lindquist, 2002).

A research conducted by (Madeline, W) suggested that there are concerns over the impact of stress on the IS manager's health and productivity. The rapid growth in information technology and communication has caused and awareness of the global economy amongst the minds of the people. El Saied and West up (2003) have said that the recent developments of technology and information have led to the formation of new and complex networks between national and global organizations. Stress in organizations has been deeply studied by many researchers (Robbins and Shangri, 2006).

There are various causes of stress that has been reasoned out by these researchers. Amongst them is the belief that problems in roles depend on job characteristics and their individual perception. It becomes vital therefore, that job characteristics and personal factors would influence role stress. Various researchers have found out the different factors, which affect work stress. Age, hierarchical level, and functional assignments are some of the factors researched by Srivastav (2005, 2007). Other researchers have stated the relationships of length of service and role stress. Many, on the other hand have denied any significant relationship of role stress and length of service (Sen. (1981), Sutra (1982)).

Gupta (1988) and Kumar (1997) have found out a positive relationship between the length of service and organizational role stress. This shows that there is no continuity in the outcomes of the research. Researchers are themselves confused about the exact causes of work related stress. Given the fact that work stress depends on individual perception, we can say that the researchers did a good job of determining some factors. Non-agreement on certain points can be considered since different individuals perceive the whole concept of stress differently.

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In this paper, the author tries to assess the difference in the levels of stress experienced by the public and private sectors of India. The effects of stress are varying. Some researchers suggest that stress plays an important role in motivating the employees and for the overall business while a majority of researchers says that stress in organizations lead to various problems.

**OBJECTIVES OF THE STUDY**

The general objective being a critical study on Perspectives of stress Management on BPO Employees the specific objectives of the present study are as follows:

- To find the profile of employees in BPO centers.
- To assess the problems of BPO center employees.
- To evaluate the stressful conditions among the BPO center employees.
- To assess the stressful conditions influenced by socio-economic factors.
- To examine the coping mechanisms adopted in order to release the work stress, and
- To suggest measures to cope up with the work stress.

**RESEARCH METHODOLOGY**

Five hundred and Sixty BPO employees in the age group from 18-55 years above were selected from various BPO industries. They were from different income groups. Their marital status could be single/married / divorced / widows. The place selected for conducting the present study is in four metropolitan cities like Visakhapatnam, Hyderabad, Bangalore and Chennai. Employees selected for this study were assured of absolute anonymity.

The questionnaire method was used to gather information for the study. Based on the objectives of the study, the Standardized Questionnaire was distributed. The present study was an attempt to provide a practical and positive approach of using social support as a coping technique to BPO employees under stress.

**Sample Size**

The sample size is 560 employees both men & women working in various BPO industries. The scale consists of 20 items, each to be rated on the five-point scale. The items relate to almost all relevant components of the job life, which causes stress.

**Table 1**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Statements on Job Stressors</th>
<th>CD</th>
<th>MD</th>
<th>Neutral</th>
<th>MS</th>
<th>CS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Communication and the way information flows around your Organization</td>
<td>6.1</td>
<td>15.2</td>
<td>61.6</td>
<td>15.4</td>
<td>1.8</td>
</tr>
<tr>
<td>11</td>
<td>The relationship you have with other people at work</td>
<td>4.1</td>
<td>7.3</td>
<td>56.8</td>
<td>27.9</td>
<td>3.9</td>
</tr>
<tr>
<td>12</td>
<td>The actual job itself</td>
<td>3.9</td>
<td>14.5</td>
<td>58.6</td>
<td>20.4</td>
<td>2.7</td>
</tr>
<tr>
<td>13</td>
<td>The degree to which you feel motivated at your work by your job</td>
<td>0.5</td>
<td>12.5</td>
<td>53.8</td>
<td>20.4</td>
<td>12.9</td>
</tr>
<tr>
<td>14</td>
<td>The way in which conflicts are generally resolved in your Company</td>
<td>5.4</td>
<td>12.9</td>
<td>34.6</td>
<td>37</td>
<td>10.2</td>
</tr>
<tr>
<td>15</td>
<td>The kind of tasks and work you are required to perform</td>
<td>11.6</td>
<td>52.1</td>
<td>24.3</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>The amount of work you are given (whether too much or too little)</td>
<td>3.6</td>
<td>6.3</td>
<td>55.4</td>
<td>30.2</td>
<td>4.6</td>
</tr>
<tr>
<td>17</td>
<td>The design / shape of your organization structure</td>
<td>22.5</td>
<td>42</td>
<td>23.8</td>
<td>11.8</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Your level of salary relative to your experience, training and Education</td>
<td>3.6</td>
<td>15.2</td>
<td>44.3</td>
<td>21.6</td>
<td>15.4</td>
</tr>
<tr>
<td>19</td>
<td>The amount of flexibility / freedom you have in your job</td>
<td>25.4</td>
<td>39.3</td>
<td>22.9</td>
<td>12.5</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Your work environment</td>
<td>3.6</td>
<td>18.2</td>
<td>47</td>
<td>28.8</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td>Average Percentage</td>
<td>2.80</td>
<td>14.68</td>
<td>49.55</td>
<td>24.77</td>
<td>8.20</td>
</tr>
</tbody>
</table>

**Sources:** Authors Compilation

The above table analyses the distribution of employees by their Employer information or job stressors in the organization. Relating to this dimension job stressors, there are eleven statements presented in the above table. The opinions of the employees for these eleven statements are explained here. Out of the total sample, on an average, a majority (49.55) of the respondent’s attitude on this said dimension is neutral; this is very surprising, as half of the employees do not know what the present Job stressors are: 24.77% of the respondents are moderately satisfied followed by 14.68% respondents are moderately dissatisfied, while 8.2% of the respondents are completely satisfied.
Further, a very small majority of the employees are completely dissatisfied about the said statements. The same is mentioned below graphically.

Graph-1

Table-2

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Statements on Physical Health</th>
<th>Never</th>
<th>Seldom</th>
<th>Sometimes</th>
<th>Often</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Inability to get to sleep or stay asleep</td>
<td>10.4</td>
<td>32.3</td>
<td>37</td>
<td>13.4</td>
<td>7</td>
</tr>
<tr>
<td>22</td>
<td>Headaches</td>
<td>9.3</td>
<td>33.8</td>
<td>29.3</td>
<td>17.9</td>
<td>9.8</td>
</tr>
<tr>
<td>23</td>
<td>Indigestion or sickness</td>
<td>2.9</td>
<td>44.3</td>
<td>28.4</td>
<td>18.9</td>
<td>5.5</td>
</tr>
<tr>
<td>24</td>
<td>Feeling unaccountably fatigued or exhausted</td>
<td>20.2</td>
<td>36.1</td>
<td>28.8</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Tendency to eat and / or drink more than usual</td>
<td>18</td>
<td>39.5</td>
<td>39.5</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Tendency to eat and / or drink less than usual, i.e., a decrease in appetite</td>
<td>25</td>
<td>35</td>
<td>25.2</td>
<td>10.9</td>
<td>3.9</td>
</tr>
<tr>
<td>27</td>
<td>Muscles trembling, for example, eye twitch</td>
<td>23.8</td>
<td>28.9</td>
<td>28</td>
<td>17.1</td>
<td>2.1</td>
</tr>
<tr>
<td>28</td>
<td>Feeling as though you don’t want to get up in the morning</td>
<td>20</td>
<td>36.1</td>
<td>30.4</td>
<td>6.4</td>
<td>7.1</td>
</tr>
<tr>
<td>29</td>
<td>Tendency to sweat or a feeling of your heart beating hard</td>
<td>26.8</td>
<td>25.7</td>
<td>37.7</td>
<td>0.2</td>
<td>9.6</td>
</tr>
</tbody>
</table>

The above table indicates the distribution of employees by their physical health in the organization. Relating to physical there are nine statements presented in the above table. The opinions of the employees for these nine statements are explained here. Out of the total sample of 560, on an average a majority (34.63%) of respondents are opined that their physical health was not good. 31.58% of the respondents said about their physical health was occurred problems sometimes, followed by 17.37% of respondents are never get the problems from the physical health. 11.42% of employees are having problems with their physical health and a very less majority (5%) of respondents has always having some physical health. The picture representation is shown below.

Graph-2
The above Table furnishes the overall opinion of the respondents on the dimension “Job stress” in all the four organizations. It is observed from the data that an average, 38.59 per cent of respondents have said that generally it is a source, 29.65 per cent respondents have opined that definitely it is not a source with the said dimension and 6.18 percent respondents opined that very definitely it is not a source. However, 21.98 per cent of the respondents have said their opinion on this dimension that definitely it is a source, whereas the remaining 3.6 per cent are opined with very definitely it is a source. From the whole it may depicted that 64.17 per cent respondents opined that these statements are the sources for their job stress and the remaining 35.83% said that these statements are not at all the sources for their Job Stress.

Graph-3

Sources: Authors Compilation

Table-4

<table>
<thead>
<tr>
<th>S. No</th>
<th>Statements on Role Stress</th>
<th>VDS</th>
<th>DS</th>
<th>GS</th>
<th>DNS</th>
<th>VDNS</th>
</tr>
</thead>
<tbody>
<tr>
<td>46</td>
<td>My spouse’s / partner attitude towards my job and career</td>
<td>8.8</td>
<td>15.9</td>
<td>40.5</td>
<td>29.8</td>
<td>5</td>
</tr>
<tr>
<td>47</td>
<td>Having to work very long hours</td>
<td>4.8</td>
<td>19.5</td>
<td>33.8</td>
<td>30.9</td>
<td>11.1</td>
</tr>
<tr>
<td>48</td>
<td>Mundane administrative tasks</td>
<td>4.8</td>
<td>25.9</td>
<td>34.5</td>
<td>24.3</td>
<td>10.5</td>
</tr>
<tr>
<td>49</td>
<td>A lack of encouragement by superiors</td>
<td>4.6</td>
<td>16.4</td>
<td>40</td>
<td>36.6</td>
<td>2.3</td>
</tr>
<tr>
<td>50</td>
<td>Demands my work makes on my relationships with my spouse / partner / children</td>
<td>1.1</td>
<td>22.7</td>
<td>43</td>
<td>25.5</td>
<td>7.7</td>
</tr>
<tr>
<td>51</td>
<td>Being undervalued</td>
<td>1.4</td>
<td>12.5</td>
<td>43.4</td>
<td>33.8</td>
<td>8.9</td>
</tr>
<tr>
<td>52</td>
<td>Having to take risks</td>
<td>2.1</td>
<td>30.2</td>
<td>30.7</td>
<td>28.2</td>
<td>8.8</td>
</tr>
<tr>
<td>53</td>
<td>Working with those of the opposite sex</td>
<td>12.7</td>
<td>39.6</td>
<td>28.4</td>
<td>19.3</td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>Absence of emotional support from others outside work</td>
<td>2.9</td>
<td>18.4</td>
<td>30.9</td>
<td>32</td>
<td>15.9</td>
</tr>
</tbody>
</table>
The above Table furnishes the overall opinion of the respondents on the dimension “Role stress” in all the four organizations. It is pragmatic from the data that on an average, 37.5 per cent of the respondents have said that generally it is a source, 28.85 per cent respondents have opined that definitely it is not a source with the said dimension and 11.15 percent respondents opined that very definitely it is not a source. However, 19.68 per cent of the respondents have said their opinion on this dimension that definitely it is a source, whereas the remaining 2.82 per cent are opined with very definitely it is a source. From the whole it may portrayed that 60 per cent respondents opined that these 16 statements are the sources for their role stress and the remaining 40% respondents said that these 16 statements are not at all the sources for their Role Stress. The pictographic representation is shown below as a bar chart.

Graph-4

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very definitely is a source</td>
<td>2.82</td>
</tr>
<tr>
<td>Definitely is a source</td>
<td>19.68</td>
</tr>
<tr>
<td>Generally is a source</td>
<td>37.50</td>
</tr>
<tr>
<td>Definitely is not a source</td>
<td>28.85</td>
</tr>
<tr>
<td>Very definitely is not a source</td>
<td>11.15</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

FINDINGS

- The above analysis is done by the data received from the questionnaire. Therefore, the accuracy of data depends upon the response of the employees.
- It is proved in respective of the respondents opinion that these five dimensions i.e., job stressors, Physical health, Job stress, Role stress and Coping Strategies are combined together to get the stress and its impact.
- Out of the total sample of 560, half of the respondents opined are dispassionate with the dimension job stresses.
- 82.63% of the respondents are facing the health problems due to their stress in their respective jobs.
- 64.17% of the respondents opined that they are feeling job stress.
- 60% of the respondents opined that they are feeling role stress.
- 98.25% of the respondents from all the four organizations are opined that there are managing strategies.
- There is significant positive relationship between Physical health’s, Job Stress and Role stress with education whereas there is a negative relationship between the coping strategies and education Further there is no change in the opinion of the respondents on the dimension job stressors as the education increases.
- There is significant positive relationship between the Job stress and coping strategies with experience whereas there is a negative relationship between the dimensions Physical health, Job stress and Role stress with experience.
- The relationship between number of children and physical health is significant. Further, there is no significant relationship between the independent variable number of children and the dependent variables such as Job stressors, Job stress, Role Stress and coping strategies.
- There is a significant correlation between the dependent variable Number of sick leaves and the independent variables Physical health, Job stress and Role stress. Further, there is a significant negative relationship between the independent variables Job Stressors and coping strategies with the dependent variable Number of sick leaves.
- Organization has no significant impact on all the dimensions related to stress and its impact on BPO industry as all the employees opined in unanimous way.
• Age has impact on all the dimensions related to stress and its impact on BPO industry as the employees opinion is changes as their age changes.
• With regard to all the dimensions related to stress and its impact on BPO industry designation has a significant impact.
• As the marital status of the respond changes then the perception of the respondent changes all the five dimensions.
• Encourage involvement of leaders and personnel at various levels in all phases of strategic interventions to ensure successful and long-standing interventions.
• Formulate HRD interventions and individual stress alleviation program.
• Introduce ‘Pranayam’ (Brain Stilling and control of Vital Force) as a holistic managerial strategy to deal with occupational strategy.
• Provide counseling on work related and personnel problems and support from a team of welfare health and counseling staff.
• Attractive system of reward and recognition good work.
• Ensure an organizational climate with career planning and career growth to ensure further the retention of talented employees.
• Extent the counseling practices at employee family level including dependents and relatives.
• Effective follow up should be made to different leave category absentee employees.
• Organization should organize regular checkup and those found suffering from very high stress should be subjected to stress management process.
• Cut back excessive hours, which directly affect the employee's physical fitness.
• Develop realistic self-concept among employees that is neither inflated nor deflated.
• Encourage management to practice proactive approaches rather than reactive approaches as a strategic step.

CONCLUSION

The productivity of the work force is the most decisive factor as far as the success of an organization is concerned. The productivity in turn is dependent on the psychosocial wellbeing of the employees. The key stressors, which affect maximum number of BPO professionals, are Poor Peer Relations, Intrinsic Impoverishment and Under-participation. This is because BPO employees are becoming more and more career conscious, they want to accept challenges, improve performance and want to become socially and economically independent.

The BPO professionals were of the view that now days, it was difficult to survive on single income, so their working is very much accepted by family members. The family members try to adjust their roles within the family and a change is being felt in their attitudes. Besides this, due to better working conditions, better transportation facilities and improved technology, the stress on BPO professionals is reduced and their efficiency has increased. They have the support of their family and friends and are able to cope better with stress. Social support provides us with important benefits in terms of both physical and emotional health. Some of the other benefits of social support include improved marital and job satisfaction and lower stress levels. If the BPO women professionals want to be accepted as efficient homemakers as well as employees, they have to make use of effective stress management techniques, use appropriate coping patterns, must be optimistic and have a positive attitude in life.

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12. Ibid, 11.


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DOES FLOATING ADVERTISEMENTS CREATE POSITIVE IMPACT ON INTERNET USERS? AN EMPIRICAL STUDY BASED ON ‘DUCOFFE’ MODEL

Dr. E. Krishna Karthik

ABSTRACT

Advertising have to be more creative in the formulation of advertisements and selection mediums so as to gain the attention of the target market. Technological advancements have provided various new mediums for advertising to consumers and have further allowed organizations to better reach consumers about the frequency and impact of advertising. The need to create new mediums for advertising has led to the creation of various forms of Internet advertising such as pop-ups, emails, banners, floating and interstitials. Therefore, there is a need to determine the consumers’ attitude toward these various forms.

This study therefore focuses on determining the perceptions of software professionals toward a new emerging form of Internet advertising i.e. floating advertisements in India. It is expected that this segment, due to their income, nature of job will be the future focus of a great deal of Internet advertising campaigns. 512 respondents completed a national survey with a self-administered questionnaire. It was found that consumers’ perceptions of entertainment value, in formativeness and credibility of floating advertisements are positively correlated to consumers’ overall attitudes toward floating advertisements. The study further found consumers’ perceptions of the irritation aspect of floating advertisements is negatively correlated with consumers’ attitudes toward floating advertisements. Because of its creative presentation, consumers have generally positive attitude toward floating advertisements and it must be cautiously used when attempting to gain the attention of a professional segment of consumers.

KEYWORDS

Floating, Software Professionals, Internet Advertising, Attitudes, India etc.

INTRODUCTION

Organizations today view advertising as an investment and tend to value over-communication with consumers, resulting in greater budgets for advertising departments than in the past (Waldt et al., 2009). Technological advancements have provided various new mediums for advertising to consumers and have further allowed for organizations to better reach consumers with regards to the frequency and impact of advertising. These advances in technology, combined with the market place’s need to increase advertising to consumers, has led to the fact that “Advertising is everywhere” (Cook, 2001). The constant exposure to advertising might cause consumers to become immune to advertising. Advertisers have to be more creative in the formulation of advertisements and selection of advertising mediums so as to gain the attention of their target market (Cappo, 2003).

This need to create new mediums for advertising has led to the creation of new-age media such as the Internet and Mobile SMS. In which Internet has become popular media, which supports various forms of advertisements like rich media, email, search, sponsor links etc. Based upon the benefits like wide reach, updating, and cost effective, one can expect an increase in the volume of Internet advertisements and its importance in the communication mix of an organization. In this research, floating advertisement is considered where there is a scarce of literature.

A floating ad is a type of rich media Web advertisement that appears uninitiated, superimposed over a user-requested page, and disappears or becomes unobtrusive after a specific period (typically 5-30 seconds). The most basic floating ads simply appear either over the Web page, full screen or in a smaller rectangular window. They may or may not provide a means of escape, such as a close button. Versions that are more sophisticated can come in any shape or size and include sound, animation, and interactive components. Floating ads use a variety of technologies, such as a combination of Flash and dynamic HTML (DHTML), and may have the ability to display differently according to the user's browser capabilities.

REVIEW OF LITERATURE

The emergence of technology has made Internet advertising the major channel of commercial communication around the world. Advertising is defined as any paid form of non-personal communication of ideas and information about products in the media with the objective of creating brand image. For a long time, television, radio, newspapers, and magazines have dominated the advertising media. Now, Internet advertising is becoming the driving force in many advertising initiatives and efforts (Kotler and Armstrong, 2010). The Internet consists of globally interconnected computer networks that offer companies inexpensive and convenient tools for advertising and communicating with their customers. This is known as Internet advertising or online advertising or web advertising (Kaye and Medoff, 2001). Various types of Internet advertisements are available on the Internet. According to Rodgers and Thorson (2000), Internet advertisements can be in the form of banner advertisements, pop-ups,

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sponsorship, hyperlinks, and websites. Although Internet advertising is an effective tool to reach larger audiences, it is important that advertisers incorporate features to make it more effective. According to Tsang et al. (2004), Internet advertising is effective if it is able to generate an immediate response from consumers.

Fishbein (1967) defines attitude as “a learned predisposition of human being”. As part of a learned predisposition human behaviour, Kotler (2010) further elaborates attitude as an individual personal evaluation, emotion feeling attached and action tendency toward some objects or ideas. In relation to the advertising industry, Bauer and Greyser (1968) take the view of attitude toward advertising as the audience behaviour towards the advertising. Audience behaviour towards the advertising can be indicated through consumers’ favourable or unfavorable response towards a particular advertisement (MacKenzie and Lutz, 1989). According to Mehta (2000), consumers’ attitude toward advertising is one of the influential indicators of advertising effectiveness because consumer’s cognitive ability towards the advertising are reflected in their thoughts and feelings and subsequently will influence their attitude toward advertising (MacKenzie and Lutz, 1989).

Based on extant literature, determinants such as perceived in formativeness, entertainment, irritation and credibility consistently indicate strong relationship with consumers’ attitude toward advertising (Ducoffe, 1996; Brackett and Carr, 2001; and Tsang et al., 2004). These entire factors will be tested in this study.

**Informative**

Advertising plays an important and legitimate role in delivering information (Ling et al., 2010). One of the most vital functions of advertising is to provide information. Wang et al. (2008) argue that the information-seeking factor acts as a positive predictor for the formation of consumers’ attitude towards Internet advertising. Besides that, Schlosser, Shavitt and Kanfer (1999) affirm that consumers’ attitude towards Internet advertising is influenced by informative and the advertisement’s utility for building purchasing behavioural decisions. Thus, information is considered as a very valuable incentive in marketing because recipients react very positively to advertisements that transfer incentives. Based up on the previous studies, the following hypothesis can be stated:

**H1:** Informative of an advertising message is positively related to consumers’ attitude toward Floating advertisements.

**Entertainment**

To Alwitt and Prabhaker (1992), the evaluation of the experience of advertising interaction for users is determined by the ability of the advertising to entertain. They suggest that the ability of advertising to entertain can enhance the experience of advertising exchanges for consumers. Luo (2002) also found that entertainment is the most important determinant for Internet users’ online behaviour.

To Ducoffe (1996), Entertainment denotes “inability to fulfill consumers’ needs for escapism, diversion, aesthetic enjoyment or emotional release”. Peoples’ feelings of enjoyment associated with advertisements play the important role in accounting for their overall attitudes toward them (Shavitt et al., 1998) and are significantly related to advertising value of traditional advertising also (Ducoffe, 1996). Based upon the relationship between perceived entertainment and consumer attitude, the following hypothesis can be stated for this study:

**H2:** Entertainment of an advertising message is positively related to consumers’ attitude toward floating advertisements.

**Irritation**

When the function of advertisement cannot meet consumers’ expectation and divert consumers from other interesting things, the consumers would feel anxious and bring negative attitudes toward advertisement (Liya Wang, 2007). However, Bauer and Greyser (1968) indicated that when the consumers are tired of the advertisement, the efficiency of the advertisement declines.

To Aaker and Bruzzone (1985), “Irritation is the negative, impatient and displeasing feeling of Individual consumers caused by various forms of advertising stimuli”. When advertising employs techniques that annoy, offend, insult or manipulative, consumers are likely to perceive it as unwanted and irritating influence (Ducoffe, 1996). The intrusive tactics advertisers employ when competing for consumers’ attention, can be annoying to the audiences. Consequently, studies tend to show generally negative public attitudes toward advertising (Alwitt and Prabhaker, 1992).

In fact, the main reason for people holding negative attitudes towards advertising is the irritation it causes (Edward, Li & Lee, 2000). Irritation is, thus, considered as a valuable factor in Internet advertising. The attitude model developed by Brackett and Carr (2001) theoretically supports the relationship between consumers’ perceptions of the irritation and their attitudes toward an advertisement. The following hypothesis can therefore be stated:

**H3:** Irritation of an advertising message is negatively related to consumers’ attitude toward floating advertisements.
**Credibility**

In the context of advertising industry, MacKenzie and Lutz (1989) identify advertising credibility as consumers’ general perception towards the truthfulness, reliability, trustworthiness and believability of an advertisement. Credibility of an advertisement is affected by various factors, particularly by the company’s credibility and the person who brings a message (Goldsmith and Lafferty, 2002). Lafferty and Goldsmith (1999) affirm that advertising credibility is a key factor that affects the formation of attitude and behaviour. In addition, other studies have concluded that credibility of the advertising message has positive influence on consumers’ attitude towards advertising (Tsang, Ho, and Liang, 2004; Brackett and Carr, 2001). The following hypothesis can therefore be stated with regards to the constructs:

H4: Credibility of an advertising message is positively related to consumers’ attitude toward floating advertisements.

**RESEARCH METHODOLOGY**

The collection of primary data approach was used as opposed to secondary data because it is considered that secondary data is unable to serve the objectives of this study. The target population for the study was considered as software professionals working in India, because of their nature of work, income levels, and high Internet browsing skill levels. The initial format of the questionnaire prepared was pretested in the pilot study on 50 business management students in the first stage. Modifications were made based on the subjects’ feedback to improve the clarity and presentation of questionnaire items, and the filled-in questionnaires were later examined for scale reliability and validity. The reliability values of in formativeness ($\alpha = 0.897$), entertainment ($\alpha = 0.879$), irritation ($\alpha = 0.818$), credibility ($\alpha = 0.793$) signify high reliability as shown in table 1.

<table>
<thead>
<tr>
<th>Construct</th>
<th>Number of Statements</th>
<th>Cronbach’s alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>In formativeness</td>
<td></td>
<td>0.897</td>
</tr>
<tr>
<td>Entertainment</td>
<td></td>
<td>0.879</td>
</tr>
<tr>
<td>Irritation</td>
<td></td>
<td>0.818</td>
</tr>
<tr>
<td>Credibility</td>
<td></td>
<td>0.793</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Since, Internet using software professionals are dispersed over wide geographical area; the sample is taken from the prominent IT hubs in India such as Bangalore, Hyderabad, Chennai, Pune and Mumbai cities where a large number of IT companies are located and software professionals are employed. A total of 920 questionnaires were distributed physically, through web links and emails to professionals employed in software companies operating in different city locations in India. A total of 596 filled-in questionnaires were collected, out of which 52 questionnaires were half-filled and 32 other questionnaires were found having inconsistency in the responses. Both half-filled and inconsistent questionnaires were removed from the sample, leaving finally 512 valid, usable questionnaires.

**Hypothesis Tests**

The assumption of normality was assessed through the Kolmogorov-Smirnov test. Tests for normality were also assessed through a visual examination of histograms and normal probability plots. It showed that the data deviated to a great extent from a normal distribution.

The first hypothesis (H1) investigating the relationship between perceived in formativeness and consumer overall attitude toward float advertising, was tested using non-parametric test, Spearman Rank Correlation at a 95 percent level of confidence. The resulting p-value (p<0.001) is less than 0.05 and therefore the hypothesis can be accepted. There is therefore a positive correlation between consumer attitudes and their perceived in formativeness.

The second hypothesis examining the correlation between consumer perceptions of entertainment of floating ads and consumers overall attitude was also accepted with the Spearman rank correlation as shown in the table 2.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Spearman’s Rank Correlation</th>
<th>Overall Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>In formativeness (H1)</td>
<td>Correlation</td>
<td>.537**</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>512</td>
</tr>
<tr>
<td>Entertainment (H2)</td>
<td>Correlation</td>
<td>.509**</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td>.000</td>
</tr>
</tbody>
</table>
Hypothesis 3 is concerned with testing whether or not there is a negative correlation between perceptions of irritation of float ads and consumers’ overall attitudes. The correlation coefficient displayed no significance at 0.05 level, and hence the hypothesis 3 is rejected.

Hypothesis 4 is concerned with testing about the relationship between perceived credibility and overall attitudes toward float ads. The correlation coefficient displayed a positive strong relationship between credibility and overall attitude.

**MANAGERIAL IMPLICATIONS**

Study of Internet user consumer behaviour is a broad and interesting area that can benefit business organizations in their efforts to marketing their products and services online. Since consumers’ perceptions and attitudes toward Internet advertising are determining factors of buying behaviour, this research has shed light on Internet user attitudes toward the emerging form of Internet advertising i.e., Floating Ads. If advertisers would take into account the results of the present study, they can create more effective advertisements to the concerned target markets. This would enable them to cut their costs substantially, enhancing advertising effectiveness. Furthermore, Internet users would enjoy a more user-friendly online advertisement that, in turn, reduces advertiser–consumer perception gaps. Based upon the positive attitudes of consumers towards floating advertisements, marketers need to recognize the impact of entertainment on the consumer attitudes and should concentrate on creating more creative and entertaining Internet advertisements.

**LIMITATIONS OF STUDY**

Firstly, the data was collected using convenience sampling method and the software professionals were taken as a sample population, which have resulted in sampling biases. These limitations hamper the generalization of the results of the study.

Secondly, the instrument used for measuring attitudes toward float advertising was adopted from previous research. Despite pre-testing and proper evaluation to ensure reliability, semantic and linguistic biases might have crept in inadvertently.

**CONCLUSION**

Marketers need to understand the target audience in designing floating ads. Although consumers have positive attitude towards floating ads, Marketers need to further ensure that they make floating ads which supplies relevant information and pleasing entertainment to targeted consumers. Consumers value floating ads that are short, entertaining, informative and less irritative in nature.

**REFERENCES**


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THE ROLE OF SERVICE MARKETING IN INDIAN RAILWAYS: A CONCEPTUAL STUDY

Dr. A. V. N. Murty106 Dr. Tapesh Kiran107 Nidhi Goel108

ABSTRACT

The Indian Railways is one of the largest transportation networks in the world having its own reputation for being one of the finest transport systems in the world. From 1853, until 1947 and after independence railways has been growing in dimension, size, infrastructure, growth in a very significant manner. Indian Railways are considered being the lifeline of transportation system in the country. It has done commendable job in both passenger sector and freight sector to make it one of the most profit making public sector in the country. It is not an easy task to manage such a huge organization with the best possible care in the service facilities. From E-ticketing to pantry cars services to maintenance of passenger care Indian Railways can be stated as one of the finest communication system in India. Railways have also done significant job in sub-urban transportation system at a very cheap and economic price for the commuters’ in all the major metro city of the country. Indian Railways contribute significantly to the national economic revenue.

This paper is studied based on literature review and concept of service marketing as a commercial organization and suggestions have been giving along with findings to what best can be done to make it more competitive with other modes of transportation system in India.

KEYWORDS

Freight, Revenue, Amenities, Strategies, Marketing, Indian Railways etc.

INTRODUCTION

Indian Railways owned and operated by Government of India through the Department of Ministry of Railways. It is the fourth largest railways network after USA, Russia and China. It has 115,000 Km’s of track and 65000-track route. It carries more than 25 million passengers daily and over 9 billion on annual basis. It also carries 2.8. Million tons of freight daily. It has 239,281 freight wagons, 59713 passengers’ coaches, and 9549 locomotives by March 2013. A total of 40,000 miles of route is electrified. There are 16 zones and 68 divisions in India. It has a revenue of Rs 111, 9848.9 million ($17 billion) out of which RS 6759.7 million ($ 11 billion) from freight and Rs 286455.2 million ($4 billion) from passengers tickets. Railways were first introduced in 1853 from Bombay to Thane. In 1951, the system was nationalized as one unit and thus Indian Railways became as one of the largest network in the world.

Products Offered

There are two types of products offered by Indian Railways:

Passengers Services

Indian Railways transport around twenty five millions passengers daily across the country. Railways earn nearly 30% of revenue approximately 4 billion US $ per year. There are some states like Sikkim and Meghalaya are yet to be connected by Rail. A standard passenger train consists of 18 coaches and popular trains consist of 26 coaches. The coaches are interconnected through vestibules. There are long distance, short distance and urban trains to carry the passengers to different destinations.

The passengers can enjoy by travelling in general compartment to AC compartments depending upon their economic condition. Railways provide different modes of buying tickets for their journey. There are normal booking counters providing general travel tickets to all the passengers. Besides regular ticket counters Railways in order to avoid crowd have created provisions of other counters looked after by the authorized people to sell the tickets on behalf of Indian Railways. Indian Railways also provide advance reservation of tickets both online and off line.

Passengers can book ticket to any destination in any class three months in advance depending upon availability of birth and seats. On line tickets can be booked by using a credit card or a debit card to make easy payment trough internet. Passengers can also cancel their tickets if due to some or the other reason if the travel is cancelled. There are class trains like Duranto, Rajdhani, Shatabdi, Sampark Kranti, and Janshatabdi, which cover long distances with limited stoppages in a very short time. Passengers traveling in AC are provided Bed Roles, free meals and refreshment that are including the cost of the tickets. There are pantry cars

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in most of the trains, which travel to a long distance, which provide soft drinks, coffee, tea Tiffin, and lunch to the passengers on payment basis.

Railways also look for providing neat toilets, light and fans for the comfort of the passengers. In some of very popular trains newspapers both in English and regional languages are provided to the passengers to inform them about the latest happening in the country. Trains also have Railway protection force in different coaches for the safety of passengers.

Freight Services

Indian Railways are the largest carriers of goods, minerals, fertilizers, iron and steel, petro chemicals, agricultural products to different parts of the country. Nearly 75% of revenue of Indian Railways comes from freight services, which are approximately 11 Billion US $. Freight is a profit making business segment of Indian Railways and is very much in the backbone of Railways Revenues. Railways have 239,289 freight wagens for the transportation of Goods and services. Achievement of projected Freight targets largely depend on the way Indian railways reshapes its policy and strategies but also to provide de value for money to customers in terms of better-improved services. The recent growth in freight loading is due to the use of recent technology for its long-term sustainability.

FINANCIAL PERFORMANCE OF INDIAN RAILWAYS

Graph-1

Sources: Railways Budgets Highlights, Ministry of Railways + RE-Revised Estimates* BE-Budget estimates@economictimes.com

Indian Railways gross traffic receipts have increased from Rs 869.63 crores in 2009-10 to Rs 1437.4 Corers in 2013-14. Even the growth has been constant over the years, which clearly indicates that Ministry of Railways having making efforts to increase the revenue of the Railways.

Indian Railways Operating Ratios

Graph-2

Sources: Railway Budget +highlight of Railways---BE-Budget estimates@economictimes.com
Operating Ratios establishes the relationships between operating cost and nexus. In this diagram it is evident that operating expenses has come down from 95.28 Crores in 2009-10 to 87.8 Crores in 2013-14. There is a sharp decline of 8.20 Crores which is quite significant and it reflects the growing efficiency of Indian Railways.

**Graph-3: Railways Investment Programe**

![Graph-3](image)

**Sources:** Railway Budget +highlight of Railways---BE-Budget

estimates@economicstimes.com

Indian Railways has some long term investment programmes to provide better amenities to the passengers, safety of passengers, freight carrier, tracks and routes improvement, modernization of information and communication technology, giving major stations new looks and amenities, modernization of coaches and engines, electrification of routes etc. are the major issues. In the above diagram, expecting 2011 and 2017 the investment is expected to be normal.

**Financial Performance of Indian Railways: Net Revenue (In Rs.)**

![Graph-4](image)

**Sources:** Railway Budget +highlight of Railways---BE-Budget

estimates@economicstimes.com

The average annual growth of 8% in freight loading corresponding to average annual growth of 9% in GDP in last 5 years, the incentives schemes continued at best in retention of the market share. There is a further need to restructure marketing strategy to improve the market share of Indian Railways. The market share and the net revenue from passengers as well as freight is very good in 2006-07 and 2007-08. It reached to a breakeven point in 2010-11 and expected to grow 2011-12 and 2012-13.

**TRANSPORT INDUSTRY IN INDIA**

There are three types of transport system in India. For medium term and long-term distances of travel by the passengers in India. However, there is stiff competition in the moods of transportation in India.

**Roadways**

Indian Roadways network carry almost 90% of country’s passenger traffic and 65% of freight. Roadways are widely used for short and medium distances by passengers. However, the quality of the roadways network is subjected to locations. It is not uniformly good or well maintained. Roadways also include bus and taxi services for passengers. India had a road network of over 4.42 million Kms in 2011, making it one of the three largest road networks in the world. India's roads are a mix of modern highways and narrow, unpaved roads. As of 2008, 49 percent - about 2.1 million kilometers - of Indian roads were paved. India
has less than 4 kilometers of roads per 1000 people, including all its paved and unpaved roads. The number of passengers making use of both railways and airlines are increasing but, the number of passengers preferring airlines is growing tremendously. In coming years, Airlines may give a very stiff competition to Indian Railways.

Table 1: Market Analysis

<table>
<thead>
<tr>
<th>Earlier</th>
<th>Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>IR was only mode of cheap long distance</td>
<td>Onset of alternative cheaper and faster modes of travel i.e. airplanes.</td>
</tr>
<tr>
<td>transportation.</td>
<td>Increase in income of people.</td>
</tr>
<tr>
<td>IR has been functioning according to the Supply concept which states that supply of the product / service ensures demand.</td>
<td>Huge growth in number of passengers travelling by the airlines in comparison to railways.</td>
</tr>
<tr>
<td></td>
<td>Air travel reduces the time of traveling by more than 75%.</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation

Marketing strategies of Indian Railways is focused on individual customer group, each consisting of customers with similar characteristics and needs. In order to increase the revenue generation following measures can be taken:

- **Capacity enhancement**: By increasing the number of various, long and short distance new trains. Addition of new bogies in existing trains.
- **Better utilization of the current capacity**: Improving the quality of service and strategically allocation of resources. Advertise the railway facilities available to attract new customers and retain existing customers.
- **Schemes to increase existing sources of revenue**: Tie up with different companies for their advertisement to generate revenue.

Railway’s customers can be segmented into broad market or business groups, such as:

1. Commuters,
2. Medium-Long Distance Passengers,
3. Freight Customers,
4. Parcels and Express Freight Customers,
5. Commercial Property Lessons,
6. Others (e.g. advertisers using railway property).

To counter these factors, IR needs to adopt following strategies:

- Focus on grabbing the portion of the consumer segment that has time spending 12-18 hours in travel. However, IR has better penetration than airways and has better reach ability. In such areas, it needs to ensure that people prefer the railways for low distance travel to roadways.
- The price points should be significantly lesser than the low cost airlines. To achieve this, it has to adopt every avenue of cost reduction feasible.
- It should take steps to recover its market share through a combination of tariff Re-balancing and quality enhancement measures.

Classification of consumer segment into 3 categories on the basis of income:

- The Lower Class (< Rs. 3 lakh p.a.),
- The Middle Class (Rs. 3-10 lakh p.a.),
- The Upper Class (> 10 lakh p.a.).

**Lower Class**

The following strategies can be implemented for the lower class passengers:

- Increase the number of unreserved compartments in newer trains,
- Increase the number of existing trains,
- Replace wooden seats in ordinary class passenger trains with cushioned ones,
- Introduction of a concept like Garib Raths (subsidized Air Conditioned trains with enhanced passenger capacity).

**Middle Class**

The following strategies can be implemented for the middle class passengers:
• 200 trains to be made superfast,
• Dynamic pricing: Differential discounts in peak and off-peak seasons,
• Decrease in the fare of AC as well as sleeper class,
• Budget for local trains and metro rails,
• Priority given to women & senior citizens for lower berth,
• Cyber cafes and ATMs opened at major stations,
• Automatic ticket vending machines set up,
• E-tickets made cheaper and made available for all mail and express trains.

4 P's OF MARKETING

Product

Train Description

- Duronto Express: Non-stop point to point trains connecting metros and major state capitals.
- Rajdhani Express: Air-conditioned trains linking major cities to New Delhi. There are only a few stops on a Rajdhani route.
- Shatabdi Express and Jan Shatabdi Express: These are air-conditioned and non-air conditioned respectively intercity trains for day travel. They have only seats and not berths.
- Garib Rath: These trains contain AC three-tier and AC chair car coaches with fares less than the fares for the same classes in other trains.
- Superfast Express: Average speed greater than 55 km (34 mile) per hour. The tickets for these trains have an additional superfast surcharge.
- Express and Mail Train: Most common kind of trains in India. Stops at relatively important intermediate stations.
- Passenger and Fast Passenger: Slow trains that stop at most stations along the route. The trains generally have unreserved seating accommodation but some night trains have sleeper and 3A coaches.
- Suburban Trains: These trains operate in urban and suburban areas, usually stop at all stations and have unreserved seating accommodation. Monthly and quarterly tickets for suburban trains are subsidized.

Price

The different pricing strategies are based on the following categories:

Consumer Groups
a. First Class, second class, sleeper, AC;
b. Tatkal reservation;

Age Based Pricing
a. Concession for Senior Citizens;
b. Half ticket for children below 7 years;

Quantity based Pricing
a. Prices for single ticket;
b. Prices for monthly pass;
c. Prices for quarterly pass;
d. Bulk booking discount for seasonal train.

Place

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name</th>
<th>Route KMs</th>
<th>Divisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Central</td>
<td>3905</td>
<td>Mumbai, Bhusawal, Pune, Solapur, Nagpur</td>
</tr>
<tr>
<td>2</td>
<td>East Central</td>
<td>3628</td>
<td>Danapur, Dhanbad, Mughalsarai, Samastipur, Sonpur</td>
</tr>
<tr>
<td>3</td>
<td>East Coast</td>
<td>2572</td>
<td>Khurda Road, Sambalpur, Visakhapatnam</td>
</tr>
<tr>
<td>4</td>
<td>Eastern</td>
<td>2414</td>
<td>Howrah, Sealad, Asansol, Malda</td>
</tr>
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<td>North Central</td>
<td>3151</td>
<td>Allahabad, Agra, Jhansi</td>
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<td>North Eastern</td>
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<td>North Western</td>
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<td>Northern</td>
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<td>Delhi, Ambala, Firozpur, Lucknow, Moradabad</td>
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<tr>
<td>10</td>
<td>South Central</td>
<td>5808</td>
<td>Secunderabad, Hyderabad, Guntakal,</td>
</tr>
</tbody>
</table>
Promotion

Indian Railways promotes its new services through the website (www.indianrail.gov.in) and banners & hoardings at stations. It also uses advertisements through television. It promotes the launch of various schemes targeting different sections such as tourists, students, daily travelers. Luxury trains such as Palace on Wheel, the Deccan Odyssey, the Fairy Queen etc. have packaged tours over many cities which are becoming very popular today amongst the rich and foreign tourists. Indian Railway Catering and Tourism Corporation (IRCTC) is the subsidiary of Indian railways that handles catering, tourism and online ticket operation in India.

SERVICE ANALYSIS

Tangibles

1. Railway has modern looking equipment & infrastructure at stations and trains.
2. Railways Physical Facilities like Lighting, seating and Toilets are OK.
3. Staffs of Railways are neat in Appearance.
4. Time Tables, Display Boards etc. are visually appealing.

Reliability

1. Railways are accurate in Record Keeping.
2. Railways are accurate in timing of Trains.
3. Railways perform Service Correctly.
4. When you have problems Railways shows sincere interest in solving it.
5. Railways adhere to punctuality of Trains.

Responsiveness

1. Railway staffs tell exactly when services will be performed.
2. Railway employees give prompt service to customers.
3. Railway employees are always willing to help.
4. Railway employees are never too busy to respond to customer requests.

Assurance

1. Indian Railways is trustworthy.
2. You feel safe in your travel.
3. Railway employees are courteous with customers.
4. Railway employees have knowledge to answer customer questions.

Empathy

1. Railways give individual attention.
2. Railway operations are convenient to passengers.
3. Railway employees give personnel attention.
4. It is easy to plan a railway journey.

MANAGING DEMAND AND CAPACITY PLANNING

Capacity is created (or destroyed) by a host of factors, all interrelated. Capacity is not only infrastructure issue but also rolling stock, motive power, employees and operating strategies (size of trains, speed of trains, timing of trains, etc.) are all part of Capacity. There are various capacity constraints in terms of infrastructure like shortage of coaches, overcrowded trains, low space capacity and old and outdated seats. Demand is large and shortage of time, labor and facilities make the problem worse. To overcome the problem of excess demand and limited capacity, we need to identify demand patterns for different capacity constraints.
Travelling in morning time and evening time is especially high because of travelling of commuters who needs daily up and down for work. Non-frequent travelers also prefer to travel in nights to save the daytime for work. Demand patterns can be analyzed using large available data with Indian railways. For increasing infrastructure as well as maintaining the existing infrastructure, labor is necessary require input. Labor supply is not same every time and is dependent on the business cycle. Labor supply can be predicted through business cycle patterns. Demand for facilities may increase due to delay in arriving time of trains at station, weather conditions, frequent travelling etc. Variables like weather conditions cannot be controlled, so we see a random demand fluctuation in use of facilities.

**SERVICE MARKET FOR INDIAN RAILWAYS**

Service market involves three kinds of marketing that are external marketing, internal marketing and interactive marketing:

**External marketing**

- Indian government has a monopoly in railway services and because of excess demand, direct marketing to the end users in not required. Although, railway do advertise which show emotional attachment of customers with the trains.
- Pricing based on consumer groups, inter-temporal pricing, age based pricing and pass services for frequent travelers.
- Promotion of new schemes targeting different segments such as tourists, students and daily travelers. Luxury trains such as Palace on Wheel, The Deccan Odyssey, and The Fairy Queen etc. are promoted for tourist purposes. They try to maintain the communication with customers through websites (such as irctc.com) and sms services by providing facilitating services for travelling with trains.

**Internal Marketing**

- Government of India maintain a website (Indianrailwayemployee.com) devoted only for the employees that provide information for recruitment and selections, welfare measures, retirement benefits and all other necessary information for the employees.
- There are 291 training institutions in India proving training to railway employees. Railway Staff College is one of the institutes that provide training to newly appointed officers and senior managers and executives. For motivational purposes, railway encourages empowerment of employees through machineries like PREM (Participation of Railway employees in management). This had given and effective and meaningful participation of workers in management process. PREM encourage labor to highlight their views on the Railway working and also suggested measures needed to be taken for improving efficiency on the Railways. Railway also provide Staff welfare plan and performance based rewards for employees.

**Interactive marketing**

Frontline staff comes directly in contact with the passengers. Their unfriendly and discourteous behavior worsens the image of Indian Railways. So Government has started training programs for frontline staff like Assistant Station Master, on board staff viz. catering & Train Examiners, TTEs, RPF etc. and those working enquiry, Reservation, Booking, Parcel Office, Telephone Enquiry, ‘May I Help You’ counters for improving their interpersonal skills and equip them for dealing with rail customers. Customer Care Institutes in India takes care for frontline staff training.

**Bottlenecks**

1. Delay in arrivals and departures of trains.
2. Poor Railway traffic management.
3. Poor catering facilities inside the train.
4. Poor condition of tangibles inside the train as well as on the stations.
5. Only one track in many regions.
6. Difficulty in purchasing tickets at the counters.
7. Poor capacity utilization.
8. Frequent failure of server for online booking.
9. Poor and last moment management of waitlisted tickets.
10. Unethical behavior of ticket collectors.

**Based on the study the following are the findings:**

- All the dimensions are in poor condition.
• Railway has to improve its service quality a lot to achieve passenger satisfaction.
• Gap in the Reliability is higher which means, it is Railway’s weakest dimension.
• The most important dimension is Reliability.
• The least important dimension is Responsiveness.
• The most satisfying dimension is Assurance.
• The least satisfying dimension is Reliability.

CONCLUSION AND SUGGESTIONS

In this paper, emphasize on service quality in Railway Passenger Services. According to our findings, all the dimensions of Indian Railways are in poor condition. It has to improve its service quality a lot to achieve passenger’s satisfaction. We analyzed various bottlenecks in the entire service delivery system. Proper mechanism of maintain timetable should be implemented to enhance the punctuality.

Railways need to enhance the conditions of seats in the compartment and need to maintain proper sanitation. Railways need to work a lot to manage its demand and capacity by proper utilization of their resources. There is a strong need to bring some private player into catering services to enhance the quality of catering. More no. of ticket counters should be built; duration of booking should be increased also. Ticket booking staffs need to work very efficiently and should be given proper training to deal with passengers.

REFERENCES


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(Editor-In-Chief)
A STUDY ON CUSTOMER PERCEPTION TOWARDS E-BANKING

Dr. S. Kayarkanni

ABSTRACT

E-Banking is also called Internet banking, on-line banking or PC banking. E-Banking may include ATMs, wire transfers, telephone banking, electronic funds transfers and debit cards. The study focuses on the finding the customers’ perception on various internet application related with E-banking facility provided by State bank of India in Tuticorin town. Data for this investigation were collected from primary as well as secondary sources. Due to time constraint and owing to non-response from the sample respondents, purposive sampling technique was used to select 180 sample respondents from that obtained list. All the respondents were E-banking users. The data was collected during the months between May to July, 2013. Secondary data have been collected from books, journals, newspapers, internet and periodicals. Percentage analysis, averages, chi square test and probability analysis were used.

It is also inferred from table bank related information that out of the 180 total respondents taken for the study, 58.33% of the respondents have their bank account in public sector banks, 51.11% of the respondents have their bank account more than 10 years, 48.33% of the respondents get to know about banks through advertisements, 11.11% of the respondents get to know about banks through friends & relatives 11.67% of the respondents get to know about banks through agents and 8.33% of the respondents get to know about banks through bank officials. The study reveals that, 80.55% respondents were satisfied with the services provided by the bankers. Only 7.78% respondents said that they were not satisfied to some extent and the remaining 11.67% respondents said that they were not satisfied with the services provided by the bankers. The result of chi-square- test revealed that there is no significant difference between sex and satisfaction with the services provided by the bankers in Tuticorin town.

KEYWORDS

Internet Banking, Telephone Banking, Electronic Funds Transfers, Debit Cards, Awareness, Satisfaction etc.

INTRODUCTION

Electronic banking is defined as the automated delivery of new and traditional banking products and services directly to customers through electronic, interactive communication channels. E-banking includes the systems that enable financial institution customers, individuals or businesses, to access accounts, transact business, or obtain information on financial products and services through a public or private network, including the Internet. E-Banking is also called Internet banking, on-line banking or PC banking. E-Banking may include ATMs, wire transfers, telephone banking, electronic funds transfers and debit cards.

The promise of ICT in the banking sector has been seen in terms of its potential to increase customer base, reduce transactions cost, improve the quality and timeliness of response, enhance opportunities for advertising and branding, facilitate self-service and customization and improve customer communication and relationship (Garau, 2002). This helped all banks making greater use of ICT facilities to provide better service and to excel in competition.

There are several major challenges and issues facing the e-banking industry today. Customers are certainly concerned of giving their bank account number online or paying an invoice through internet. Another challenge facing e-banking industry and the e-business in general is the quality of delivery service – including both delivery speed (i.e., short advance time required in ordering) and delivery reliability (i.e., delivery of items/services on time) which caused many e-business failures in the earlier dot.com era. Limited online payment options have resulted in many customers to drop out in the last stage of the purchasing process due to dissatisfaction and inconvenience (Furash, 1994). Finally, the issue of customer unfamiliarity with the internet, which is prominent among senior citizens, has recently caught some attention, because these customers believe that they are left at a disadvantageous position and become very reluctant in doing business online (Johnson, 1999).

The banking industry has followed this trend in recent years, and sometimes called e-banking referring to all banking transactions completing through internet applications. It is believed that m-banking will provide another new channel for banking services, especially for certain remote areas where online internet is still unavailable. Strategic implications and customer perception of m-banking services are explored (Laukkanen and Lauronen, 2005) with a focus on the consumer value creation and a better understanding about the customer-perceived value of m-banking services.

While Internet banking has grown rapidly, there is not enough evidence of its acceptance amongst consumers. Empirical studies from the consumer side of ebanking have been reported recently, such as one focusing on the quality of customers on the

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utilisation of current e-banking services (Hitt and Frei, 2002), and another recent one examining the customer attitudes towards e-banking and concluding that online banking marketing will gain importance at a faster rate in the coming years (Kanyak and Harcar, 2005). Other new e-banking services have targeted mortgage lending, consumer lending, and small business loan products.

There are 38.5 million internet users in India and in the number is set to grow to 100 million in the next two years. An estimated 4.6 million people bank online and the number is expected to grow to 16 million by the end of the current fiscal (2010-11). Banking online may be either personal computer or mobile phone that is mobile banking. The present paper explores customers’ perception towards electronic banking services and the quality of e-banking services provided by the banks in Tuticorin town.

REVIEW OF LITERATURE

Bill Garni, (1982), conducted a study on the banking growth imbalances over a decade since nationalization in branch expansion, deposit mobilization, credit disbursement and priority sector coding. The study concedes that although region and state wise disparities in terms of Banking Services still exist, some healthy trends were developed significantly and if continued in future would further help in minimizing the widening gaps.

Prabharkar, (1986) has analysed the nature and range of customer’s service provided by Indian Banks. He has brought out the fact that in case of complaints is from depositors. With the mass banking practice a different treatment is neither possibilities of dividing customers may be of some better service to important customers. The teller system partially brought out that in India there is a growing size of current and saving account holders who do not maintain the statutorily required minimum balance. The defaulter is high and growing which would cause additional work to bankers.

Habib (2012) mentioned the factors to consider when banks adopt technological innovations are assets of a bank, years of operation, urban location, deposits ratio, and expenses ratio. Sayar and Wolfe (2007) mentioned that the evolution of e-banking has fundamentally transformed the way banks traditionally conduct their businesses and the ways consumers perform their banking activities. According to Christopher et al (2006), E-banking has become an important channel to sell the products and services and is perceived to be necessity in order to stay profitable in successful. Chou and Chou (2000) identified five basic services associated with E-banking: view account balances and transaction histories; paying bills; transferring funds between accounts; requesting credit card advances; and ordering checks for more faster services that can be provide by domestic and foreign bank. E-banking allows customers to perform a wide range of banking transactions electronically via the bank’s website anytime and anywhere (Grabner-Kraeuter and Faullant, 2008).

OBJECTIVES OF THE STUDY

The main objectives of the present study are:
- To study the socio-economic conditions of customers’ using E-banking.
- To know the reasons for adopting E-banking facility while using E-banking
- To examine the customer’s awareness and satisfaction about E-banking services.

METHODOLOGY AND TECHNIQUES OF ANALYSIS

The study focuses on the finding the customers’ perception on various internet application related with E-banking facility provided by State bank of India in Tuticorin town. Data for this investigation were collected from primary as well as secondary sources. The list of respondents was obtained from the State bank. Due to time constraint and owing to non-response from the sample respondents, purposive sampling technique was used to select 180 sample respondents from that obtained list. All the respondents were E-banking users.

The data was collected during the months between May to July, 2013. Secondary data have been collected from books, journals, newspapers, internet and periodicals. Special care has been taken to avoid bias in their answers to various questions and encouraging them to answer queries. Percentage analysis, averages, chi square test and probability analysis were used.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Categories</th>
<th>Number of Respondents</th>
<th>Variable</th>
<th>Categories</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>113 (62.78)</td>
<td>Age</td>
<td>Below 25</td>
<td>31 (17.22)</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>67 (37.22)</td>
<td></td>
<td>Young (25-35)</td>
<td>58 (32.22)</td>
</tr>
<tr>
<td>Education</td>
<td>School level</td>
<td>30 (16.67)</td>
<td></td>
<td>Middle (35-45)</td>
<td>62 (34.44)</td>
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<tr>
<td></td>
<td>Graduate</td>
<td>43 (23.89)</td>
<td></td>
<td>Old (45-60)</td>
<td>16 (8.89)</td>
</tr>
<tr>
<td></td>
<td>Post Graduate</td>
<td>48 (26.67)</td>
<td></td>
<td>Above-60</td>
<td>13 (7.22)</td>
</tr>
<tr>
<td></td>
<td>Professional</td>
<td>28 (15.56)</td>
<td>Marital Status</td>
<td>Married</td>
<td>139 (77.22)</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>31 (17.22)</td>
<td></td>
<td>Unmarried</td>
<td>41 (22.78)</td>
</tr>
</tbody>
</table>
It is inferred from the table personal information that out of the 180 total respondents taken for the study, 49.44% of the respondents are in the age group of up to 35 yrs. and 34.44% of the respondents are in the age group of 35-45 yrs. and average age of the respondents are 36.25. 62.78% of the respondents are male and 37.22% of the respondents are female. Out of the total respondents taken for the study 23.89% of the respondents are graduation and 26.67% of the respondents are post graduate.

When marital status is concerned 77.22% of the respondents are married and 22.78% are unmarried and 86.11% of the respondent’s occupational status is employed. 29.44% of the respondents belong to the monthly income 10001-20000 and 27.22% of them belong to below 10000 as their income level and the average monthly income of the respondents is Rs. 20667.

It is also inferred from table bank related information that out of the 180 total respondents taken for the study, 58.33% of the respondents have their bank account in public sector banks, 51.11% of the respondents have their bank account more than 10 years, 48.33% of the respondents get to know about banks through advertisements, 11.11% of the respondents get to know about banks through friends & relatives 11.67% of the respondents get to know about banks through agents and 8.33% of the respondents get to know about banks through bank officials.

Table-2: Reasons for adopting E-banking Facility (n=180)

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience</td>
<td>103</td>
<td>57.22</td>
</tr>
<tr>
<td>Customer friendly</td>
<td>144</td>
<td>80.00</td>
</tr>
<tr>
<td>Safety &amp; Security</td>
<td>72</td>
<td>40.00</td>
</tr>
<tr>
<td>No need to visit the bank</td>
<td>85</td>
<td>47.22</td>
</tr>
<tr>
<td>Saving of time</td>
<td>131</td>
<td>72.78</td>
</tr>
</tbody>
</table>

Sources: Primary Data

It is seen that customer friendly gets the foremost priority, followed by saving of time, convenience, no need to visit the bank and the least for safety and security.

Response with E-banking Services

Table-3

<table>
<thead>
<tr>
<th>Response</th>
<th>Male</th>
<th>Female</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fully Satisfied</td>
<td>67 (59.29)</td>
<td>40 (59.70)</td>
<td>107 (59.44)</td>
</tr>
<tr>
<td>To some extent satisfied</td>
<td>23 (20.35)</td>
<td>15 (22.39)</td>
<td>38 (21.11)</td>
</tr>
<tr>
<td>To some extent not satisfied</td>
<td>9 (7.96)</td>
<td>5 (7.46)</td>
<td>14 (7.78)</td>
</tr>
<tr>
<td>Not satisfied</td>
<td>14 (12.39)</td>
<td>7 (10.45)</td>
<td>21 (11.67)</td>
</tr>
<tr>
<td>Total</td>
<td>113 (100.00)</td>
<td>67 (100.00)</td>
<td>180 (100.00)</td>
</tr>
</tbody>
</table>

Source: Primary Data

Note: Figures in brackets represent percentages to total

(x2=0.233, degrees of freedom = 3, probability = 0.972)

The above table reveals that, 80.55% respondents were satisfied with the services provided by the bankers. Only 7.78% respondents said that they were not satisfied to some extent and the remaining 11.67% respondents said that they were not satisfied with the services provided by the bankers. The result of chi-square test revealed that there is no significant difference between sex and satisfaction with the services provided by the bankers in Tuticorin town.

Sources: Primary Data

Note: Figures in brackets represent percentages to total

(x2=0.233, degrees of freedom = 3, probability = 0.972)
CONCLUSION

The customers prefer e-channels with time and cost utility which provide efficient services. Moreover, banks are uncertain about the regulatory framework for conducting e-business and taxation issues for governing cyberspace present formidable problems. Any successful attempt at governing cyberspace will involve significant international cooperation. Although there are some drawbacks in e-banking like complaints regarding use of ATMs, high service charges and more working hours leading to frustration among the employees but still the e-banking is preferred as the efficiency of the employees working through e-channels is better. If the study provokes the authority concerned to take some positive measures for improving the effectiveness of e-banking, the researcher will feel amply rewarded.

REFERENCES


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RFID AND ITS IMPACT ON SUPPLY CHAIN

Dr. Deepak Jain

ABSTRACT

This paper is a theoretical work on studying the impact of RFID on supply chain. Today’s dynamic and competitive business environment puts an ever increasing pressure on companies to innovate, redesign processes, and leveraging the potential of partnerships along the supply chain. One of the technologies offering a solution is Radio Frequency Identification (RFID). RFID can be used to automate and thus streamline identification processes, which means that more checkpoints along the supply chain can be established at decreased costs. However, additionally, the technology can provide further benefits, which make it superior to the currently widespread automatic identification (Auto-ID) technology of the barcode. However, as RFID is only a way to collect the data at the lowest level, the technology must be integrated with the supply chain management systems of the companies. In addition, the various information systems along the supply chain must be integrated to allow for exchange and in order to give a meaning to the data.

Even though RFID technology has initially been developed decades ago, the use of RFID in large-scale supply chain operations has until now been prohibited due to the relatively high costs compared to other Auto-ID solutions. This paper tries to reveal that there are still several technical, as well as other barriers to be solved before widespread RFID deployment in supply chain operations can take place. Therefore, this dissertation deals with RFID technology introduction and impacts on supply chain management systems in order to give an insight into the current issues and status of the technology. The comparison with Barcoding technology will help to better understand what RFID can deliver, what deficiencies companies reveal and where its application in supply chain operations is sensible and likely to occur.

KEYWORDS

RFID, Barcoding Technology, Supply Chain etc.

INTRODUCTION

Definition of Supply Chain

A supply chain consists of all parties involved, directly or indirectly, in fulfilling a customer request. It includes not just the manufacturers and suppliers, but also the transporters, warehouses, retailers and even customers themselves. The supply chain includes all functions involved in receiving and filling a customer request. A supply chain is dynamic and requires a constant flow of information, product, as well as pricing and availability information to the customer. The term Supply Chain conjures up images of product or supply moving from suppliers to manufacturers to distributors to customers along a supply chain. In this chain, we also need to see the flow of products, funds and information along both directions of the chain. All flows of information, product or funds generate costs within the supply chain. Thus, the appropriate management of these flows is a key supply chain success. Effective supply chain management involves the management of supply chain assets and product and information flows to maximize total supply chain profitability.

Role of Information in Supply Chain

Information is a key supply chain driver because it serves as glue that allows the other supply chain drivers to work together with the goal of creating an integrated, coordinated supply chain. Information is crucial to supply chain because it provides the foundation on which supply chain processes execute transactions and managers make decisions. Given the role of information in a supply chain’s success, managers must understand how information is gathered and analyzed. This is where IT comes into play. IT consists of the hardware, software and people throughout a supply chain that gather, analyze and execute upon the information.

Information is the key to the success of supply chain because it enables the management to make decisions over a broad scope that crosses both functions and companies. Successful supply chain strategy results from viewing the supply chain as a whole rather than looking only at the individual stages. Information is a key ingredient not just at each stage of the supply chain, but also within each phase of supply chain decision making from the strategic phase to the planning phase to the operational phase. Information must have the following characteristics to be useful when making supply chain decisions:

- Information must be accurate.
- It must be accessible in a timely manner.
- It must be of a right nature.

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The need for Information Technology is felt to achieve all these characteristics and it has been helping in achieving them all. Information Technology helps in making the flow of information speedy and accessible in time to help the decision makers in making these decisions.

To access the benefits of information, the companies have been investing heavily on building data warehouses by using various information technologies of modern world, in their supply chains. These technologies help to join in the customers and suppliers in to their information network and to make their information network strong and foolproof. Various companies have been using software like ERP, SAP, etc. until date. Other technology as if barcoding is also there that provides real time information access to both the retailers and customers. Innovations are being made to get some technology, which provides benefits that are better than the previously used BARCODING. In addition, one of the recent one is “RFID.”

**HISTORY OF RFID**

In 1945, Leon Theremin invented an espionage tool for the Soviet Union, which retransmitted incident radio waves with audio information. Sound waves vibrated a diaphragm, which slightly altered the shape of the resonator, which modulated the reflected radio frequency. Even though this device was a covert listening device, not an identification tag, it is considered to be a predecessor of RFID technology, because it was likewise passive, being energized and activated by electromagnetic waves from an outside source. The allies in World War II to identify aircraft as friend or foe routinely used similar technology, such as the IFF transponder invented in the United Kingdom in 1915. Transponders are still used by most powered aircraft to this day. Another early work exploring RFID is the landmark 1948 paper by Harry Stockman, titled "Communication by Means of Reflected Power".

Mario Cardullo’s U.S. Patent 3,713,148 in 1973 was the first true ancestor of modern RFID; a passive radio transponder with memory. The initial device was passive, powered by the interrogating signal, and was demonstrated in 1971 to the New York Port Authority and other potential users and consisted of a transponder with 16 bit memory for use as a toll device. The basic Cardullo’s patent covers the use of RF, sound and light as transmission media. The original business plan presented to investors in 1969 showed uses in transportation (automotive vehicle identification, automatic toll system, electronic license plate, electronic manifest, vehicle routing, vehicle performance monitoring), banking (electronic checkbook, electronic credit card), security (personnel identification, automatic gates, surveillance) and medical (identification, patient history).

Steven Depp, Alfred Koelle, and Robert Freyman at the Los Alamos National Laboratory performed an early demonstration of reflected power (modulated backscatter) RFID tags, both passive and semi-passive, in 1973. The portable system operated at 915 MHz and used 12-bit tags. The majority of today’s UHFID and microwave RFID tags use this technique. The first patent to be associated with the abbreviation RFID was granted to Charles Walton in 1983 U.S. Patent 4,384,288.

The largest deployment of active RFID is the US Department of Defense use of Savi active tags on every one of its more than a million shipping containers that travel outside of the continental United States (CONUS). The largest passive RFID deployment is the Defense Logistics Agency (DLA) deployment across 72 facilities implemented by ODIN who also performed the global rollout for Airbus consisting of 13 projects across the globe.

**EVOLUTION OF RFID**

RFID is not a new technology. It was first used in the Second World War to identify friendly aircraft. However, the application of RFID to the supply chain is new. The service sector has been using barcode technology since the mid-1970s. Barcodes are a line-of-sight technology. That is, a scanner has to “see” the barcode to read it. Barcodes appear on almost every purchase, from soft drinks to automobiles. The code itself is made up of a series of wide and narrow parallel lines and spaces and can store as many as 20 to 30 characters per inch of coded information. That is enough space to store the Universal Product Code (UPC) for the item, which tells the computer to respond with the correct price for the item. In the UPS code, only the digits 0-9 are represented. Letters are not allowed. Barcodes are read with the help of a device called a reader or scanner. Over the course of the last 20 years, UPC has become the dominant product-tracking standard for the consumer packaged goods industry. The UPC was created by US manufacturers to negate the lure of much cheaper offshore manufacturing labor and was championed by industry retailing giants. UPC coding has paid off with improved product tracking over multiple retailers, reduced labor costs, and faster product replenishment. Research and development in barcoding technology has led to the development of the new two-dimensional code which contains a stack of as many as 90 one-dimensional barcodes, each just three-hundredths of an inch high. This new barcodes allows the user to maintain a large block of information about each product – manufacturer, cost, price, order size, weight, etc. High-speed laser scanners read the new barcode quickly and retrieve the information for continual monitoring.

Bar coding has become very important for all industries, including both manufacturing and services. However, some situations have environmental conditions, such as temperature, dirt, or hazardous contamination that make optically scanning the barcodes on a label ineffective. In those cases, a different technology, called radio frequency identification (RFID), is often preferred. RFID does not require the tag or label to be seen to read its stored data. RFID technology is a wireless automatic identification and data capture (AIDC) technology. A basic RFID system is composed of a tag containing a microprocessor, a reader and its antennas, and a computer equipped with a middleware program, in which business rules are configured to automate some decisions. The tag, which is generally attached to a product, communicates through radio frequencies with the reader’s antennas. The reader
sends the location and unique identification of the product to a computer. When this information is routed to specific enterprise information systems (e.g. Enterprise Resource Planning Systems-ERP, Warehouse Management Systems-WMS), automated transactions can be performed such as reject unplanned receipts, directly enter receipt into computers, compare ASN (Advance Shipping Notice) for inbound deliveries, etc.

The unending cycle of rising supply chain costs impacts the bottom line of all players involved. Manufacturers, retailers and distributors consider supply chain cost reduction as a critical issue to be addressed in their business. This desire to cut supply chain costs has pushed radio frequency identification (RFID) technology – an e-tagging technology that can be used to provide electronic identity to any object. Speculation that a five-cent RFID tag will be available in the near future has made RFID technology one of today’s most discussed retail technologies. RFID is not a new technology. It was first used in the Second World War to identify friendly aircraft. However, the application of RFID to the supply chain is new. For a nominal price, a RFID tag is attached to the product in the initial stages of manufacturing that follows the product down the supply chain all the way to a retail setting, and finally into the hands of the consumer. There, it can again be scanned while in a box or crate, saving labour. In a retail setting, the tag can serve as the price tag. Consumers can count on the tag for warranty information after purchase.

Table-1

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Sources: Authors Compilation

How RFID Works (Technology Used)

When talking about technology used in the RFID there are three main components. These are: a) Tags, b) Reader, and c) Database. The working of these three components constitutes altogether the working of RFID as a whole.

Figure-1

The Tag or Transponder

The RFID tags are the chips that are embedded in the product, pallet, or case that store and transmit information about the specific unit. Tags are made of a hard copper coil consisting of an integrated circuit (IC) attached to an antenna then packaged into a housing device appropriate for the application. Tags (aka transponders) essentially consist of a microchip, memory and an antenna. Microchips are the brains for the Tags. Information, which is sent or received from the radio waves, is then stored or recalled from the memory. The antenna has only one task to do; however, that task has a direction. It handles communication from the Tag either to the Reader or from the Reader to the Tag. Think of the antenna as a language translator converting digital data into radio wave energy or vice-versa.

Sources: Authors Compilation
RFID tags are very rugged and come in several forms and sizes. Some can be as small as a grain of rice or one-third of a millimeter. Data is stored in the IC and transmitted through the antenna to a reader. RFID tags can be “passive” (no battery) or “active” (self-powered by a battery). Passive tags are more popular, less expensive, with a virtually unlimited life span. They do not have their own power supply but use the radiated energy from RFID readers to transmit information. An RFID tag is the most important link in any RFID system. It has the ability to store information relating to the specific item to which they are attached, rewrite again without any requirement for contact or line of sight. Data within a tag may provide identification for an item, proof of ownership, original storage location, loan status and history.

RFID Tag consists of an integrated circuit and an antenna combined to form a “transponder.” RFID tags collect the energy to operate from a Radio Frequency (RF) field emitted by a reader device; therefore they do not need a battery. When energized by a radio signal from a fixed position reader or handheld scanner, the tag returns the stored information in order that the item to which it is attached can be easily located. The chip also has a “multi-read” function, which means that several tags can be read at once.

RFID tags have been specifically designed to be affixed into different like media, including books, CDs, DVDs and tapes. In asset management as there are different types of items need to be monitor, there are different kinds of tags for different items for example a tag for PC / Laptop will be different from the tags which are used for furniture items, and tags used for individual tracking will be different from used for the folder/documents/paper tracking.

It is thin, flexible and thus can be laminated between paper and plastic. With special method to attach to books, patron is very unaware that there is a tag. A Tag physically attaches to something thereby allowing its location, condition or status to be tracked via information sent using radio waves. Decoding of a Tag occurs when it enters the antennas read zone. By definition, we define a red zone as the sweet spot of the antenna where radio waves may be sent and received in such a way that reliable communications take place between the Tag and the Reader. RFID tags come in a wide variety of sizes, shapes and forms but have common attributes, such as low energy transmit and receive antennas, data storage and operating circuitry. Tags come with and without batteries; they can be read only or read/write. Typically, tags without batteries (passive) are smaller and lighter than those that are active (with batteries), and less expensive. When multiple tags are present in the antenna's sweet spot the Reader uses special ways to handle this workload. It tells tags to go to sleep and, therefore, talks to one at a time. Once data is sent by Tags and captured by the Reader, it is transferred through standard interfaces to a host computer, printer, database or programmable logic controller for storage or action.

**Reader**

Handheld Reader can be used to manage the inventory and trace the lost / missing inventory item. RFID handheld reader will be able to search by reading the RFID tag pasted on the different asset. A handheld or EAS Gates programmed to capture radio waves signals omitted by the RFID Tags. The devices are responsible for the security and circulation of resources as programmed in the server, it will alarm if the resource is taken out without proper process. RFID readers are radio frequency transmitters and receivers controlled by a microprocessor or digital signal processor that communicates with the tags. Antenna capture data from tags then pass the data to a computer for processing. In passive systems, readers transmit an energy field that “wakes up” the tag and provides the power for the tag to operate. In active systems, a battery in the tag is used to boost the effective operating range of the tag. Readers can have an effective range of a few centimeters to a few meters depending on the frequency of operation and the type of tags. Readers come in a wide range of sizes, offer different features and start at $500. They can be affixed in a stationary position, integrated into a mobile computer that is used for scanning bar codes, or even embedded in electronic equipment such as label printers (Homs, 2004). The information exchanged between RFID tags and readers is comprehensive, including everything from numeric data that summarizes the contents of a carton to the manufacturing details of complex goods such as pharmaceutical products.

**Key Benefits**

1. Changes inventory process,
2. No more book handling: just take the reader inside the room to perform an instant inventory,
3. Accuracy: asset identification numbers are registered in the Shelf-Management Reader. The data is then downloaded to the central database,
4. The fastest inventory you have ever made: 20 items per second,
5. User friendly,
6. Light weight,
7. Wand allows easy reading of high and low areas,
8. Saves time and resources,
9. Implementers indicate a 75% reduction in human resources required for inventory management activities.

**RFID Antenna**

RFID Reader and antenna will be installed at different location within the office or outside the office as per requirement. RFID Antenna along with the ERP solution will help us to track the item available. RFID Reader and Antenna will be installed at strategic location in such a way that the reading range of the antenna will cover complete location. Number of RFID reader and antenna will depend on the size of the room, etc.
1. Tracking of RFID tags in its reading range.
2. Reports can be generated with the help of ERP.
3. Number of items available in a particular room based on the RFID Reader installed in the room.
4. To track any movement of item from room to another.
5. Also help in tracking/finding the exact location of the individual in the office.
6. Check the movement of files/document from sensitive areas and raise “alarm” if required.

FLOW OF INFORMATION IN RFID

In order to examine the challenges and opportunities for IT professionals in RFID implementation, it is useful to follow the data generated by reading an RFID tag and to consider the journey of that data as it travels through the data life cycle. Understanding the data life cycle is important to understanding the nature of data. (Note also that we present something of an ideal view of the journey of particular data from beginning to end of the life cycle while recognizing that at each identified stage technical and organizational issues must be resolved before such a journey can become routine and cost effective. For this purpose we view the data life cycle in a series of six stages:

1. Source data acquisition,
2. Integrating source data with enterprise transaction systems,
3. Integrating data across organizations,
4. Data warehousing and analytic processing,
5. Data archiving, and
6. Data deletion and disposal.

Figure-2

Sources: Communications of ACM, July 2007/Vol. 50, No. 7

I. Source Data Acquisition

An IT perspective on RFID begins with initial handling of the data generated by the RFID reader. All readers and controllers must be able to distribute data to the operational applications in distant locations. This implies that all devices capturing data must be connected either through wired or wireless networks. The key will be to ensure all physical elements of the system have sufficient capacity so that data is received, processed, and moved without bottlenecks that inhibit the organization’s ability to maintain the speed of the business activity where the RFID is deployed. Once elemental data (originating from RFID) has been received and validated, it is likely that additional information will be added including time, temperature, location, and similar indicators. This extension of data surrounding RFID messages is being called “sensor-based computing” by practitioners at Oracle. For the item being identified, it is self-evident to human workers where the tag is being read, but for downstream use of this data, time and location information needs to be added.

Programming logic for the disposition of expected and unexpected RFID-generated data will need to occur at each stage in a supply chain both internally to an organization and among organizations. Accurate timing of such messages will also be critical. From an application logic perspective, much work needs to be done handling too much, too little, and unexpected data. For example, the tag will respond repeatedly to a reader’s request for data as long as the two are in proximity. In many cases, only the ultimate arrival and departure of the item (change of state) will be useful to downstream applications. Capitalizing on imaginative supply chain applications may require extremely close to 100% accuracy in upstream operations and millisecond (or faster) time frames for downstream analysis of incoming orders.
II. Integration with Enterprise System

Organizations will face different sets of issues in integrating RFID with existing systems depending on the type of systems they already have it. There are four basic scenarios:

- Organizations with relatively ad hoc business process will generate flat files from RFID and sensor data and provide this data for manipulation by existing applications.
- Organizations will build new relational databases, systems and process (manual and automated) to interact with existing enterprise systems.
- Organizations will work with vendors to build capabilities into the enterprise systems such that they handle the data originating from the RFID sources.
- Organizations with custom legacy systems will take this opportunity to convert to enterprise systems and simultaneously address system integration and utilization of RFID capabilities.

Each of these scenarios presents opportunities and risks. Similarly, the amount of investment in and optimization of bar code scanning technology will affect the distribution of costs and benefits from shifting to RFID. In the end, however, as RFID becomes pervasive and is integrated with other sensor information, opportunities may arise to use this richer information to create innovative new business models.

Vendors such as SAP, Oracle, Sun, Peoplesoft, IBM, and Microsoft are currently deploying various middleware approaches toward the integration of RFID with their existing product offerings. For example, SAP is reported to have developed a middleware layer, named the Auto-ID Infrastructure, that routes data from readers to applications (including multiple communication and sensing devices such as RFID readers and printers, Bluetooth devices, embedded systems, and bar-code devices) and triggers appropriate events using a rules engine. This approach is likely to emphasize reformatting incoming data for use with legacy systems of various types. From a technology infrastructure perspective, accuracy and planning for contingencies will be critical. Downstream operations cannot be stopped without undue cost if data from upstream operations has been lost, misdirected, or become inaccurate. This also raises issues of capacity and assuring that storage, processing, and network capacities are sufficient for handling with the vast quantities of data generated by RFID and the processes with which they may interact. Key issue in implementing such a system will be developing appropriate business rules, particularly for handling new exceptions that arise from having the increased amount of data generated from RFID use. It can be expected that in many cases explicit rules will need to be created for programming business activities where informal methods are currently in use. From an application logic perspective, it will be critical to normalize data. This is significant for dealing with dependencies and assignment of attributes to proper entities and in the managerial sense of ensuring that, terms are unambiguously and appropriately defined for business needs. While it addresses ways to automate data input into current business processes, in the end, it is likely that the presence of RFID will present opportunities to develop innovative business models and to reengineer existing supply chain processes.

Examples can be found for many common supply chain activities. The ability to determine time and location of reading from unique items will provide opportunities to identify bottlenecks. When combined with value of shortened cycle time, this information can also potentially influence delivery priorities where resources are constrained. The ability to determine where a particular object is and has been can solve many supply chain problems including the ability to shorten the time to effect product recalls and removal of outdated products, programs to decrease product counterfeiting, decrease occurrences of out-of-stocks, and reduction of shrinkage, and diversion of products. The ability to locate inventory can shorten the time for finding a product as it moves between production floor, warehouse, and showroom floor. Use of RFID-generated information may allow the clustering of small packages from various sources heading toward the same destination early in the distribution channel or automate dynamic rerouting as information regarding travel conditions or package priorities change. One related challenge will be dealing with the dynamic aspects of systems change designing the structure and content of RFID messages (integrated with other sensor data) while simultaneously reconsidering business processes and the IT supporting them.

From a management perspective, the key issue will be balancing innovation and the effort to achieve competitive advantage against the risks and costs associated with groundbreaking activities. The costs of handling the vast amount of data generated by RFID will be largely tangible and occur early in the data life cycle while the benefits will depend on the quality of data collection, will require added effort and investment remain largely intangible, and be recovered later in the business cycle. Moreover, those firms aggressively committed to analysis and reorganization of business processes will have the risk that improvements will either not be found or be too difficult to implement.

III. Integrating Across Organizations

Much of the rationale for adopting the EPC (electronic product code) Global architecture in the retail supply chain is to facilitate sharing of information among supply chain participants such as supplier, manufacturer, shipper, and customer in order to provide near-real-time inventory visibility. The value created by this process is reduced cost and improved competitiveness of the cooperating enterprises. Cost reductions will result from reducing the amount of inventory and increasing logistics efficiency in the supply chain. These include the cost of carrying the asset, direct network costs such as warehousing and transportation, and
obsolescence. Better visibility will also reduce the incidence of expensive interventions to avoid undesirable shortages. Improved competitiveness will result from higher customer satisfaction and market responsiveness, and from the ability to differentiate commodity products with creative logistics and marketing programs.

The core component of this architecture is the product identifier, now called the Electronic Product Code (EPC). The EPC is a set of format standards for encoding product identification data on the tag. In the original concept, the EPC had four components, header, EPC manager (the enterprise), object class (the product), and serial number (the item). This EPC provides for the access of one enterprise’s data by another enterprise, each party will need a process to administer the security of its information. At a minimum, the identification, authentication, and authority of each participant in the relationship must be specified with respect to what functionality may be used and what data may be accessed.

IV. Data Warehousing / Analytical Processing

Usually the expected benefits from the addition of RFID-generated data have been discussed in terms of efficiencies in supply chain operations and new applications that could provide new services or provide additional efficiencies. However, the separation of physical products and information about them may have its most dramatic influence in supporting decision-making and other managerial activities. The RFID data warehouse must maintain a significant amount of data for decision-making. Historical and current data is required from supply chain partners and from various functional areas within the firm in order to support decision making about planning, sourcing, production, and product delivery. Supply chains are dynamic in nature. In a supply chain environment it may be desirable to learn from an archived history of temporal data that often contains some information that is less than optimal. In particular, these environments are typically characterized by variable changes in product demand, supply levels, product attributes, machine characteristics, and production plans. Though there is cost associated with storing this data, there is potential value as a raw material for knowledge creation, decision support, and data mining.

V. Archive (Backup and Replication)

Archiving a data is a well-understood process throughout organizations. By their very nature, RFID applications will be generating large amounts of data. For some organizations, RFID data will shift their data archiving function to another level of complexity as it handles the significantly increased volume. IT managers will seek to shrink storage requirements through strategic use of summarization. Strategic logical and physical data organization will be needed to balance complete data storage with efficient retrieval.

VI. Deletion and Disposal

The automated deletion and disposal of data records could be a significant issue in an RFID-saturated IT environment. Because of the volume of data, it will almost certainly be necessary to use automated storage technologies based, in all likelihood, on rules ranging from simple time-oriented to complex subject or source-oriented differentiations. These rules will be critical for maximizing the value of historic data and meeting legal obligations without incurring disadvantageous data storage costs. Organizations will need to perform risk assessment to consider issues such as: How likely is it that we will need this data again? What are the consequences of not having this data? What is the cost of keeping the data? In addition, does the data have potential future research value of a currently unknown type?

APPLICATION/BENEFITS OF RFID

RFID technology is used in a range of applications, including access control to buildings, document tracking, livestock tracking and identification, vehicle security, pay-at-the-pump gasoline sales, product authentication, retail, sports timing, supply chain, ticketing, and wireless payment. More specifically, it has useful applications in the following industries:

Shipping and Distribution: In this industry, RFID technology enables suppliers to accurately determine the location of a pallet, to track its journey through the supply chain, and to make instantaneous routing decisions. At a major trucking and logistics provider company, RFID tags are embedded in the fleet of 2600 trucks. At the service centre, the tag automatically determines what loading/unloading activities are needed and assigns an appropriate crew to service the truck (Intermec, 2004).

Retail Industry: RFID technology offers a very significant advantage over bar coding. Wal-Mart’s initiative and move in using the technology was heralded as the most important tech development for retailers since the barcode. RFID tags continually gather information as products move from shelves to the checkout counter. The technology not only helps the retailer to reduce labour and manual costs, it also curbs shoplifting and boosts store productivity (Gogoi, 2005). The tags already help Wal-Mart with reorder, stocking, and keeping track of purchases. According to an estimate, Wal-Mart can save $6.7 billion in labour costs alone from RFID implementation (Rockwell Automation, 2004).

Manufacturing Sector: This sector has been finding different ways to derive value out of this technology. For example, manufacturers are using RFID product tracking mechanisms to ensure accuracy. Parts can be individually tagged and tracked throughout the manufacturing process while on the production line. Parts received from the production plant can be tracked throughout the assembly process. This certainly helps manufacturers with their carefully scheduled just-in-time (JIT) assembly
lines. Tags containing equipment specifications can be attached to enable easy upgrading. Similarly, tags can be used to keep track of usage, availability, location, and maintenance of material handling equipment. Procter & Gamble (P&G), for example, believes that RFID technology can help the company to track where every item is in the manufacturing process and supply chain. P&G expects the cost saving of up to $1 billion in working capital and $200 million in inventory carrying costs. The savings on inventory will offset the cost of the RFID infrastructure and tags, and other savings will help P&G’s bottom line (Robbins, 2005).

**Agriculture, Cattle and Food Production:** Increased government regulation about food traceability in the USA and a mandate from the European Union (EU) for tightened traceability requirements beginning in 2005 has pushed RFID technology into food sourcing. RFID can help these traceability requirements at a reasonable cost. The technology should also reduce recall costs by increasing the ability of the manufacturers to identify and recall only the affected items (Homs, 2003). Similarly, RFID technology is used to secure the identification of cattle by means of inserting a tag into the stomach of an animal, enabling accurate records for automated farm management (Jain and Klastorin, 2004).

**Health Care:** RFID technology can be used in health-care industries to improve quality and reliability. In the US Navy, RFID tags, embedded in wristbands, are used to identify patients and update their status automatically. A British firm is using RFID tags to match blood samples to patients (Philips Semiconductors et al., 2004). Jacobi Medical Centre is using RFID technology to track and manage assets, such as medical devices, and wheelchairs. Medications and dosages are tagged so doctors and nurses can ensure that the right medicine is given in the right amount at the right time to the right patient (Kriva, 2004).

**Pharmaceutical:** The drug industry uses RFID technology to self-police in the fight against thieves and counterfeiters. For example, Purdu Pharma, the manufacturer of the popular painkiller OXYContin, is using RFID tags to track shipment of its theft-prone drug. Pfizer is planning to put the radio tags on bottles of its widely counterfeited Viagra drug by the end of 2005. With RFID tags, pharmacists will be able to identify counterfeit drugs and law enforcement officers also will be able to quickly check whether bottles they recover have been reported stolen. The US Food and Drug Administration is requiring the drug industry to deploy RFID labels by 2007 (Patton, 2005).

**Government:** This sector is another emerging application area for RFID. Government agencies are using RFID technology for supply chain management, inventory, security, and military strategies. The Army uses tags on supply containers for detecting shock and variances in temperature. These tags have a range of up to a mile to enhance supply management capabilities. The Navy, on the other hand, uses RFID tags for weapon management, with a range of less than six inches to protect sensitive data. Weaponry data collected by RFID tags reveal anything from materials to capabilities and mission details (Aitoro, 2005). The Department of Defence is requiring suppliers to deploy RFID tags on cases and pallets they deliver to the department by January 2005. The department will use the technology to track packaged meals, chemical and biological warfare suits, as well as on supplies moving from military distribution centres to tactical forces (Bachelord, 2003).

**Gaming industry:** This industry has been finding other ways to derive value out of this technology. For example, the Wynn Las Vegas Casino is using radio tags on betting chips to deter counterfeiting, card-counting and other illegal behaviour. Casino executives envision RFID transforming the way they operate table games. The casino is installing RFID readers and PCs at game tables. Dealers can take a quick inventory of chips that have been wagered. In addition to monitoring wagers, the technology will let dealers or cashiers see when the value of the chips in front of them does not match the scanners’ tally. The casino industry is also planning to use the technology to help casinos keep tabs on how much players bet and how long or often they play for incentive programs. For example, Hard Rock Hotel plans to use its RFID system to monitor gamblers to reward good customers with free rooms, meals, or other perks based on how much and how often they wager. RFID is giving the casino a more accurate and efficient tool to rate players and allow casinos to be more aggressive (Gilbert, 2005).

**Security industry:** Giant retailers and manufacturers aren’t the only adopters of RFID technology. RFID seems to be moving quietly into the people-tracking realm, especially in the area of monitoring children. Lauren Scott of California, the $2 million-a-year apparel company, will launch a line of pyjamas with RFID tags sewn into the hems. RFID readers installed at various points throughout a house will be able to scan the tags within a 30-foot radius, and will trigger an alarm when boundaries are breached. The passive tags that Lauren Scott will insert in the sleepwear collection cost less than 30 cents each. RFID readers required to work with the tags will be priced at about $500. The company will introduce the sleepwear in its spring 2006 collection. An estimated 250,000 pieces will be shipped to various retail stores, including Target Corp., in December and are expected to be available to consumers by February (Sullivan, 2005).

**RFID AND ITS IMPACT ON SUPPLY CHAIN**

**RFID Technology in Supply Chain**

The supply chain is a complex multi-stage process, which involves everything from the procurement of raw materials used to develop products, and their delivery to customers via warehouses and distribution centers. Supply chains exist in service, manufacturing and retail organizations. Although, the complexity of the chain may vary greatly from industry to industry and firm to firm. Supply chain management (SCM) can be seen as the supervision of information and finances of these materials, as they move through the different processes, by coordinating and integrating the flows within and among the different companies involved. The efficiency of the supply chain has a direct impact on the profitability of a company. It is no surprise therefore to
find that many large corporate companies have made it a key part of their strategy, and invested heavily in software systems (ERP, WMS) and IT infrastructure designed to control inventory, track products and manage associated finance.

**How RFID helps improve Supply Chain Efficiency**

Even though RFID applications are still at the early stages of deployment, many companies running pilot systems have been able to demonstrate some of the significant benefits that RFID promises. There is no doubt that more will be discovered as the industry adopts the technology on a wider scale. The following are examples of what has been identified so far by the different studies and tests/pilots recently completed within the supply chain:

- **Advanced Shipping Notices (ASN):** RFID is able to automatically detect when either a pallet or shipment has left the warehouse or Distribution Center. This will allow to not only generate an electronic ASN and notify the recipient, but also to bill clients in real time instead of waiting until the end of the week or month, and doing a batch operation.

- **Shrinkage:** One of the major problems in the supply chain is product loss or shrinkage, which can account for anything from 2 to 5% of stock. The causes may vary from misplaced orders, employee and customer theft or inefficient stock management. RFID with its superior tracking and identification capability will be able to localize where losses are occurring.

- **Returned Goods:** Full visibility and automation can be potentially achieved on returned goods thereby reducing fraud.

- **Anti-counterfeit:** Illegal duplication and manufacture of high value products, is one of the industry’s most well known problems. By integrating a tag into items, for example the body of an expensive women handbag, RFID has the potential to authenticate a product, and combat the sale of false goods on the black markets.

- **Supply Chain Efficiency:** RFID will enable the traceability and reduction in the number of discrepancies between what a supplier invoiced, and what a customer actually received.

- **Improved Stock Management:** Managing stock is the key priority for many retailers. Studies have shown that on average, products are not on the store shelves 7% of the time due to inefficiencies in stock management, which means of course a potential purchase loss. Implementing RFID at the item level and on shelves will give an automatic way of knowing and managing stock levels. However in order to achieve this on a large scale, it is recognized that tags will have to come down in price to around 5 cents or less, and readers to around 100 USD.

- **Reduction in Labor Costs:** At DC’s (Distribution Centers) labor accounts for nearly 70% of costs. It is estimated that RFID could reduce this by nearly 30% by removing the need for manual intervention and use of barcodes when loading cases or stocking pallets.

In addition to these benefits, the use of RFID has also been found to be of great importance in following ways with their latent benefits:

**Table-2**

<table>
<thead>
<tr>
<th>Logistics Process</th>
<th>RFID-enabled Solution</th>
<th>Potential Benefits</th>
</tr>
</thead>
</table>
| Receiving         | • Electronic ASN available  
• Incoming “container” could be soft tagged – for e.g. contains waybill. Verify with ASN.  
• Dock door readers automatically read RFID tags attached to pallets, cases. High value items can be individually tagged.  | • Accuracy and speed of receiving operations improved.  
• Receipt updates can be made in minutes. In manual operations, it can take 2-3 days, on average. A direct saving of 2-3 Days inventory-carrying costs. |
| Pre-packaging     | • As per customer specifications.  
• Provide “slap & ship” service.  
• Put into RF-tagged put-away bins.  | • “Slap & ship” RFID labels, to meet compliance mandates.  
• Exporters very eager for this service. |
| Put-away          | • Forklift and locations (cells) are fitted with RFID readers.  
• Put-away containers are “soft” tracked – i.e. based on container id, its contents can be derived e.g. “100 9inch bolts are put-away on shelf S.101”.  
• A Wi-Fi link for communication between interacting devices is set-up – a put-away list sent to a forklift reader.  | • Put-away accuracy improves to nearly 100%- The items are always available at the intended locations. Estimated 3-5% shrinkage is eliminated by RFID.  
• Real-time inventory reduces “cycle count” costs by 95%. |
| Order-Filling     | • Customer’s order-fill instructions are converted to pick-lists (and pick-paths), after verifying for  | • System-wide visibility improves fill-rate, e.g. items for order in the receiving dock. RFID |
availability of parts and any other criteria e.g. dealer credit level, etc.
- Dealer-wise “dispatch containers” (again soft tracking enabled) are created – i.e. container id is associated with details such as customer address, packing list details, etc.

| Dispatch | • The correct dispatch containers are loaded on the correct vehicle. The waybill can be soft-tracked to the dispatch container. | • Track & Trace service can be offered to customers. • Dispatch errors eliminated. |

**Sources:** Authors Compilation

**AUTOMATING THE SUPPLY CHAIN**

*How the EPC (Electronic Product Code) will automate the Supply Chain*

**At the product Assembly-Packaging Line**

1. Each Item contains an RFID tag, which has a unique identifier, called an EPC stored in its memory.
2. Items can now be automatically and cost-effectively identified, counted and tracked. Cases and pallets can also carry their own unique tags.
3. As pallets leave the manufacturer, an RFID reader positioned at the loading dock door beams a radio wave that “wakes up” the tags.

![Image](image.png)

**Figure-3**

**Sources:** EPC Global and XPLANE

4. The tags communicate their individual EPC’s to the reader, which rapidly switches them on and off in sequence, until all are read.
5. The reader sends the EPC to a computer called SAVANT, which in turn, sends the EPC over the internet to an Object Naming Service (ONS) database, which produces a corresponding address. The ONS matches the EPC to another server (PML), which has the full details about the product.
6. The PML (physical markup language) server stores details about the manufacturer’s products. Because it knows where the product was made if an accident involving a defect arises, the source of the problem can be tracked and the products immediately recalled.

**At the Distribution Center**

7. If the unloading area contains an RFID reader, there’s no need to open the packages and examine their contents. A SAVANT provides a cargo list, and the pallet is quickly routed to the appropriate truck.

**At the Retail Store**

8. As soon as it arrives, retail systems are updated to include every item. In this way, stores can locate their entire inventory automatically, accurately and at low cost.
9. Reader enabled “smart shelves” can automatically order more products from the system and therefore keep stock to cost effective and efficient levels.
RFID SOLUTION BY HCL

The HCL Info system Limited is one of the pioneers in the Indian IT market, with its origins in 1976. For over quarter of a century, HCL has developed and implemented solutions for multiple market segments, across a range of technologies in India. HCL has been in the forefront in introducing new technologies and solutions, now HCL is amongst the top 20 business houses in India with 14000+ employees spread across 38 countries and revenue of around 14 billion US dollars. HCL Info systems Ltd. is the Internet Infrastructure initiative of the HCL group, India’s premier information technology group. Through the pioneering presence of the HCL group companies the vast experience of the markets, HCL Info systems has propelled itself to the path of “Total Technology Integration”. The RFID Solution is a revolutionary application of automatic identification and data capture (AIDC) technology. In an office environment, RFID technology resembles a traditional barcode system in that it provides a means of assigning an ID to an item and reading that ID to perform circulation transactions or to take inventory. But while RFID technology resembles a traditional barcode system in application, the HCL RFID Solution is far superior in performance—plus it offers built-in security.

**How the HCL RFID Solution Works**

HCL has partnered with Feig / TAGSYS /, leading manufacturers of RFID hardware, to bring the latest in RFID technology. A standard RFID system consists of three main parts:

**RFID Tags:** Flexible, paper-thin smart labels that are applied directly to library items. Each RFID tag contains a tiny chip, which is both readable and writable and can store information to identify items in your collection. In library applications, it also stores a security bit and if needed, information to support sorting systems.

- **Passive**
  - I. Tags are inactive until the reader’s interrogation signal “wakes them up”.
  - II. Cheap, but short range only.

- **Semi Passive:**
  - I. On-board battery, but cannot initiate communication.
  - II. Can serve as sensors, collect information from environment: for example, “smart dust” for military applications
  - III. More expensive and longer range.
  - IV. **Active:** on board battery, can initiate communication.

**Readers:** A handheld or EAS Gates programmed to capture radio waves signals omitted by the RFID Tags. The devices are responsible for the security and circulation of resources as programmed in the server, it will alarm if the resource is taken out without proper process.

**Database:** all the information related to RFID tags and corresponding information about the resource/books/member is stored in the database which is stored in a centralized location a PC or a Server. The software installed in the server verifies the tag reading captured by the Reader (Transceiver).

**RFID VS. À-VIS BARCODING**

<table>
<thead>
<tr>
<th>Features</th>
<th>RFID</th>
<th>Barcode</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read more than one item at a time</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td>Read while item is moving</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td>Programmable</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td>Line of site read not required</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td>Life guarantee (100,000 reads)</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td>Sturdy in harsh environments Might want to consider use of the term “environmentally hardened”, this term is becoming more common place in USA electronics markets. (I am not certain of global acceptance of this term)</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td>Able to resist water damage</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td>Built-in security</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td>Inventory tool without handling items</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td>Able to locate specific items on shelves</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td>Use with borrower self-checks units</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Use with automated sorting and handling systems</td>
<td>✔</td>
<td>✗</td>
</tr>
</tbody>
</table>

**Sources:** HCL proposal for asset security and management solution.doc
Table 3: Comparing Barcoding with RFID

<table>
<thead>
<tr>
<th>Particulars</th>
<th>RFID</th>
<th>Barcode</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Size</td>
<td>Tags range in size from a postage stamp to a book. The aspect ratio of a Tag's length vs width is very flexible and not a significant factor for the Reader.</td>
<td>Bar codes are larger than the smallest tag and very sensitive to aspect ratio for presentation to a scanner. The ratio of a bar code's length vs width is critical to its operation.</td>
</tr>
<tr>
<td>Lifespan</td>
<td>Tags have no moving parts and are embedded in protective material for indestructible case and multi-year lifespan.</td>
<td>Bar Codes have unlimited shelf life but are subject to degradation with handling.</td>
</tr>
<tr>
<td>Harsh Environments</td>
<td>Tags may be placed in extreme environments and perform to specification. They are very robust to handling, sensitive to environment, and generally degrade once used, stored or handled in a non-office environment.</td>
<td></td>
</tr>
<tr>
<td>Product Codes</td>
<td>Digital data is stored on the Tag and provides for a significant capability to encode: 1) Tag originator 2) User data as needed by the segment or application 3) Serial number as needed by the segment/application Major vertical markets like Retail have standards, which are excellent at coding product type and manufacturer. Additional information beyond these basic parameters is not feasible because the size of the Bar Code becomes too large.</td>
<td>Bar Codes may easily be duplicated and attached to products and are, therefore, easily counterfeited.</td>
</tr>
<tr>
<td>Counterfeiting</td>
<td>Tags are produced with a unique identity code (UIC) or serial number from the manufacturer. This is embedded digitally on the microchip and may not be changed, therefore, making them extremely resistant to counterfeiting.</td>
<td></td>
</tr>
<tr>
<td>Dynamic Updates</td>
<td>Tags may be written to and offer on board memory to retain information. This feature may be used to store a product calibration history, preventive maintenance, etc. Updates may be made within the blink of an eye and automatically without human intervention. Once a Bar Code is printed, it remains frozen.</td>
<td>Once a Bar Code is printed, it remains frozen. The Code and the process of attaching the BC are not supportive of real time updates. It is a labor-intensive process to update any information on a BC once printed.</td>
</tr>
<tr>
<td>Traceable</td>
<td>The combination of UIC (unique identification code), user data, serial number and on-board memory makes it possible to track, recall, or document the life span of a single item.</td>
<td>BC is limited to an entire class of products and unable to drill down to a unique item. It is not feasible to recall, track or document a single item.</td>
</tr>
<tr>
<td>Scanning</td>
<td>RFID - Offers a range from inches to hundreds of feet and does not require line of sight. This means that individual Tags placed within a carton, packed in a box and stored on a pallet may be read. You do not have to open each box and present the individual item. BC - Offers a range over inches and requires line of sight to read the code.</td>
<td>The Bar Code must be presented to the scanner in an orientation and distance that is very limited. Individual reading requires that each box on a pallet be opened and the item pulled for presentation to the scanner.</td>
</tr>
<tr>
<td>Simultaneous Scanning</td>
<td>RFID - Standards have algorithms to support simultaneous reading of Tags at one time.</td>
<td>Limited to one bar code at a time. Unable to support simultaneous reads.</td>
</tr>
<tr>
<td>Cost</td>
<td>High volume Tags are currently 25 cents each with the potential to continue to drop per the experience curve. High volume bar codes are less than a penny. In this scenario the labor savings from items like physical counts, etc. give RFID greater feasibility.</td>
<td>This is a clear advantage for BC unless you expand cost to be fully loaded.</td>
</tr>
</tbody>
</table>

Sources: HCL proposal for asset security and management solution.doc

RFID PROJECTS IN INDIA

Department of Information Technology
A project has been initiated at CDAC Noida and IIT Kanpur for joint development of one pilot application using RFID technology. As a part of this project, preliminary work on setting up of a state of the art RFID lab in the country will be progressed with an objective to make this lab as the 8th Auto ID Lab in the world.
Future Collaborations
A common area has been identified for collaborative Research with the European Union (EU). RFID is one such mentioned area. India and Japan have constituted an ICT Forum comprising of top companies, academia and government officials from both India and Japan. Areas of cooperation identified are Broadband Connectivity, Mobile Communication, E-Governance, Information Security, R&D and Ubiquitous Computing and Ubiquitous Network Technology.

Department of Road Transport and Highways
The Minister of Road Transport and Highways, Government of India, T.R. Baalu launched a pilot project for radio frequency identification (RFID)-based vehicle tracking project on the Delhi-Jaipur highway of India. Under the project, 68 buses of Rajasthan State Road Transport Corporation (RSRTC) plying on the highway have been fitted with RFID tags and readers have been placed to track the vehicle movement along the highway, whereby their movement is being tracked, monitored and managed.

Centre for Railway Information System
The Centre for Railway Information Systems (CRIS) of Indian Railways plans to use Radio Frequency Identification (RFID) technology to improve the wagon management system of the Railways. CRIS proposes to have a RFID tag or chip embedded in all the wagons and provides sheds with hand-held devices that would read these chips and thus register the data.

Wipro’s RFID Solution for Manufacturing
WIPRO S manufacturing solutions center of excellence (COE) has a dedicated team of consultants who help customers define, analyze, design and implement RFID solutions. Amongst others, their RFID solutions include a Wireless Yard Management System for a large automobile manufacturer and a Real-Time WIP Tracking System for an electronic component product manufacturer. Wipro Technologies, the global IT services division of Wipro, announced the launch of its RFID-enabled (radio frequency identification) concept store at its campus. The store demonstrates automation of retail transactions through the implementation of RFID technologies.

Infosys and RFID
Infosys Technologies (NASDAQ: INFY) today announced that it has successfully implemented SAP solutions for RFID for CHEP’s Global Track and Trace System. CHEP, the global leader in pallet and container pooling services, expects to use this system to provide real-time visibility to its customers for their products as well as for tracking assets on which these products are shipped.

Apparel Tracking Using RFID – Pantaloons
Pantaloons Retail (India) has piloted an RFID project at one of its warehouses in Tarapur using 1,000 RFID tags. The company is starting from where it matters the most by implementing the technology at the warehouse.

RFID in Pharmaceutical Industry
(Ranbaxy), a wholly owned subsidiary of Ranbaxy Laboratories Limited, India’s largest pharmaceutical company, has chosenAccis to implement a radio frequency identification (RFID) tracking system to meet Wal-Mart’s RFID mandate for its Class 2 pharmaceutical suppliers.

Animal Tracking
The Kopordem farm at Valpoi in Sattari Taluk in North Goa has become the first farm in India to use RFID microchips that can be injected into the animal's body. While 50 cows from the farm have been injected with the RFID capsule under a pilot project for the state government's Animal Husbandry Department, the device will be implanted into 500 more cows at different state government farms soon.

CHALLENGES IN IMPLEMENTING RFID

A. Replacing Barcodes
Over the past two decades, barcodes have made themselves useful everywhere from factory floors to neighborhood supermarkets. In manufacturing, few applications of IT are as popular as barcodes. They are universally appreciated for having improved data input productivity as well as data quality over manual keyboarding, and, in manufacturing, this past success may be the greatest barrier to RFID. The best opportunities for RFID are where bar coding is so pervasive that production operators spend a perceptible fraction of their time scanning barcodes. Such a situation is found in computer assembly, for pick validation and component serialization, and a switch to RFID in this context can be the vehicle to help the technology cross the chasm from a sprinkling of pilot systems to mass adoption. In case of INDIAN manufacturing and retail sector where there is a large upsurge in the size and operation of these industries, the need is to replace the existing BARCODING technique to the new RFID so that the ineffective time utilization be converted to effective one.

B. Cost of Barcodes
The cost that is related with using barcodes as a means of identifying technology in business is far less than that associated with using the RFID technology instead. It cost almost a meager compared to using the RFID technology. The hardware (tags and readers) for implementing a RFID system is expensive to produce. Item-level tagging will not be widely cost effective until tags are less than a few pence per tag. However, results from a recent survey for the packaging industry showed that, in addition to the
hardware costs, a major concern is the cost of installing and integrating RFID systems into existing setups. Over the past two years, since EPC global was formed, costs have come down from $1 tag to ~$0.2 per passive tag bought in bulk. And while this price is coming down with increasing demand and acceptance, a cheap RFID tag is still 10 times more expensive than a barcode label. This issue particularly with Class 0 and Class 1 tags can be used only once. According to estimates from Nagaraj Bhargava, SAP India’s vice president of marketing and sales operations, an RFID chip costs about 60 cents in India. In countries such as Germany, the United States and United Kingdom, vendors including Smart Code offer tags priced at 5 cents. This again seems to be a major deterrent in wide adoption of this technology. But the cost of this technology, is said, will decrease only if this technology is being used on a large scale because only then will the manufacturers be able to build the tags and readers on a large scale and thus provide the same at a lower cost.

C. Lack of Consensus on Standards

Standards are a complex game played by different rules in different countries and industries, with winners that are difficult to predict. The importance of standards, however, varies with the application. The Hong Kong Airport authority, for example, would like to use RFID luggage tags, but it would be useless unless other airports did too, with compatible tags and readers. A consensus on standards is essential for this application. For applications that are local to a manufacturing shop floor, on the other hand, hardware that follows standards may be cheaper and easier to get, but nonstandard hardware. In manufacturing, the absence of a consensus on standards may be an excuse to postpone the implementation of RFID, but it is not the kind of technical showstopper that it is for airports. This causes a problem in the wide acceptance of RFID as an identification technology instead of barcodes that have a set standard of acceptance from ISO. Therefore, until a proper standard is not accepted for the RFID it will not be taken up by the organizations on a mass scale.

D. Scale of Operation of Indian Companies

Indian companies are much smaller than some of their western counterparts and lack the scale to justify large-scale rollouts of any technology, including RFID. Bar coding instead is much less costly and is thus being widely accepted and used as an identifying technology. Many companies are even hardly managing survival, and adding the cost of going RFID will only lead to a downfall of such organizations. To encourage the use of such technologies the need is to tell the future benefits of such technology. Moreover, GOI should take up steps to encourage these companies to adopt and implement these technologies by providing incentives in the form of subsidized loans.

E. Lack of Technical Expertise and Knowledge

The lack of technical skills at the end-user’s side is perceived as an impediment, especially during the implementation phase. Since the technology is still evolving and by nature it is not ‘plug and play,’ even a small installation requires extensive integration during that phase. However, there is a certain level of reluctance among end-users to invest heavily in extensive training of their staff due to the high investment required. Most top management view RFID adoption as only a supportive technology to improve the process efficiency of the core business. Therefore, investment decisions on RFID training compete against alternate investments. Thus, there is need to properly inform the organizations about the technology, and its impact on the supply chain cost in the long term. Proper information and knowledge can really help in removing the reluctance of these organizations in adopting this wonderful technology.

Graph-1

**Sources:** “Embedded.com”- Skill Challenges in RFID Implementation
F. Psychological Barrier
In Indian scenario, still we can see that Solution Sale is not easy – Hardware still dominates thinking, solution and service is viewed as contributory. People still think of hardware cost before they could think of benefits that the same technology could deliver. This is again a major problem in India where people think twice before going for a change from the established way of working.

ISSUES TO BE CONSIDERED BEFORE CHOOSING ON THE RFID

The following are some of the issues that require scrutiny when investigating RFID

Tag cost
This should not to be confused with chip cost. Although the goal is to bring the cost of the tag (chip and antenna) down to 5 cents, this goal is in the future since it both assumes manufacturing breakthroughs and is predicated on consumption in the billions of tags per year. Today, the cost is closer to “less than 50 cents” for a read / writes solution in high (millions) volume. Ultimate tag cost will also be very much dependent on the type of chip required (read only versus read/write), size of the antenna needed and how it is packaged to meet a specific application.

Tag Size
Tag size is dependent on the read range desired. Although the chips are very tiny, they will not operate without being mounted to an antenna. The size of the antenna will determine the read distance performance of the tag so understanding the size of the antenna needed for the application is more important than the size of the chip alone.

Infrastructure Cost
Much focus appears to be placed on the tag cost since it is a recurring expenditure. Reader cost and infrastructure costs for implementing RFID must also be looked at very closely as well. Both the software systems requirements and physical environment, in which RFID is intended to be used, are critical to the ultimate performance of a system and may require changes to accommodate using it effectively. As an example, RFID chips cannot be read through metal objects. Other forms of electromagnetic interference may also impede performance of the technology and require changes to the physical environment where RFID will be used. The number and types of readers will also be a major expenditure depending on your application.

Read Distances
Read distances for RFID are very much dependent on the frequency chosen for the application. Tag orientation also affects the read range as the range diminishes as the tag is rotated from being perpendicular to the path to the reader. Reading reliability is quite good when labels are alone in a reader field like cases on a conveyor line, but less certain when the labels are randomly oriented as with labeled cases on a skid. The antenna size (on both the tag and the readers) will also be a determining factor. Hand held readers are not capable of using as much power as stationary readers and as a result provide shorter read distances.

Government Regulation
Governments around the world regulate the use of the frequency spectrum. Different countries have already assigned certain parts of the spectrum for other uses and as a result, there is virtually no part of the spectrum that is available everywhere in the world for use by RFID. This means that a RFID tag may not work in all countries. As an example if you choose the Ultra High Frequency (UHF) frequency that operates at 915MHz in the U.S. and you ship your product to Europe, they may not be able to be read it since Europe operates in the UHF spectrum at 869 Mhz. This is an important consideration when operating in a global environment.

Anti-Collision
This is an important feature of RFID chips / readers since it will allow multiple tags to be read while grouped in one reader field. It is not available on all RFID tags but is an important feature if you are planning to use RFID for inventory counts, shipping and receiving where multiple tags need to be read at the same time.

Privacy Issues
Consumer groups have expressed concern over the potential (real or imagined) privacy invasion that might result with widespread RFID item marking. These groups are pushing for legislation that will require manufacturers to advise consumers that the products contain RFID devices and must provide a means so that the devices can be disabled at point of purchase. These issues are most prevalent at the item marking level and will have little impact on the implementation of carton and pallet labeling.

CONCLUSION

Even though the benefits associated with the use of RFID are there but the benefits seems to be far away in INDIAN context where companies still prefer using the same old Barcoding technology and are using this RFID only in pilot projects. Some companies even though have dared to use this technology and some like HCL are providing this technology too, but still, the stage of adoption seems to be in nascent stage.
The following paper of RFID implementation in supply chain operations shows that companies are already using the technology. Nevertheless, the limited extent to which they deploy RFID solutions shows that they are still hesitating to use it at a full scale. Because of the lack of knowledge in companies and because of problems of technical nature, the companies are conducting mainly pilot schemes. There are still technological barriers, which need to be overcome.

The costs and associated risks of large-scale rollouts are regarded as too high because knowledge in the companies about the technology and its deployment is not sufficient yet. Companies in India, even though are trying this technology in initial test phases, their use on a mass scale is still a dream. Along with these problems, several other problems are leading to the low adoption of this technology even though it has a lot of potential in it. The problems like high cost of tags, low knowledge about the technology and available alternatives like Barcoding are still there that are also acting as a barrier to the adoption of this technology on a commercial scale.

The coexistence of barcoding and RFID can be expected over the next five years, where, these five years can be used to inform and persuade the industries and companies to simultaneously use these two technologies and feel the difference themselves. This way the use of RFID can be increased, that may lead to reduction in the cost of the RFID technology.

Thus to conclude, INDIA even though is far behind in accepting and using this technology but the coming up of companies for testing and pilot projects shows that RFID as a technology seems attractive to these companies and they are sure to gain profits out of it by implementing the same in their supply chain.

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A STUDY ON FUND UTILIZED BY MSRTC ON WELFARE AND RECREATIONAL FACILITIES WITH SPECIAL REFERENCE TO KOLHAPUR DISTRICT

Dr. UrmilaVikas Patil

ABSTRACT

State Government of Maharashtra as per the provision in Section 3 of RTC Act 1950 establishes the Maharashtra State Road Transport Corporation. A study of fund utilized on labour welfare measure in Maharashtra State Transport Corporation throws light on welfare measures followed in Maharashtra State Transport Corporation. Welfare is an important aspect of human Relations and it is beneficial to Corporations as well as employees. MSRTC is providing adequate welfare facilities to employees. It will help to keep better environment in the corporation. This paper is focusing on how fund utilized by MSRTC on welfare facilities, Capital and Liabilities of MSRTC. Data was collected from 1997-TO 2001-02 in Kolhapur district’s administrative office. This study analyses the various labour welfare measures that are perceived to the labour.

KEYWORDS
Labour Welfare, MSRTC, Satisfaction, Capital, Liabilities etc.

INTRODUCTION

Maharashtra State Road Transport Corporation has made great stride in the sphere of passenger transport over a period of four decades when the process of nationalization of passenger transport started in Maharashtra. From the angle of sheer magnitude of operation, it has emerged as the single largest passenger transport organization not only in India but also all over the World. Among the factors, which have contributed to the extensive growth of the corporation within comparatively such a small period, the prominent is the one hundred percent nationalization of passenger transport achieved in the state and the service approach of the corporation expressed through its principal slogan “Where there is road there will be bus services.”

Adequate, cheap and efficient public transport is very important for urban life in the Kolhapur district because people have to live far off from their place of employment. Efficient transport system is the yardstick to estimate the level of economic prosperity and standard of living in Urban and rural establishment. The spread of education, culture, Sports and other events would not have been possible, if efficient transportation is lacking. An urban transport system should provide enough means of transportation of travellers from their place of residence to their place of work and vice versa. The daily routine of several thousands of rural and urban residents begins with a journey with the help of transport system, be it an officer, a worker, student or a businessperson. They all use different modes of transport available.

The Labour Welfare and recreational facilities are broadly classified into three groups viz. Statutory, Non Statutory [Voluntary] and Mutual welfare facilities. The Statutory provisions as per the Factories Act of 1948, includes the facilities such as Medical facilities, Conditions of work environment [Safety], Canteen services, Economic services, Rest rooms, Lunch room, Shelters, Welfare officers, crèches etc. The Non-Statutory facilities are provided to the workers by keeping the mind the workers taste socio-cultural behaviour, their mental and physical work and actual environment in the premises of the organization. Such facilities include accommodation financial grants and allowances, educational ‘recreational, transport and other facilities such as fair price shops, credit society loans etc. Labour welfare is a dynamic and flexible concept and hence it’s meaning and contents differ from time to time, region to region, Industry to Industry and Country to Country depending upon the value system, level of education, social customs, political system, and degree of industrialization and general standard of socio-economic developments of people.

REVIEW OF LITERATURE

Banu and Ashifa (2011) conducted research study on “labour welfare measures in Public Sector Transport Corporation” that throws light on welfare measures followed in Public Sector Transport Corporation. This study analyses the various dimensions of labour welfare measures that are perceived to the labour. The researcher tried to find out how the existing welfare measures cater the needs of employees of Public Sector Transport Corporation. Stratified random sampling method was used and 20 employees have been taken from 5 departments, Operation Department, Personnel Department, Material Department, Industrial Relations Department and in Technical Section. Finally, he concluded through the research that the Government should take a keen interest to fill up the vacancies to share the work among them as the employees felt that the workload is very high. Some of the welfare measures like housing facilities; loan facilities, Rest Room facility, Housing Facilities and Gratuity should be incorporated along with welfare measures in order to satisfy employees and so the job performance can be improved. The corporation should take necessary steps to improve these measures. By doing this the employee can do their job more effectively and efficiently.

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Dhere [1995] conducted research on “The study of Labour Welfare Activities in Shetakari Sahakari Soot Girni Ltd” Sangola. He has taken sample size of 100 employees in Shetakari Sahakari Soot Girni Ltd to study Labour Welfare Activities and laws implemented in an organization and attitude of employees towards management. He concluded that maximum employees working in the mill are young i.e. 26-40 years old but they have paid good wages in the soot Girni. Most of educated employees are not satisfied about dispensary facilities. Regarding cleanliness of lavatories and Urinals facilities, management is taking proper care about its maintenance. In summer season, cool and clean drinking water is not provided to employees. Majority of the workers have complained about canteen facility. The food served in the canteen is of poor quality and due to that, many workers are facing health problems in the mill.

Paul [2011] in her research in journal on “Labour welfare policy and administration in Haryana”, found that labour welfare is very compressive and includes various types of activities undertaken for the economic, social, intellectual or moral benefits of the labour community workers. She conducted research in Haryana. She explained problems and principles of labour welfare. People have to depend on others for their livelihood. The workers were left with no choice and they accept such terms for their livelihood because service is sole source of earning. She also studies welfare policy in India. Labour welfare policy is of action designed to advance the general welfare of the working. She concluded that officials of labour department, Haryana did not contact the workers. Training is given to workers to increase their knowledge. In India, Industrialization implies the growth of a factory system with employees and wage earners in varying circumstances with varying characteristics. It is observed that Minister of state heads the Haryana Labour Department. It is suggested that that Minister of cabinet rank should be appointed to handle delicate matters of policy and administration in Haryana. Effective implementation of labour enactments requires regular interaction between the officials and workers.

OBJECTIVES OF STUDY

- To study the fund utilized by MSRTC on welfare and recreational facilities in Kolhapur Division.
- To study the capital and liabilities of MSRTC Kolhapur.
- To study the Total Quality Management in MSRTC.
- To put some suggestions for improving fund for welfare facilities.

RESEARCH METHODOLOGY

The methodology of study explains the systematic way of finding the answers to pre-determined questions. The data collected has been analyzed and tabulated in suitable forms keeping in view the objectives of the study. All information is collected from secondary source i.e. MSRTC administrative office, Internet, CIRT Bhosari Pune.

TECHNIQUES OF ANALYSIS

At the time of analyzing the data, the relevant statistical tools are used.

Fund Utilized for Welfare and Recreational Facilities in Maharashtra State Road Transport Corporation [Kolhapur Division] During the Period 1997-98 to 2001-02 are as follows:

MSRTC spending fund on providing welfare and recreation facilities i.e. Scholarship, Prize Awards, Medical Facility, Advance Festival Facility [614a], Family Planning, Reward, Cricket, News Paper, Death Benefit, Employee Development Fund are shown in following table.1.1.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarship</td>
<td>65550</td>
<td>61625</td>
<td>46225</td>
<td>52400</td>
<td>71535</td>
<td>297150</td>
</tr>
<tr>
<td>Prize Awards</td>
<td>-</td>
<td>-</td>
<td>150</td>
<td>1900</td>
<td>1620</td>
<td>3670</td>
</tr>
<tr>
<td>Medical Facility</td>
<td>1661827</td>
<td>2700090</td>
<td>1984837</td>
<td>34956997</td>
<td>2864595</td>
<td>44171962</td>
</tr>
<tr>
<td>Advance Festival Facility</td>
<td>1740567</td>
<td>1489800</td>
<td>188470</td>
<td>4103630</td>
<td>7008652</td>
<td>16231119</td>
</tr>
<tr>
<td>Family Planning Reward</td>
<td>3020</td>
<td>4100</td>
<td>2250</td>
<td>2750</td>
<td>2550</td>
<td>14670</td>
</tr>
<tr>
<td>Cricket</td>
<td>14890.75</td>
<td>5836.50</td>
<td>14640</td>
<td>NA</td>
<td>NA</td>
<td>35367.25</td>
</tr>
<tr>
<td>News Paper</td>
<td>2029</td>
<td>2800</td>
<td>1483</td>
<td>NA</td>
<td>NA</td>
<td>6312</td>
</tr>
<tr>
<td>Death Benefit</td>
<td>1800000</td>
<td>1900000</td>
<td>2400000</td>
<td>2100000</td>
<td>2000000</td>
<td>8400000</td>
</tr>
<tr>
<td>Employee Development Fund</td>
<td>19000</td>
<td>19000</td>
<td>19000</td>
<td>23000</td>
<td>14000</td>
<td>94000</td>
</tr>
</tbody>
</table>

Sources: Account department of MSRTC Kolhapur Administrative division

Various schemes of scholarships for children of the employees who secure more than 60% marks are introduced by the corporation has spent total amount on scholarship Rs.297150/ during the period 1997-98 to 2001-02. Highest amount spend on scholarship is Rs 71350/ in the year 2001-02 and lowest amount spend is Rs 46225/in the year 1999-2000. Corporation has provided merit prizes for good performance in the examination. Total amount spend on the prize during the study period 1997-98
to 2001-02 is Rs 3670/-. Maximum amount spend is Rs 1900/- in the year 2000-01 and minimum amount spend is Rs 150/- in the year 1999-2000.

The corporation has opened medical dispensary at each depot and divisional level. Total amount spend for medical expenditure during the period 1997-98 to 2001-02 is Rs. 44171962. Corporation has spent maximum amount Rs. 34956997 and minimum amount Rs. 1661827 in the year 2000-01 and 1997-98. Corporation has provided advance festival for employees once in a year. Total amount spend for Advance festival during the period 1997-98 to 2001-02 is Rs. 16231119. Corporation has spent maximum advance amount Rs. 7008652 and minimum amount Rs. 1489800 for the employees in the year 2001-02 and 1998-99.

Corporation has provided family planning reward to employees. Total amount spend by corporation Rs 1483. Corporation has provided death benefit for registered employees dies before reaching 60 years. Amount of Rs 100000/ was given to dependents of decreased employee. If the death result from an accident at work. Total amount spend by corporation during the period 1997-98 to 2006-07 was Rs 8400000/-. Maximum amount utilized by corporation was Rs 2400000 in the year 1999-2000 and minimum amount utilized by corporation was Rs 1800000/- in the year 1997-98. Each year corporation has provided fund for employee development. Total amount utilized by corporation was Rs 94000/ during the period 1997-98 to 2001-02. Maximum amount sanctioned for employee development in the year 2000-01 was Rs 23000 and minimum amount sanctioned for employee development in the year 2001-02 was Rs 14000.

**Capital and Liabilities of MSRTC from 1997-98 to 2006-07**

<table>
<thead>
<tr>
<th>Year</th>
<th>MSRTC [Fig. in Crore]</th>
<th>Year</th>
<th>MSRTC [Fig. in Crore]</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997-98</td>
<td>1395.40</td>
<td>2002-03</td>
<td>230.91</td>
</tr>
<tr>
<td>1998-99</td>
<td>1461.04</td>
<td>2003-04</td>
<td>301.56</td>
</tr>
<tr>
<td>1999-00</td>
<td>1656.97</td>
<td>2004-05</td>
<td>603.92</td>
</tr>
<tr>
<td>2000-01</td>
<td>1668.97</td>
<td>2005-06</td>
<td>518.78</td>
</tr>
<tr>
<td>2001-02</td>
<td>1841.55</td>
<td>2006-07</td>
<td>489.29</td>
</tr>
</tbody>
</table>

*Sources: CIRT, State transport Undertakings, Profile and Performance from 1997-98 to 2006-07)*

From the above table, it is seen in MSRTC that maximum capital and liabilities amount is Rs.1841.55 in the 2001-02. It is decreased steadily to Rs.230.91 in the year 2002-03. In the year 2003-04, it is slightly increased to Rs.301.56. The average capital and liabilities during the year 1997-98 to 2006-07 is Rs 1016.84.

In KMTU, maximum capital and liabilities amount is Rs 8.60 crore in the year 2006-07. The average capital and liabilities during the year 1997-98 to 2006-07 is Rs 5.794 crore. In the year, 2002-03, amount of capital and liabilities is lowest i.e. Rs 5.16 crore as compared to other years. It is increased to Rs 5.90 crore in the year 2003-04 and amount remains same for next two years i.e. 2004-05 to 2005-06.

**Graph-1: Graphical Representation of MSRTC Capital and Liabilities from 1997-98 to 2006-07**

*Sources: Authors Compilation*
TOTAL QUALITY MANAGEMENT

TQM is an integrative philosophy of management for continuously improving the quality of products and processes. It is used around the world. To improve customer satisfaction, State Transport Corporation systems must offer services that are more efficient. The growing attention given to the role of public transit as a part of the transportation system creates an increasing need for transport agencies to measure and monitor the performance of the services they provide called transport agencies to measure their performance in terms of accessibility, safety, mobility, financial effectiveness, and service efficiency. TQM is a structural system for creating organization-wide participation in planning and implementing a continuous improvement process that exceeds customer expectations. There is a great demand for transport facilities to meet the burgeoning needs of economic and social development.

In many developing countries including India, transport corporations (either state or municipal) to provide bus services in regional routes/metropolitan cities operate regional transit routes. In many developing countries including India, regional transit routes are operated by government agencies and transport corporations (either state or municipal) to provide bus services in regional routes / metropolitan cities. Many transport systems in metropolitan cities of developing countries are facing pressure due to heavy immigration and increased industrial and commercial activities.

FINDINGS AND RECOMMENDATIONS

- MSRTC are spending sufficient fund on employee’s welfare and recreational facilities.
- MSRTC should utilize maximum fund on library and reading room facility. So drivers and conductors can increase & update their knowledge.
- Employees are satisfied with the facilities provided by MSRTC.
- Medical allowance is Rs 35/- per month paid for employees by MSRTC. Total payment of medical allowance is Rs. 503797.

REFERENCES


*****

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SERVICE QUALITY OF COMMERCIAL BANKS: AN EMPIRICAL STUDY

Dr. K. Ganesamurthy112 Dr. S. Amilan113

ABSTRACT

A purpose of marketing strategy is to develop a competitive advantage; it provides customers with superior value compared with competitive offerings. Banking industries have traditionally operated in a relatively stable environment for decades. The purpose of the study is to important service quality of commercial banks refer to process quality as judged by customers during a service delivery and output quality judged after a service is performed. The important objective of the establishment of the CRM at the commercial banks is to enrich customer satisfaction and generate customer loyalty. In the present study, the outcome of the CRM implementation of service quality has been measured with the help of the customers perception on the overall service quality of the commercial banks.

KEYWORDS

Service Quality (SQ), Commercial Banks, Customer Relationship Management (CRM), ISQFs Important Service Quality Factors (ISQFs) etc.

INTRODUCTION

The service sector has emerged as a key sector in the Indian Economy. The contribution from this sector to the Indian our Gross Domestic Product (GDP) is approximately 55 per cent, as per the Budget Report of 2008-09. The continuous growth of the GDP at 8 per cent and above has become possible due to the good performance of this sector. In the post-reforms era, there has been a sea change in the financial sector. In such a scenario, the services have grown rapidly and the customer has been more often a purchaser of services rather than a product. In the service sector, the financial services are the backbone. In financial services, banking is the most important segment. This is so, because banking is a catalyst and life of modern trade and commerce. It is an integral part of all the businesses and social activities. This rapid transformation of service in the banking system has led to the evolution of a highly competitive and complex market where there is a continuous refinement of services. Hence, the increased role of banking in India’s economic development on the one hand and the changes in the business climate on the other has put increased pressure on them. These changes are compelling the banks to reorganize themselves in order to cope with the present conditions. Hence, they even try to provide services at the customers place itself.

REVIEW OF LITERATURE

Service Quality in Commercial Banks: A Comparative Study” attempted at studying the service quality in commercial banks with a view to making overall service quality in banks more effective and efficient Gani and Bhat (2003), Dhillon et al., (2003), in their study “Paradigm Change; Relationship Marketing and Service Quality of Banking Services”, highlighted the changing dimensions of marketing of banking services in the public sector banks and the private sector banks in India after liberalization in the 1990s. To implement the CRM in the commercial banks, there are so many action plans. These are identified by Format (2000), Eapan Varghese et al., (2004), Gandy (2000), Cheu (2003), Debasish Sathy Swaroop (2003), Turban et al., 2000 and Knox (2003).

STATEMENT OF PROBLEM

In India, public and private sector banks are slow in adopting service quality. Lack of resources, absence of appropriate attitude, vision and planning, strong resistance from trade unions and indifferent attitude of employees have made these banks slow in adapting to the new techniques and technology for service quality management. In ability to cross-selling, long queues, poor service attitude, lack of information and lack of humanness also prevented the bankers in maintaining a good customer relationship. Banking sectors are in a pressurizing situation to establish the growth opportunities in their respective markets. Hence, the service quality of banks must be very essentially viewed to retain the customers in any banking sectors.

NEED FOR STUDY

Today’s Banks are under pressurizing situation that to attracting, satisfying and retaining customers. Customer Relationship Management (CRM) has been focused severely and evolving as a great thrust area of research in Management. Hence, the investigator attempted to study the service quality in commercial banks rendering by the public and private sector banks in Sivagangai District.

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113 Associate Professor, Department of Commerce, Pondicherry University, Pondicherry, India, shanmuagamamilan@opera.com
OBJECTIVES OF STUDY

1. To identify the importance of service quality factors of commercial banks.
2. To study on implementation of important service quality of commercial banks.
3. To analyze the customers’ perception on important service quality of commercial banks.

RESEARCH METHODOLOGY

In the present study, the descriptive and analytical type research designs have been administered. Since this research describes the profile of the customers in banking industry and their perception on the CRM at banks, it is descriptive in nature. Meanwhile, this study analyses the perception on service quality, it is diagnostic in nature.

Sample Design

In total, there are 83 Public and 33 Private Sector Commercial Banks branches in this district. Hence, the sampled customers are 163 in private and public sector banks have been included in the present study. The applied sampling technique of the present study is purposive sampling.

Framework of Analysis

For analyzing the data collected during the investigation, the statistical following tools were used based upon the nature of data and relevance of the information required. ‘t’ test, ANOVA, Multiple Regression Analysis, Kaiser-Meyer-Olkin (KMO), EFA, CFA and Discriminant Analysis.

ANALYSIS AND INTERPRETATION

The important objective of the establishment of the CRM at the commercial banks is to enrich customer satisfaction and generate customer loyalty. In the present study, the outcome of the CRM implementation has been measured with the help of the customers perception on the overall service quality of the commercial banks for the analysis.

In order to the service quality of commercial banks has been measured with the help of the related variables. The number of variables included to measure the service quality of the commercial banks depends upon the nature of the study and the capability of the researcher. Even though, the service quality variables are too many, the present study confines to 23 variables. The customers are asked to rate the 23 variables at five-point scale according to their order of perception from highly satisfied to highly dissatisfy. The assigned scores on these scales are from five to one respectively. The mean scores of each service quality variables among the customers in the PRSBs and the PUSBs have been computed separately in order to exhibit the customers’ perception on service quality variables. The ‘t’ test has been used to find out the significant difference among the two groups of customers regarding their perception on service quality variables. The results are given in below Table 1.

The highly perceived service quality variables among the customers in the PRSBs understand customer needs and redressed of complaints since their respective mean scores are 4.0217 and 4.0618. Among the customers in the PUSBs, these two service quality variables are simplified formalities and ATM facilities since their mean scores are 3.7024 and 3.6221 respectively. Regarding the customers’ perception on service quality variables, the significant difference among the two groups of customers have been noticed in all service quality variables except simplified formalities and ATM facilities since their respective ‘t’ statistics are not significant at five per cent level.

Table 1: Customers’ Perception on Service Quality Variables

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Service Quality Variables</th>
<th>Mean score in</th>
<th>t-statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>PRSBs</td>
<td>PUSBs</td>
</tr>
<tr>
<td>1.</td>
<td>Prompt service</td>
<td>3.9096</td>
<td>3.2156</td>
</tr>
<tr>
<td>2.</td>
<td>Simplified formalities</td>
<td>3.6617</td>
<td>3.7024</td>
</tr>
<tr>
<td>3.</td>
<td>Timely service</td>
<td>3.9319</td>
<td>3.1085</td>
</tr>
<tr>
<td>4.</td>
<td>Competency of employees</td>
<td>3.9882</td>
<td>3.2144</td>
</tr>
<tr>
<td>5.</td>
<td>Knowledge of employees</td>
<td>3.8684</td>
<td>3.0663</td>
</tr>
<tr>
<td>6.</td>
<td>Know your customers among employees</td>
<td>3.9909</td>
<td>3.1041</td>
</tr>
<tr>
<td>7.</td>
<td>Assured services</td>
<td>3.7764</td>
<td>3.0144</td>
</tr>
<tr>
<td>8.</td>
<td>ATM facilities</td>
<td>3.8518</td>
<td>3.6221</td>
</tr>
<tr>
<td>9.</td>
<td>Attending the customers calls</td>
<td>3.9029</td>
<td>3.0441</td>
</tr>
<tr>
<td>10.</td>
<td>Lesser paper work</td>
<td>3.9111</td>
<td>3.1408</td>
</tr>
<tr>
<td>11.</td>
<td>Understanding customer needs</td>
<td>4.0217</td>
<td>3.2762</td>
</tr>
<tr>
<td>12.</td>
<td>Supply correct information</td>
<td>3.9646</td>
<td>3.3081</td>
</tr>
<tr>
<td>13.</td>
<td>Patience among employees</td>
<td>3.9919</td>
<td>3.1140</td>
</tr>
<tr>
<td>14.</td>
<td>Redressed of complaints</td>
<td>4.0618</td>
<td>3.2089</td>
</tr>
</tbody>
</table>
It consists of six variables with the reliability coefficient of 0.7668. The second and third ISQFs are 16.44 and 15.39 per cent respectively. The last two ISQFs are speedy service and assurance, which have Eigen values of 3.6417 and 3.3092 respectively. The most important ISQF is reliability since its Eigen value and percent of variation explained by it are 4.1082 and 18.19 per cent respectively. It consists of six variables with the reliability coefficient of 0.7668. The second and third ISQFs are responsiveness and empathy since their Eigen values are 3.6417 and 3.3092 respectively.

### Table 2: Important Service Quality Factors (ISQFs) in Commercial Banks

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>ISQFs</th>
<th>Number of Variables in</th>
<th>Eigen Value</th>
<th>Reliability co-efficient</th>
<th>Per cent of Variation Explained</th>
<th>Cumulative Per cent of Variation Explained</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reliability</td>
<td>6</td>
<td>4.1082</td>
<td>0.7668</td>
<td>18.19</td>
<td>18.19</td>
</tr>
<tr>
<td>2</td>
<td>Responsiveness</td>
<td>5</td>
<td>3.6417</td>
<td>0.8144</td>
<td>16.44</td>
<td>34.63</td>
</tr>
<tr>
<td>3</td>
<td>Empathy</td>
<td>5</td>
<td>3.3092</td>
<td>0.7509</td>
<td>15.39</td>
<td>50.02</td>
</tr>
<tr>
<td>4</td>
<td>Speedy Service</td>
<td>4</td>
<td>2.4517</td>
<td>0.8239</td>
<td>12.46</td>
<td>62.48</td>
</tr>
<tr>
<td>5</td>
<td>Assurance</td>
<td>3</td>
<td>1.8245</td>
<td>0.7406</td>
<td>10.23</td>
<td>72.71</td>
</tr>
</tbody>
</table>

**Sources:** Computed Figures  
**Note:** *Significant at five per cent level

The most important ISQF is reliability since its Eigen value and the percent of variation explained by it are 4.1082 and 18.19 per cent respectively. It consists of six variables with the reliability coefficient of 0.7668. The second and third ISQFs are responsiveness and empathy since their Eigen values are 3.6417 and 3.3092 respectively. The percent of variation explained by these two ISQFs are 16.44 and 15.39 per cent respectively. The last two ISQFs are speedy service and assurance, which consists of 4 and 3 variables with the reliability coefficient of 0.8239 and 0.7406 respectively.

### Reliability and Validity of Variables in Each ISQF

In order to test the reliability and validity of the variables included in each ISQF, the Confirmatory Factor Analysis (CFA) has been executed. The CFA results in standardized factor loading, its ‘t’ statistics, composite reliability and average variance extracted by each ISQF. The results are shown in Table 3.

### Table 3: Reliability and Validity of Variables in Service Quality Factors (SQFs)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>SQFs</th>
<th>Range of Standardized Factor Loading</th>
<th>Range of t-statistics</th>
<th>Composite Reliability</th>
<th>Average Variance Extracted</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reliability</td>
<td>0.9236, -0.6023</td>
<td>5.2317*, -2.4123*</td>
<td>0.7517</td>
<td>53.92</td>
</tr>
<tr>
<td>2</td>
<td>Responsiveness</td>
<td>0.8708, -0.5911</td>
<td>4.1908*, -2.3046*</td>
<td>0.7922</td>
<td>55.08</td>
</tr>
<tr>
<td>3</td>
<td>Empathy</td>
<td>0.8514, -0.6244</td>
<td>3.7622*, -2.7817*</td>
<td>0.7344</td>
<td>52.14</td>
</tr>
<tr>
<td>4</td>
<td>Speedy Service</td>
<td>0.9086, -0.6391</td>
<td>4.3908*, -2.9064*</td>
<td>0.7914</td>
<td>54.11</td>
</tr>
<tr>
<td>5</td>
<td>Assurance</td>
<td>0.8408, -0.5824</td>
<td>3.6084*, -2.2094*</td>
<td>0.7063</td>
<td>51.08</td>
</tr>
</tbody>
</table>

**Sources:** Computed Figures  
**Note:** *Significant at five per cent level
The standardized factor loading of the variables in the SQFs ranges from 0.9236 to 0.5824. The ‘t’ statistics of the standardized factor loading of the variables are significant at five per cent level which reveals the convergent validity of the factor. It is also supported by the composite reliability and Average Variance Extracted since these values are greater than its’ minimum threshold of 0.50 and 50.00 per cent respectively.

**Customers’ Perception on ISQFs at Commercial Banks**

The perceptions on the ISQFs in the commercial banks have been computed by the mean score of the service quality variables included in each ISQFs. The mean scores on the customer perception on the five ISQFs among the customers in the PRSBs and the PUSBs have been computed separately. Regarding the perception on the ISQFs, the significant difference between the two groups of customers has been examined with the help of ‘t’ test. The results are given in the below Table 4.

**Table-4: Customers’ Perception on ISQFS at Commercial Banks**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>ISQFs</th>
<th>PRSBs</th>
<th>PUSBs</th>
<th>t-statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Reliability</td>
<td>3.9138</td>
<td>3.1573</td>
<td>3.1453*</td>
</tr>
<tr>
<td>2.</td>
<td>Responsiveness</td>
<td>3.8745</td>
<td>3.0879</td>
<td>3.3049*</td>
</tr>
<tr>
<td>3.</td>
<td>Empathy</td>
<td>3.9808</td>
<td>3.1646</td>
<td>2.9647*</td>
</tr>
<tr>
<td>4.</td>
<td>Speedy Service</td>
<td>3.8716</td>
<td>3.4186</td>
<td>1.8644</td>
</tr>
<tr>
<td>5.</td>
<td>Assurance</td>
<td>3.8777</td>
<td>3.0984</td>
<td>2.8865*</td>
</tr>
<tr>
<td>Overall</td>
<td></td>
<td>3.9078</td>
<td>3.1816</td>
<td>2.6332*</td>
</tr>
</tbody>
</table>

**Sources:** Computed Figures  
**Note:** *Significant at five per cent level

The highly perceived ISQFs among the customers in the PRSBs are reliability and empathy since their mean scores are 3.9138 and 3.9808 respectively. Among the customers in the PUSBs, these two ISQFs are speedy service and empathy since their mean scores are 3.4186 and 3.1646 respectively. Regarding the customers’ perception on the ISQFs, the significant difference among the two group of customers has been noticed in reliability, responsiveness, empathy and assurance since their respective ‘t’ statistics are significant at five per cent level. The overall perception ISQFs is identified as higher among the customers in the PRSBs than among the customers in the PUSBs.

**Association between the Profile of Customers and their Perception Score on ISQFs**

Since the profile of the customers may be associated with their level of perception on the ISQFs namely reliability, responsiveness, empathy, speedy service and assurance, the present study has made an attempt to analyze the association between the profile of the customers and their perception on the ISQFs with the help of one-way analysis of variance. The results are illustrated in the below Table 5.

**Table-5: Association between the Profile of Customers and their Perception Score on ISQFs**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Profile Variables</th>
<th>Reliability</th>
<th>Responsiveness</th>
<th>Empathy</th>
<th>Speedy Service</th>
<th>Assurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Age</td>
<td>3.2142*</td>
<td>2.7086*</td>
<td>2.6584*</td>
<td>2.4038*</td>
<td>2.9161*</td>
</tr>
<tr>
<td>3.</td>
<td>Educational status</td>
<td>2.6871*</td>
<td>2.5061*</td>
<td>3.1144*</td>
<td>2.0674</td>
<td>2.5142*</td>
</tr>
<tr>
<td>4.</td>
<td>Occupational status</td>
<td>2.8033*</td>
<td>2.6565*</td>
<td>2.0862</td>
<td>1.9962</td>
<td>2.4508*</td>
</tr>
<tr>
<td>5.</td>
<td>Income per month</td>
<td>2.6511*</td>
<td>2.0812</td>
<td>3.1412*</td>
<td>2.8598*</td>
<td>2.6562*</td>
</tr>
<tr>
<td>6.</td>
<td>Family income per month</td>
<td>2.2862</td>
<td>2.1144</td>
<td>2.9086*</td>
<td>2.7086*</td>
<td>2.5515*</td>
</tr>
<tr>
<td>7.</td>
<td>Years of experience in bank</td>
<td>2.0862</td>
<td>2.7108*</td>
<td>2.1144</td>
<td>2.6514*</td>
<td>1.8969</td>
</tr>
<tr>
<td>8.</td>
<td>Number of accounts in bank</td>
<td>2.1144</td>
<td>2.0886</td>
<td>1.9891</td>
<td>3.0896*</td>
<td>2.9969*</td>
</tr>
</tbody>
</table>

**Sources:** Computed Figures  
**Note:** *Significant at five per cent level

The significantly associating profile variables with the perception on reliability are age, educational status, occupational status and monthly income of the customers whereas in the perception on responsiveness these profile variables are age, educational status, occupational states and years of experience in bank since their respective ‘F’ statistics are significant at five per cent level. Regarding the perception on empathy, these profile variables are age, educational status, monthly income and family income whereas in the perception on speedy service, these profile variables are age, monthly income, family income, years of experience in bank and number of accounts in bank. Regarding the perception on ‘assurance’ these significant profile variables are age, educational status, occupational status, monthly income, family income and number of accounts in bank.
**Discriminant ISQFs among PRSBs and PUSBs**

It is imperative to identify the important discriminant ISQFs among the PRSBs and the PUSBs with the help of two group of discriminant analysis some policy implications. Initially, the mean difference of the ISQFs in the PRSBs and the PUSBs, its ‘t’ statistics and discriminant power of the ISQFs have been computed. The results are given in Table 6.

**Table-6: Mean Difference and Discriminant Power of ISQFS in Two Groups of Banks**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>ISQFs</th>
<th>Mean Score in PRSBs</th>
<th>Mean Score in PUSBs</th>
<th>Mean Difference</th>
<th>t-statistics</th>
<th>Wilk’s Lambda</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Reliability</td>
<td>3.9138</td>
<td>3.1573</td>
<td>0.7565</td>
<td>3.1453*</td>
<td>0.1421</td>
</tr>
<tr>
<td>2.</td>
<td>Responsiveness</td>
<td>3.8745</td>
<td>3.0879</td>
<td>0.7866</td>
<td>3.3049*</td>
<td>0.2569</td>
</tr>
<tr>
<td>3.</td>
<td>Empathy</td>
<td>3.9809</td>
<td>3.1646</td>
<td>0.8162</td>
<td>2.9647*</td>
<td>0.1813</td>
</tr>
<tr>
<td>4.</td>
<td>Speedy Service</td>
<td>3.8716</td>
<td>3.4186</td>
<td>0.4530</td>
<td>1.8644</td>
<td>0.4517</td>
</tr>
<tr>
<td>5.</td>
<td>Assurance</td>
<td>3.8777</td>
<td>3.0984</td>
<td>0.7793</td>
<td>2.8865*</td>
<td>0.2761</td>
</tr>
</tbody>
</table>

**Sources:** Computed Figures  
**Note:** *Significant at five per cent level

The higher mean difference is identified in the case of empathy and responsiveness since their respective mean differences are 0.8162 and 0.7866. The significant mean differences are noticed in the case of reliability, responsiveness, empathy and assurance since their respective ‘t’ statistics are significant at five per cent level. The higher discriminant power is noticed in the case of reliability and empathy since its Wilk’s Lambda is 0.1421 and 0.1813 respectively. The significant discriminant ISQFs have been included for the establishment of two-group discriminant function. The unstandardized procedures have been followed to estimate the function. The estimated function is

\[ Z = 1.3432 + 0.2861x_1 + 0.2458x_2 + 0.1081x_3 + 0.1411x_5 \]

The relative contribution of discriminant ISQFs in total discriminant score (TDS) is computed by the product of the discriminant coefficient and the mean difference of the respective ISQFs. The results are given in Table 7.

**Table-7: Relative Contribution of ISQFs in Total Discriminant Score (TDS)**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>ISQFs</th>
<th>Discriminant Co-efficient</th>
<th>Mean Difference</th>
<th>Product</th>
<th>Relative Contribution in TDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Reliability</td>
<td>0.2861</td>
<td>0.7565</td>
<td>0.2164</td>
<td>35.60</td>
</tr>
<tr>
<td>2.</td>
<td>Responsiveness</td>
<td>0.2458</td>
<td>0.7866</td>
<td>0.1933</td>
<td>31.80</td>
</tr>
<tr>
<td>3.</td>
<td>Empathy</td>
<td>0.1081</td>
<td>0.8162</td>
<td>0.0822</td>
<td>14.52</td>
</tr>
<tr>
<td>4.</td>
<td>Assurance</td>
<td>0.1411</td>
<td>0.7793</td>
<td>0.1099</td>
<td>18.08</td>
</tr>
<tr>
<td>Total</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.6078</td>
<td>100.00</td>
</tr>
</tbody>
</table>

**Sources:** Computed Figures

The higher discriminant coefficients are identified in the cases of reliability and responsiveness since their coefficients are 0.2861 and 0.2458 respectively. It indicates the higher degree of influence of the above said two ISQFs in discriminant function. The higher relative contributions in the TDS have been identified in the case of reliability and responsiveness since their relative contributions are 35.60 and 31.80 per cent respectively. The estimated discriminant function correctly classifies the cases to the extent of 65.04 per cent. The analysis infers that the important discriminant ISQFs among the PRSBs and the PUSBs are reliability and responsiveness, which are higher in the PRSBs than in the PUSBs.

**CONCLUSION**

The present study was the significantly and positively influencing CRM practices implemented at the PRSBs on the customers' perception on service quality are information acquisition, information accessibility, employee training, information evaluation, management commitment and the CRM orientation whereas in the PUSBs, these are information acquisition, information accessibility and the CRM orientation. The changes in the implementation of the CRM practices explain the changes in customers' perception on service quality to a higher extent in the PUSBs than in the PRSBs.

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CHEQUE TRUNCATION SYSTEM: INNOVATIVE MECHANISMS FOR EFFECTIVE PAYMENT

Akshatha B. G.

ABSTRACT

Today’s environment around us is highly dynamic and volatile which necessitates continuous updating and improvement in order to survive competitively. The world is moving to a more modernized environment be it in any industry. Keeping this in mind, RBI has brought out a digitized system of efficiently handling and clearing cheques by banks called CTS / image based clearing system. Cheque Truncation System (CTS) or Image based Clearing System (ICS) is a functionally used in banks to reduce the time taken to clear the cheques. It helps the banks in providing better customer services and increasing operational efficiency by cutting down overheads in physical clearing. In addition, it also provides better reconciliation and fraud prevention.

To ensure fraud-free cheque clearance, RBI advised that customers should preferably use dark colored ink while writing cheques and should avoid alterations or corrections thereon. For any change in the payee’s name, amount in figures or in words, customers should use fresh cheque leaves, as this will facilitate smooth passage through image based clearing system.

The system is very genuine and brings a lot of ease to the users, though the prohibition of any alterations in the cheque. The system has many new features, specifically the security feature and the clearing of cheques on the same day. It is surely a great technological development in the banking industry as it makes it easier for the banks to work as a group.

KEYWORDS

Banking Industry, Cheques, CTS, ICS, RBI etc.

INTRODUCTION

As per the Negotiable Instrument Act, every cheque is required to be presented to the drawee ((payee) bank for payment. In the good olden days, cheques deposited by customers used to be presented by the collecting bank to the paying bank over the counter of the later and thus collect the amount due from each bank. Over a period, with the growing use of cheques by the trading community, banks devised a system of meeting in a central place, exchange the cheques drawn on one another, and thus settle the net amount due to each bank through the institutions called a “Clearing House”. A number of clearing houses were set up in different cities for clearing of cheques through the manual operations for a number of years.

Cheque truncation is settlement of clearing transactions based on images and electronic data without the physical movement of the instruments. The clearing cheque is truncated at the presenting bank itself. A cheque truncation system allows financial institutions to truncate cheques at the “point of capture” by providing the capabilities of presenting cheques to the “paying bank” electronically and process return cheque electronically. This is launched nationwide implementation on 1st April 2013.

CTS in India, is a project undertaken by the Reserve Bank of India – RBI, for faster clearing of cheques. CTS is basically an online image-based cheque clearing system where cheque images and Magnetic Ink Character Recognition (MICR) data are captured at the collecting bank branch and transmitted electronically.

Truncation means, stopping the flow of the physical cheques issued by a drawer to the drawee branch. Under the new system the physical instrument is truncated (stopped) at some point (called the” Point of Capture”) of the transmission pathway en route to the drawee branch. After the cheque is truncated, an electronic image of the cheque is transmitted to the drawee bank along with other essential data necessary to complete the clearing process like date of presentation, presenting (issuing) bank, Magnetic Ink Character Recognition (MICR) band, etc. So here, all the cheques are archived in a common warehouse of the presenting bank. In this way, cheques are cleared in the same day in which they are deposited. Cheque truncation would eliminate the need to move the physical instruments across branches, except in exceptional circumstances. This would result in effective reduction in the time required for payment of cheques, the associated cost of transit and delays in processing, etc., thus speeding up the process of collection or realization of cheques.

BENEFITS OF CTS FOR BANKS

- Provide better services to customers and enhanced customer window.
- T+0 for local clearing and T+1 for inter-city clearing.
- Incentive to shift to credit pushes payments.
- The jurisdiction of clearing house can be extended to the entire country.

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Geographical dependence and operational efficiency will benefit the bottom lines of banks.

- Reduces the cost of operating and automated payment processing.
- Better KYC norms and huge time saving as there is no physical movement.
- Easy data storage and retrieval.
- Huge customer satisfaction as he gets his money in the same day.
- Better harmonization and interoperability of electronic processes between various banks.
- Minimizes transaction costs and reduces operational risk by securing the transmission route.

**BENEFITS OF CTS FOR CUSTOMERS**

- Elimination of float between presentation and clearance enabling faster credit to his account.
- The money is safe, minimizes the chance of fraud (say, laundering) and possible to detect the frauds easily through interception of altered forged instruments while passing through the electronic imaging system.
- Speeding up the process of cheque clearance and settlement between the banks.
- There is no fear of loss of cheque in transit and chances of cheques being lost due to mishandling are totally avoided.
- Possible to take better services from the banks.

![Figure-1: Benefits of CTS System](image)

**REASONS FOR ADOPTING CHEQUE TRUNCATION SYSTEM IN INDIA**

CT speeds up the process of collection of cheques resulting in better service to customers, reduces the scope for clearing-related frauds or loss of instruments in transit, lowers the cost of collection of cheques and removes reconciliation-related and logistics-related problems, thus benefitting the system as a whole.

Cheques are still the prominent mode of payments in the country and RBI has decided to focus on improving the efficiency of the cheque clearing cycle, offering CTS as an alternative. CTS is a more secure system vis-à-vis the exchange of physical documents. In addition to operational efficiency, CTS offers several benefits to banks and customers, including human resource rationalization, cost effectiveness, business process re-engineering, better service, adoption of latest technology, etc. CTS thus, have emerged as an important efficiency enhancement initiative undertaken by RBI in the payment systems area.

**STATUS OF CTS IMPLEMENTATION IN INDIA**

The Reserve Bank has implemented CTS in the National Capital Region (NCR), New Delhi and Chennai with effect from February 1, 2008 and September 24, 2011. After migration of the entire cheque volume from MICR system to CTS, the traditional MICR-based cheque processing has been discontinued in these two locations. Based on the advantages realized by the stakeholders and the experienced gained from the rollout in these centers, it has been decided to operationalise CTS across the country. Accordingly, Grid based CTS clearing have since been started in Chennai by including a few banks from Coimbatore and Bangalore with effect from March 2012. It has also been envisaged to bring all the bank branches in the states of Tamilnadu, Kerala, Karnataka, Andhra Pradesh and the Union Territory of Puducherry under Chennai Grid in a phased manner.
CHEQUE STANDARDIZATION AND CTS 2010 STANDARD

Standardization of cheque forms (leaves) in terms of size, MICR band, quality of paper, etc., was one of the key factors that enabled mechanization of cheque processing. Over a period of time, banks have added a variety of patterns and design of cheque forms to aid segmentation, branding, identification, etc., as also incorporated therein a number of security features to reduce the incidence of cheque misuse, tampering, alterations, etc. Growing use of multi-city and payable-at-par cheques for handling of cheques at any branches of a bank, introduction of Cheque Truncation System (CTS), increasing popularity of Speed Clearing, etc., were a few aspects that led to prescription of certain minimum security features in cheques printed, issued and handled by banks and customers uniformly across the banking industry.

A Working Group was set up by RBI for examining further standardization of cheque forms and enhancement of security features therein. Accordingly, certain benchmarks towards achieving standardization of cheques issued by banks across the country have been prescribed like – quality of paper, watermark, bank’s logo in invisible ink, void pantograph, etc., and standardization of field placements on cheques. In addition, certain desirable features have also been suggested to be implemented by banks based on their need and risk perception.

CTS 2010 is the standard prescribed by the RBI recently for cheques issued by all banks in the country. CTS means instead of sending the cheque in physical form by the collecting bank to the paying bank, an electronic image of the cheque is transmitted to the drawee branch for payment through the clearing house, thereby eliminating the cumbersome physical presentation of the cheque to the paying bank, thus saving in time and costs involved in traditional clearing system.

The set of minimum-security features would not only ensure uniformity across all cheque forms issued by banks in the country but also help presenting banks while scrutinizing/recognizing cheques of drawee banks in an image-based processing scenario. The homogeneity in security features is expected to act as a deterrent against cheque frauds, while the standardization of field placements on cheque forms would enable straight through processing by use of optical/image character recognition technology. The benchmark prescriptions are collectively known as “CTS-2010 standard”. Indian Banks Association (IBA) and National Payments Corporation of India (NPCI) are co-coordinating with the banks on implementation of the new standard. Accordingly, the cheques issued are tested and certified by NPCI and only after such certification; the cheques would be issued to the customers.

All banks providing cheque facility to their customers have been advised to issue only ‘CTS-2010’ standard cheques not later than April 1, 2012 on priority basis in northern and southern region, which will be part of the northern and southern CTS grids respectively and across the country by September 30, 2012 through a time bound action plan.

MODES FOR PARTICIPATE IN CTS

There are two modes in which banks may participate in CTS:

a. Direct membership: Banks may participate as direct member provided they have a settlement account with the settlement bank and have put in place necessary infrastructure for participating in CTS.

b. Indirect/Sub-membership: Banks may become sub-members/indirect members of the direct members by using the infrastructure and/or settlement services of the direct members. The settlement for such indirect/sub-member could be done either directly (if such banks have settlement accounts with the settlement bank) or through the direct member through whom they are participating.

Figure-2: Identification of Cheque under CTS System

Sources: Authors Compilation

WORKING GROUP ON CHEQUE TRUNCATION AND E-CHEQUE

As indicated in the mid-term Review of October 2002, a Working Group (Chairman: Dr. R B. Barman, Executive Director) on cheque truncation and e-Cheque was set up to examine various models of cheque truncation and to suggest an appropriate model. The Group submitted its report in July 2003.

The major recommendations of the Group

- The physical cheque will be truncated within the presenting bank.
- Within the presenting bank, the point of truncation could be decided by each individual member bank.
- There is provision for Service Bureau models, which banks can approach for truncation. Banks can also set up Service Bureau for capturing images and MICR data.
- Settlement will be generated based on current MICR code line data.
- Electronic images will be used for payment processing.
- Grey scale technology will be deployed for imaging.
- Images will be preserved for 8 years: A centralized agency per clearing location will act as an image warehouse for banks.
- Group recommended norms for agencies to provide the service.
- Public Key Infrastructure will be deployed to protect images and data flow over the network.

CONCLUSION

The CTS is a very important and efficient tool for banks in order to keep pace with the cutting edge of technology. So it’s high time for the ‘old school’ banks to reengineer their internal processes and adopt a payment system which has more relevance in today’s context and which helps them to gain their competitive edge. In addition, with the growing benefits of this system the banks should exercise a lot of caution and diligence during both post and pre implementation of CTS. CTS provides a very secure environment during the process of cheque clearing, as in order to avoid any repudiation of data / images or unauthorized intrusion, end-to-end Public Key Infrastructure-PKI (form of cryptography involving the use of asymmetric key algorithms to secure the digital image flow in its cheque truncation system with digital signature and encryption) is installed in the system. Security can further be enhanced by incorporating basic security and authentication controls like dual access controls, user ID’s and passwords with crypto box and smart card interfaces on the top of PKI technology.

REFERENCES


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AWARENESS ON POPULATION EDUCATION AMONG IX STANDARD STUDENTS

Dr. Jayaram Kanakala

ABSTRACT

Population education is an educational innovation in response to the population problems. Viewed as an epiphenomenon of the process of development, population issues have aroused widespread concern among almost all the members of the comity of nations. The present study was conducted to investigate the awareness of IX standard students towards population education.

Study was descriptive in nature and self-developed and standardized tool was used to collect data from a sample of 250 students in the urban area of Visakhapatnam district. The findings were drawn after the descriptive and inferential analysis. Means, Standard Deviation and ‘t’ test was run to test the hypotheses. The study revealed that parents’ educational qualifications, annual income and social status have nothing to say on the awareness of students towards population education.

KEYWORDS

Educational Innovation, Epiphenomenon, Population Education, Students etc.

INTRODUCTION

The recent past has witnessed a four-fold increase in India’s population and had already crossed 1 billion on 11th May, 2000 with population density is about 287 persons per square kilometer at present. Growing population is not an issue of numbers alone. But it is an issue which is intimately related and has implications for socio-economic development, environment and quality of life of our citizens. In order to slow down population growth and accelerate the process of improving the quality of life of our citizens, multi-pronged initiatives are being taken. Integration of Population Education in all sectors of Education (i.e. formal and non-formal) is one such initiative.

The developing countries already facing a lack in their resources, and with the rapidly increasing population, the resources available per person are reduced further, leading to increased poverty, malnutrition, and other large population-related problems.

As the number of people in a pyramid increases, so do the problems related to the increased population. The main factors affecting the population change are the birth rate, death rate ad migration. The population change is calculated by the formula:

\[ \text{Population change} = (\text{Births} + \text{Immigration}) - (\text{Deaths} + \text{Emigration}) \]

India, being a developing country, has had to face several economic and political challenges. Several solutions to decrease the rate of population increase have been tried by the government, some successful, some unsuccessful. Although the rate of increase has decreased, the rate has not reached the satisfactory level yet.

POPULATION EDUCATION

Population education, which emerged as an educational innovation, has been introduced in the education systems of different countries as an important component of the multi-pronged strategy employed to help nations attain the goals of population stabilization and sustainable development.

The rapid population growth and the concomitant problems of poverty, lack of adequate health and educational facilities, malnutrition, non-fulfillment of even the basic needs of a vast majority of the populace, paucity of employment opportunities, dwindling natural resources and consequent environmental degradation constitute critical dimensions of the present population and development phenomenon today embraces issues beyond development. While the size, growth, composition and distribution of population have a close bearing on socioeconomic development, the population related issues also bring forth concerns for the “carrying capacity” a biological and ecological system and the future of mankind.

NEED FOR POPULATION EDUCATION

The demographic behavior is to a great extent informed by population socialization, a process by which people acquire norms, values, attitudes and belief systems in respect of population related issues and which is embedded within the larger complexes of social practices reflecting the society’s internal logical system. This process is greatly influenced by education, which enables the individual to know the phenomenon of population change and its consequences. It is commonly observed in many countries that
the knowledge of the simple facts of population change, let alone the complex interrelationships with other parameters, is very low even among educated people.

**POPULATION EDUCATION AND OTHER CONCEPTS**

a) **Family Planning:** It is a means of caring for the health of mother and child, enhancing the quality of families by regulating and spacing child birth, raising the age at marriage and improving the position of girls and women, helping sub-fertile couples to beget children and providing counseling for parents and potential parents.

b) **Sex Education:** Sex Education is an educational programme designed to provide learners with adequate and accurate knowledge about human sexuality in its biological, psychological, socio-cultural and moral dimensions. It also covers the anatomy and physiology of reproductive systems, physical, emotional and psychological changes during puberty and conception, pregnancy, and birth.

c) **Family Life Education:** It is an educational process designed to assist young people in their physical, social, emotional and moral development, as they prepare themselves for adulthood, marriage and parenthood. It deals with issues like ageing as well as social relationships in the sociocultural context of family and society. It provides an opportunity to the learners to study family relationships and peer relationships.

**NEED AND IMPORTANCE OF STUDY**

Population education has assumed enormous importance in the national and international areas, since population changes influence the quality of life of individuals, families, the nation and the world as a whole. Population education has, however, special significance to India since young persons below the age of 15 are reported to form about 42% of the total population. By providing adequate information about population education to the students at different levels, realize the need for teaching population education in a different and non-conventional way, and equip them with the required knowledge, attitude and skills in order to participate more effectively and efficiently in the successful implementation of population education programs. Hence, the investigator felt the need to aware of the parents on population education and yet conducted a study on the awareness on population education.

**OBJECTIVES OF STUDY**

- To assess the level of awareness of the IX class students on Population Education.
- To compare the perceptions of students based on various variables like parents’ educational qualifications, annual income and caste category.
- To suggest measures for better implementation of Population Education Programme.

**HYPOTHESES OF STUDY**

- There is no significant difference among IX class students’ perceptions basing on their parents educational qualifications towards the awareness on population education.
- There is no significant difference among IX class students’ perceptions basing on their parents annual income towards the awareness on population education.
- There is no significant difference among IX class students’ perceptions basing on their caste category towards the awareness on population education.

**Construction and Standardization of the Tool**

The tool (Opinionnaire of 50 items) is a five-point scale, constructed and developed for the purpose of the study. The pilot testing was done on 40 students of IX standard selected from different secondary schools in urban area of Visakhapatnam district. Item Analysis was carried out to find out the Difficulty and Discrimination of each of the items. The Reliability Coefficient of the Tool for students was calculated using split half method and found to be 0.74. The items which are unanswered by all students and which are marked by undecided / blank and items with poor discriminating value all are omitted. Three subject experts for the content validity and the construct validity validated the research tool.

**Table-1: Item Analysis (chi-square test) of Tool**

<table>
<thead>
<tr>
<th>Item Number</th>
<th>Chi-Square Value</th>
<th>Item Number</th>
<th>Chi-Square Value</th>
<th>Item Number</th>
<th>Chi-Square Value</th>
<th>Item Number</th>
<th>Chi-Square Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>74.15**</td>
<td>14</td>
<td>39.35**</td>
<td>27</td>
<td>24.35**</td>
<td>40</td>
<td>21.05**</td>
</tr>
<tr>
<td>2</td>
<td>53.75**</td>
<td>15</td>
<td>48.20**</td>
<td>28</td>
<td>27.65**</td>
<td>41</td>
<td>15.35**</td>
</tr>
<tr>
<td>3</td>
<td>31.40**</td>
<td>16</td>
<td>31.25**</td>
<td>29</td>
<td>10.55**</td>
<td>42</td>
<td>28.55**</td>
</tr>
<tr>
<td>4</td>
<td>16.85**</td>
<td>17</td>
<td>16.25**</td>
<td>30</td>
<td>21.05**</td>
<td>43</td>
<td>12.95**</td>
</tr>
</tbody>
</table>
Sampling

For the study, a stratified random sample of 250 students of IX Standard out of 300 sample data collected from different school managements was taken.

In order to have a representative sample of the students, the investigator took necessary care to include students belonging to different variables like parental income, educational qualifications and social status in the present sample. It is a descriptive survey method of research.

This study was limited to know the awareness of 250 IX class students towards Population Education in urban area of Visakhapatnam district only.

Table-2: Design of Study

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Variable</th>
<th>Category</th>
<th>Number</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Parents’ Annual Income</td>
<td>Below Rs. 25000</td>
<td>18</td>
<td>250</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above Rs. 25000</td>
<td>232</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Parents’ Educational Qualification</td>
<td>Illiterate</td>
<td>14</td>
<td>250</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Primary</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Secondary</td>
<td>174</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Social Status</td>
<td>SC</td>
<td>12</td>
<td>250</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ST</td>
<td>190</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>BC</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>OC</td>
<td>19</td>
<td></td>
</tr>
</tbody>
</table>

Statistical Techniques Used

The investigation has been carried out by the descriptive statistical analysis, such as calculating measures of central tendency like Mean and calculating measures of dispersion like Standard Deviation. For testing the null hypothesis, the ‘t’ test and Analysis of Variance have been used by the investigator. The ‘t’ test was used to test the null hypotheses when the data was correlated from matched groups. Analysis of variance (ANOVA) was used to find out the effect, if any, of the variables studied.

Table-3: Overall Perceptions of Students towards Awareness on Population education

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Min.</th>
<th>Max.</th>
<th>Mean</th>
<th>Mean Percent</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>250</td>
<td>28</td>
<td>100</td>
<td>75.75</td>
<td>75.75</td>
<td>12.42</td>
</tr>
</tbody>
</table>

Verification and Interpretation of First Hypothesis

The first hypothesis of the study states “there is no significant difference among IX class students’ perceptions basing on their parents educational qualifications towards the awareness on population education”. It is verified and the results are shown in the following table.
Table-4: Anova Results of Students’ Perceptions based on their Parents Educational Qualification towards the Awareness on Population Education

<table>
<thead>
<tr>
<th>Parents Educational Qualification</th>
<th>N</th>
<th>Mean</th>
<th>Groups</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean square</th>
<th>F-value</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illiterate</td>
<td>14</td>
<td>72.66</td>
<td>Between Groups</td>
<td>846.55</td>
<td>3</td>
<td>282.18</td>
<td>1.85*</td>
<td>0.14</td>
</tr>
<tr>
<td>Primary</td>
<td>18</td>
<td>76.86</td>
<td>Within Groups</td>
<td>3757.58</td>
<td>246</td>
<td>152.73</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secondary</td>
<td>174</td>
<td>72.33</td>
<td>Total</td>
<td>38417.12</td>
<td>249</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Higher</td>
<td>44</td>
<td>76.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sources: Authors Compilation  
Note: *Not Significant.

The above table shows that the ANOVA results of students according to their Parents Educational Qualifications are not significant. Since the F-value is found to be not significant, the null hypothesis is accepted. This hypothesis is further divided and tested with respect to different educational qualifications of the parents.

Table-5: Significant difference between Students’ Perceptions based on their Parents Educational Qualification towards the Awareness on Population Education

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Parents Educational Qualification</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev.</th>
<th>t-value</th>
<th>df</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Higher</td>
<td>44</td>
<td>72.66</td>
<td>17.76</td>
<td>1.98*</td>
<td>216</td>
</tr>
<tr>
<td></td>
<td>Secondary</td>
<td>174</td>
<td>76.86</td>
<td>10.93</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Higher</td>
<td>44</td>
<td>72.66</td>
<td>17.76</td>
<td>0.07 **</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>Primary</td>
<td>18</td>
<td>72.33</td>
<td>9.19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Higher</td>
<td>44</td>
<td>72.66</td>
<td>17.76</td>
<td>0.65 **</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>Illiterate</td>
<td>14</td>
<td>76.00</td>
<td>12.15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Secondary</td>
<td>174</td>
<td>76.86</td>
<td>10.93</td>
<td>1.70 **</td>
<td>190</td>
</tr>
<tr>
<td></td>
<td>Primary</td>
<td>18</td>
<td>72.33</td>
<td>9.19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Secondary</td>
<td>174</td>
<td>76.86</td>
<td>10.93</td>
<td>0.28 **</td>
<td>186</td>
</tr>
<tr>
<td></td>
<td>Illiterate</td>
<td>14</td>
<td>76.00</td>
<td>12.15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Primary</td>
<td>18</td>
<td>72.33</td>
<td>9.19</td>
<td>0.97 **</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Illiterate</td>
<td>14</td>
<td>76.00</td>
<td>12.15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sources: Authors Compilation  
Note: *Significant at 0.05 level.  
**Not Significant.

The ‘t’ value for parents with higher and secondary education qualifications is found to be significant. This shows that there is a significant difference between parents of secondary students with higher and secondary educational qualifications towards the awareness on population education. Hence, part of this null hypothesis is rejected.

There is no significant difference between parents of secondary students with higher and primary educational qualifications, higher educational qualifications and illiterates, Secondary and Primary educational qualifications, secondary educational qualifications and illiterates, and primary educational qualifications and illiterates towards the awareness on population education. The t-values are found to be insignificant for these combinations. Hence, part of the null hypothesis is accepted.

Verification and Interpretation of Second Hypothesis

The second hypothesis of the study is “there is no significant difference among the IX class students’ perceptions basing on their parents annual income towards the awareness on population education”. It is verified and the results are given in the following table.

Table-6: Significant difference between Students’ Perceptions based on their Parent Annual Income towards Awareness on Population Education

<table>
<thead>
<tr>
<th>Parents’ Annual Income</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev.</th>
<th>t-value</th>
<th>df</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below Rs. 25000</td>
<td>18</td>
<td>76.50</td>
<td>10.48</td>
<td>0.27*</td>
<td>248</td>
</tr>
<tr>
<td>Above Rs. 25000</td>
<td>232</td>
<td>75.69</td>
<td>12.58</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sources: Authors Compilation  
Note: *Not Significant.
The ‘t’ value is found to be not significant. This shows that there is no significant difference between above and below Rs. 25000 of Parents Annual Income of students towards the awareness of on population education. Hence, the second hypothesis is accepted.

Verification and Interpretation of Third Hypothesis

The third hypothesis of the study is “there is no significant difference among the IX class students’ perceptions basing on their caste category towards the awareness on population education.” It is verified and the results are given in the following table.

Table-7: Significant difference between Students’ Perceptions based on Social Status towards the Awareness on Population Education

<table>
<thead>
<tr>
<th>Category</th>
<th>N</th>
<th>Mean</th>
<th>Groups</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>t-value</th>
<th>df</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC</td>
<td>12</td>
<td>74.00</td>
<td>Between Groups</td>
<td>1149.19</td>
<td>3</td>
<td>383.06</td>
<td>2.53*</td>
<td>0.06</td>
</tr>
<tr>
<td>ST</td>
<td>190</td>
<td>76.86</td>
<td>Within Groups</td>
<td>37267.93</td>
<td>246</td>
<td>151.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BC</td>
<td>29</td>
<td>73.03</td>
<td>Total</td>
<td>38417.12</td>
<td>249</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OC</td>
<td>19</td>
<td>69.84</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sources: Authors Compilation
Note: *Not Significant.

The Anova result of students according to their category shows that there is no significant difference. Since the F-value is found to be not significant, the third hypothesis is accepted. This hypothesis is further divided and tested with respect to different categories of the students.

TABLE-8: Significant differences between the Perceptions of Students of Different Categories towards the Awareness on Population Education

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Category</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>t-value</th>
<th>df</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>SC</td>
<td>12</td>
<td>74.00</td>
<td>12.96</td>
<td>0.77**</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td>ST</td>
<td>190</td>
<td>76.86</td>
<td>12.47</td>
<td></td>
<td>39</td>
</tr>
<tr>
<td>2.</td>
<td>SC</td>
<td>12</td>
<td>74.00</td>
<td>12.96</td>
<td>0.22**</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>BC</td>
<td>29</td>
<td>73.03</td>
<td>12.76</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>SC</td>
<td>12</td>
<td>74.00</td>
<td>12.96</td>
<td>1.05**</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>OC</td>
<td>19</td>
<td>69.84</td>
<td>9.07</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>ST</td>
<td>190</td>
<td>76.86</td>
<td>12.47</td>
<td>1.54**</td>
<td>217</td>
</tr>
<tr>
<td></td>
<td>BC</td>
<td>29</td>
<td>73.03</td>
<td>12.76</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>ST</td>
<td>190</td>
<td>76.86</td>
<td>12.47</td>
<td>2.39*</td>
<td>207</td>
</tr>
<tr>
<td></td>
<td>OC</td>
<td>19</td>
<td>69.84</td>
<td>9.07</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>BC</td>
<td>29</td>
<td>73.03</td>
<td>12.76</td>
<td>0.94**</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>OC</td>
<td>19</td>
<td>69.84</td>
<td>9.07</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sources: Authors Compilation
Note: *Significant.
**Not Significant.

The ‘t’ value is found to be not significant between the students belong to the castes SC and ST, SC and BC, SC and OC, ST and BC, and BC and OC. This shows that there is no significant difference between SC and ST, SC and BC, SC and OC, ST and BC, and BC and OC caste students towards the awareness of on population education. Hence, part of the third hypothesis is accepted. The ‘t’ value is found to be significant at 0.05 level between ST and OC caste students. This shows that there is a significant difference between ST and OC caste students towards the awareness on population education. Hence, part of the third hypothesis is rejected.

CONCLUSIONS

Population education makes an individual family conscious, a family community conscious, and the community humanity conscious. Population education puts a premium of family planning when it should really advocate better health services for all. Secondary students whose parents with different educational qualifications, annual income and social status do not differ significantly in having awareness towards population education. Secondary students’ awareness towards population education will make the nation for better living, environment protecting and healthy competition.

SUGGESTIONS

Teachers are required to well verse with the topic “population education” apart from their mother subjects. The Government may provide special training classes for teachers by experts’ in the field of population education. The Government needs to develop the
ability to organize co-curricular activities and community resources for promoting the population education. The Government should celebrate the ‘World Population Day’ to create awareness among public. The Government has to arrange the programmes like street plays, bhavai, plays for popularizing the population education to make an individual a responsible citizen and promote the nation with “small family is happy family” concept.

REFERENCES


******

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COMPETITIVE ADVANTAGE & VALUE CHAIN ANALYSIS OF SMALL SCALE FRUITS & VEGETABLE PROCESSING INDUSTRY

Swati Srivastava¹¹⁶ Dr. H. P. Mathur¹¹⁷ Mayank Kumar¹¹⁸

ABSTRACT

The rolling food inflation in the country has brought in sharp focus “supply side” constraints, particularly in case of perishables. There is thus an escalating realization about the need to boost agricultural production in the country and a strategy to steer in second green revolution is under preparation. At the same time, it needs to be understand that it will not be enough only to produce more, although it is equally important to save each crumb produced by reducing wastages. This would progress farmers’ income and economic viability of agricultural operations. Such an approach would also be essential to meet the twin national objectives of “inclusive growth” and “food security”.

The growth of food processing sector would necessitate being a significant component of this strategy, in view of its possible role in achieving increased agricultural production by ensuring enhanced remuneration for Farmers. The food processing sector makes it achievable by not only ensuring better marketplace access to farmers but also reducing high level of wastages. A developed food processing industry will reduce wastages, ensure value addition, create additional employment opportunities as well as export earnings and thus direct to better socio-economic condition of millions of farm families.

Purpose: The main objective of the paper is to strategize the various activities of the Micro and Small enterprises through value chain analysis in a way that the Indian Fruits & Vegetable Processing Industry could improve its performance and value for customers.

Methodology: The study combined a review of secondary materials, interviews with key stakeholders, primary research through surveys and focus group discussions.

Findings: The paper will suggest a roadmap to MSEs to compete by removing supply side constraints, conform to market requirements, connect to target market and finally integrate themselves with national value chain.

KEYWORDS

Value Chain, Business Linkages, MSE’s, Food Processing, Food Security, Inclusive Growth etc.

INTRODUCTION

The global food scene is rapidly evolving as consumer desires shift with changing lifestyles. Food routine and tastes are amalgamating in the universal melting pot. Food lovers from approximately the globe now want to strive ethnic foods from diverse parts of the world and create it an essential part of their daily diet.

India is an agri-rich nation and the world's second principal producer of fruits and vegetables. According to industry estimates, the processed food marketplace accounts for 32 percent of the total food marketplace. The Ministry of Food Processing Industries (MOFPI) aims to amplify India's share in the international processed food trade to 3 percent in the next 8 years from 1.6 percent at present. India is able-bodied placed to take advantage of budding food trade due to its sturdy agricultural base and become an outsourcing nucleus for food products.

In India, agriculture is shifting from a sector conquered by family farms, to solitary that is characterized by big companies that are better associated across the supply chain. The flourishing retail chain business is possible to lead to additional consolidation in the uneven food sector and be a force following the increase of processed food.

VALUE CHAIN ANALYSIS

The term “value chain” was initially introduced in Michael Porter's book “Competitive Advantage - Creating and Sustaining Superior Performance” (Porter1985). The value chain analysis is based on Michael Porter’s generic value chain model (Porter 2001), developed in 1985 and used to discover Porter's model of competitive advantages in the course of differentiation or cost leadership strategy. Porter eternally warns of the threat of being “stuck in the middle” (Porter 1996).

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Porter breaks companies' value chains down into single activities. The technique allows the firm to comprehend which parts of its operations generate value and which do not (Ketchen and Hult 2007). The aim is to hack the entire complex supply chain of a group into smaller units. Hergert and Morris (1989) affirm, “the fundamental belief in the value chain investigation is that a product gains worth as it passes during the vertical stream of creation within the firm. When produced value exceeds costs a yield is generated”. The model was formerly introduced for companies in the mechanized industry (Armistead and Clark 1993, Ketchen and Hult 2007), which has a momentous impact on service firms. As the Fig. 2.1 shows, the value chain is segmented into primary and support activities.

**Chart-1**

Sources: Authors compilation

**Micro and Small Enterprises**

Industrialization acting as a crucial task in directing the progress process of the country for development and progress. For mounting economies, especially India, which is a labour copious country, small-scale segment is consider as the main source of employment generation and foreign trade earnings. Small-Scale Industries (SSI) necessitate small investment, so the entrepreneurs can meet the expense of to take risk. Over the past 50 years, the undersized sector has contributed appreciably towards building a constant and sound national economy. This sector has contributed around 39% to the country's manufacturing output, 34% to its exports and provided employment to around 31.2 million people.

In accordance with the prerequisite of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are classified in two classes:

- **Manufacturing Enterprises**: The enterprises engaged in the manufacture or production of goods pertaining to any industry specified in the first schedule to the industries (Development and regulation Act, 1951). The Manufacturing Enterprise is defined in terms of investment in Plant & Machinery.

- **Service Enterprises**: The enterprises engaged in providing or rendering of services and are defined in terms of investment in equipment.

**Chart-2**

Sources: Ministry of Micro, Small & Medium Enterprises
Food Processing Industry

The food-processing sector is vastly fragmented industry, it broadly comprises of the following sub-segments: fruits and vegetables, milk and milk products, beer and alcoholic beverages, meat and poultry, marine products, grain processing, packaged or convenience food and packaged drinks.

A huge amount of entrepreneurs in this trade are small in terms of their production and operation, and are mostly concentrated in the unorganized fragment. This segment accounts for additional than 70% of the yield in terms of capacity and 50% in terms of value. However, the organized segment seems comparatively minute; it is mounting at a much faster pace.

![Chart-3](image)

Sources: D&B Research

Food Processing Units in Organized Sector (numbers)

<table>
<thead>
<tr>
<th>Table-1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Flour Mills</td>
<td>516</td>
</tr>
<tr>
<td>Fish Processing Units</td>
<td>568 (+482 cold storage units)</td>
</tr>
<tr>
<td>Fruit &amp; Vegetable processing units</td>
<td>5293</td>
</tr>
<tr>
<td>Meat Processing units</td>
<td>171</td>
</tr>
<tr>
<td>Sweetened &amp; aerated water units</td>
<td>636</td>
</tr>
<tr>
<td>Milk products units</td>
<td>206</td>
</tr>
<tr>
<td>Sugar Mills</td>
<td>479</td>
</tr>
<tr>
<td>Solvent extract units</td>
<td>725</td>
</tr>
<tr>
<td>Rice mills</td>
<td>139208</td>
</tr>
<tr>
<td>Modernised rice mills</td>
<td>35088</td>
</tr>
</tbody>
</table>

Sources: Ministry of Food Processing Industries, Annual Report 2009-10

National Environment

India has a total yearly production of horticultural crops stirring over 149 million tons. India now is the second principal producer of the fruits (45.5 Million tons) and vegetables (90.8 Million tons) in the globe, contributing 10.23% and 14.45% of the whole globe production of fruit & vegetable respectively. Mango, Banana, Guava, Citrus fruits, and Apple account for 75–80% of entirety fruit production in the country. It is as well the chief producer, consumer and exporter of spices.

![Graph-1](image)

Sources: NHD-2011
Merely 2.2% of fruits and vegetables is processed in India compared to up to 80% in many emergent countries. The household consumption of significance added fruits and vegetable food is very stumpy compared to the prime processed food in all-purpose and fresh fruits and vegetables in exacting which is attributed to elevated incidence of tax and duties plus that on lower capacity utilization, packaging material, high cost of finance, non-adoption of cost valuable technology, inadequate farmers-processors linkage leading to dependence upon intermediaries, infrastructural constraints.

<table>
<thead>
<tr>
<th>Segments</th>
<th>Level of Processing in Organized sector (%)</th>
<th>Level of Processing in Unorganized sector (%)</th>
<th>% of Total Food Processing in India</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruits and vegetables</td>
<td>1.5</td>
<td>0.7</td>
<td>2.2</td>
</tr>
</tbody>
</table>

**Sources: NHD-2011**

Due to the delicate and perishable character of the product, this business requires a high degree of coordination among the different actors along the chain & each stage requires a well-built emphasis on workforce progress to drive both productivity and upgrading. Transportation, logistics, and are key sustaining activities in the comprehensive F&V value chain. These functions guarantee the perishable product reach its destination in good condition. Cold storage units are used all the way through the chain to keep the generate fresh, and both air & sea freighting support by the cold chain are main elements to ensure timely delivery.
PROBLEM OF STUDY

Micro and small enterprises are key mean contributors to the welfare of budding country households, and on the nationwide level play a vital role in reducing poverty all the way through economic growth. Reduction in trade barriers, technological change, the proliferation of trade agreements and facilitation of foreign direct investment are a number of factors that work together to incorporate world markets & spread out production. These changes create opportunities for micro and small enterprises to participate in national and international markets. However, these processes also make threats MSE competitiveness by creating advanced principles and increased competition in national and local markets, the traditional strongholds of MSEs. The impending benefits of globalization are realized rely critically on the degree to which MSEs adjust effectively to new surroundings and become competitive.

Therefore, the research problem of the proposed paper is principally revolved around the complete analysis of value chain of the Micro & Small enterprises and accordingly providing them.

OBJECTIVE OF STUDY

The main objective of the paper is to strategize the various activities of the Micro and Small enterprises through value chain analysis in a way that the Indian Fruits & Vegetable Processing Industry could improve its performance and value for customers.

SIGNIFICANCE OF STUDY

- The study can contribute valuable inputs in value chain analysis practices of Micro enterprises.
- The study can provide a means for prioritizing market-based solutions that will have the greatest impact on the value chain and participating Micro and Small Enterprises.
- It may provide a new approach to the business linkages of Micro enterprises with business linkages to other enterprises which will provide a new approach to these kinds of linkages.
- This study can benefit the Policy Makers, Industry Associations of India in framing suitable policies for enhancement of trade between both the enterprises.
- It can help Small Scale Industries to increase their turnover and to have a positive impact on their growth.
- The study can also help in creating additional employment opportunities and encourage other Industries to explore the traditional Markets.

REVIEW OF LITERATURE

According to the instruction manual for value chain follow a line of investigation by Kaplinsky and Morris (2002) the value chain is “the full array of activities which are essential to bring a product or service starting from conceptions, through the different phases of production (involving a combination of physical transformation and the input of various producer services), delivery to final consumers, and final disposer after use”.

Other studies of author like Lanen et al. (2008), classify the value chain as “the lay down of activities that transport raw materials into the goods and services to the end user so as to purchase and consume, and the treatment or disposal of whichever waste generated by the end user”.

Mowen and Hansen (2011, p. 27) defines the value chain as “set of activities necessary to design, develop, produce, market, deliver and provide post-sales service for the product and services sold to the customer.”

Value chain actors are those concerned in supplying inputs, producing, processing, marketing, and consuming agricultural or agricultural allied products (Getnet, 2009). They can be those that unswervingly involved in the value chain (rural and urban farmers, processors, traders, cooperatives, retailers, cafes and consumers) or roundabout actors who provide financial or non-financial sustain services, such as business service, credit agencies, government, extension agents and researchers.

As value chain analysis discuss a range of interrelated economic activities, straddling branches and sectors (Gereffi, Humphrey and Sturgeon, 2005), it provides the impending for coordinating diverse productive activities that go ahead of one particular sector (Taylor, 2005) and thus encouraging inter-firm or inter-segment linkage to a greater degree.

Firms in emergent countries, in familiar with firms everywhere, are under force to improve their performance and boost their competitiveness. Novel, low-cost producers are inflowing global markets, escalating competition in markets for labor-intensive manufactures. The literature on competitiveness suggests that the majority viable response is to ‘upgrade’ - to create better products, compose them more efficiently, or progress into more skilled activities (Porter, 1990; Kaplinsky, 2000).

Numerous schools of thought have emphasized the cramped determinants of competitiveness, including the regional science, innovation studies, new economic geography and business studies. The literature is optimistic about the likelihood of strengthening competitiveness through regional or local industrial policy (e.g. Cooke and Morgan, 1998; PYKE, 1992).
although it has also been argued that in a universal economy the only durable basis for competitive advantage will be confined to a small area and based on tacit knowledge: “the structure of the world market increases the significance of heterogeneous, localized capabilities for edifice firm-specific competences” (Maskell and Malmberg, 1999: 172).

The analysis of built-up clusters in emergent countries builds on these perspectives, focus on the role of local linkages in generating competitive advantage in labour-intensive export industries such as footwear and garments. However, these goods are precisely the ones in which international buyers (whether brand-name companies agents or retailers) have come to play an more and more important role in the organization of comprehensive production and distribution systems. One of the key literatures which analyses these systems, global value chain studies, takes a very unusual approach to the issue of upgrading, emphasizing cross-border linkages among firms in global production and distribution systems rather than local linkages (Gereffi And Korzeniewicz, 1994; Gereffi And Kaplinsky, 2001).

An essential dimension of potential growth in a value chain is strapping demand from the end market, whether international, regional, or local. While an augment in the quantity of goods demanded by the end market may supply opportunities for MSE growth. A classy consumer in local markets is solitary best indicators for predicting whether emergent country firms and are likely to contribute in the value-added process of production. Fairbanks and Lindsay (1997) pass on to the ways in which challenging customers in the national market give international producers their aggressive edge.

The nature of demand depends upon sector characteristics that favor the contribution and survival over time of MSEs. Solitary most enduring mechanism on small enterprise development, by Staley and Morse (1965), determined the five characteristics of industry operation that prefigure well for small firm participation: (1) relative labor-intensiveness; (2) low capital requirements; (3) seasonal activities; (4) small production; and (5) volumes non-repetitive production processes

Also imperative is the association of the value chain, particularly in terms of inter-firm relationships and power dynamics. Models described in the literature assortment from buyer-driven chains to producer-driven ones to network or non-hierarchical chains, where power relationships are more balanced (Gereffi, Humphrey, & Sturgeon, 2005; Pietrobelli & Rabelloti, 2004).

Meyanathan (1994), Ukpabio (2004) and the World Bank (2001), agreed that it is MSEs that play transitional role in the enlargement of large-scale enterprises. They trim down regional disparities in the course of the creation of employment opportunities in the rural sector and activate local resources more enthusiastically than large-scale industries. Uzor (2004) opined that MSEs contribute to nationwide development by positively influencing the allocation of income in functional terms, wages and profits in nominal terms. Spotlight on MSEs help to disperse industries thereby not only accelerating rural growth but also stemming urban colonization and the consequential problems of congestion in the cities. An additional rationale for focus on MSEs is its contribution to value additional in the manufacturing sector and to the Gross Domestic Product of the economy.

Micro and small scale enterprises have been bring into being to have locational flexibility. From the lessons conducted by Uzor (2004), he high up that MSEs could be more willingly used to attain industrial dispersal and regional sense of balance in economic development. Of exacting importance is small firms’ worth in the diversification of the industrial configuration and for the transformation of the countryside economy.

Small and medium sized firms rule both developed and developing economies in stipulations of employment and number of companies, however their full potential remains unexploited. These trends need to be altered. The capability of smaller firms to generate jobs is clearly a key attraction for governments in the small term. SMEs must be optimistic and supported to thrive. This is imperative so that economic objectives (favourable balance of trade, economic growth and development and payment and employment) and social objectives (improving standards of living and poverty alleviation) can be realized. (Schlogl, 2004:46).

Now days, the fruits and vegetable segment operate at the same time as a buyer-driven value chain (Gereffi & Lee, 2009). Outsize supermarket chains are the principal actors both in lead export markets, with controlling market shares across the European Union (EU) and the United States (Humphrey, 2005), on top of increasingly in promising markets (Reardon & Berdegué, 2006). These buyers—together with Sainsbury’s, Marks and Spencer and Wal-Mart—inquire about enhanced consistency, cost competitiveness and product differentiation, such as suitable, “ready to eat” products, as of their global supply chains. Steering firms exert momentous influence over the full value chain and show how fruits and vegetable are produced, harvested, transported, processed, and stored. This strategic control has been achieved by the foreword of private standards and codes of conduct that direct both the characteristics of the product together with size, quality, pesticide use, the environmental and social circumstances of cultivation and post-harvest handling.

This speedily expanding global footstep of the fruit and vegetables industry has had imperative consequences for production systems in markets and their future. In the past, individual farmers farm varieties grown, quality level, and production processes in use and traders bought the product at the fruit farm gate or from wholesalers (Dolan & Humphrey, 2004). Today, long-term associations and closer linkages between a series of different-sized producer and exporter firms (Humphrey, 2005; Reardon et al., 2009) increasingly organize the horticulture business. Especially, the need to increase traceability, provide steady and reliable supply, meet a wide array of demanding public and private standards, pursue strict management processes to develop into certified suppliers has led to a noteworthy degree of top downward consolidation of the supply chain (Reardon et al., 2009).
METHODOLOGY

Fruit & Vegetable (F & V) Processing in Varanasi

The Varanasi Fruit & Vegetable processing huddle produces a variety of products comprising pickles, jams, jellies, squashes & syrups, Ready to Eat / Ready to Cook products ground, processed spices and pappad & semi-processed ready mix products.

Location: The cluster has been recognized as the Fruits & Vegetable processing units existing in the Varanasi.

Product Segmentation: The products enclosed under the various segments (fruit & vegetable base) for the rationale of the diagnostic study are given below:

- **Spices & Pickles:** This fragment covers pickles as well as pappad, basic raw spices, spice mixtures (powders and pastes). There is also an inclination to move towards Ready-to-Cook Spice or powders gravies; which are also included in this category.

- **Basic Fruit & Vegetable processing:** Products such as vegetable and fruit powders, jams, purees, sauces, dehydrated vegetables, etc. are incorporated in this segment. All products roasted in this segment require an FPO authorization.

**Ready-to-cook products (RTC) / Ready-to Eat (RTE):** Warm through-and-eat products are classified as Ready-to-Eat products. These are in the outward appearance of frozen foods, cooked curries or frozen pulps on which no additional processing is required. Ready-To-Cook products are those on which a little final level of cooking is requisite before they can be consumed. RTC spice mixes comprise under the Spices class and not RTC since they are an constituent rather than the final product.

RESEARCH METHODOLOGY

Research is a structured & methodical way of finding answer to problem. It is methodical because there is specific set of procedures and pace which it will follow. Research methodology, define research problem & objectives of the study it will further details research designs encompassing qualitative / quantitative studies, sample design, data collection & analysis design followed by enumeration of limitation of study & discussion on the Scope of future research.

**Research Design:** The proposed research is an exploratory & descriptive study.

**Sampling Design**

- **Total Population:** There are total 5293 micro, small & medium F&V processing units in India. Out of which there are total 480 units of which 432 are micro (F&V processing) enterprises & 48 small (F&V processing) enterprises in U.P.

- **Sampling Frame:** In this study Micro and Small Fruits & Vegetable Processing Enterprises operating in Varanasi are included.

- **Sampling Technique:** Stratified sampling

**Methodology for Data collection**

**Primary Data:**

- Survey by questionnaire,
- Individual Interviews,
- Personal interview of concerned persons at different level.

**Secondary Data:** Various research papers on the problem related to industry, reports and documents from different magazines, journals, newspaper, Central & State Government agencies as well from different associations will be considered.

**Research Technique:** SAPLAP analysis based on Case studies.

DISCUSSION THROUGH SAPLAP ANALYSIS

**Situation**

The low-tech character of the cluster is reflected by merely a minute percentage of firms using normal machinery manufacturers /suppliers & computer provider services. Automated machines & semi-automated are used barely by select medium / large units. Likewise, only a little percentage of firms are utilizing the services of food consultants & marketing agencies. Packaging material
equipment is one significant service used comprehensively in the cluster. The least worn services by micro firms are those of cold storage chains, bar coding & food technologist, which indicates their household & cottage nature of mechanized, catering to the local markets.

Raw Materials availability at rational prices is a most important problem. Because of be deficient in proper backward supply chain communications, there is a lot of wear and tear and pilferage in raw materials most important to wide variation in their prices which squeezes the limits of micro & small firms in a highly bloodthirsty market. Since these firms spring mainly from the retailers and from side to side hawkers, soaring retailers' margins become a supplementary cost to them. The cause is their lack of ability to stock on description of lack of sufficient credit. Sensitization of the banks on such areas can be chief cost cutting come through for these firms. In addition, a common intermediary sourcing institute can be brought into recreation so that these firms can either spring from the farm gate all the way through contract farming or wholesale markets.

Cluster entrepreneurs presently rely mainly upon referral or embedded services for promotion information, so there is a lack of proficient value addition in the course of these services in requisites of outreach to global markets.

Packaging has happen to important for showcasing the quality with marketplace linkage of the retail chains appearing to be the chosen marketing strategy. Squat grade packaging of Varanasi firms erodes the quality and nutritional worth of the products resultant in their small marketability and poorly propagated brand value.

Actors

**Value Chain of Fruit & Vegetable Processing**

The Value Chain in the Fruits & Vegetable Processing cluster in Varanasi goes through many stages. Comprehensive value chain product movement and value adding at each stage in the value chain is specified in fig. A for fruits & vegetables. Major actors in the value chain have been described as under:

i) Farmers,
ii) Consolidator /Pre-Harvest Contractor,
iii) Wholesalers/ Traders,
iv) Retailers,
v) Cold Storages,
vi) Raw materials Transportation,
vii) Processing,
viii) Packaging,
ix) Finished Products Transportation,
x) Merchant Exporters /Stockiest,
xii) Wholesalers/Importers/Retail Chains,

Process

**Sourcing of Raw Materials**

Varanasi Fruit & Vegetable processors get their key raw material locally like Guava, Banana, anwla, and Pomegranate. Procurement is done through by processors from side to side farms directly as well as through business holders in Varanasi. The larger units procure the ingredients on or after the manufacturing units directly.

**Main Suppliers**

Lack of sufficient transportation infrastructure in rural segment makes it extremely tricky to move perishable agricultural matter to cold storage in a timely approach. The cluster mainly uses the raw material in the neighborhood available from in and around Varanasi through the local comprehensive markets or the retail markets.

**Processing**

The processing is very fundamental in the huddle. Traditional and dominant methods of processing consist of Mango/tomato pulp, pickles, canning of fruits, jam and fruit juices. In recent times, innovative technologies such as aseptic filling, packaging, freeze drying industrial quick freezing plants and vacuum preservation have come up.

**Marketing**

A foremost portion of the sales takes place in a straight line to the retailers. Much of the sales bounce the normal distribution strait of suppliers like wholesalers and stockiest.
STAGES IN THE VALUE CHAIN

Chart-4: Value Chain of Fruit & Vegetable Processing Unit

LEARNING

SWOT Analysis of Food-Processing Industry

Strengths
- Abundant accessibility of raw material,
- Priority sector condition for agro-processing specified by the central Government,
- Vast association of manufacturing facilities all over the country,
- Vast domestic market,

Weaknesses
- Low accessibility of adequate infrastructural facilities,
- Lack of sufficient quality control and testing methods as maintained by international standards,
- Incompetent supply chain due to a huge number of intermediaries,
- Elevated requirement of working capital,
- Inefficiently developed linkages among R&D labs and industry,
- Seasonality of raw material,

Opportunities
- Outsized crop and material base contribution is a vast potential for agro processing activities,
- Locale of SEZ/AEZ and food parks for given that added incentive to develop project,
- Increasing income levels and altering consumption patterns,
- Constructive demographic profile and changing lifestyles,
- Amalgamation of development in contemporary technologies such as bio-technology, electronics, material science, etc., present vast scope for quick improvement and progress,
- Opportunity of global markets,

Threats
- Affordability and edifying preferences of fresh food,
- Sky-scraping inventory carrying cost,
- Sky-scraping taxation,
- Sky-scraping packaging cost,

DEVELOPMENT PROSPECTS IN FRUIT AND VEGETABLE PROCESSING

- Plentiful investment opportunities in intensifying domestic market and exports.
- Positive changes in export-import policies and trade rate adjustments to help in recuperating export potential
- Substantial international demand for assured processed fruit products as well as fresh fruits such as: grapes, bananas, mango, anwla etc.
- Amid vegetables, the stuff having good export potential is potato, okra, onion, green chilies, bitter gourd, and other seasonal vegetables.
Action

Approach for Unlocking the Value in Fruit and Vegetable Sector:

| Determinant               | Status                                                                 | Strategy                                                       | Industry Outlook                                    |
|---------------------------|------------------------------------------------------------------------|                                                               |                                                      |
| Current Status            | • Segmented industry, with no large organized troupe.                  | • Competence is the key to fruit & vegetables sector           | • F & V consumption in fresh form likely to have major share |
|                           | • High wear and tear between the farm and the retailer                | • Companies in the value chain have an opportunity to play an aggregator responsibility in the chain and build definite businesses. Their risk could be beat through strong state government hold up and incentives | • Structured aggregators would materialize over the next 5-10 years; Tempo and scale would rely on support from state governments |
|                           | • Present mandi system has several intermediaries and high value loss | • Well thought-out retail would kindle integrating the chain, but its level is too limited to have a wide impact | • Decline in wastage due to aggregation reduce consumer prices |
|                           | • Supportive efforts at aggregation have not succeed due to governance issues | • Choose export opportunities can be targeted | • Frozen F & V is an emerging opportunity |
| Industry Status           | • Processing industry typically in MSE sector                         | • Possibility for Innovation limited                          |                                                      |
|                           | • Grapple with over capacity and under employment issues              |                                                               |                                                      |
| Environmental constraints | • APMC guideline prevents companies as of directly sourcing on or after farmers in some states |                                                               |                                                      |
|                           | • Lofty tax on processed fruit and vegetables;                        |                                                               |                                                      |
|                           | • Lofty duties on imported cold chain & processing tools              |                                                               |                                                      |
| Market Opportunity        | • Fresh produce will persist dominating consumption;                  |                                                               |                                                      |
|                           | • Processed food to stay a niche market in the near future            |                                                               |                                                      |
|                           | • Structured retail offers scope to look up quality and diminish wastage in fresh produce in inner-city markets |                                                               |                                                      |

Sources: Authors Compilation

Performance
The performance of MSE is integrated and interrelated as shown in the figure:

Chart-5

Sources: Authors Compilation
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OPPORTUNITIES AND CHALLENGES IN INDIAN DAIRY INDUSTRY SUPPLY CHAIN: A LITERATURE REVIEW

Rajeev Kumar119 Dr. Raj Kiran Prabhakar120

ABSTRACT
The Indian dairy industry has been through an evolution right from the British era until today. It has come a long way over the years from a milk production volume of 55.7 million tons in 1991-92 to 127.3 million tons in 2012. Steadily and firmly, it has cruised to become numero uno in the list of milk producing countries and the smallholder milk producers have scripted this success story. Today, the Indian Dairy industry stands at a mammoth size of US$ 70 billion. Given the highest mulch bovine population of 115.487 million in the world, India exhibits tremendous potential to further strengthen its position in the world dairy market. The operation flood program promoted and implemented by the National Dairy Development Board (NDDB) has been instrumental in bringing about a white revolution in India. Changing lifestyle, feeding habits and urban culture has somewhat effected the transition of the Indian dairy Industry into a more of a demand driven, highly diversified and exciting business proposition. Currently, the Indian dairy market is growing at an annual rate of 7 per cent. Despite the increase in production, a demand supply gap has become imminent in the dairy industry due to the changing consumption habits, dynamic demographic patterns, and the rapid urbanization of rural India. This means that there is an urgent need for the growth rate of the dairy sector to match the rapidly growing Indian economy.

The paper is an attempt to identify various prospects and challenges for Indian dairy industry supply chain and identifying various opportunities for governmental organizations to provide critical standard infrastructures that will improve the efficiency of dairy supply chain management. This paper also tries to finds out, what should be the objective for Indian dairy industry to overcome this global crisis faced by the country, and what should be the evolving strategies adopted by Indian diary industry to have competitive edge on the global players in dairy market.

KEYWORDS
Indian Dairy Industry, Supply Chain Management, Infrastructure, National Dairy Development Board etc.

INTRODUCTION
Indian Dairy Industry

The Indian dairy industry has been through an evolution right from the British era till today. It has come a long way over the years from a milk production volume of 55.7 million tons in 1991-92 to 127.3 million tons in 2012. Steadily and firmly, it has cruised to become numero uno in the list of milk producing countries and the smallholder milk producers have scripted this success story. Today, the Indian Dairy industry stands at a mammoth size of US$ 70 billion. Given the highest mulch bovine population of 115.487 million in the world, India exhibits tremendous potential to further strengthen its position in the world dairy market. The operation flood program promoted and implemented by the National Dairy Development Board (NDDB) has been instrumental in bringing about a white revolution in India. Changing lifestyle, feeding habits and urban culture has somewhat effected the transition of the Indian dairy Industry into a more of a demand driven, highly diversified and exciting business proposition.

The country accounts for more than 15 per cent of world’s total milk production and is also the world’s largest consumer base of dairy products, consuming almost all of its own milk production. Dairying has been regarded as one of the activities that could contribute to alleviating the poverty and unemployment especially in the drought-prone and rain-fed areas. In India, about three-fourth of the population live in rural areas and about 38 per cent of them are poor. Therefore among these people, as well as the large vegetarian segment of the country’s population, dairy products provide a critical source of nutrition and animal protein to millions of people in India.

Prior to year 2000, India was not noticed by most international dairy companies, as the country was neither an active importer nor an exporter of dairy products.

Currently, the Indian dairy market is growing at an annual rate of 7 per cent. Despite the increase in production, a demand supply gap has become imminent in the dairy industry due to the changing consumption habits, dynamic demographic patterns, and the rapid urbanization of rural India. This means that there is an urgent need for the growth rate of the dairy sector to match the rapidly growing Indian economy.

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The Structure of the Indian Dairy Industry

The Indian dairy industry is mainly constituted of 22 state milk federations, 110,000 dairy cooperative societies involving more than 12 million milk producers. There are also some major private players in the field which further improved the dairy sector of the country namely; Amul, Britannia, Nestle, Mother dairy and Nandini etc., to name a few. The home company “Amul” is ranked 18th in the world (IFCN, 2007), Fonterra of New Zealand being the no. one player in this field.

According to NDDB, the dairy cooperative network includes 177 milk unions operating in over 346 districts and covering 1,33,349 village level societies is owned by around 13.9 million farmer members of which 3.9 million were women. The Indian dairy industry contributes about 69 per cent to the entire bulk of output from the livestock sector. The dairy sector has grown robustly in the past years and has increased the per capita availability to around 256 grams.

Dairy cooperatives account for the major share of processed liquid milk marketed in the country. Milk is processed and marketed by 170 milk producers’ cooperative unions, which federate into 22 state cooperative milk marketing federations. The organized sector still remains a minor stakeholder and handles about 20 per cent of the milk whereas the unorganized sector of the dudhiyas and mithaiwallas still controls about 80 per cent of the industry. The structure of Indian dairy industry, as mentioned in Figure 1, further reveals that organized sector of Indian dairy industry comprise of private dairies, various Milk Cooperatives Societies and Government dairies.

Figure-1: Structure of Indian Dairy Industry (Source: Technopak analysis, 2010)

Sources: Authors Compilation

Share of Processing Food Category in India

The food processing sector in India covers a wide range of food items such as meat and meat products, fish and fish products, fruits and vegetables, vegetable oils and fats, milk and milk products, grain milling, animal feed, confectionery products, bakery products, sugar processing, among others. In food categories, major contribution comes from dairy industry which is 30 per cent which is followed by grain based product with 26 per cent and edible oil contribute 9 per cent which is followed by pulses, spices, fruits and vegetables, sugar and sugar based products as shown in Graph-1.

Graph-1: Share of Processing Food Category in India (Source: MOFPI 2009)

Sources: Authors Compilation
Indian Dairy Exports by Product Types

India exported more than 50 percent of its total dairy products shipments to the United States, Bangladesh, U.A.E., China, Egypt, and Singapore during 2008-09. In Asia, neighboring countries in South Asia and the Middle East are the main buyers.

Indian imports of dairy products are not substantial in volume. The volume of imports during 2008-09 was approximately 9,130 tons. More than 80 per cent of dairy imports are butter and fats, whey and products, milk and cream, milk powders, and baby foods. However, increased lean-season milk supply shortages and rising demand for full-cream milk and milk fats are expected to lead to a rise in future imports of non-fat dried milk (NFDM) and butter oil.

Graph 2 shows that the percentage of dairy product which is exported to others countries where milk powder and baby food accounts for the largest share which half of total share of dairy products that is followed by butter and other fat products with 21 per cent followed by milk ice cream and casein with 11 per cent. The cheese and whey products consist of 4 per cent and 3 per cent respectively.

Graph-2: Indian Dairy Exports by Product Types (Source: GTIS, Technopak analysis, 2010)

Sources: Authors Compilation

According to IUF (Indian union of food) dairy industry research (2010), India accounts for 15 per cent of world dairy production. In India, 22 are the state cooperatives of total 1100000 milk cooperatives. Dairy industry employs around 90 million workforces, which constitutes around 7.4 per cent of the total population. Of the total production, per capita consumption is 250g/day and the exportable quantity was more than 70000 tons as per the figure of 2008-09.

The figures further presents that approximately 40-50 per cent of the total milk production (vide Table 1). Other data for the year 2011-12 the annual milk production is 127.3 million tons (NDDB, 2011-12*).

Table-1: Key Statistics of India’s Dairy Industry

<table>
<thead>
<tr>
<th>Annual Milk Production (2011-12)*</th>
<th>127.3 Million Tones</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Export Volume (2008-92)</td>
<td>70,790 Tones</td>
</tr>
<tr>
<td>Share of world dairy production (2010)</td>
<td>15%</td>
</tr>
<tr>
<td>Milking herd size 5</td>
<td>115.5 million</td>
</tr>
<tr>
<td>Number of milk producers’ cooperative unions</td>
<td>170</td>
</tr>
<tr>
<td>Number of local dairy cooperatives</td>
<td>110000</td>
</tr>
<tr>
<td>Number of state cooperatives 6</td>
<td>22</td>
</tr>
<tr>
<td>Per capita consumption (Drinking milk) 7</td>
<td>250g/day</td>
</tr>
<tr>
<td>Estimated percentage of dairy farmers in organized sector 8</td>
<td>40-50%</td>
</tr>
<tr>
<td>% of dairy produce consumed by unorganized sector 9</td>
<td>65%</td>
</tr>
<tr>
<td>Dairy industry workforce 10</td>
<td>75 million women/ 15 million men</td>
</tr>
</tbody>
</table>

Sources: IUF Dairy Industry Research (2010),
Note: *http://www.nddb.org/English/Statistics/Pages/Milk-Production.aspx

Milk Processing: A Global Scenario

The information given in Table 2 demonstrates a comprehensive list of top 21 milk processors across the globe based on the quantity of milk intake in million tons and the relative market share of the various milk producing brands around the globe. As per the list Fonterra of New Zealand stand on the top followed by most of the US and European Brands; however, among the Asian brands China and India secures 15 and 18 place respectively. This indicates that these brands possess the immense potential and
require a thorough overhaul in the process to streamline their operations so that they can outperform in future. This calls for a thorough research, which study the core part of the milk processing organization that adds value i.e., supply chain.

Table-2: List of Top 21 Global Milk Processors

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company name</th>
<th>Country</th>
<th>Milk in take (million tons)</th>
<th>Market share in % of world milk production</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fonterra</td>
<td>New Zealand</td>
<td>20.5</td>
<td>3.00%</td>
</tr>
<tr>
<td>2</td>
<td>Dairy Farmers of America</td>
<td>USA</td>
<td>17.1</td>
<td>2.50%</td>
</tr>
<tr>
<td>3</td>
<td>Nestle</td>
<td>Switzerland</td>
<td>14.9</td>
<td>2.20%</td>
</tr>
<tr>
<td>4</td>
<td>Dean Foods</td>
<td>USA</td>
<td>11.8</td>
<td>1.70%</td>
</tr>
<tr>
<td>5</td>
<td>Royal Friesland Campina</td>
<td>The Netherlands</td>
<td>10.3</td>
<td>1.50%</td>
</tr>
<tr>
<td>6</td>
<td>Lactalis</td>
<td>France</td>
<td>10.2</td>
<td>1.50%</td>
</tr>
<tr>
<td>7</td>
<td>Arla Foods</td>
<td>Denmark/Sweden</td>
<td>8.7</td>
<td>1.30%</td>
</tr>
<tr>
<td>8</td>
<td>Danone</td>
<td>France</td>
<td>8</td>
<td>1.20%</td>
</tr>
<tr>
<td>9</td>
<td>California Dairies Inc.</td>
<td>USA</td>
<td>7.7</td>
<td>1.10%</td>
</tr>
<tr>
<td>10</td>
<td>Kraft Foods</td>
<td>USA</td>
<td>7.5</td>
<td>1.10%</td>
</tr>
<tr>
<td>11</td>
<td>Nordmilch &amp; Humana (DMK)</td>
<td>Germany</td>
<td>6.7</td>
<td>1.00%</td>
</tr>
<tr>
<td>12</td>
<td>Saputo</td>
<td>Canada/USA</td>
<td>6.2</td>
<td>0.90%</td>
</tr>
<tr>
<td>13</td>
<td>Land O’ Lakes Inc.</td>
<td>USA</td>
<td>5.8</td>
<td>0.90%</td>
</tr>
<tr>
<td>14</td>
<td>Sodiaal &amp; Entremont alliance</td>
<td>France</td>
<td>4.2</td>
<td>0.60%</td>
</tr>
<tr>
<td>15</td>
<td>Mengniu group</td>
<td>China</td>
<td>3.8</td>
<td>0.60%</td>
</tr>
<tr>
<td>16</td>
<td>Parmalat</td>
<td>Italy</td>
<td>3.7</td>
<td>0.60%</td>
</tr>
<tr>
<td>17</td>
<td>Yili group</td>
<td>China</td>
<td>3.7</td>
<td>0.50%</td>
</tr>
<tr>
<td>18</td>
<td>Amul</td>
<td>India</td>
<td>3.4</td>
<td>0.50%</td>
</tr>
<tr>
<td>19</td>
<td>Northwest Dairy Association</td>
<td>USA</td>
<td>3.3</td>
<td>0.50%</td>
</tr>
<tr>
<td>20</td>
<td>Schreiber Foods Inc.</td>
<td>USA</td>
<td>3.3</td>
<td>0.50%</td>
</tr>
<tr>
<td>21</td>
<td>21 Murray Goulburn</td>
<td>Australia</td>
<td>3.2</td>
<td>0.50%</td>
</tr>
<tr>
<td></td>
<td><strong>Grand Total</strong></td>
<td></td>
<td><strong>163.9</strong></td>
<td><strong>24%</strong></td>
</tr>
</tbody>
</table>

Sources: IFCN Dairy Conference (2011)

SUPPLY CHAIN OF INDIAN DAIRY INDUSTRY

Supply chain in Indian dairy industry starts from supplying inputs for dairying in form of fodder, animal feed plant, vetenary aids for the animal (cattle and buffalos), after supplying feed and fodder to the mulch animal milk is taken out from the mulching animal on the daily basis by the dairy farmers (large, medium and small scale farmers) which afterward is collected by the milk collection Centre (various milk cooperatives societies). Then the milk collected by the cooperative societies are sent to the dairy plants where chilling of milk, processing and packaging of milk and milk product, transportation of milk and milk product is carried out.

Figure-2: Supply Chain of Indian Dairy Industry (Source: Technopak Analysis, 2010)
The transportation of chilled milk and milk products from one place to another is done through the means of refrigerated vans, or insulated milk tankers vans of private, government and cooperatives societies.

The finally processed milk and milk products are transported to various retail outlets, supermarkets, and to retail markets from where the processed milk and milk products finally reaches to their end customers which is shown in Figure 2.

LITERATURE REVIEW ON PROBLEM AND ISSUES RELATED TO SCM PRACTICES IN INDIAN DAIRY INDUSTRY

There are various problems, which are related to supply chain management practices, which are attached with Indian dairy industry. Some of important findings based on the literature available on issue and problems of Indian dairy industry are compiled in table 3.

Table-3: Crux of Literature related with Supply Chain Practice

<table>
<thead>
<tr>
<th>Author</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gyan Prakash (2011)</td>
<td>find that the Indian agro industry is fraught with many difficulties such as inefficiency, deterioration of perishable food items, unsatisfactory quality of commodities, malpractices in weights and measures, mismatch of demand and supply, long waiting times, exorbitant corruption, rude behavior of shopkeepers and poor service delivery. Streamlining of PDS processes will result in increased operational efficiency, thereby reducing transit losses and pilferages.</td>
</tr>
</tbody>
</table>
| Technopak (2010) | report on Indian dairy industry shows that:  
- Lack of proper cold chain facilities,  
- Gaps in information,  
- Lack of trained and skilled workers,  
- Logistics,  
- Lack of infrastructure, leads to revenue and milk losses. |
| FAIDA report of the Confederation of Indian Industry (CII) and Mckinsey Company (2006) | Both the report shows that there is great potential for development of food processing and other agro industry. However, India’s agro industry development is today plagued by tough challenges, including costly raw material, supply chain inefficiencies, and market demand constraints (Srivastava and Patel, 1994; Goyal, 1994; CII–Mckinsey, 1997). |
| Rangasamy & Dhaka, (2007,2008) | Show that the cost of collections and the chilling respectively with the dairy cooperative societies and the bulk milk coolers keeps on rising due to low milk procurements, which further increases the cost of transportation, and processing. |
| Burki and Khan (2008) | Analyzed the effects of producer’s participation in supply chain networks on productive/technical efficiency and found that building supply chain has positive effect on productive efficiency of the small dairy farmers of small dairy farmers. |
| Brahmaprakash and Dinesh (1997) | In their study on infrastructural requirements for establishment of development and operation of agro-processed, industries in rural areas opined that lack of market information systems, timely and adequate financial support and post-harvest technology as the major problems to realize the rural projects in India. |
| Roy (1997) | Opined that lower capacity utilization of the agro-based industries was reasoned by lack of infrastructural facilities such as lack of transportation, storage and technology for post-harvest handling. He also opined that the lack of integrated network between the producer, farmer and the processor as indirect problem of agro-based industries. |
| Kulkarni (1997) | opined that the lack of sufficient milk collection of cooperatives in the rural areas, quality testing, inconvenient timings of milk collection, spoilage during the rains, and warm seasons and inadequate extension services were some of the lacunae in milk collection from the producers. |

Sources: Authors Compilation

OPPORTUNITIES AND CHALLENGES IN INDIAN DAIRY INDUSTRY

The entire dairy Industry in India has its base in the small holders and marginal farmers. These prime stakeholders of the entire value chain of milk are deprived of minimum resources of land, labor, capital etc. The other issues and challenges in Indian dairy industry at the grass root levels are given below:
Issues and Challenges at the Small holder Level

The entire dairy Industry in India has its base in the small holders and marginal farmers. These prime stakeholders of the entire value chain of milk are deprived of minimum resources of land, labour, capital etc. The other constraints at the grass root levels are:

- **Inadequate feeding of animals:** With burgeoning human population, there is an increasing pressure on the land resources for cultivation of food crops and fodder crops are not preferred. This apart the small holders are not able to feed the animals with balanced diet of concentrates and roughages due to lack of financial support.

- **More disease incidence:** Small holders who are not members of cooperative societies often get deprived of good animal health care facilities in terms of routine vaccination and prophylactic disease prevention measures. Financial constraints generally inhibit these farmers’ access to the organized veterinary services and they still rely on the quacks and conventional treatment methods.

- **Low genetic potential of animals:** The stock of animals even if crossbred has less percentage of exotic genes, which lowers their milk production. There is indiscriminate artificial insemination without proper record keeping which leads to repeated inbreeding and decreased production potential of the animals.

- **Lack of chilling capacities:** The farmers having high yielding varieties of the cattle and buffalo have a different issue all together. These farmers milk their animals 2-3 times in the day and every time they have to carry this milk to the distant collection centers where there is a cooling facility or else the milk goes waste if there is delay.

- **Exploitation of farmers:** Those farmers who do not conform to any of the cooperative societies get exploited at the hands of the contractors of the private dairies with regard to payment of exact dues as per the fat content of the milk.

- **High production costs:** Compared to the amount of efforts and maintenance costs being involved in the production of milk, the farmers do not get remunerative prices due to low market prices and lack of elasticity in the prices of milk.

- **Delayed payment of dues:** The farmers are not only paid less according to the quality of milk but also their payment is delayed from time to time. This comes in line with the sick and non-performing milk cooperative unions, which pass on the perils of mismanagement and marketing losses to these poor farmers.

Issues and Challenges at Collection Level

- **Milk base mainly consisting of small holders:** The majority of dairy farmers being small and marginal the average holdings of animal come to around 5 animals per farmer. This brings in the logistical challenge of collecting milk from each farmer twice on a daily basis. The farmer usually loses much time waiting in the queue to deposit their milk at the collection centers thus resulting in loss of networking mandays.

- **Involvement of too many intermediaries:** Keeping in view the large no of intermediaries involved in the milk collection procedures the milk loses its quality in the process. This leads to increased microbial contamination and fluctuation in the volume of the milk before reaching the collection centers and bulk coolers.

- **Gaps in information:** In this era of information technology, the dairy sector is unorganized with respect to the support information. There is no record of the milk, which is being collected from different milk producers at the collection centers. If anything goes wrong in terms of the discovery of zoonotic disease organisms at a later stage there is no scope of backtracking to the farmer. Though there has been a success in this regard with the e-governance project being implemented in AMUL with the help of IIM Ahmadabad, it has not been replicated by all the cooperative societies in the sector.

- **Absence of a screening system:** Milk before being pooled up at the collection center from various farms and animals are not subjected to any screening for the zoonotic diseases and adulterants and contaminants in many of the cooperative societies. This often results in spoilage of the entire batch of the pooled milk if one of the milk cans goes undetected. Linking back to source as such is not possible in the absence of a database.

- **Lack of Infrastructure:** When there is a thrust on increasing the milk production, then there should be ample amount of facilities to handle it. There is a dearth of required infrastructure of chilling plants and bulk coolers due to which so much of milk goes waste due to spoilage.

- **Manipulation of the quality of milk by the farmers:** The farmers not being able to get fair and remunerative prices for the milk often tend to give adulterated milk at the collection centers. They often add additives to forge the fat
content of the milk and get better price for the lot. Addition of vegetable fat, animal fat, starch, etc. has been quite frequent among the farmers to alter the fat and solid content of the milk.

Issues and Challenges at the Processing Level

- **Seasonality of production and fluctuating supply**: India being a tropical country renders a hot and humid climate for the animals and thus fluctuations in the milk production. There is a flush season in the cooler parts of the year whereas the production goes down in the warmer months. Thus, at times, the surplus of milk exceeds the processing capacity and milk goes waste whereas on the other hand the processing capacity goes underutilized in the lean period.

- **Absence quality standards**: There is absence of stringent quality standards like HACCP, Codex etc. in most of the cooperative milk unions, which bars Indian dairy products for exports into the foreign market.

- **Adulteration and Food safety**: The most important aspect of milk processing is its purity and wholesomeness. There has been an instance of cheap substitution of skimmed milk powder with below standard substances, which is hazardous to health. Even though there are certain Food safety Acts but still every other day we get to know about various tankers of spurious milk being apprehended.

- **Lack of trained and skilled workers**: There is lack of trained and skilled workers who can handle the milk processing operations hygienically and safely.

Issues and challenges at the Storage and Logistics Level

- **Lack of cold storage facilities**: Milk being a highly perishable product requires be processing or cooling as soon as possible after milking, to prevent spoilage and contamination. However to ensure this there is a need of refrigerated milk silos for storage which are not present at the village levels.

- **Gap in the cold chain and transport facilities**: There are long distances to be covered to reach bulk milk coolers from the collection center. There is a shortage of refrigerated vans and insulated tankers for ferrying the chilled milk to the processing plants.

Issues and Challenges at the Co-operative Level

- **Less number of member farmers**: The cooperative model though successful has not been able to include all the farmers into the fold. There are still many potential farmers who use the informal channel of milk sale and delivery.

- **Lower participation in the decision making process**: There is huge government interference in many of the co-operative federation activities, which leads to lesser say of the farmers in many crucial issues.

- **Losses**: Poor management of the some of the village cooperatives have led to huge losses in the trade due to which farmers have lost faith in these entities.

- **Low prices of milk**: The co-operatives declare low prices for procuring milk from the farmers, which benchmarks the prices and forces other players to sell milk at the same prices.

- **Inefficient services**: The cooperatives have also failed in many parts of the country in providing the basic inputs in terms of quality feed, exotic germplasm and veterinary services.

- **Insufficient Infrastructure**: Some of the co-operatives are lacking the cooling and milk testing facility at the village level collection centers.

Issues and challenges for Marketing

- **Majority of the Market is still unorganized**: The milk market in India still faces the challenge of getting organized. The unorganized market makes it competes with the organized market in relation to prices.

- **Acceptability of the Consumer base**: A large fraction of the consumer base in India is yet to accept the clean and supple milk from organized dairies due higher costs. The mindset of buying fresh whole milk from the milkman is still prevalent in the Indian consumers.

- **Less penetration to the rural Market**: Most of the milk produced by the dairy co-operatives goes to the urban market. The rural consumers are still dependent on the informal and unorganized market channels.
• **Lack of transparent milk pricing System:** There is no specific minimum support price of the milk in the system, which makes it unremunerated for the farmers.

**CONCLUSION**

Highly competitive Indian dairy industry poses threat/challenges for the survival in the global dairy market. There is no doubt that there is tremendous scope for the growth of the dairy industry in the new millennium. The product mix of world dairy trade is likely to shift further towards cheese. This has been developed in the world markets. As the market opens up, consumption trends associated with these markets will have increasing influence on the world trade. Whole milk powder is likely to continue to be a substantial beneficiary and growth substantially in the Middle Eastern countries.

The dairy industry in India has been on a steady path of progression since Indian independence. It has grown from producing 17 million tons of milk in 1951 to producing 127.3 million tons in 2012. Today, India is one of the largest milk producing countries in the world. This solid progress is primarily attributable to structural changes in the Indian dairy industry brought about by the advent of dairy cooperatives. The Indian dairy industry reported a market size of USD 48.5 billion in FY2011.

With a Compound Annual Growth Rate (CAGR) of 16 percent, it is anticipated to reach USD 118 billion in 2017. On the back of a rise in disposable income, coupled with strong demand for dairy products, the Indian dairy industry is all set to experience high growth rates in the next five years. The consumption pattern of dairy products in India is unique as compared to some of the western countries. Consumption is primarily skewed towards traditional products; however, westernized products are gradually gaining momentum in the urban areas. Interestingly, buffalo milk accounts for the largest share of the total milk produced in the country. Since the pricing of milk is based on the fat content, buffalo milk offers higher profit margins as compared to cow milk as it contains higher fat.

The Indian dairy sector is characterized by high fragmentation. It is dominated by the unorganized sector comprising of 70 million rural households. The per capita availability of milk in India stands at 289.4 grams per day. Backed by strong domestic demand, the per capita availability of milk is anticipated to reach 336 grams per day in FY 2017. Currently, the Indian dairy market is growing at an annual rate of 7 per cent. Despite the increase in production, a demand supply gap has become imminent in the dairy industry due to the changing consumption habits, dynamic demographic patterns, and the rapid urbanization of rural India. This means that there is an urgent need for the growth rate of the dairy sector to match the rapidly growing Indian economy. Despite being the one of the largest milk producing countries in the world, India accounts for a negligible share in the worldwide trade. The ever-increasing rise in domestic demand for dairy products and a large demand-supply gap could lead India to be a net importer of dairy products in the near future.

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ONLINE FMCG PRODUCT ADVERTISING

C. Prabha121 Dr. K. Baranidharan122

ABSTRACT

FMCG sector in India is one of the four largest sectors in Indian economy. The FMCG (fast moving consumer goods) companies have faced tough competition among themselves over the years, which is continuously increasing. This is due to the increase in per capita income among individuals and various developments in rural economy. The FMCG sector has changed its strategies and has opted for a better-planned marketing of the products to penetrate both the rural and urban markets. FMCG brands to come up with something of great value online for their brands. However, there have been instances where brands have been launched online before being introduced directly to their end customers.

KEYWORDS

Online, FMCG, Product Advertising, Brands, Customers etc.

INTRODUCTION

FMCG are products that have a quick shelf turnover, at relatively low cost and do not require a lot of thought, time and financial investment to purchase. The margin of profit on every individual FMCG product is less. However, the huge number of goods sold is what makes the difference. Hence, profit in FMCG goods always translates to number of goods sold. Fast Moving Consumer Goods is a classification that refers to a wide range of frequently purchased consumer products including: toiletries, soaps, cosmetics, teeth cleaning products, shaving products, detergents, and other non-durables such as glassware, bulbs, batteries, paper products and plastic goods, such as buckets. ‘Fast Moving’ is in opposition to consumer durables such as kitchen appliances that are generally replaced less than once a year. The category may include pharmaceuticals, consumer electronics and packaged food products and drinks, although these are often categorized separately.

The term Consumer Packaged Goods (CPG) is used interchangeably with Fast Moving Consumer Goods (FMCG). Three of the largest and best-known examples of Fast Moving Consumer Goods companies are Nestlé, Unilever and Procter & Gamble. Examples of FMCGs are soft drinks, tissue paper, and chocolate bars. Examples of FMCG brands are Coca-Cola, Kleenex, Pepsi and Believe. The FMCG sector represents consumer goods required for daily or frequent use. The main segments of this sector are personal care (oral care, hair care, soaps, cosmetics, and toiletries), household care (fabric wash and household cleaners), branded and packaged food, beverages (health beverages, soft drinks, staples, cereals, dairy products, chocolates, bakery products) and tobacco. The Indian FMCG sector is an important contributor to the country's GDP. It is the fourth largest sector in the economy and is responsible for 5% of the total factory employment in India.

The industry also creates employment for 3 m people in downstream activities, much of which is disbursed in small towns and rural India. This industry has witnessed strong growth in the past decade. This has been due to liberalization, urbanization, increases in the disposable incomes and altered lifestyle. Furthermore, the boom has also been fuelled by the reduction in excise duties, de-reservation from the small-scale sector and the concerted efforts of personal care companies to attract the burgeoning affluent segment in the middleclass through product and packaging innovations. Unlike the perception that the FMCG sector is a producer of luxury items targeted at the elite, in reality, the sector meets the everyday needs of the masses. The lower-middle income group accounts for over 60% of the sector's sales. Rural Markets account for 56% of the total domestic FMCG demand. Many of the global FMCG majors have been present in the country for many decades. But in the last ten years, many of the smaller rung Indian FMCG companies have gained in scale. As a result, the unorganized and regional players have witnessed erosion in market share.

CURRENT SITUATION

The growth potential for FMCG companies looks promising over the long-term horizon, as the per-capita consumption of almost all products in the country is amongst the lowest in the world. As per the Consumer Survey by KSA-Technopak, of the total consumption expenditure, almost 40% and 8% was accounted by groceries and personal care products respectively. Rapid urbanization, increased literacy and rising per capita income are the key growth drivers for the sector. Around 45% of the population in India is below 20 years of age and the proportion of the young population is expected to increase in the next five years. Aspiration levels in this age group have been fuelled by greater media exposure, unleashing a latent demand with more money and a new mindset. In this backdrop, industry Estimates suggest that the industry could triple in value by 2015 (by some estimates, the industry could double in size by 2010). In our view, testing times for the FMCG sector are over and driving rural penetration will be the key going forward. Due to infrastructure constraints, (this influences the cost-effectiveness of the supply chain); companies were unable to Grow faster. Although companies as if HLL and ITC have dedicated initiatives targeted at the

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rural market, these are still at a relatively nascent stage. The bottlenecks of the conventional distribution system are likely to be removed once organized retailing gains in scale. Currently, organized retailing accounts for just 3% of total retail sales and is likely to touch 10% over the next 3-5 years. In our view, organized retailing results in discounted prices, forced-buying by offering many choices and opens up new avenues for growth for the FMCG sector.

**FMCG ADVERTISING ONLINE ASPIRE GREATER RESULTS**

It has been quite a roller coaster ride for FMCG brands to come up with something of great value online for their brands. However, there have been instances where brands have been launched online before being introduced directly to their end customers. Coca-Cola India in August 2009 launched a new integrated communication initiative – *Fridge Mein Jayega, Bade Kaam Ayega* – to support the launch of the 1.25 litre Fridge Pack of its soft drink brand Sprite.

The digital campaign was launched in partnership with In.com, preceded by an online contest. This one of those few instances where a cola campaign broke online without giving the electronic or print media to do so. FMCG brands rarely deal direct with their end customers so, like other manufacturers, they do not interact directly with them. These brands could rely on a combination of print and media ads followed by in-store promotions to create brand awareness and maintain their market share. However, nowadays many supermarkets sell their own private labels, which are called ‘Home brands’ that compete with the top name brands, they are less likely to give fair advertising space in-store for these products.

When advertisers and advertising agencies are tasked with reaching mass audiences online, many undertake roadblock advertising because it is an effective tactic for gaining user attention and engagement. One of the strategies while undertaking roadblock advertising is to develop a campaign where each ad unit works hand-in-hand to deliver a unique and powerful rich media advertising experience. As the ads are delivered concurrently, these coordinated ad placements can interact with each other in numerous ways. By creating attention-catching campaigns like this, an advertising campaign would run exclusively across all the advertising units on a page reinforcing the advertising message. Smart placement of FMCG advertising online where people in the target market are most likely to see it, can have a strong influence on the brand a customer chooses when they walk into a store and are faced with the choice of a brand name or the house brand.

On the other hand, internet-advertising world has turned into a multi-billion dollar per year business. With more avenues for advertisers than ever before, this trend seems to be going nowhere but up. According to the Web Chutney Digital Media Outlook Report 2009, the current online spends of the FMCG category, stands at around Rs 16 crore. It is expected to increase to almost Rs 72 crore in 2009-10, a smashing 353 per cent boost. The FMCG market in India is estimated to be worth about Rs 1 lakh crore and is dominated by large players such as Unilever, P&G, ITC and Dabur. Recently, Reliance Group started selling FMCG in the open market in Mumbai. Their new company sees the FMCG sector as the next big growth area and plan to set up 2-3 subsidiaries to manage the business.

FMCG products may be part of life’s necessities but they are not necessarily the kinds of things you are drawn to finding out more about on the web. But when you find a new pack of Pringless swirling around your mail box or you find a roll of strawberry flavored toilet paper introduced by ‘X’ company placed at every corner of a webpage, what would it result into? You notice it, right? Hence, these ads can really focus in on the people most likely to buy particular products. The Bottom-line: FMCG advertising online helps target specific audience. The reality in this age is that if a product is not online it almost does not exist in the minds of most consumers.

**FMCG BRANDS GET VALUE OUT OF ONLINE MARKETING**

Marketing a consumable product to the mass of consumers out there is challenging. In light of all the competition, keeping your brand top of mind for consumers is of utmost importance - but this is all stuff you know. So why would you market a FMCG brand on the internet - isn't this a niche medium that targets only a small percentage of South African consumers? Well here is one theory... You need to market FMCG products on the internet because these are brands that rely on the relationships they have formed with their consumers. When you buy your favorite brand of peanut butter, yoghurt, milk, washing up liquid - it is often because you feel a familiarity with your chosen brands - it is a relationship based on trust developed out of years of quality delivery. You might say these brands have become like familiar friends you would not want to lose. The challenge is for FMCG marketers to develop and maintain these relationships with their loyal consumer base and not to let them stray to other brands that may be perceived as cooler, more innovative or new brands on the block.

The role of different media in FMCG marketing

Each media has a role to play in FMCG marketing, the important thing is to look at the big picture and integrate these media* to achieve your ultimate marketing objective:

- TV/radio/print, outdoor - selling your product to a mass audience that fits your demographic, driving the consumer to the store.
- In store Marketing - making sure you grab the consumer in the aisle and close the sale at point of purchase.
Online Marketing

- Establish, reward, and revitalize your relationship with consumers.
- Create exciting, surprising content taking advantage of the freedom of the internet - market this content extensively online.
- Drive consumers to engaging platforms online with all your offline marketing - consumers often want to find out "what's behind the ad".
- Interact with them sincerely and appreciate their feedback.
- Treat loyal customers as VIPs offering them the first chance to try new variants, creating "expert tester" panels for new products, appreciating and implementing their suggestions.

Buying electronics goods including camera, laptops, computer peripherals, apparels, flowers and gifts are quite a common phenomenon for net savvy consumers. However, now get ready to receive your grocery, vegetables and FMCG products like shampoo, soap and bakery at your doorstep. After touching apparels and personnel items now retailers are gearing up to facilitate grocery and other FMCG products through power of online. As of now there are very few retailers providing grocery including other FMCG products, however the trend would be catching up as grocery and other FMCG products are big opportunity for retailers. According to the data available the food and grocery segment constitutes about 62 per cent of the total US $13.1 billion Indian retail market. Here are the reasons why grocery and FMCG market will thrive by coming online.

Increasing PC and Internet Penetration

Retailers are looking for newer verticals and grocery & FMCG have huge market and potential. More than 60 percent of the players in FMCG are multinational. Therefore, they will not have any hesitation in coming online. Today’s generation prefers to shop online rather than drive to physical store and age group of 18 to 35 is purchasing most of the FMCG products. Discount offer will certainly drive customers to shop online. We have witnessed the success of apparel, electronics, computer peripherals and group buying through discounts. Online availability of grocery and FMCG product would help consumers to save time and avoid rush and hassle of processes like billing. Investment of retailers in offline medium is high, however in online medium they do not have to go for huge investment.

FMCG companies and retailers have started using the online medium not only for brand promotion but also for sales. However, it is a difficult category to break into in terms of online sales, but many retailers are making best efforts to do so. Companies, like Dabur, Himalaya Herbal Healthcare, Neutrogena, Oriflame, Amul, Future Group, Aditya Birla Retail, REI Agro and Carrefour, are targeting Internet savvy consumers to expand their reach through the internet.

Take an example how grocery and FMCG products become saleable after a boom in telecom sector we have seen consumers make order on phone to local retailers (Kirana store) and retailers deliver the order to the customer. In the same fashion online process will also work. Speaking about online grocery and FMCG product Ankur Dinesh Garg, CMD, and Wire foot said, “Online grocery and FMCG products have challenges and opportunities too. On one side, it is difficult to meet supply chain requirement, tough operation and short delivery commitment and thrive on thin margins. The demand of online grocery is growing in urban population are aware about convenience they get. This is good time for entrepreneurs to foray in to by considering FDI norm get relaxed in times to come’’.

Apart from all advantages of online availability of grocery and FMCG products there are some challenges. Here we have outlined the challenges: Supply chain could be a great problem as for online operation it should be very imperative to have smooth network of supply chain. In FMCG products and grocery retailers get very thin margin, consequently it would be tough for retailers to provide discount and offer on these products. Customer satisfaction is a big challenge. Gaining and retaining customer’s faith is tough to maintain as there is no face to face interaction with consumers. Pointing out the potential of grocery and FMCG products on online platform, Ambuj Jhunjhunwala, owner of REI Agro Said “Of course the opportunity is immense but at the same time challenges are also great. Selling anything including grocery online is all about gaining consumer’s trust, so it should be the prime focus of retailers who want to sell grocery and FMCG products online”. Apart from smooth supply chain, communication should be very effective and responding. It helps retailers to keep in touch with consumers, which further create good rapport with consumers. Bala Subrmaniam, BDM, Chennai online grocery shop also outlined the challenge of running an online grocery store is fulfilling customer’s need and wish. “We regularly do market survey in order to know consumer’s expectation and based on those surveys we discover in which particular product consumers are interested. Consequently, we alter our product line based on our surveys”. One of the interesting trends Subrmaniam has informed that sometimes he gets order from abroad to deliver the grocery for their respective family in Chennai. However, he reiterated about the fact that online grocery and FMCG products have great potential but it will take some time to flourish.

FMCG some factors that will drive growth in this sector:

- Increasing rate of urbanization, expected to see major growth in coming years.
- Rise in disposable incomes, resulting in premium brands having faster growth and deeper penetration.
- Innovative and stronger channels of distribution to the rural segment, leading to deeper penetration into this segment.
• Increase in rural non-agricultural income and benefits from government welfare programmes.
• Investment in stock markets of FMCG companies, which are expected to grow constantly.

Some of the challenges this sector is likely to face are:

• Increasing rate of inflation, which is likely to lead to higher cost of raw materials.
• The standardization of packaging norms that is likely to be implemented by the Government by Jan 2013 is expected to increase cost of beverages, cereals, edible oil, detergent, flour, salt, aerated drinks and mineral water.
• Steadily rising fuel costs, leading to increased distribution costs.
• The present slow-down in the economy may lower demand of FMCG products, particularly in the premium sector, leading to reduced volumes.
• The declining value of rupee against other currencies may reduce margins of many companies, as Marico, Godrej Consumer Products, Colgate, Dabur, etc. who import raw materials.

INTERNET ADVERTISING BUILDING FMCG BRANDS

Advertisers forecast that online will represent a growing share of their overall media budgets over the next two years, especially within the FMCG sectors. The EIAA Marketers’ Internet Ad Barometer, commissioned by the EIAA to understand the role online advertising plays and attitudes towards the Internet amongst key advertisers across Europe, reveals that 42% of those questioned already spend over 5% of their media budgets online and 74% of all those surveyed regard the internet as a vital component of their advertising strategy. According to 80% of respondents, increasing broadband penetration is making the Internet more attractive as a branding medium and online ad spend is forecast to rise by over 65% by 2008.

FMCG Brands

FMCG brands are demonstrating strong signs that they are embracing online. The research showed that the percentage of overall media budgets devoted to online are forecast to rise from 5.6% in 2005 to 9.8% in 2008 - a massive 75% growth rate. Internet advertising expenditure will experience a boost by both the higher and lower spenders of the sector over the next two years, with the higher spenders stating that 64% of this extra spend has come from other media budgets and 57% of respondents claiming the spend has been diverted from TV advertising.

Taking Share from Traditional Media

The research reveals that online is chipping away at the heartlands of the advertising market, especially amongst the higher spenders. FMCG companies are siphoning spend from TV advertising while Entertainment and Consumer Electronics companies are reallocating budget to online primarily from TV and print. Travel is also diverting ad spend from print while Automotive advertisers are taking share from across the media board.

Maturing Attitudes: Higher vs. Lower Spenders

The survey highlighted other marked differences between those who already spend significantly online (6+% of media budget) and those who are catching up (1-5%). The lower spenders are driven primarily by increased use of the Internet while the higher spending online advertisers place greater importance on the medium’s reach and share of voice. Higher spenders are also more than twice as likely to view Internet advertising as essential to their overall advertising strategy and see online as having a greater influence on sales, intent to purchase, profitability and market share.

CONCLUSION

The FMCG sector has traditionally grown at a very fast rate and has generally outperformed the rest of the industry. Online advertising builds brands. When measured in isolation, online advertising has a positive impact on traditional branding metrics like awareness, message association, etc. Branding metrics continue to increase with additional exposures. Online advertising works in FMCG – a category whose adoption of the Internet trails other Industries. Online advertising offers potential benefits like target ability, tracking, deliverability, flexibility, etc.

References


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CUSTOMERS PERCEPTION ABOUT E-BANKING: A CASE STUDY WITH REFERENCE TO BENGALURU NORTH DISTRICT

Venkatesh T. B.\textsuperscript{1,2,3}

ABSTRACT
Indian Banking is at the advantageous position since banks are providing safety and security, convenience and flexibility. The present paper makes a moderate attempt to explore the major factors responsible for growth of internet banking based on customer’s perception on various internet applications. The present study started with the aim of evaluating the service quality of internet banking services in Bengaluru from customer’s perspective with selected dimensions of quality. A structured pretested questionnaire was administered to gather relevant data. The results reveal that customers are satisfied with quality of service at Bengaluru North district.

KEYWORDS
Service Quality, Trends, E-Banking, Perspective, Accessibility, Reliability, Safety, Security etc.

INTRODUCTION
E-Banking across the globe severely replacing traditional services and is creating history by creating a new scale in transformation. Banks due to severe competition are adopting major changes and single largest force behind this transformation is IT. The first best direct advantage of application of technology relates to the payment system. The introduction of latest technology into the banks has resulted in increased efficiency of the banks with respect to quality, timely delivery of services at affordable cost. According to Christopher et al., (2006)\textsuperscript{1} e-banking has become an important channel to sell the products and services and is perceived to be necessity in order to stay profitable in successful.

It is strongly believed that banking customers get satisfied with the system when it provides them maximum convenience and comfort while transacting with the bank. E-banking also affected the customers’ expectations, as they prefer to deal with the banks offering better, efficient and innovative services. Banks are expected today to know what the customers want, when they want and how and therefore use of technology becomes inevitable. Therefore, banks should serve the customers according to their needs. In this context, this paper assumes much significance since it will help banks to know customers perception regarding their E-banking services and they can further modify and improvise these services.

REVIEW OF LITERATURE
Suresh Chander et al., (2003)\textsuperscript{2} looked at the service quality in public, private and foreign banks in India and Yavas et al., (1997)\textsuperscript{3} studied about relationship between service quality, customer satisfaction, complaint behaviour and commitment in the banking industry of India. They found positive relationship between service quality and customer satisfaction with customer behavioural intentions Parasuraman et al., (1988)\textsuperscript{4} as well as financial performance Yeung et al., (2002)\textsuperscript{5}.

Rodand M. et al.,(2009)\textsuperscript{6}, investigated about the relationships among the three dimensions of service quality that influences overall internet banking service quality and its subsequent effect on customer satisfaction in a New Zealand banking context. The survey results revealed significant relationships among online customer service quality, online information system quality, banking service product quality, overall internet banking service quality and customer satisfaction.

Kirti Dutta and Anil Dutta (2009)\textsuperscript{7}, conducted research about expectations and perceptions of the consumers in three banking sectors in India. They opined that foreign banks when are perceived to be offering better quality of services followed by private and then public banks. Customer satisfaction could be satisfaction with the quality of product / service, the nature of relationship, the price / performance ratio of a product / service, and the ability of the product / service to meet customers expectation (Brown C. 1998).\textsuperscript{8}

Parasuraman, A. et. al., (1988)\textsuperscript{9} expressed their opinion that perception of service quality is considered more long term.

Dick A. et. al., (1994)\textsuperscript{10} in their research study they have expressed that service quality is considered a predecessor of satisfaction.

RESEARCH METHODOLOGY
A research design is the array of conditions for collection and analysis of data. What, where and how much and by what means data is to be collected constitute a research design. An explorative study has been taken up in order to gain additional insights on the attitude, perception, expectation and awareness of customers with regard to internet banking. First hand, information has been

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gathered with the help of questionnaire from the customers. State bank of India, Oriental Bank of Insurance, Punjab National Bank and others were covered with the customers having an SB or current a/c, term deposit, locker facility, investment etc., Secondary data obtained from journals, websites of banks, business magazines. The scope of study focuses on understanding the perception of customers about Internet Banking provided by different banks. A well drafted in English and a pretested for validity has been used to obtain primary data. A sample of 300 covering the Bengaluru North district has been selected. The technique used in selecting the sample is non-probability sampling i.e., random sampling and convenience sampling.

NEED FOR THE STUDY

Bengaluru popularly called, as Silicon Valley is second growing metro in Asia. Innumerable software and hardware multinational and local companies, manufacturing concerns and service sectors are operating in Bengaluru. The available infrastructural facilities have attracted the attention of global enterprises. The latest emerging industry is service, hospitality industry and Bengaluru is becoming a center for high tech medical facilities. Besides this Ayurveda, high tech clinics are also established in Bengaluru attracting the attention of all across the globe. Bengaluru is becoming a center of Ayurveda treatment to different ailments.

OBJECTIVES OF THE STUDY

Following are the specific objectives of the study:

- To study the attitude of the Bengaluru customers towards E-banking.
- To understand the perception of the Bengaluru customers and their awareness about E-banking.
- To explore the future prospects of E-banking in Bengaluru.
- To analyses the degree of service provided by the bankers to Bengaluru customers.

ANALYSES AND PRESENTATION OF DATA

The data was analyzed and interpreted by using Chi-square and Anova tests. Data is presented under different headings conveniently after dividing the collected data into three:

- Service quality,
- Safety and friendly user for customers, and
- Regulatory control.

Under service quality variables like transparency, convenience, safety and security first delivery of information and enquiry handling has been covered. Under safety and friendly user safety and friendliness, net banking provides good account security and accessibility and finally under regularity controls maintenance of regularity controls honestly and satisfaction about regularity control has been covered.

LIMITATIONS OF STUDY

The survey has been carried out with statistically significant response rate in selected banks at Bengaluru North, but it is not enough to generate the results in a big country like India. Besides this time and resources, constraints also influenced the survey though proximity and nativity seems to be advantages.

SURVEY RESULTS

The survey results reveal the facts about customer’s perception with respects to the latest trends in banking. The demographic data highlights that there are 210 males and the rest females. The age details reveal that 220 respondents belong to age group of above 15 years and below 30 years. There are 114 respondents working in private sector & 75 in government service. There are 48 respondents forming 16 per cent belongs to self-employment category. Further, the table-1 reveals that 91 respondents or 30 per cent respondent’s income above 15 lakhs and below 20 lakhs. There are 66 sample respondents whose annual income is between 21 to 25 lakhs.

There are 21 respondents whose annual income is between 26 to 30 lakhs. The education level data reveals that there are 150 respondents or 50% belongs degree level of education. 80 respondents studied up to 10th standard. The chi-square data reveals that there exists no similarly either in age, occupation, income and education level. The conclusions are highlighting existence of differences in age group, occupation, and income and education level. In all these, case calculated value being more at stated d.f. with 5% level of significance rejects all null hypotheses.

The Anova analysis reveals that there exist some differences between income and banking habit. Table 3-8 data pertaining to service quality perceptions. The chi-square data reveals that there exists that there exists transference, flexibility convenience in
net banking, safety and security of deposits, fast delivery of information from customers to bank and vice versa, better handling of customers enquiries.

Factor 2 is safety and friendliness, control and financial transactions and third factors covers bankers and control of regularity, satisfaction no-grading regulatory controls. The chi-square analysis reveals that customers are having, better control of financial transactions, better regulation control and satisfaction of regularity controls.

CONCLUSION

The survey results conclude that service quality regarding these factors in overall is satisfactory now-a-days banks are caring the customers are an increased manner since there exists tough and severe competition from private and foreign banks. In the name enjoying the government patronage by the nationalized banks the banks not only feel contempt by providing safety and security to the customers deposits and accounts but understood the “needs and wants” of customers of the present day. It is likely that villages provides skilled labourer and the middle-income group people number is increasing at a faster rate with changed living styles more income and increased personal income disposableness.

Therefore, banks have to care the entry of more and more people into enhanced income group and gear up the offer of services accordingly. The key issued that the banks must widen awareness give knowledge of latest technology adopted through presentation, material should be logic and in regional language. At the time when industry is revealing signs of pick up in transformation, banks should work hard and design a sure shot strategy to enrich the electronic infrastructure along with service quality because delivering quality services is the survival faster for the banks in today’s changing environment.

REFERENCES

Table-1: Demographic Features of Respondents

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**Sources:** Primary Data

**Chi-square Table**

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**Note:** Significance level at 5 % level of significance

Table-2: Banking Habit

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<td>-</td>
<td>-</td>
<td>21</td>
</tr>
<tr>
<td>30 &amp; above</td>
<td></td>
<td>4</td>
<td>4</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>09</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>205</td>
<td>63</td>
<td>16</td>
<td>09</td>
<td>07</td>
<td>300</td>
</tr>
</tbody>
</table>

**Sources:** Field Survey

**Hypotheses:** There exists no difference in sample means.
Anova Table

<table>
<thead>
<tr>
<th>Source of Variation</th>
<th>S.S.</th>
<th>d.f.</th>
<th>M.S.</th>
<th>F-ratio</th>
<th>5% F-Limit (From the F-table)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Samples</td>
<td>4055.474</td>
<td>(5-1) = 4</td>
<td>4055.474/4</td>
<td>1013.8685</td>
<td>94.9571</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>= 1013.8685</td>
<td></td>
<td>2.53</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>= 10.6771</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Within Sample</td>
<td>2848.734</td>
<td>(35-5) = 30</td>
<td>2848.734/30</td>
<td>94.9571</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6904.1874</td>
<td>(35-1)=34</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The above table shows that the calculated value of F is 10.6771 which is greater than TV 2.53 at 5% level of significance with d.f. being V1 = 4 and V2 = 30 and hence null hypotheses rejected and alternative H1 is accepted. Therefore, we may conclude that Anova analysis reveals that there exists some difference between income and banking habit and exists some difference in the sample means.

Table 3: Transparency of Net Banking in Bengaluru

<table>
<thead>
<tr>
<th>Scaling Factors</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>90</td>
<td>30</td>
</tr>
<tr>
<td>Agree</td>
<td>180</td>
<td>60</td>
</tr>
<tr>
<td>Neutral</td>
<td>24</td>
<td>08</td>
</tr>
<tr>
<td>Disagree</td>
<td>03</td>
<td>01</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>03</td>
<td>61</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Sources: Primary Data

Hypotheses: There is no transparency in net banking in Bengaluru

Chi-square

Calculated value = 3840.90  d.f. = 4  Significance level = 5%  T.V. = 9.488

The calculated value being 384.90 greater than TV 9.488 at 5% level of significance with d.f. 4 rejects the null hypotheses and accepts the alternative hypotheses. Therefore, we may conclude that there is transparency in net banking in Bengaluru.

Table 4: Flexibility and Convenience is net Banking

<table>
<thead>
<tr>
<th>Scaling Factors</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>110</td>
<td>37.00</td>
</tr>
<tr>
<td>Agree</td>
<td>140</td>
<td>47.00</td>
</tr>
<tr>
<td>Neutral</td>
<td>20</td>
<td>6.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>9</td>
<td>3.00</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>21</td>
<td>7.00</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Sources: Primary Data

Hypotheses: The convenience and flexibility of net banks is not good.

Chi-square

Calculated value = 243.6998  d.f. = 4  Significance level = 5%  T.V. = 9.488

Decision

H0 = The convenience and flexibility if net banking is not good  Reject
H1 = The convenience and flexibility if net banking is good  Accept

The calculated value being 243.6998 greater than TV = 9.488 at 5% level of significance with d.f. = 4 rejects the null hypotheses and accepts the alternate. Therefore, we can conclude that there exists convenience and flexibility in net banking in Bengaluru.
Table-5: Safety and Security of Deposits & Accounts

<table>
<thead>
<tr>
<th>Scaling Factors</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>150</td>
<td>50.00</td>
</tr>
<tr>
<td>Agree</td>
<td>95</td>
<td>32.00</td>
</tr>
<tr>
<td>Neutral</td>
<td>10</td>
<td>3.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>30</td>
<td>10.00</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>15</td>
<td>5.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

**Sources:** Field Survey

**Hypotheses:** There is no safety and security to the customer’s deposits and accounts disgrace Analysis

**Chi-square**

Calculated value = 245.8332  \(\text{d-f.} = 4\)  Significance level = 5%  T.V. = 9.488

<table>
<thead>
<tr>
<th>Decision</th>
</tr>
</thead>
</table>
| \(H_0\) = There is no safety and security to the customers deposit and accounts  
| \(H_1\) = There is safety and security to the customers deposit and accounts  |

The calculated value being 245.8332 greater than TV = 9.488 at d-f 4% with TV level of significance reject the null hypotheses and accepts the alternate. Therefore, we conclude that there exists safety and security to the customer’s deposits and accounts.

Table-6: Fast Delivery of Information from Customer to Banker and vice versa

<table>
<thead>
<tr>
<th>Scaling Factors</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>125</td>
<td>42.00</td>
</tr>
<tr>
<td>Agree</td>
<td>150</td>
<td>50.00</td>
</tr>
<tr>
<td>Neutral</td>
<td>15</td>
<td>5.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>06</td>
<td>2.00</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>04</td>
<td>1.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

**Sources:** Primary data

**Hypotheses:** Banks at Bengaluru do not delivery the information faster to the customer vice versa.

**Chi-square Table**

Calculated value = 338.0332  \(\text{d-f.} = 4\)  Significance level = 5%  T.V. = 9.488

<table>
<thead>
<tr>
<th>Decision</th>
</tr>
</thead>
</table>
| \(H_0\) = Banks at Bengaluru do not delivery the information faster  
| \(H_1\) = Banks at Bengaluru delivery the information fast  |

The chi-square table renewals that the calculated value being 338.0332 is greater than TV = 9.488 at d-f=4 with 5% level of significance reject the null hypotheses and accepts the alternate.

Table-7: Enquiry Handling (CRM) by the Banks

<table>
<thead>
<tr>
<th>Scaling Factors</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>130</td>
<td>43.00</td>
</tr>
<tr>
<td>Agree</td>
<td>112</td>
<td>37.00</td>
</tr>
<tr>
<td>Neutral</td>
<td>23</td>
<td>8.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>10</td>
<td>3.00</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>25</td>
<td>9.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

**Sources:** Field Survey
Hypotheses: The Commercial Banks do not handle the customer enquiries properly.

Chi-square Table

<table>
<thead>
<tr>
<th>Calculated value = 211.633</th>
<th>d.f. = 4</th>
<th>Significance level = 5%</th>
<th>T.V. = 9.488</th>
</tr>
</thead>
</table>

Decision

H₀ = The Commercial Banks do not handle the customer enquiries property Reject
H₁ = The Commercial Banks Bengaluru handle customer enquiries property Accept

The calculated value being 211.633 greater than TV = 9.488 @ 5% level of significance with d-f = 4 rejects the null hypotheses and accepts the alternate H₁. Therefore, we can conclude that Banks at Bengaluru handle customers (CRM) enquiries property.

Table-8

Safety and Friendly: Net Banking Provides Security and Accessibility

<table>
<thead>
<tr>
<th>Scaling Factors</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>131</td>
<td>44.00</td>
</tr>
<tr>
<td>Agree</td>
<td>115</td>
<td>38.00</td>
</tr>
<tr>
<td>Neutral</td>
<td>21</td>
<td>7.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>18</td>
<td>6.00</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>15</td>
<td>5.00</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Sources: Field Survey

Hypotheses: There is no safety and security, friendliness and Accessibility to Commercial Banks.

Chi-square Table

<table>
<thead>
<tr>
<th>Calculated value = 222.5332</th>
<th>d.f. = 4</th>
<th>Significance level = 5%</th>
<th>T.V. = 9.488</th>
</tr>
</thead>
</table>

Decision

H₀ = There is no safety and accessibility by commercial Banks @ Bangalore Reject
H₁ = There is safety and accessibility by commercial Banks @ Bangalore Accept

The calculated value being 222.5332 greater than TV = 9.488 @ 5% level of significance with d-f 4 rejects the null hypotheses and accepts the alternate H₁. Therefore, we conclude that Banks at Bengaluru are friendly and safety accessible.

Table-9: Control and Financial Transactions

<table>
<thead>
<tr>
<th>Scaling Factors</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>128</td>
<td>43.00</td>
</tr>
<tr>
<td>Agree</td>
<td>122</td>
<td>41.00</td>
</tr>
<tr>
<td>Neutral</td>
<td>15</td>
<td>5.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>18</td>
<td>6.00</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>17</td>
<td>5.00</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Sources: Primary data

Hypotheses: Banks @ Bengaluru under net Banks North district do not control financial transactions.

Chi-square Table

<table>
<thead>
<tr>
<th>Calculated value = 235.0998</th>
<th>d.f. = 4</th>
<th>Significance @ = 5%</th>
<th>T.V. = 9.488</th>
</tr>
</thead>
</table>

Decision

H₀ = Customers do not have control of financial transactions Reject
H₁ = Customers do have financial control of transactions Accept
The calculated value being 235.0998 greater than TV = 9.488 @ 5% level of significance with d-f=4 rejects the null hypotheses and accepts the alternate H1. Therefore, we conclude that customer exercise better control of financial transactions at Bengaluru.

### Table-10

**Regularity Control: Banks and control of regularity**

<table>
<thead>
<tr>
<th>Scaling Factors</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>126</td>
<td>42.00</td>
</tr>
<tr>
<td>Agree</td>
<td>135</td>
<td>45.00</td>
</tr>
<tr>
<td>Neutral</td>
<td>20</td>
<td>7.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>10</td>
<td>3.00</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>9</td>
<td>3.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

**Sources:** Field survey

**Hypotheses:** Banks do not maintain regulatory controls honestly.

**Chi-square Table**

<table>
<thead>
<tr>
<th>Calculation</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calculated value</td>
<td>278.0332</td>
</tr>
<tr>
<td>d.f.</td>
<td>4</td>
</tr>
<tr>
<td>Significance @ 5%</td>
<td></td>
</tr>
<tr>
<td>T.V.</td>
<td>9.488</td>
</tr>
</tbody>
</table>

**Decision**

- H0 = Banks do not mention regularity controls honestly: Reject
- H1 = Banks do mention regularity controls honestly: Accept

The calculated value being 278.0332 greater than TV = 9.488 @ 5% level of significance with d-f=4 rejects the null hypotheses and accepts the alternate H1. Therefore, we conclude that Banks @ Bengaluru maintains regulatory controls honestly.

### Table-11

**Satisfaction regarding Regulatory Controls**

<table>
<thead>
<tr>
<th>Scaling Factors</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>135</td>
<td>45.00</td>
</tr>
<tr>
<td>Agree</td>
<td>126</td>
<td>42.00</td>
</tr>
<tr>
<td>Neutral</td>
<td>11</td>
<td>4.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>10</td>
<td>3.00</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>18</td>
<td>6.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

**Sources:** Field survey

**Hypotheses:** The net satisfaction is not increasing regarding regulatory controls @ Bengaluru

**Chi-square Table**

<table>
<thead>
<tr>
<th>Calculation</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calculated value</td>
<td>277.4332</td>
</tr>
<tr>
<td>d.f.</td>
<td>4</td>
</tr>
<tr>
<td>Significance @ 5%</td>
<td></td>
</tr>
<tr>
<td>T.V.</td>
<td>9.488</td>
</tr>
</tbody>
</table>

**Decision**

- H0 = The satisfaction is not increasing regarding Regulatory control at Bangalore: Reject
- H1 = There exists increased satisfaction regarding Regulatory controls at Bangalore: Accept

Calculated value being 277.0332 greater than TV = 9.488 @ 5% level of significance with d-f=4 rejects the null hypotheses and accepts the alternate H1. Therefore, we conclude, there exists increased satisfaction regarding regulatory controls in Bengaluru.

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AUTO RICKSHAW TRANSPORT AND COMMUTERS SATISFACTION: 
A CASE STUDY WITH REFERENCE TO BENGALURU CITY

Dr. E. A. Parameswara Gupta124 Roshan125

ABSTRACT

Commuters’ satisfaction is a central concept in modern business thoughts and practices. This idea focuses on delivering satisfaction to commuters, obtaining profits and customer loyalty in return. 4 lakhs families are working and depending upon this profession. Over the years, the dependency ratio on auto rickshaw either short or medium distances has been increasing.

The core issue is about commuters’ satisfaction, auto rickshaw drivers’ union socio-economic and educational betterment of auto rickshaw drivers. Economic development will be meaningless unless the plight of the workers who are working in the Bengaluru Intra-transportation service is improved. This paper explores the generic service quality issues and attributes concerning customer satisfaction.

KEYWORDS

Auto Rickshaw Driver, Commuters Satisfaction, Traffic, Population Growth, Transport, Services Quality etc.

INTRODUCTION

The city has grown from 28 sq. km in the year 1901 to 800 sq. km in the year 2011. It was rated as the fastest growing city in the entire Asia during the period 1971-81 with an increase of 76 percent in its resident population. The population of Bengaluru increased from 1.63 lakhs in 1901 to 8.5 million in 2011 (as per the census) spread over 198 wards in Bengaluru BBMP covered an area of 800 sq. km. this phenomenal population growth has accompanied by phenomenal growth in the vehicles numbers in Bengaluru. Topographically, the city has a high altitude and has an undulated terrain with differing road gradients and consequently abrupt changes in vehicle accelerations and decelerations.

In India, Bangalore ranks fourth as far as population are considered. In 1991, it was 4.84 million with the decadal growth of 95% during 1991-2011. Given the predominance of the low and middle class population in the outskirts of the city and the development in the center of the city, the three-wheeler, with its low price and operating cost has emerged as a chosen mode of transport.

The city is witnessing a robust increasing in the rate of motorization in the previous decades in Bengaluru. Since from 1989, the vehicles are gradually increased in Bengaluru. In 1989, the registered vehicle in Bengaluru was 5,24,261 which has been increased to 10,35,443 in the year 1999. Again, this registration of vehicles increased to 36,53,368 in the year 2009. At present, the total number of vehicles registered in Bengaluru is 42,03,482 in 2013 October.

Similarly, in respect of auto rickshaws in Bengaluru has shown spectacular growth. In the year 1999, the auto rickshaw in Bengaluru was 57,304 that has been increased to 1,05,360 in 2009. In this decade, the auto rickshaws are almost doubled in Bengaluru. In the current scenario, the number of auto rickshaws in Bengaluru is 1,33,338 as per the information revealed by the RTO in 2013 October.

Auto rickshaws are used by elite people like advocates, professors, working class people, students House wives and tourists to access work place, educational, health care, religious, socio-cultural matters, commercial or recreational facilities, social visits etc. Auto rickshaws provides valuable services to a wide cross-sections of society across age, gender and occupation but largely belonging to the middle class, upper middle class and high income groups. They have become one of the most important modes of intra-transport and they have become the best means of transportation especially for those deprived of personal mobility. Auto rickshaws are popular in Bengaluru is rendering services freely to the pregnant women, orphans and they exhibit this in the backside of the auto rickshaws.

OBJECTIVES OF STUDY

- To study the commuters perception towards Public Transportation.
- To study the commuters perception about auto rickshaw transportation and the auto drivers about their service.
- To suggest measures for better auto rickshaw transport service at Bengaluru city.

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125Assistant Professor, Government First Grade College, Karnataka, India, roshan_dev83@yahoo.com
HYPOTHESIS OF STUDY

- Auto rickshaws are not providing better services to the commuters.
- The commuters’ perception about the auto rickshaw services is very low.

REVIEW OF LITERATURE

Bajaj (1961) studied living and working conditions of 100 ADs in Delhi. This study attempted to reveal the issue of ownership pattern, police harassment, overcharging commuters. 74% of ADs are not satisfied with the job because of low occupational prestige.

Andreassen (1995) reported that public services are offered to the public based on the principle of quality. He concluded that the transport industry, overall, as a low customer satisfaction.

Jen, To Lu (2011) in their paper sought to improve understanding of passengers’ behavioral intention through a causal relationship model that considers service quality and satisfaction as study parameters.

Yuan-Chih Huang, Chih Wu and Jovan Chia-Jung HSU (2006) in their research paper they have discussed the relationship among customers characteristics, the customers travelling characteristics and service quality. The paper evaluated the 24 questions mean value of expected service quality and perceived service quality and suggested that companies separately select a suitable service strategy for different groups of passengers.

One world.net one world foundation India (2011) is of the opinion that auto rickshaws are a vital mode of transport in Indian cities, providing low-cost mobility and connecting travelers to mass transit or directly to their destinations. The auto-rickshaw sector also provides livelihoods for some of India’s poorest citizens.

Anvita Anand and Rajendra Roy (2003) have stated in their study that the training program conducted for auto rickshaw drivers (ADs) in Delhi has been a step towards fostering socially responsible behaviour on the part of the driver.

Disney, J. (1999), received generic issues concerning customer satisfaction and loyalty in UK and illustrated trends in customer behaviour. He also concluded that, customer expectations are rising while transport operators becoming more innovative in their attempts to attract and retain customers.

Dawkins P. and Reichheld F. (1990), in their research paper concluded that, delivering quality service is one of the key and essential strategies for success and survival of business in today’s competitive environment.

RESEARCH METHODOLOGY

The study is confined to only to Bengaluru urban. The study aims to studying commuters’ satisfaction. There are 1,33,338 auto rickshaws and 4 lakhs auto rickshaw drivers directly depended upon this profession. The present study is based on both primary and secondary data. The sample study was fixed at 500 commuters selected conveniently across Bengaluru different parts to collect necessary data.

A well drafted in English, pre-tested for the validity was administered for the purpose of data collection. The respondents gave their valuable opinions out of their memory and memory may be subjected to memory loss. Academicians, advocates, businesspersons, travelers, working force, students, and housewives were covered and valuable data has been collected. The data collection started on September 25, 2013 to October 25, 2013. In order to process the data, the tabular presentations and statistical techniques like Likert scale, Chi-square test and final rank were extensively used.

SCOPE OF STUDY

The study of auto rickshaw transportation service and commuters relationship at Bengaluru city is confined to both organized and unorganized auto rickshaws in Bengaluru city only. This study concentrates on the living standard of auto rickshaw drivers and their family members, and the relationship with the commuters in Bengaluru city.

The geographical area covered by Bengaluru will start from Yelahanka in north to Konanakunte cross in south, Electronic city in east to Kengeri in west consist of 800 square kilometers. In 2011 (as per the census) the Bengaluru has spread over 198 wards of BBMP covered an area of 800 sq. km.

DATA ANALYSIS

In order to process and analyze the data, we have used the statistical tools. In the initial stage, we have tabulated the data and used the Likert scale, Chi-square test and Final Rank methods or tools to analyze and interpret the data.

Following are the tables and interpretations made based on data gathered from the respondents.
Demographic Profile of Commuters

Table 1: Table showing gender of Respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>380</td>
<td>76</td>
</tr>
<tr>
<td>Female</td>
<td>120</td>
<td>24</td>
</tr>
</tbody>
</table>

Sources: Fieldwork

From the above Table No. 1.1 we can draw the conclusion that, out of total sample of commuters from the Bengaluru Metro 76% of male and 24% of female. That is, we have taken 500 commuters for the study. Out of this sample, 380 members were men and 120 members were female who use to travel in the Auto Rickshaw at Bengaluru City.

Table 2: Table showing Age of the Respondents

<table>
<thead>
<tr>
<th>Age</th>
<th>Number of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 15</td>
<td>70</td>
<td>14</td>
</tr>
<tr>
<td>16 – 20</td>
<td>80</td>
<td>16</td>
</tr>
<tr>
<td>21 – 30</td>
<td>180</td>
<td>36</td>
</tr>
<tr>
<td>31 – 40</td>
<td>120</td>
<td>24</td>
</tr>
<tr>
<td>41 – 50</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>50 &amp; above</td>
<td>30</td>
<td>6</td>
</tr>
</tbody>
</table>

Sources: Fieldwork

From the Table No. 1.2 we came to know that, the respondents belong to different age groups. 14% of the total respondents are below the age group of 15 years, i.e., 70 respondents are belongs to less than 15 years of age. 18 members belongs to the age group of 16 – 20 years consist of 16%. Majority of respondents falls in the age group of 21 – 30 years consist of 36%. 120 members belong to the age group of 31 – 40 years carry the percentage of 24. Only 4% and 6% of respondents belong to the age groups of 41 – 50 and 50 and above which consists of 20 and 30 respondents.

Table 3: Table showing Qualification of Respondents

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Number of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to SSLC</td>
<td>50</td>
<td>10</td>
</tr>
<tr>
<td>PUC</td>
<td>100</td>
<td>20</td>
</tr>
<tr>
<td>Graduation</td>
<td>240</td>
<td>48</td>
</tr>
<tr>
<td>Post-Graduation</td>
<td>110</td>
<td>22</td>
</tr>
</tbody>
</table>

Sources: Fieldwork

The above Table No. 1.3 reveals the information about the qualification of the respondents. Our research work has taken qualification of the respondents to study the perception about auto rickshaw transportation. Out of the 500 total samples, only 50 respondents have studied SSLC or less than SSLC which consist of 10%. 20% of the respondents are completed their PUC in Bengaluru. Majority of the respondents have completed their Graduation. They consist of 48% of the total respondents i.e., 240 respondents. Out of total respondents, 110 members are completed their Post-Graduation which consists of 22% out of 100%.

Table 4: Table showing Religion of Respondents

<table>
<thead>
<tr>
<th>Religion</th>
<th>Number of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hindu</td>
<td>330</td>
<td>66</td>
</tr>
<tr>
<td>Muslim</td>
<td>120</td>
<td>24</td>
</tr>
<tr>
<td>Christians</td>
<td>38</td>
<td>7.6</td>
</tr>
<tr>
<td>Others</td>
<td>12</td>
<td>2.4</td>
</tr>
</tbody>
</table>

Sources: Fieldwork

Table No. 1.4 reveals the religion of the respondents to our study. From the above table we can find that, 330 members are Hindus consist of 66%, 120 members are Muslims consist of 24%. 38 respondents are Christians consist of 7.6% and 12 members of the total respondents belongs to other religions and consist of 2.4%.
From the Table No. 1.5 we came to know that, the respondents are having their own occupations. 36% of the total respondents are the Government employees i.e., 180 respondents are Government employees who use to travel in the Auto Rickshaws. 120 members Private employees consist of 24%. 70 respondents of out of total respondents are doing business consist of 14%. 48 respondents are having own jobs are called as self-employees consist of only 9.6% and 82 respondents are house wives and students who use to travel in the Auto Rickshaws in the City consists of 16.4%.

From the Table No. 1.6 we can draw the inference that, the respondents are having their own source of income and earning different levels of income. The above table reveals the income of the respondents. Out of the total samples selected for study, 78 respondents are earning less than 10000/ - which consist of 15.6%. 90 respondents are earning more than 10000/ - and less than 20000/- covered 18% of total respondents. 100 respondents are earning 20001/- to 30000/- of salary, 120 members earning more than 30000/-, but less than 40000/-, 112 members earning more than 40000/- consists of 20%, 24% and 22.4%.

**Table-7: Chi Square analysis for Demographic profile of the Commuters**

<table>
<thead>
<tr>
<th>Age</th>
<th>Qualification</th>
<th>Occupation</th>
<th>Monthly Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi Square value</td>
<td>212.8085</td>
<td>157.6</td>
<td>108.28</td>
</tr>
<tr>
<td>Degree of freedom</td>
<td>5</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Table value</td>
<td>11.070</td>
<td>7.815</td>
<td>9.488</td>
</tr>
</tbody>
</table>

Sources: Authors Compilation
Note: Significance level at 5%

**Tests of Hypothesis concerning Demographic profile of the Commuters**

**Hypothesis (H₀)**

- H₀ All the respondents belongs to middle age group: Rejected
- H₀ All the respondents belongs to education status of degree: Rejected
- H₀ All the respondents are either self – employed or private employee: Rejected
- H₀ All the respondents incomes is uniform, similar and identical: Rejected

**Hypothesis (H₁)**

- H₁ The commuters of Bengaluru belongs to all category of age: Accepted
- H₁ All the commuters belongs to different education status: Accepted
- H₁ All the commuters of Bengaluru employed in Government sector, business, self-employed, private sector etc. hence they are not confined only to private sector or self-employees: Accepted
- H₁ The commuters monthly income does not belongs to one category has they earn different income and their income varies: Accepted
Table-2: Perception of Commuters towards Auto rickshaw Transportation Service at Bengaluru

<table>
<thead>
<tr>
<th>Basis</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Total</th>
<th>Final Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of Auto Rickshaws</td>
<td>80</td>
<td>280</td>
<td>80</td>
<td>60</td>
<td>500</td>
<td>Good</td>
</tr>
<tr>
<td>Behaviour of Auto Drivers</td>
<td>120</td>
<td>180</td>
<td>130</td>
<td>70</td>
<td>500</td>
<td>Good</td>
</tr>
<tr>
<td>General assistance</td>
<td>180</td>
<td>120</td>
<td>120</td>
<td>80</td>
<td>500</td>
<td>Very Good</td>
</tr>
<tr>
<td>Return of change</td>
<td>70</td>
<td>120</td>
<td>210</td>
<td>100</td>
<td>500</td>
<td>Fair</td>
</tr>
<tr>
<td>Follow traffic rules</td>
<td>120</td>
<td>210</td>
<td>100</td>
<td>70</td>
<td>500</td>
<td>Good</td>
</tr>
<tr>
<td>Road conditions</td>
<td>20</td>
<td>80</td>
<td>120</td>
<td>280</td>
<td>500</td>
<td>Poor</td>
</tr>
<tr>
<td>Sincere in returns left luggage</td>
<td>120</td>
<td>218</td>
<td>125</td>
<td>37</td>
<td>500</td>
<td>Good</td>
</tr>
<tr>
<td>Provide free service to the needy</td>
<td>70</td>
<td>110</td>
<td>190</td>
<td>130</td>
<td>500</td>
<td>Fair</td>
</tr>
</tbody>
</table>

Sources: Fieldwork

SURVEY FINDINGS

Table no. 2 reveals Commuters Perception towards Auto rickshaw transport at Bengaluru. Likert scale on 4 point was used to measure commuters’ perception. The Likert scale consist of VG = Very Good, G = Good, F =Fair, P = Poor. As for as the availability of Auto rickshaw concerned, only 60 respondents expressed that they are available poorly. 280 respondents with the final rank of Good have expressed the availability of auto rickshaws and 80 respondents said that, the very good availability of auto rickshaws.

The behaviour of the auto rickshaw drivers was measured and expressed in table 2. 180 respondents with the final rank of good endorsed the opinion that the behaviour of the auto rickshaw drivers is good. Further, 130 respondents have expressed the availability has fair and 120 has very good.

Only 70 commuters complained about the bad behaviour of the auto rickshaw drivers. Further, General Analysis is also measures and it reveals that, 180 commuters expressing very good about the performance of General Assistance by the Auto rickshaw drivers. 120 each commuters expressed General assistance extended by the drivers are good and fair. There is a common complaint against auto drivers as for as return of change is concerned.

Exactly 210 commuters have given final rank as fair for the return of change and 100 commuters expressed the quarrel sum nature of drivers. Only 70 are said very good and 120 as good. As for as following traffic rules are concerned, 210 commuters said good and only 70 for the bad follow of traffic rules. 120 respondents viewed that Auto Rickshaw Drivers follows traffic rules are very good.

Over the last 5 to 6 years, the road conditions are worsening and making very difficult to travel intra city, that too very difficult during rainy season. Bad road conditions coupled with heavy traffic jams makes every traveler to feel bad and office goers, advocates, professors may not reach their destination in time. It has become a common phenomenon, all commuters cursing the delayed public intra city transportation system.

Further the table highlights, the sincere auto rickshaw drivers as for as return of left luggage to the concerned. Only 37 commuters expressed poor as for as return of left luggage is concerned. The appreciable character of Auto Rickshaw Drivers is that they provide free service to the orphans and hospitalizing poor pregnant women. Some Auto Rickshaw Drivers also assist in carrying the dead bodies of orphans indeed a valuable service.

CONCLUSION

Commuters’ satisfaction assumes significance because of its role in creating competitive advantage and significance attention. The satisfied commuters provided word-of-mouth advertising, which favors in obtaining increased revenues. The aim of the present paper is to study commuters’ satisfaction through applying Likert scale and concludes that the commuters are happy with the Auto Rickshaw transport service.

The interior roads in Bengaluru are very narrow where four wheelers cannot enter. The Auto Rickshaws move in all corners of Bengaluru easily and drop the commuters at the doorstep of the commuters. Auto Rickshaws never wanted heavy parking area and moves easily when compare to the four wheelers and thereby parking is a problem now a days in Bengaluru. Unlike the taxi, the Auto Rickshaw can be easily hired and conveniently travelled and therefore, they are liked very much by all people in Bengaluru.

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(sd/-)
(Editor-In-Chief)
WILL FORMAT CHANGE OF NEWSPAPER TEMPLATE HELP 24X7 DAILY TO ACQUIRE MARKET SHARE: A CASE STUDY

Amir Khan

ABSTRACT

The newspaper industry is one of the oldest industries of the country. It has evolved decade after decade as the country’s economy grew and people took a drastic change in their preferences. People live in their context of predetermined sets of cultural values and it has a great impact on people preferences. Every company design its strategy by considering the cultural impact on its product preference, newspaper industry is not an exception. This case deals with the challenge of entering into the new city and problems faced by the new entrants in acquiring market share in the city. In this case, the biggest media company has entered into the sub metro city of India but they are facing objections from readers on its content. The publisher is reluctant to change its format for one city because they have common format for the country. The case study expects to adopt proper strategy to gain market share to win the people preference in log run.

KEYWORDS

Market Entry, Media, Publisher, Strategy, Newspaper Template, Market Share etc.

INTRODUCTION

India’s largest selling Newspaper Company, 24X7 Daily is planning to enter into in a metro city of India. It is almost leader in all metro cities of India and deal in various portfolios ranging from TV channel to have a Radio channel. 24x7 has started its operation in a sub metro city with the following objective:

1) To acquire larger market share.
2) To become the most sought after newspaper of the city
3) To become a leader of the city.
4) To sustain in the market for long term.

24x7 Daily is known for its content, extensive coverage of national and international news but the problem with the 24x7 Daily is that its page 4 publishes celebrity news which people of this city doesn’t like. People believe that page 4 supplement is not good for their growing children and they find it bad. Whereas 24x7 do not want to change its pattern because they follow the same pattern all over the India and they do not want to change their strategic framework for one city.

Figure-1: Supply Chain and Circulation Pattern of 24x7 Daily

Despatch House ➔ Main Distributor ➔ Depots ➔ Salesman ➔ Vendor ➔ Delivery Boy ➔ Reader

Sources: Authors Compilation

The main feature of 24x7 daily is that they publish Job advertisement, which is the need of an hour of the city. 24x7 wants to acquire larger share in the city and for that, they need to increase the circulation in the city and have to change people’s adoption. If 24x7 will not be able to increase its circulation, they may lose advertisement publication in their newspaper, which is the main source of revenue for any newspaper. In order to gain market share, they started publishing the main supplements from the city. This initiative had supported 24x7 daily to some extent to acquire market share in the industry but still they are not market leader as they are in other Metro cities.

The 24x7 appoints multiple intermediaries to handle supply chain system of the company. The newspapers dispatch from the printing house to a dispatch house and then distributed to main distributor. Main distributor sends the newspaper to depots, from where the salesman gets the supplements and distributes these supplements to vendors. Vendors, which are located throughout the city, handed over these supplements to delivery boys to deliver it to the readers.

READERSHIP PATTERN OF CITY

The Sub metro city is located in the center of India. The city is known for its agricultural activities and production of fruits which they export throughout the world. It has a very good market and establishing itself as logistics hub for India in future because of its location. Despite being rated as most progressive and the best place to live in India, the readership preference of English
newspaper is low as compared to Hindi newspaper. The Daily Gazette is preferred by people because it covers local news extensively and publishes descent news.

**Daily Gazette**

Daily gazette has been successful in maintaining their leadership in industry. It had started very supplements to target the interest of the local public, especially women and children’s like:

- Little Star (Kids Supplement),
- Style Icon (Women’s Supplement).

Daily Gazette is the oldest newspaper of the city, which was started before independence, and it has seen the changing scenario of a city and has contributed as trendsetter for the city. The company is well aware of the need of the people and their preferences and they incorporated various changes from time to time as per the people preference.

**Figure-2: Supply Chain and Circulation Pattern of Daily Gazette**

Despatch House ➔ Main Distributor ➔ Agents ➔ Sub Agents ➔ Vendor ➔ Delivery Boy ➔ READER

**Sources:** Authors Compilation

Daily Gazette has a bit different distribution structure as compared to 24x7 daily. They appoint agents and sub agents instead of depots and salesman in the supply chain network of the company. Rest of the structure is similar to 24x7 daily.

**Market Research of 24x7**

As 24x7 is planning to enter into the market, so the company has conducted a research on readership survey before entering into this market and they found the following finding in their research. Research findings are shown in the graph 1, 2 & 3):

1. Hindi newspaper has the largest circulation in the city.
2. Daily Gazette is the leader in the English newspaper category.
3. Advertisement is the main earning source of Newspaper.
4. People give emphasis to local news excluding the common factors like, national news and international news.
5. The city lacks a newspaper, which could publish Job advertisement of metro cities like, Mumbai, Pune, Bangalore, Hyderabad etc. and of overseas cities.

**Graph-1: Reader’s Area of Interest**

**Sources:** Authors Compilation

**Graph-2: Awareness about 24x7**

**Sources:** Authors Compilation
Graph-3: English Newspaper Leadership Based on Subscription

**Sources:** Authors Compilation

Graph-4: Overall Newspaper Subscription

**Sources:** Authors Compilation

**QUESTIONS**

- Suggest Strategy for 24x7 Daily to acquire larger market share in the city.
- Suggest Changes for Local Supplement of 24x7 Daily to increase people acceptance.
- What were the reasons of low market share of 24x7 Daily?

**REFERENCES**


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