

ISSN 0976 - 1845

# INDIAN JOURNAL OF CURRENT TRENDS IN MANAGEMENT SCIENCES

Peer Reviewed Interdisciplinary Journal

Vol. XVI, No. II

August 2023



**B.P.H.E. Society's**

**INSTITUTE OF MANAGEMENT STUDIES  
(CAREER DEVELOPMENT & RESEARCH)**

NAAC Accredited Grade 'A+' Institute  
'Best Institute Award' by S. P. Pune University  
Ahmednagar - 414 001. Maharashtra.

# INDIAN JOURNAL OF CURRENT TRENDS IN MANAGEMENT SCIENCES

Vol. XVI, No. II

August 2023

## EDITOR IN CHIEF

Dr. M. B. Mehta  
Director & Research Head  
IMSCD&R, Ahmednagar (Maharashtra)

## EDITOR

Dr. Rahul Khandelwal  
Assistant Professor,  
IMSCD&R, Ahmednagar (Maharashtra)

## EDITORIAL BOARD :

### **Dr. Mayank Saxena**

Vice Chancellor, Sage Institute of Management Studies  
Sage University, Indore (Madhya Pradesh)

### **Dr. Sandip Bhatt**

Dean, Faculty of Business Studies (Commerce)  
Department of Business Studies, Sardar Patel University, (Gujrat)

### **Dr. Aashish Mehra**

Professor, Graphic Era Hill University Dehradun, (Uttarakhand)

### **Dr. Parag Narkedhe**

Associate Professor, IMR, Jalgaon, Maharashtra

### **Dr. Rashmi Ranjan Panigrahi**

Assistant Professor, GITAM School of Business, Vishakhapatnam, Andhra Pradesh

## REVIEW BOARD

### **Dr. Pronoti Telore**

Associate Professor, IMSCD&R, Ahmednagar (Maharashtra)

### **Dr. Swati Barnabas**

Librarian, IMSCD&R, Ahmednagar (Maharashtra)

### **Dr. Mudassar I. Sayyed**

Assistant Professor, IMSCD&R, Ahmednagar (Maharashtra)

### **Prof. Mudassar N. Sayyed**

Assistant Professor, IMSCD&R, Ahmednagar (Maharashtra)

### **Dr. Hari Lal Bhaskar**

Assistant Professor, Rama University (Uttar Pradesh)

### **Dr. Ranjan Upadhay**

Senior Professor (Adj), S.Gyan Vihar University, Jaipur (Rajasthan)

Views expressed in the articles are those of the authors.  
Indian Journal of Current Trends In Management Sciences neither accepts nor  
takes the responsibility for views expressed in the articles.

## **EDITORIAL**

The 21st century has brought various challenges, chief among which is the pressing issue of climate change. The link between institutional, economic and financial development with digital technology is one of the most pressing issues facing the world today. As such, this presents an urgent need to explore the connections between these various components in order to develop effective strategies to mitigate and adapt to the effects of technological business change environment.

This Journal issue seeks to bring together leading experts and practitioners to explore the link between institutional, economic, financial development, business change and propose practical solutions to address them. In particular, we were interested in exploring how the public and private sectors can work together to create effective policies and investments that will reduce the impact of changing environment on economies, institutions and financial systems.

Overall, this theme issue is evaluating the implementation of corporate environmental performance in a true sense and its impacts on society from a broader perspective and stakeholders in a more specific view. Consequently, research papers in this issue are exploring the determinants and consequences of sustainable development policies and practices at individual, corporate and country level.

# INDIAN JOURNAL OF CURRENT TRENDS IN MANAGEMENT SCIENCES

ISSN 0976 - 1845

Peer Reviewed Interdisciplinary Journal

Vol. XVI, No. II

August 2023

## CONTENTS

	Article	Author	Page No.
1.	Liquidity Management's Effects On Nepal's Commercial Banks' Profitability	Dr. Sneha Chaurasiya	01
2.	Agripreneurship: A Study Of Rural Development In Gorakhpur, Uttar Pradesh	Dr. Shamim Alam, Dr. Nausherwan Raunaque, Dr. Ajay Kumar	13
3.	A Study On Awareness And Perceptiveness Of Cryptocurrency Among Investors In Jalgaon	Jayashree Chaudhari	30
4.	Digitalization Of Indian Currency: Prospects And Challenges	Dr. Abhishek Kumar, Dr. Om Prakash Jaiswal	38
5.	Fintech - Revolutionizing The Financial Landscape In India By Transforming Financial Services	Dr. Nishant Ravindra Ghuge, Dr. Swapnil Laxman Kate	45
6.	A Systematic Study Of Hdfc Bank's Employee Hiring, Compensation, And Job Satisfaction	Dr. Dilip. S. Chavan	55
7.	Human Capital: Prime Factor Of Sustainable Economic Development	Ms. Purna Poonj Ms. Divya Bharti	63
8.	A Review Of Literature On Common Behavioural Changes In Consumption For Daily Sustenance Such As Hoarding And Pent-up Demand During And Post-pandemic.	Mr. Anil Kumar Marthi Dr. Parag. A Narkhede	73

	<b>Article</b>	<b>Author</b>	<b>Page No.</b>
9.	A Review Paper On Changing Trends In Training & Development: A New Way To Talent Retention	Mr. Punit Sharma Mr. Abhishek Saraswat	77
10.	Marketing Of Heritage For Sustainable Tourism - The Case Study Of Marward Region	Neeraj Anand Trilok Kumar Jain	81
11.	Strategies For Managing Work-related Stress Through Work-life Balance Theories	Dipali Sadashiv Patil Dr. Vishal Sandanshive	85
12.	A Study Of Social Media Marketing Influences Consumer Buying Behaviour	Prof. Tabrej Mulla	90
13.	Online Marketing Channels In New Era Of Business: An Insight	Dr. Harshvardhan N. Bhavsar	96
14.	The Emerging Role And Challenges Of Customer Relationship Management In Retail Sector	Dr Ranjan Upadhyaya Dr N Upadhyaya,	101



## LIQUIDITY MANAGEMENT'S EFFECTS ON NEPAL'S COMMERCIAL BANKS' PROFITABILITY

\*Dr. Sneha Chaurasiya

### ABSTRACT :

*This study investigates the effect of liquidity management of commercial banks in Nepal. The aim of the study is to identify the liquidity management. The analysis is found out using the regression analysis and t-test by using annual report covering 2012-2021 commercial banks in Nepal. The main objective behind the study is to see the impact and effect of cash reserve ratio and credit deposit ratio on return on assets as well as to identify the capital adequacy ratio's effect on the return on assets.*

*Data analysis has been done using descriptive statistics, Pearson correlation, regression analysis, multicollinearity and F-test. Liquidity management represents the variables of the Credit Deposit Ratio(CDR), Capital Adequacy Ratio (CAR) Return on Assets(ROA) and Cash Reserve Ratio(CRR). The independent variable in this study are Cash Reserve Ratio (CRR), Credit to Deposit Ratio (CDR) and Capital Adequacy Ratio (CAR). The dependent variable in this study ROA. The result revealed the CDR is positively correlated with ROA while, CRR and CAR are inversely correlated with ROA.*

*Thus, it can be concluded that CDR and CAR has significant impact on liquidity position of the bank. As per the results on table has a R square value of .213 meaning that 21.3% of the variation in the dependent variable is explained by the independent variables while 78.7% is explained by other variables outside the model. This indicated that our model is a strong predictor. The ROA has a mean value of 1.7913% with standard deviation of .64328%. Credit Deposit Ratio (CDR) variable has the mean value of 82.1860%. Standard deviation of CDR is 7.94113%. Cash adequacy ratio (CAR) has a mean of 13.2907%.ir has standard deviation of 3.52873%.Cash Reserve Ratio (CRR) has a mean of 14.5707%. It has standard deviation of 8.97480% which also show there was low variability than all other variables used in the study. The R-value of .294, which indicates that there is a strong positive correlation between the dependent variable (ROA) and the set of independent variables. The finding of this study proved that four explanatory variables were statistically significant.*

**Key words:** CAR, CDR, CRR,ROA, Liquidity Management.

## I. INTRODUCTION:

The extent to which an asset or security can be promptly acquired or sold in the market without having an impact on the asset's price is known as liquidity (Investopedia.com). The capacity of a bank to meet its short-term obligations to its depositors and creditors is known as liquidity (El jelly, 2004). A strong financial system, in which liquidity is one of the key factors, depends heavily on the involvement of the banking sector. The ability of an institution to produce or get enough cash or its equivalent in a timely way at a reasonable price to satisfy its obligations as they become due and to finance new business possibilities as part of ongoing operations is referred to as liquidity. To maintain a strong liquidity position and be able to meet the depositors' liquidity needs, the bank trades less liquid assets for more liquid ones. With regard to liquidity requirements, there are two sorts of uncertainty.

With liquidity, a company can avoid having to liquidate, which has its own set of issues, including having to sell off assets at low prices and paying more fees to attorneys, bankruptcy trustees, and liquidators. When liquidity is not generated effectively, it can result in low profitability in the case of high liquidity and insolvency in the event of inadequate liquidity. According to bank liquidity, there should be a balance between cash inflow and outflow. Liquidity risk results from if a continues to pursue or maintain the equilibrium. When banking and financial institutions are unable to meet clients' immediate demand, liquidity risk develops. The likelihood of bankruptcy rises as the liquidity risk does. The past several years have seen challenges and complexity for financial operations and financial instruments as a result of the globalization of banking and financial institutions. Following the 2008 economic crisis, liquidity is the primary worry for banks and financial institutions in the current environment.

Financial institutions actually look for a variety of challenges with the goal of satisfying the public's financial needs and desires by providing unique and distinctive benefits and services that are focused on both the satisfaction of the customers and the fundamental survival of the institution itself. With the help of banks, business owners are eager to employ more people, with the ultimate goal of raising the standard of living for everybody. Therefore, it concentrates on creating a solid loop that confidently signifies the growth of the nation's people, enterprises, financial institutions, and overall population.

A new, cutting-edge banking model has arisen that offers a variety of services in addition to loans and deposits, such as money transfers, letter of credit issuance, bank guarantees, and money issuance. The Nepal Rastriya Bank even has the authority to govern the entire nation's financial system. It is stunning but not surprising that the banking industry has

changed from its traditional features to a liberal one due to how huge and spectacular it has become. The service concepts have grown more dynamic and may now vary in response to public demand and supply. It only gets better and more difficult for the banks as new enterprises and new markets emerge with the help of its services, having relatively fewer issues to solve and greater enthusiasm for the notion of expanding and enlarging the firm.

Following is the figure of banks in numbers currently operating in Nepal.

#### No. of Banking and Non-banking Financial Institutions in Nepal

Class Type	Types of financial institutions	No.
Class A	Commercial Banks	26
Class B	Development Banks	17
Class C	Finance Companies	17
Class D	Micro Credit Development Banks	65

Source: Nepal Rastra Bank 2022

Last but not least, Bank is acknowledged as a registered receiver and collector of the public's funds, whose operations are governed by the state or the central bank. It is permitted to lend money obtained from those funds to further investors. In the big picture, banks are essential to the nation's financial development.

## II. REVIEW OF LITERATURE :

The International Accounting Standards (IFRS, 2006) indicate the fact that liquidity refers to the available cash for the near future, after considering the financial obligations corresponding to that period. Liquidity risk consists in the probability that the organization should not be able to make its payments to creditors, as a result of the changes in the proportion of long-term credits and short term credits and the uncorrelation with the structure of organizations liabilities (Stoica, 2000).

Pradhan (1984:27) article "*Financial Liquidity Assessment and Discriminant Analysis*" in the Pravaha, Journal of management, Vol 8, 1984, published by Nepal Commerce Campus, Tribhuvan University, has tried to show how a discriminate analysis may be useful in assessing the financial liquidity position of the selected public enterprises of Nepal. He even tried to arrange 10 public enterprises (5 from manufacturing sectors and 5 from non-

manufacturing sectors) based on their risk indicated by Z-scores. The objective of the article was, however, to evaluate and combine two explanatory variables in a manner that forces the selected groups to be as statistically distinct as possible.

In the discussion paper on "*Latin America's Banking System in the 1980's*" of Morris (1990), has conclude that most of the banks concentrated on compliance with central bank rules on reserve requirements, credit allocation (investment decision) and interest rates. On the other hand, analyzing loan portfolio quality, operating efficiency, and soundness of bank investment management, has largely been over looked. He further adds that mismanagement in financial institutions has involved inadequate and over optimistic loan appraisal, elevated risk diversification of loan portfolio and investments, elevated risk concentration, related parties lending etc. are major cause of investment and loan that has gone bad. In the book of Madlin & Snock (1998), "*Evaluation of Banking Supervision in NRB*" express when government decided to establish banks with joint ventures two benefits were expected; first, that competition would force domestic banks such as NBL & RBB to improve their services and efficiency; second, that introduction of new banking procedures, methods and technology would occur.

In one of the article in B. M. Magazine, (Nov 2000:11), "*How Much Bankable is Your Bank*", states that the strength and performance of any commercial bank cannot be judged based on a single parameter. The parameters of strength could be the total equity employed, that total assets held, total deposits mobilized etc. whereas performance can be measured with operating profit ratio, deposit to advances ratio, growth in advance, deposits and operating profit etc. P/E ratio shows the confidence of the investors in the stock of a bank.

Jha (2005) article, "*Challenges and Opportunities of Nepalese Banks*", in The Boss, Vol 2, issue 10, pg 96 has expressed about the challenges and opportunities that the Nepalese banking sector faces. Nepali banking sector is going through a rapid transformation. With liberalization in financial markets and integration of domestic market with external markets, bank operations have become more complex and dynamic. The opportunities to enter new business and new markets and to deliver a higher level of customer service are immense. Four trends that alter the banking industry in future are consolidation and merger, globalization of operations, development of modern technology and sustenance of traditional services. With the new capital adequacy norms coming through, it is expected that few banks have no choice but to merge. To have a sustainable growth in the bottom line, banks must increase their global market operations, especially in treasury products by being more innovative and selecting a pool of products which the global market is offering today to reward the calculated risk taken by the bank.

According to European Central Bank (Working paper series – February 2009), "The notion of liquidity in the economic literature relates to the ability of an economic agent to exchange his or her existing wealth for goods and services or for other assets."

According to the Nepal Rastra Bank act 2058, liquid assets refer as the cash stock of the commercial bank, short-term security, business security, government security, and treasury bills.

"A liquidity risk management involves not only analyzing banks on and off-balance sheet positions to forecast future cash flows but also how the funding requirement would be met. The later involves identifying the funding market the bank has access to, understanding the nature of those markets, evaluating banks current and future use of the market, and monitoring signs of confidence erosion. Bank's Liquidity Risk Management Procedures should be comprehensive and holistic. At the minimum, they should cover formulation of overall liquidity strategy, risk identification, measurement, and monitoring and control process." (*Nepal Rastra Bank, 2010: 22*)

"The term liquidity comes from the financial area. It is the status and part of the asset which can be used to meet the obligation. Simply, it can be viewed in terms of liquidity stored in the balance sheet and in term of liquidity available through purchased funds. The degree of liquidity depends upon the relationship between cash assets plus those assets, which can be quickly turned into cash and the liability awaiting payment. Generally, the definition of liquidity varies from countries to country. The definition of the term liquidity covers the whole lot of concepts regarding devices and its use." (*Klise, 1976: 110*)

"Solvency and liquidity risk management is a process that enables shareholders of the bank to maximize their profit without exceeding an acceptable risk. One of the most important objectives in banking operations is to choose the most appropriate ratio between the risk level and the profit rate" (*Jasiéné, 2012:55*)

### **III. RESEARCH METHODOLOGY :**

This study uses secondary data. The observation for the study consists of 3 commercial banks for the purpose of analyzing the liquidity of the banks. The secondary data for the performance and liquidity have been taken from the annual report of the commercial banks for the year 2011/12 to 2020/21.

The data collected is analyzed by using computer software known as (SPSS) Statistical Package for Service Solution version 21.0. Application of descriptive, correlations and regression has been used in the study. A comparison of the independent variables on the dependent variable was also done. To study and compare the impact of independent variables on the dependent variable, descriptive, correlations, and regression analysis has

been implemented.

One of the indefinite reasons behind banks failure is either insolvency or upheaval in liquidity management. Banks ought to have an effective framework regarding its liquidity conditions and have the ability to control and manage the overall scenario. They should build a sharp confidence of where the firm is standing regarding its liquidity obligations so that the access to address the risk and capability to control would not be a problem. The main objective of this report is the analysis of liquidity position in banks whether by examining the historical data or management techniques applied to address those risks. The thorough objectives of this report are listed as follows:

- To examine the impact of cash reserve ratio (CRR) on Return on Assets (ROA)
- To analyze the effect of credit deposit ratio (CDR) on Return on Assets (ROA)
- To identify the capital adequacy ratio (CAR) effect on the Return on Assets (ROA)

Profitability has been selected as a dependent variable through return on assets (ROA) and liquidity is determined as independent variable through cash reserve ratio (CRR), credit deposit ratio (CDR) and capital adequacy ratio (CAR). Following research hypothesis have been set for the analysis of the study.

### **Hypothesis**

H0: There is no significant relationship between the CRR and ROA.

H1: There is significant relationship between the CRR and ROA.

H0: There is no significant relationship between the CDR and ROA.

H1: There is significant relationship between the CDR and ROA.

H0: There is no significant relationship between the CAR and ROA.

H1: There is significant relationship between the CAR and ROA.

### **Variable Description**

Three commercial banks in Nepal—Rastriya Banijya Bank Limited (RBB), Nepal Bank Limited (NBL), and Agriculture Development Bank Limited—are the subject of research (ADBL). The goal of this study is to ascertain how liquidity management affects deposit money bank performance in terms of productivity. Data is derived from bank financial annual reports covering the ten-year period from 2012 to 2022. It uses quantitative analysis and is descriptive in style. We put a lot of emphasis on profitability and liquidity.

**Profitability:** The profitability of a bank is determined using a variety of techniques. For this study, the return on asset (ROA) method will be used to assess these institutions' profitability (ROA).

**Liquidity:** The liquidity will be calculated using the cash reserve ratio (CRR), credit deposit ratio (CDR) and capital adequacy ratio (CAR).

#### **Variables Description**

ROA is the dependent variable in the study. These dependent variables are used to gauge profitability. Return on assets (ROA) measures how efficiently a company uses its assets by determining how profitable a company is in comparison to its total assets. Cash Reserve Ratio (CRR), Credit to Deposit Ratio (CDR), and Capital Adequacy Ratio are the independent variables in this study (CAR). Based on the dependent variable, multiple regression models have been formulated as follows:

$$\text{ROA} = \alpha_i + \beta_1 \text{CRR} + \beta_2 \text{CDR} + \beta_3 \text{CAR} + \epsilon_{it}$$

Commercial banks are required to retain a certain minimum amount of customer deposits as reserves, either in cash or as deposits with the central bank, according to the Cash Reserve Ratio (CRR). In Nepal, Commercial Bank CRR is kept at 4%. A bank's ability to meet its financial commitments through deposits is measured by the credit to deposit ratio (CDR), which is also known as the loan to deposit ratio. Banks with lower loan to deposit ratios typically have better liquidity. A high ratio suggests that the bank would not have adequate liquidity to address any unforeseen funding needs, whereas a low CD ratio shows cost of capital.

The capital adequacy ratio (CAR) measures how much capital a bank has in comparison to its current obligations and risk-weighted assets. Central banks and bank regulators make the decision to stop commercial banks from using excessive leverage and going bankrupt as a result. The capital adequacy ratio for Nepal was 13.5%.

#### **IV. DATA ANALYSIS**

Descriptive statistics and inferential statistics have been evaluated from the data gathered. Firstly, descriptive statistics (mean, and standard deviation) analyzation is done.

##### **Descriptive Analysis**

The descriptive statistics of the explanatory and explained variables in this study are presented in Table. It is based on a panel data set organized from three commercial banks operating in the Nepalese financial market during the period from 2010 to 2020. Looking at them, generally, the statistics indicate a wide variability exist in the indicators of liquidity risk management of commercial banks.

Liquidity Management's Effects On Nepal's  
Commercial Banks' Profitability

<b>Descriptive Statistics</b>			
	N	Mean	Std. Deviation
ROA	30	1.7913	.64328
CDR	30	82.1860	7.94113
CAR	30	13.2907	3.52873
CRR	30	14.5707	8.97480
Valid N (list wise)	30		

The standard deviation of the ROA is 0.64328%, with a mean value of 1.7913%. The mean value of the Credit Deposit Ratio (CDR) variable is 82.1860%. The CDR's standard deviation is 7.94113%. The average cash adequacy ratio (CAR) is 13.2907%. Standard deviation for it is 3.52873%. The average Cash Reserve Ratio (CRR) is 14.5707%. Its standard deviation of 8.97480% demonstrates the minimal variability compared to all other study variables. The mean value and standard deviation of the chosen manufacturing companies are displayed using descriptive statistics. Additionally, it offers the variables' maximum and minimum values. A descriptive analysis of the study variables was also done.

<b>Correlations</b>					
		ROA	CDR	CAR	CRR
<b>ROA</b>	<b>PEARSON CORRELATION</b>	1			
<b>CDR</b>	<b>PEARSON CORRELATION</b>	-.533**	1		
<b>CAR</b>	<b>PEARSON CORRELATION</b>	-0.275	.605**	1	
<b>CRR</b>	<b>PEARSON CORRELATION</b>	-0.303		.549**	1
**. Correlation is significant at the 0.01 level (2-tailed)					

The outcomes are displayed in Table . Table displays the bank's typical ROA. Table shows that there is a negative link between size, credit risk, and operational efficiency and a positive correlation between ROA and asset management. This shows that ROA has increased along with asset management. The findings indicate that an increase in ROA is possible even when the other variables decrease. Since it makes sense that increased asset management would result in higher returns on assets, asset management and ROA have a significant positive link.

## Regression Analysis

The goodness of fit of the liquidity management variables explaining the variances in the profitability of commercial banks in Nepal is assessed using the R-square. Below is a distinct examination of the regression analysis of ROA on liquidity management.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 <sup>a</sup>	.294	.213	.57083

a. Predictors: (Constant), CRR, CDR, CAR

According to the data in the table, the R square value is.213, which means that the independent variables account for 21.3% of the variation in the dependent variable while other variables outside the model account for 78.7% of the variation. This demonstrated how well this model is as a prediction. The dependent variable (ROA) and the group of independent variables have a strong positive correlation, as shown by the R-value of.294, which is significant.

Anova					
Model	Sum of Squares	df	Mean of Squares	F	Sig.
Regression	3.528	3	1.176	3.610	.027 <sup>b</sup>
Residual	8.472	26	.326		
Total	12.000	29			
a. Dependent Variable:ROA					
b. Predictors: (Constant) CRR, CAR, CDR					

### Coefficients

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. error	Beta		
(Constant)	5.312	1.191		4.461	.000
CDR	-.045	.017	-.555	-2.613	.15
CAR	.021	.041	.114	-.513	.612
CRR	-.007	.014	-.098	-.484	.632
A. Dependent Variable: ROA					

Result Overview

The value of the F-stat is determined to be 3.610 in table above, which is significant because the level of significance is less than 5%. Additionally, this shows that the alternative hypothesis is accepted and the null hypothesis is rejected. Return on Assets (ROA) is positively correlated with all the variables of working capital such as Current Reserve Ratio (CRR), CAR and Credit Deposit Ratio (CDR) has insignificant relation with them. Thus, it was discovered that the following factors affect the economic-based performance (ROA) of commercial banks: bank size, liquidity risk, asset management, and operational efficiency. Thus, the analysis predicts the average ROA with about 90% explanatory power by the following model:  $ROA = 5.312 + -0.045SIZE + 0.021CAR + -0.007 + e$

#### **V. FINDINGS :**

The researcher has determined that bank size, asset management, and credit risk were found to be significant and effect ROA as their t-sig are less than 5% in order to examine the importance of each independent variable on the dependent variable ROA. However, because ROA's t-sig is 0.632 (>5%), operational efficiency has little impact on it. Because ROA evaluates the log of a company's total assets and requires the use of total assets value in order to be calculated, the size of the bank may have a major impact on the value of ROA. Since liquidity risk compares the bank's reserve to the overall amount of loans, it can have some impact. Since loans would incur interest, this would have an impact on net income and, in turn, the ROA value. Similar to this, asset management affects the banks' overall assets and hence has an impact on ROA. Operational efficiency, on the other hand, assesses the bank's capacity to cover its operating costs. Although operational expenses have an impact on net income, the ROA value is not directly related to net income.

#### **VI. CONCLUSION**

The study examines liquidity management through the comparative analysis of commercial banks. The selection criterion is based on judgmental sampling. The independent variable includes CDR, CAR, NPL, and ROA. The dependent variable includes the liquidity ratio which is the measure of the most liquid assets of the banks. The analysis is done using the ratio analysis of the averages of the variables involves along with the descriptive and analytical analysis.

The ratio analysis shows the better liquidity position of all three banks. This shows that they have more of liquid assets to pay off its obligations. The CD ratio of sample banks is within brackets or less than 80% and they have been able to meet NRB requirements.

Correlation Analysis & t-test for correlation shows the CD ratio therefore hypothesis H1 and H3 are accepted. The ROA along with CAR shows the insignificant positive relation with liquidity ratio. Hence the hypothesis H2 and H4 are accepted.

The stress testing is used to develop scenarios of 5%,10% and 15% withdrawal of deposit and their affect on liquidity ratio and CAR. It studies the relationship of the financial variables and have become necessary for the forward-looking assessments. Though 5% and 10% withdrawal of deposit reduces liquidity ratio and CAR, They are within limit of NRB requirement i.e. 20% and 10% respectively. However, 15% withdrawal of deposit of sample banks shows the sign of liquidity crunch and low capital level. Hence Stress testing alerts bank management to be aware on adverse situations related to a several risks and provides an indication of how much capital needed to absorb losses and liquidity required during the adverse situation. It is used to evaluate the potential impact on a bank of a specific event and movement in a set of financial variables and its applications are expanding.

## VII. REFERENCES

- Adebayo, M., Adeyanju, D., & Olabode, S. (2011). Liquidity Management and Commercial Banks' Profitability in Nigeria. *Research Journal of Finance and Accounting*, 2(7/8). Retrieved from <http://www.iiste.org>
- Akhtar, S. (2007), "Pakistan: changing risk management paradigm – perspective of the regulator", ACCA Conference – CFOs: The Opportunities and Challenges Ahead, Karachi, p. 8.
- Almazari, A. A. (2014). Impact of Internal Factors on Bank Profitability: Comparative Study between Saudi Arabia and Jordan. *Journal of Applied Finance & Banking*, 4(1), 125–140. Retrieved from <http://www.scienpress.com> Macroeconomics, and Asset Prices, p. 12.
- Berger, A. N., & Bouwman, C. H. (2008, October). Financial Crises and Bank Liquidity Creation. Retrieved March 2010, from Social Science Research Network: <http://ssrn.com/abstract=1231562>
- Eljelly, A. "Liquidity-profitability tradeoff: an empirical investigation in an emerging market." *International Journal of Commerce and Management*, Vol.14 (2), pp. 48-61. 2004
- Ibe, S. O. (2013). The Impact of Liquidity Management on the Profitability of Banks in Nigeria. *Journal of Finance and Banking Management*, 1(1), 37–48. Retrieved from <http://www.aripd.org/jfbm>
- Ojo, M. (2010). "Risk management by the Basel Committee: Evaluating progress made from the 1988 Basel Accord to recent developments". *Journal of Financial Regulation and Compliance*, 18, 305-315.

- Petria, N., & Petria, L. (2009). Operational Risk Management and Basel II. Management and Economics , 96-100. Van Ness, D. R. (2009). Corporate Performance 3rd Ed.: Strategies, Actions, Results. East Greenbush: Hallenbeck Publishing Co.
- Vaihekoskia, M. (2009). "Pricing of liquidity risk: empirical evidence from Finland". Applied Financial Economics , 1547 — 1557. Vento, G.A., & Ganga,
- Wilner, B., 2000. The exploitation of relationships in financial distress: The case of trade credit

**Websites:**

- [www.encyclopedia.com](http://www.encyclopedia.com)
- [www.sanimabanknepal.com](http://www.sanimabanknepal.com)
- [www.nabilbank.com.np](http://www.nabilbank.com.np)
- [www.kumaribank.com.np](http://www.kumaribank.com.np)



## **AGRIPRENEURSHIP: A STUDY OF RURAL DEVELOPMENT IN GORAKHPUR, UTTAR PRADESH**

\*Dr. Shamim Alam, \*\*Dr. Nausherwan Raunaque, \*\*\*Dr. Ajay Kumar

### **ABSTRACT :**

*Rural entrepreneurs are a key symbol in economic progress of a developing country like India. Rural entrepreneurship is the way of converting developing country into a developed nation. Rural entrepreneurship is the answer to removal of rural poverty in India. Therefore, there should be more stress on integrated rural development programs. The Indian economy is basically an agrarian economy; it can serve as a platform for agricultural entrepreneurship, food processing and other allied activities. At the time of Independence in 1947, more than half of the national income was contributed by agriculture.*

*The First Five Year Plan has emphasized on agricultural development. Also the Green Revolution strategies adopted during 1960s has contributed a lot in making India self-sufficient in food production. With the advent of New Economic Policy adopted since 1991, the scenario has changed drastically Agriculture is the prime mover of economic growth in Uttar Pradesh. Agricultural of current approaches to art of Agripreneurship education which is needed and exploring the entrepreneurship and management-skills.*

*This research paper identifies and analyzes the economic and social perspective which works as a barrier in the development of entrepreneurial skills in the farming sector of Uttar Pradesh.*

**Key words:** Agripreneurship, Rural Entrepreneurs Development., Agripreneurship aptitudes, management expertise.

### **I. INTRODUCTION:**

An agripreneurs may be defined as someone who undertakes a variety of activities in agriculture and its allied sectors to be agripreneurs. An agripreneurs may start an agro business, change a business direction, acquire a business or may be involved in innovatory activity of value addition. Explicit an agripreneurs is a risk-taker, opportunist, initiator which deals with the uncertain agricultural business environment of the firm. Entrepreneurs are often discussed in terms of starting a business. The Edward De Bono's lateral thinking principles (1990) is applied to highlight the difference between the —Agriculturalll of current approaches to Agripreneurship education and the —artll of agripreneurship education which

---

\*Assistant Professor, Sandip University, Sijoul, Madhubani, Bihar. Email: shamimalam905@gmail.com

\*\*Assistant Professor, Sandip University, Sijoul, Madhubani, Bihar

\*\*\*DDU. Gorakhpur University, Gorakhpur

is needed. The poor farmers have failed in agriculture but agripreneurs are becoming very successful by doing business in Agri Export Zones due to:

- a. Agriculture is selective, whereas the Art of Agripreneurship is generative.
- b. Agricultural moves only if there is a direction in which to move, whereas the art of Agripreneurship moves in order to generate direction.
- c. Agriculture is sequential, whereas the Art of Agripreneurship can make jumps.
- d. Agriculture requires each step to be correct, whereas with the Art of Agripreneurship this does not need to be.
- e. Agriculture has fixed categories, classifications and labels whereas the Art of Agripreneurship there is no such constraints.

A farmer to become a successful agripreneurs needs to be active, curious, determined, persistence, visionary, hardworking, come up with ideas, communicative with strong management and organizational skills, recognize suitable marketing opportunities, manage the optimum resources or bearing the risk. Agripreneurship is greatly influenced by three factors namely the economic situation, education and culture in India. The socio-economic analysis of agripreneurs and traditional farmers in selected districts of Uttar Pradesh in India clearly indicates that if the right environment is created and farmers are provided with good infrastructure, technology and timely availability of credit through financial institutions it can enhance food production and can ensure food security, income and quality of life for the farmers. Contrary to common beliefs, the skills associated with agri-business are not necessarily innate but the farmer can develop it through education and training. They need continuous and proper development to update their skills and competencies which basically includes self-initiative, good decision making, problem solving, opportunist seeking, ability to focus on customer demands, self-confidence etc. About one third of all wheat produced in the Country comes from Uttar Pradesh. Similarly, around 40% of the sugar cane was produced from Uttar Pradesh. Farmers need knowledge in each of the key areas of farm management which includes planning, implementing and controlling. They also need information about primary agricultural techniques and methods like production, harvesting, processing, wholesaling and retailing, financial services, transport, packaging, promotion and advisory services.

## **II. LEVEL OF SKILLS IN ENTREPRENEURSHIP**

Skills can be described as the best and proper way of carrying out tasks related to the farming business. The skills can be learnt through training which focus on providing requisite

information, experience, knowledge to provide a base for better decision making. The skills are imparted to the farmers through Institutes, EDC cells and Universities through lectures, field work and demonstrations by organizing work-shops, seminars etc.

**1. Primary level skills:** Basic information of soil, tilling land with equipment's, effective communication, team building, the competency level, confidence, creativity, initiative, need for achievement, risk taking, desire for independence etc.

**2. Medium level skills:** practising more complex tasks such raising loans, awareness about the inputs or equipment's, establishing the mini farms, use of technology, mobilization of money-investment pattern and price mechanism, designing the task etc.

**3. Enterprise skills:** which farmers need to succeed in the business includes-professional skills (technical and production), management skills (financial and administrative), opportunity skills (recognizing and realizing business opportunities), strategic skills (developing and evaluating a business strategy), cooperation and networking skills (networking and utilizing contacts).The last three skills are considered as real entrepreneurial skills for running an enterprise i.e. food processing unit run by farmers in India.

### **III. OPPORTUNITIES AND CHALLENGES OF ENTREPRENEURSHIP IN GORAKHPUR, UTTAR PRADESH (INDIA)**

The benefits of entrepreneurship to the society and the economy as a whole are huge. They help to make the Indian market export competitive and at the same time, they make the "Made in India" brand more acceptable. The government of Uttar Pradesh has framed its policies to cherish and promote the potential agripreneurs. Uttar Pradesh, the land of opportunities is widely acknowledged for its multi-hued culture, religion, natural resources and variety of geographical land. Uttar Pradesh is a steadily growing state at nearby 7% during the last decade. With large extent of agrarian fertile planes and diverse agro climatic conditions, agriculture is one of the most important and thrust areas of the economy of Uttar Pradesh. Uttar Pradesh is the largest producer of food grains and sugarcane in India. The major crops grown in the state are paddy, wheat, sugarcane, potato, mustard, groundnut, gram, pea and lentil. The state carries immense potential for food processing industries, which has been profitably undertaken in the state. Uttar Pradesh has one of the most attractive destinations for investors and entrepreneurs. The state has set up several industrial estates. Source: PHD Chamber of Commerce and Industry, December 2011. The key industries are IT, textile, cement, vegetable oils, sugar, cotton yarn, jute, carpet, brassware, glassware and bangles.

**IV. REVIEWS OF PAST STUDIES ON ENTREPRENEURSHIP FOLLOWING GAPS WERE IDENTIFIED:-**

1. There is minute study on assessing entrepreneurial skills to the farmers.
2. There is no certain study on education and training development provided to the farmers.

In U.P., Agriculture plays a dominant role in the economy and growth rate of Agriculture and allied sector is 5.6 percent that of primary sector is 5.8percent. Secondary and Tertiary sectors are also growing very fast in the country as a whole but in U.P. though growth of secondary sector is close to national figure, the tertiary sector is lagging behind. Yet Agriculture and related sector growth being the lowest has a potential to improve and thus provide boost to the overall economy of the state. The economy of Uttar Pradesh is agrarian and performance of agriculture and allied activities such as horticulture, animal husbandry, dairying and fisheries are critical in determining the growth rate of the State. Development of the rural areas is essential for inclusive and equitable growth and to unlock huge potential of the population that is presently trapped in poverty with its associated deprivation. The incidence of poverty across the state indicates that poverty is very closely linked to the absence of social infrastructure. Several emerging challenges confront Indian farmers. These include limited land and water availability, which is further exacerbated by degradation of natural resources, climate changes, changes in demand and consumption patterns, moving toward high-value agriculture, increasing population pressure and liberalization of trade (Lele et al. 2010). In India, the role of agricultural extension in improving agricultural growth is today being recognized with increasing investment. India's 10th and 11th five-year plans emphasize agricultural extension as a key to increasing agricultural growth by reducing the yield gap in farmer fields, and therefore stress the need to strengthen agricultural extension in India. Source: (Planning Commission 2001, 2005, 2006). However, despite the renewed interest and investment in agricultural extension in India, the coverage of such services is inadequate. Government extension programs, extension services of the national agricultural research system, cooperatives, and nongovernmental extension programs have a very limited outreach (NSSO 2005). The 2003 National Sample Survey Organisation (NSSO) survey showed that 61.1 percent of farmers had not accessed any source of information on modern technology to assist in their farming practices in the past year. Of those who had sourced information, 16 percent received it from other progressive farmers, followed by input dealers. Of those farmers who had accessed information, the major problem of extension services was found to be the practical relevance of the advice (NSSO 2005). The entrepreneurial activities in Uttar Pradesh may not match the

requirement of strengthening competitive advantage of skills. This might come from the reason that there has been no empirical knowledge clarifying the relationship between entrepreneurship competencies and competitive advantage in Uttar Pradesh. Conversely, Malaysia (Ong & Ismail 2008), Hong Kong (Man et al. 2008), India (Bhardwaj et al. 2007), and Punjab, India (Batra et al. 2003) have studied this issue and found that a need for achievement and internal locus of control (Ong & Ismail 2008), commitment competencies (Man et al. 2008) and management support (Bhardwaj et al. 2007) have a direct impact on an enterprise's competitive advantage. Nonetheless, these results may be valid for their researched countries but may be inapplicable to the Uttar Pradesh, the largest state of India. This is because each state has a different culture that affects the competencies required for enhancing competitive advantage in particular business competitive conditions (Dart et al. 1990 & Swierczek & Jatusripitak 1994). The paper also analyses the main challenges and constraints each agricultural extension approach faces in its operation in order to identify opportunities for increasing its effectiveness and efficiency in reaching smallholder farmers. The main limitation of the review is the lack of thorough impact evaluation of the projects, which have largely been examined descriptively, thus making it difficult to compare the efficiency and effectiveness of each approach—a comment also made by Raabe (2008).

This problem is not specific to India but is present globally, as there is often very little information available on the performance of various extension systems worldwide, considering the investments made in this area (Birkhaeuser, Evenson, and Feder 1991; Davis 2008).

#### **V. IMPORTANT STEPS IN THE DEVELOPMENT OF AGRO-ENTREPRENEUR BASED EDP PROGRAMME;**

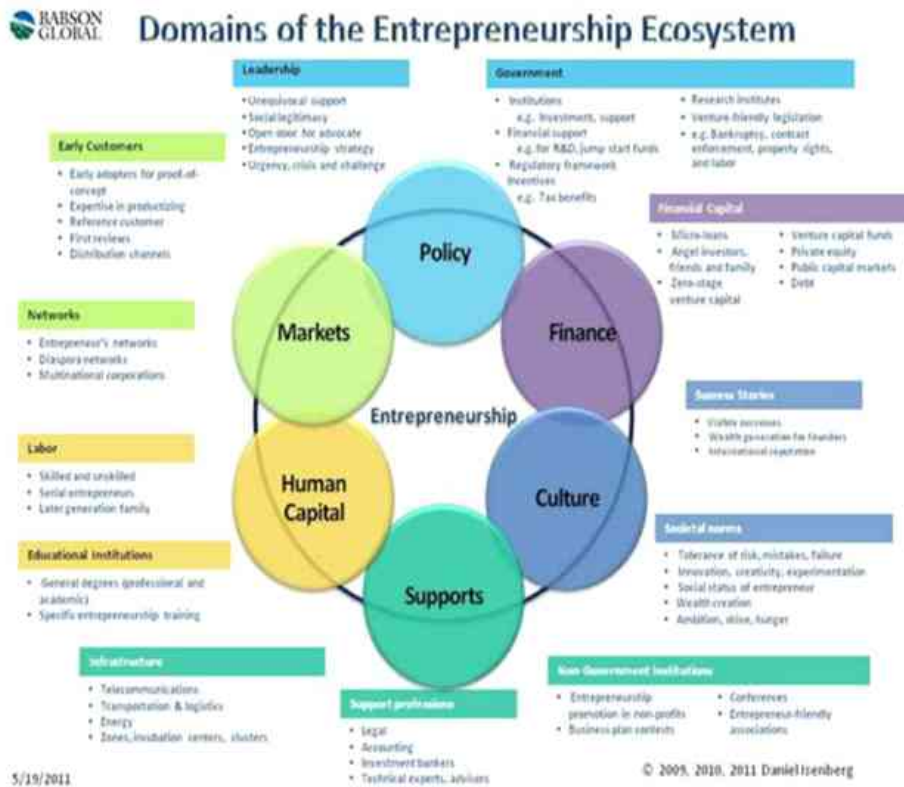
1. Identification and location of prospective self-employees
2. Entrepreneurs from amongst prospective candidates
3. Agro based entrepreneurship development training
4. Providing proper guidance and help in selection of product and preparation of project report
5. Organizing different resources
6. Organisational support in setting an enterprise
7. Proper Follow up.

**Why India Promoting Agripreneurs-**

Agriculture contributes 24.2% toGDP, 15.2% of total exports and provides employment to 58.4% of country's work force.

1. Agriculture remains a key sector of the Indian economy accounting for 25 per cent share in the gross domestic product (GDP) and about 13 per cent of the total export earnings.

2. The share of agriculture in the total value added to the economy, at around 25 per cent, is still quite high. This implies that agriculture is likely to remain a priority, both for policy makers as well as businesses, in the foreseeable future and any move to ramp up the sector calls for a multi-pronged strategy.



(Source: Babson Global Index Journal)

**Diag1: Isenberg Model of an Entrepreneurship Ecosystem**

## **VI. CHALLENGES/ BARRIERS FACED BY THE AGRIPRENEURS-**

**(a).Lack of resources-** Lack of finance available to rural entrepreneurs is one of the biggest problems which entrepreneurs are bearing now days especially due to global recession. Major difficulties faced by rural entrepreneurs includes low level of purchasing power of rural consumer so sales volume is insufficient, lack of finance to start business, reduced profits due to competition, pricing of goods and services.

**(b). Infrastructural Lacking-** The growth of rural entrepreneurs is not very healthy in spite of efforts made by government due to lack of proper and adequate infrastructural facilities.

**(c). Risk about Rural entrepreneurs-** Have less risk bearing capacity due to lack of financial resources and external support.

### **(d). Marketing problems and competition-**

Major problems faced by marketers are the problem of standardization and competition from large scale units. Rural entrepreneurs face severe competition from large sized organizations and urban entrepreneurs. They face the problem in fixing the standards and sticking to them.

### **e. Management problems-**

**i) Lack of technological propagation-** Information technology is not very common in rural areas. Entrepreneurs rely on internal linkages that encourage the flow of goods, services, information and ideas.

**ii) Legal formalities and regulations -** Rural entrepreneurs find it extremely difficult in complying with various legal formalities in obtaining licenses due to illiteracy and ignorance in farmers.

**iii) Availability of resources-** Procurement of raw materials is really a tough task for rural entrepreneur. They may end up with poor quality raw materials, may also face the problem of storage and warehousing.

**iv) Lack of technical knowledge-** Rural entrepreneurs suffer a severe problem of lack of technical knowledge. Lack of training facilities and extension services create a hurdle in the development of rural entrepreneurship.

**v) Quality Control-** Another important problem is growth of rural entrepreneurship is the inferior quality of products produced due to lack of availability of standard tools, techniques and equipment, lack of quality materials.

**vi) Low skill level among farmers-** Most of the entrepreneurs of rural areas are unable to find workers with high skills. Turnover rates are also high. They have to be provided with on the job training and their training is generally a serious problem for entrepreneur as they are uneducated and they have to be taught in local language which they understand easily.

#### **Remedies To Resolve Agripreneurs Glitches-**

Remedies to Solve These Problems Different organization like IFCI, ICICI, SIDBI, NABARD etc. are trying to sort these problems. Marketing problems are related with distribution channels, pricing, product promotion etc.

In order to make the rural entrepreneurs to state the business venture, the following measures may be adopted:

**1. Establishment of finance cubicles.** The financial institutions and banks which provide finances to entrepreneurs must create special cells for providing easy finance to rural entrepreneurs.

**2. Concessional rates of awareness.** The rural entrepreneurs should be provided finance at concessional rates of interest and on easy repayment basis. The burdensome formalities should be avoided in sanctioning the loans to rural entrepreneurs.

**3. Sustainable Development into the supply chain management-** A suitable supply of raw materials rural entrepreneurs should be ensured of proper supply of scarce raw materials on priority basis. A subsidy may also be offered to make the products manufactured by rural entrepreneurs cost competitive and reasonable.

**4. Contribution training facilities.** Training is essential for the development of entrepreneurships. It enables the rural entrepreneurs to undertake the venture successfully as it imparts required skills to run the enterprise. Presently the economically weaker entrepreneurs of the society are offered such training facility under Prime Minister's RozgarYojna. (PMRY) Programmed FICCI, (NGOs) Lions Clubs, Rotary Clubs and voluntary organizations can also arrange such training programmers for rural entrepreneurs to provide them stimulation counseling and assistance .

**5. Set up marketing co-operatives** Proper encouragement and assistance should be provided to rural entrepreneurs for setting up marketing cooperatives. These co-operatives shall help in getting the inputs at reasonable rate and they are helpful in selling their products at remuneration prices. Hence, middlemen can be avoided and rural entrepreneurs derive the benefits of enterprise.

Development of an alternative model for promotion Agripreneurship among farmers- Given the above problems, the agribusiness sector needs customized financial services so that the service providers as well as the beneficiary are benefited.

**Some Potential Solutions That Need To Be Explored And Empirically Tested Are-**

1. Implementation of new financing- such as weather index-based insurance and micro insurance also have great potential for managing the risks faced by small farmers.
2. Pushing financial services with nonfinancial services- like marketing and extension services offers new opportunities for small farmers to increase their productivity and incomes.
3. Compassionate infrastructure- An enabling policy environment and legal framework, enforcement of rules and regulations, and a supportive rural infrastructure all contribute immensely to making sustainable access to finance a reality
4. Subject of financial literacy-The agripreneurs must be educated regarding the financial services available for them. They must be made aware of all schemes and projects for them.
5. Smoothing electronic payment systems-The financial institutions can drastically reduce the transaction charges by the adoption of electronic payment system. This would encourage the banks and financial institutions to reach the agripreneurs situated in far-off areas.
6. Uses of Branchless banking- This technology can also significantly slash transaction costs for both service providers and consumers.
7. Convenient smart technology- to establish identification and monitor clients can significantly alleviate information asymmetries and help improve repayment rates. Sustainable models of providing financial service to Agripreneurs- There are a need for devising alternative models of delivery of financial services to agripreneurs. Further alternative financial instruments must also be developed to overcome the deficiency in the financial instrument which can lead to overcome social and economic barriers.

**VII. OBJECTIVES OF THE STUDY:**

- Understanding the challenges which work as a barrier in the development of entrepreneurial skills in the agripreneurship sector.
- Studying the agricultural entrepreneurship model of rural development and its importance.
- Developing an alternative model for promotion of agripreneurship among farmers.

- To Study the required factors for Agripreneurs
- To explore the problems faced by the Agripreneurs

Why India promoting Agripreneurship: a quick perspective. All 15 major climates of the world, snow bound Himalayas to hot humid southern peninsula, Thar Desert to heavy rain areas all exist in India. There are 20 agro climatic regions and nearly 46 out of 60 soil types in the country. India is the center for biodiversity in plants, animals, insects, micro-organisms and accounts for 17 per cent animal, 12 per cent plants and 10 per cent fish genetic resources of the globe. In recent years, there has been a considerable emphasis on crop diversification towards horticulture (fruits, vegetables, ornamental crops, medicinal and aromatic plants and spices), plantation crops (coconut, cashew nuts and cocoa) and allied activities. The problems of unemployment, underemployment and disguised unemployment have swamped the country, especially the rural common people. Considering that 2/3rd of the Indian population is employed in the agriculture sector, providing viable and sustainable business opportunities in Indian agribusiness is essential for generating employment in the country.

#### **VIII RESEARCH METHODOLOGY:**

##### **A. Research Design**

The goal of the current research is to examine the conditions necessary for agribusiness owners to investigate the issues they encounter. Initially the research is done using literature review method to reach the objectives of the study. Descriptive research is done using survey method at randomly selected business people in Gorakhpur district, Uttar Pradesh.

##### **B. Data Collection**

The primary data is collected through direct discussions with people by distributing questionnaire. The questionnaire had 28 questions. Out of 121 respondents, 90 respondents were finalized as final sample size as they filled the questioner in appropriate manner. The Secondary data was collected through books, college websites, and journals. Effort has also been made to gather information from doctoral works on this area.

##### **D. Data Analysis**

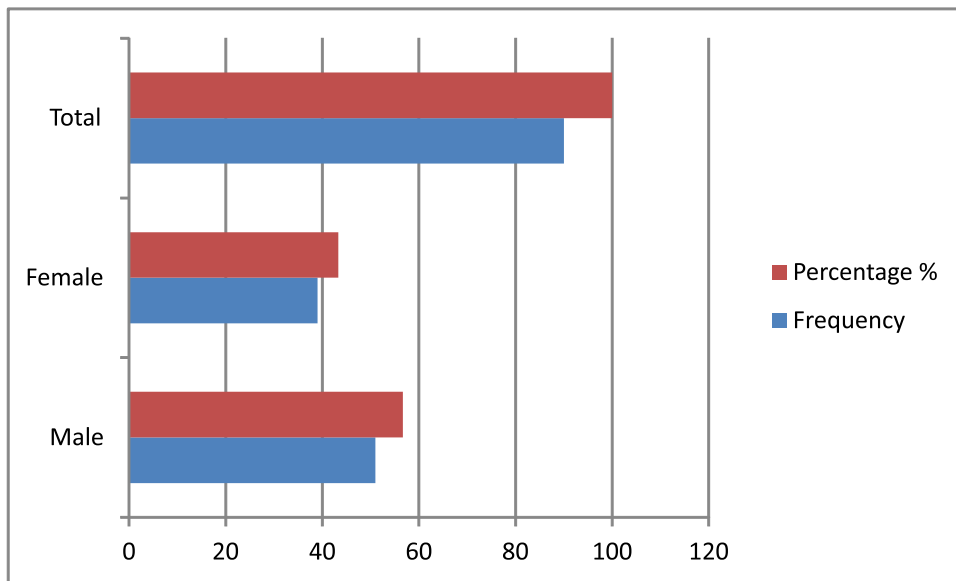
The data Analysis was done by using Percentage analysis.

**RESULTS AND DISCUSSION**

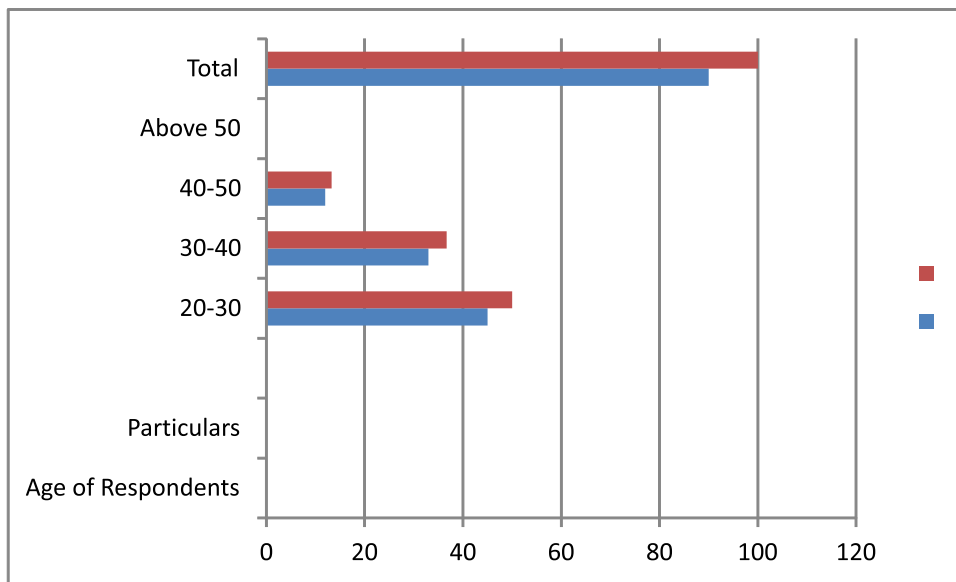
## A. Demographic Information

Table1 : Profile of respondents'demographics

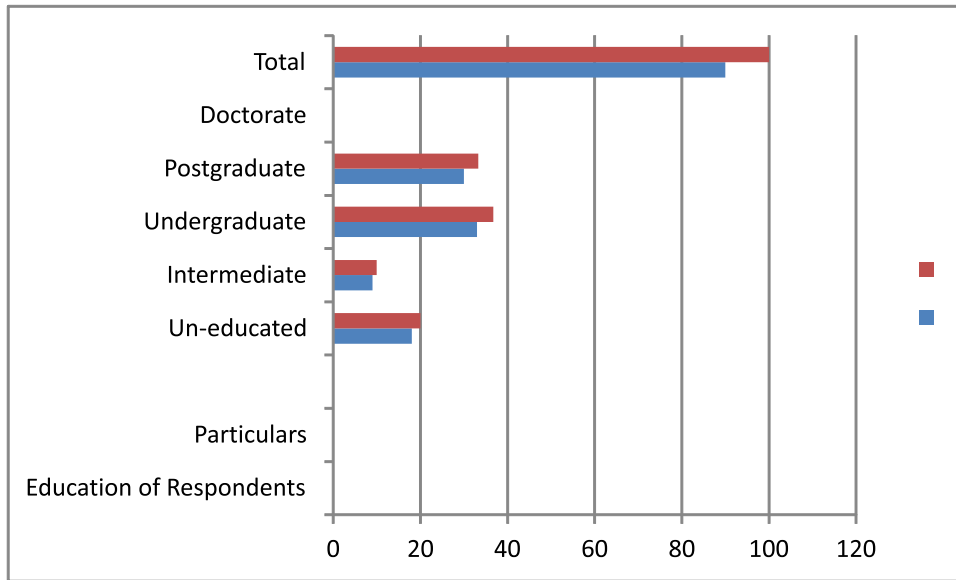
Gender		
Particulars	Frequency	Percentage %
Male	51	56.7
Female	39	43.3
Total	90	100
Age		
Particulars	Frequency	Percentage %
20-30	45	50
30-40	33	36.7
40-50	12	13.3
Above50	none	none
Total	90	100
Education		
Particulars	Frequency	Percentage %
Un-educated	18	20
Intermediate	9	10
Undergraduate	33	36.7
Postgraduate	30	33.3
Doctorate	none	None
Total	90	100
Agripreneurs		
Particulars	Frequency	Percentage %
belowyears5	30	33.3
5-10yrs.	33	36.7
10-15yrs.	15	16.7
15-20yrs.	3	3.3
above20 years	9	10
Total	90	100



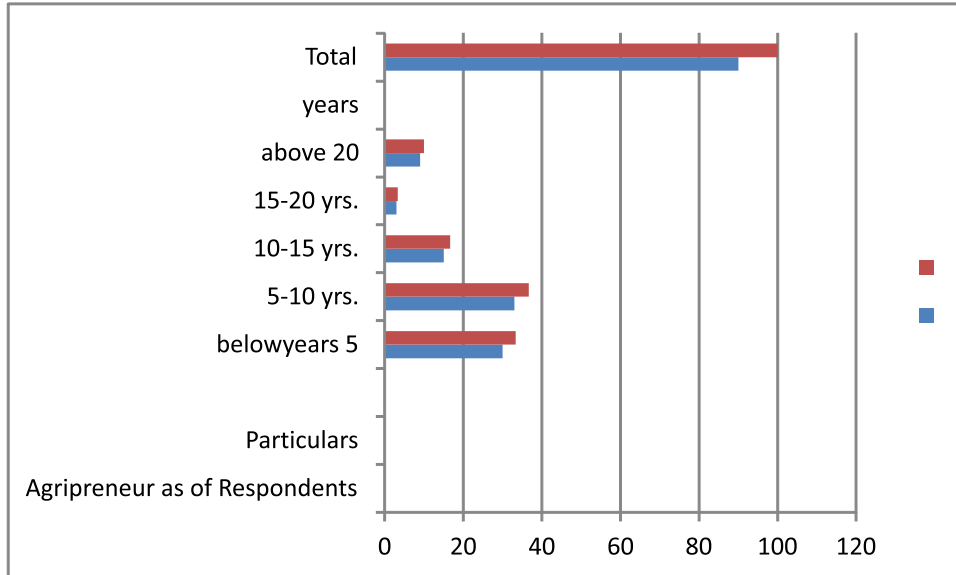
Graph1: Respondents of gender



Graph 2: Respondents of Age



Graph 3: Education of Respondents



Graph 4: Agripreneurs of Respondents

Table1 shows the respondents' demographics of 90 participants were polled for the current study, and of those,51 participants were men and 39 participants were women. The respondents' ages ranged from 20 to 30 years, with the average being 22.1 years. The majority of respondents (51), followed by 33 respondents who completed their undergraduate degrees, studied up to the postgraduate level. Agri business represented 32 of the 90 respondents, followed by agricultural (26) and farmers (16). (20). 57 of the 90 respondents came from rural origins, followed by 20 from metropolitan regions and 13 from semi-urban areas. 90 of the90 respondents were entrepreneurs.

**Table2 : Required factors for Agripreneurs**

Respondents of Factors for Agripreneurs								
s.no	factors	Strongly agree	agree	neutral	Disagree	Strongly disagree	Total accepts	percentage
1	Soilfertility	66	21	3	None	none	87	96.6%
2	Women empowerment	36	45	9	none	none	81	90%
3	Newtechnologies	39	42	9	none	none	81	90%
4	Commercialcrops	24	42	21	3	none	66	73.4%
5	Climaticconditions	30	54	6	none	none	84	93.3%
6	Satisfiedproduction	24	42	9	12	3	66	73.4%
7	Financialsupport	18	39	12	21	none	57	63.3%
8	Customerspurchases	30	39	12	9	none	69	76.6%

### **A. Interpretation of the required Factors for agripreneurs (Required Factors for Agripreneurs)**

Table 2 shows the accepted factors for the agripreneurs by the 90 respondents. Out of 90 respondents, an average of 80 respondents said that soil fertility, climatic conditions, women empowerment, and new technologies are the most important factors.

### **PROBLEMS FACED BY THE AGRIPRENURES**

Table 3 : The Problems Faced by the agripreneurs

Respondents of Problems faced by the agripreneurs								
S.No	Problems	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total Accepts	Percentage
1	Channel of distribution available	3	18	21	27	21	69	76.6%
2	Govt schemes useful	6	21	18	33	12	63	70%
3	A sudden price drop happens	21	42	6	9	12	63	70%
4	Transportation issues	6	54	6	15	9	60	60%
5	Non-profitable occurs	9	21	12	21	27	60	60%
6	Globalization effects	18	36	18	12	6	54	60%
7	Lower productivity happens	6	57	12	9	6	63	70%
8	Pest and disease problems	12	39	18	15	6	51	56.6%
9	Supporting Agripreneurship	97	none	none	3	none	97	97%

Table 3 shows the issues that agricultural businesses are currently facing. In the 90 people who responded to the survey for this study, on average, 60 people said that the lack of a profitable distribution channel, the ineffectiveness of government programmes, unexpected price drops, transportation problems, and decreased productivity are the main issues.

**Findings**

Ø The soil fertility, women empowerment, new technology, and climatic conditions are the more significant factors to start the agripreneurs.

Ø The Channel of distribution available, Govt. schemes, sudden price drops, and Lower productivity are majorly faced as problems by the agripreneurs.

**CONCLUSION AND SUGGESTIONS**

The goal of this study is to comprehend the issues and challenges faced by agripreneurs. The 90 respondents (Agripreneurs) were polled to meet goals. The respondents (Agripreneurs) want to encourage agri business in the research region. The most difficult agricultural activity, according to respondents, is channel management, followed by marketing and selling of harvests. Globalization, pests, and disease are simple chores. The component analysis revealed variables that described how producers viewed financial support. Agriculture officials should be aware of the issue of agripreneurs and work to create initiatives that will draw in new agripreneurs.

**REFERENCES**

1. Keyne, J. (2000), "Rural Entrepreneurship Initiative", Kauffman Centre for Entrepreneurial Leadership, September.
2. Petrin, T. (1994), "Entrepreneurship as an Economic Force in Rural Development", Key Note Paper presented at the 7th FAO / REU International Rural Development Summer School, Herrsching, Germany, 8–14 September.
3. Stevenson, H.H, et al. (1985), "New Business Ventures and the Entrepreneurs", Home wood, IL: Irwin.
4. Organization for Economic Co-operation and Development (1999), "Best Practice Policies for Small and medium-Sized Enterprises", In ADB / TA 3150-PRC: A study on Ways to Support Poverty Reduction Projects, Final Report, October.]
5. Sherief, Sultan R. (2005), "Entrepreneurship as an Economic Force in Rural development", Africa economic analysis.
6. Ramalingam, C. and Gayatri, R. (2009), "A Framework for Development of Rural Entrepreneurship in Tamilnadu using Innovation as strategic Tool", Faculty Column Main Page, St. Peter's University, Chennai, India
7. Piore, M.J. and Sabel, C.E. (1984), "The Second Industrial Divide", New York: Basic Books
8. Petrin, T. (1992), "Partnership and Institution Building as Factors in Rural Development" Paper presented at the 6th Session of the FAO / ECA Working Party on Women and the Agricultural Family in Rural Development, Innsbruck, Austria, 13–16 October

9. Acharya, S.S., (2007). —Agribusiness in India: some facts & emerging issues, *Agricultural Economics Research Review*, Vol. 20 (Conference Issue) pp 409-424.
10. Chengappa, P. G., Achoth, L., Mukherjee, A., Reddy, B. M. R., Ravi, P. C. and Dega, V., (2007) —Evolution of food retail chains in India, in *Agricultural Diversification and Small holders in South Asia*", edited by P. K. Joshi, Ashok Gulati and R. Cummings (Jr), Academic Foundation, New Delhi, pp. 385-404.
11. Harron, M. H., Shamsudin, M. N., & Latif, I. A. (2001). — Challenges for Agribusiness: a Case for Malaysia. *International Symposium on Agribusiness Management towards Strengthening Agricultural Development and Trade*", 388-400. doi: ISBN 974-657-555-4
12. Punjabi, M. (2007). —Emerging Environment for Agribusiness and Agro-industry Development in India: Key issues in the way forward, New Delhi: Food and Agricultural Organization of the United Nations.
13. Sridhar, G. and Ballabh, V., (2007). —Indian agribusiness institutions for small farmers: Role, issues and challenges. In V. Ballabh (Eds.) *Institutional alternatives and governance of agriculture*, (pp. 311-328). New Delhi: Academic Foundation.
14. Mehra Kavita (2002), —Entrepreneurial spirit of the Indian farmer- National Institute of Science Technology and Development studies, New Delhi India-Ownership and copyright Springer-Verlag Limited, *AI & Soc.* (2002) 16:112-118. (AI & Society).



## **A STUDY ON AWARENESS AND PERCEPTIVENESS OF CRYPTOCURRENCY AMONG INVESTORS IN JALGAON**

\*Jayashree Chaudhari

### **ABSTRACT :**

*Rapid change in technology and digitalization new currency has come into play and that currency is named as digital currency which cannot be touched available in digital form. A cryptocurrency is a digital currency, which is an alternative form of payment created using encryption algorithms. The use of encryption technologies means that cryptocurrencies function both as a currency and as a virtual accounting system. Cryptocurrency trading has been broken in three aspects i.e object, operation mode & trading strategy. Cryptocurrencies run on a distributed public ledger called blockchain, a record of all transactions updated and held by currency holders. Units of cryptocurrency are created through a process called mining, which involves using computer power to solve complicated mathematical problems that generate coins. The use of Virtual currency has been taking place rapidly. Cryptocurrency cannot replace national currency but it can surely help to globalise the market by curtailing the barriers of exchange rates. In this paper I have surveyed 50 investors to know the awareness level about cryptocurrency. I found that investors are aware about crypto currency but many of them have not made investment in it.*

**Keywords** - Cryptocurrency, Digital Currency, Bitcoin.

### **I. INTRODUCTION :**

A crypto currency is a collection of binary data which is designed to work as a medium of exchange where in individual coin ownership records are stored in a ledger which is a computerized data base using strong cryptography to secure transaction records, to control the creation of additional coins, and to verify the transfer of coin ownership. As of May 2021, there are 10,115 different crypto currencies listed. Crypto currency is a digital currency, which is an alternative form of payment created using encryption algorithms. The use of encryption technologies means that crypto currencies function both as currency and as virtual accounting system. To use crypto currencies, you need a crypto currency wallet.

Nowadays, we extend the number of encryption key digits, naively thinking, that raising key digits takes longer time and more power for attackers to decrypt it. Yes, its allegedly true that there is a super-speed and powerful computer machine that can take care of heavy

A Study On Awareness And Perceptiveness Of  
Cryptocurrency Among Investors In Jalgaon

encryption/decryption algorithm. However, the existence of it necessarily means that there are no longer hopes for every encryption out there?

### **The Bitcoin**

What more can cryptography benefit us? It is formally known that the function of the cryptographic system is to secure day to day connections. Whereas the more complex algorithm and the longer secret key means the more secure the cryptography is. One of the useful functions of the beauty and the state of the art mathematical functionality of cryptography can be used to create a crypto-currency. By using this case, this paper will elaborate more on how secure cryptography is.

The currency-cryptograph case that will be more elaborated is called Bitcoin. Bitcoin is an open source, peer-to-peer payment network and digital currency introduced in 2009. Bitcoin has been called a crypto-currency because it uses public-key cryptography for security. Users send payments by broadcasting digitally signed messages that transfer ownership of Bitcoins, which is also the name for the unit currency. A decentralized network of specialized computers verifies and time stamps all transactions using a proof-of-work system. Bitcoins are digital coins which are not issued by any government, bank, or organization, and rely on cryptographic protocols and a distributed network of users to mint, store, and transfer. Bitcoin itself is the name given to the new digital, internet-based form of currency.

### **Block chain:**

Blockchain technology is a type of distributed ledger technology that facilitates peer to peer transactions in a secure and verifiable way without a centralized party. It is a single, incorruptible database that continuously records and time stamps transactions chronologically. Every transaction must be verified through a process known as "consensus," requiring multiple-system participants to independently verify authenticity of the output of the algorithm creating the

"block." Once a new entry has been agreed to verify and made in the block chain, it is "locked", meaning it cannot be modified; it can only be updated by adding a new entry as an addendum.

### **Crypto Mining:**

Crypto mining refers to the process of gaining crypto currencies by solving cryptographic equations with the use of high-power computers. The solving process comprises verifying data blocks and adding transaction records to a public record (ledger) known as a

blockchain. That is secured by applying complex encryption techniques.

## **II. LITERATURE REVIEW :**

Cryptocurrency came into existence when an unknown person or group of persons published a paper about a new type of currency called Bitcoins. The article was published under the name Satoshi Nakamoto. Bitcoins was explained as a peer-to-peer electronic cash that would allow online payments to be sent directly without going through a financial institution (Satoshi Nakamoto, 2008). The term cryptocurrency grew since then but it is just starting out right now which means the applications are limited. The use of cryptocurrency is limited right now but they can be used as an alternate to equity market investments as it is not directly affected by financial crisis (Wayne, T, 2017). There are researchers, however, who think cryptocurrencies like Bitcoins will perform better in developing countries than in developed countries. The reason for this is the fact that in developed countries people have access to traditional financial services which makes it harder for them to adopt a new technology. However, in developing countries, people tend to prefer new and better technology as they have limited access to the traditional technology (Metz C, 2016). Also, according to a survey, people in Asia and Africa showed a higher confidence in

Bitcoins than other countries. 74% of the population of Kenya said they're comfortable in investing in Bitcoin (Wang MS, 2014). With the increased interest in Bitcoins, governments have struggled to find a common ground to legalize Bitcoins or any other cryptocurrency. Governmental entities have made uncoordinated efforts to provide guidance on the treatment of bitcoins, and the courts have been largely silent on this classification issue (Deppert, Chelsea, 2015).

## **III. OBJECTIVES :**

- To identify awareness about cryptocurrency among investors.
- To identify where investors invest their money.
- To identify why investors buy cryptocurrency.
- To identify the platform investors use to buy cryptocurrency.

## **IV RESEARCH METHODOLOGY TYPE OF RESEARCH USED :**

I have used Descriptive Research for the research purpose. Descriptive Research primarily focuses on describing the nature of a demographic segment.

Here, I consider investors as a demographic segment to analyze their awareness and

A Study On Awareness And Perceptiveness Of  
Cryptocurrency Among Investors In Jalgaon

perceptiveness about cryptocurrency.

**Type of Data used Primary Data**

Primary Data was collected using a structured questionnaire distributed via Google Forms.

**Secondary Data**

In this research, I have used secondary data to collect information regarding cryptocurrency and which is collected from various books, websites.

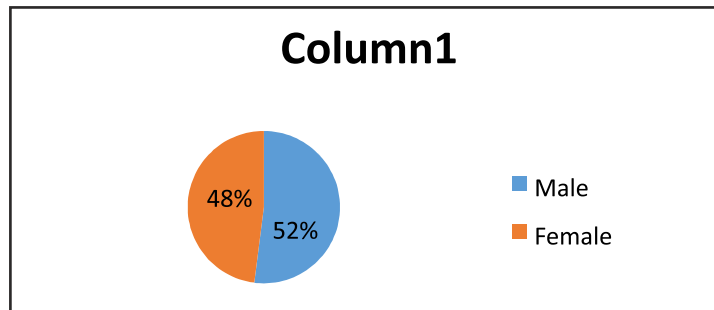
**Sample Unit**

Sample unit involves investors in Jalgaon.

**Sample Size**

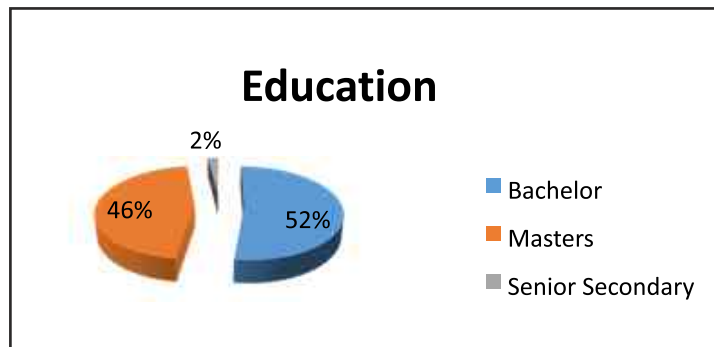
**Data Analysis**

**1. Gender**



Interpretation: The survey that has been conducted from that includes 48% Female & 52% are male.

**2. Education**

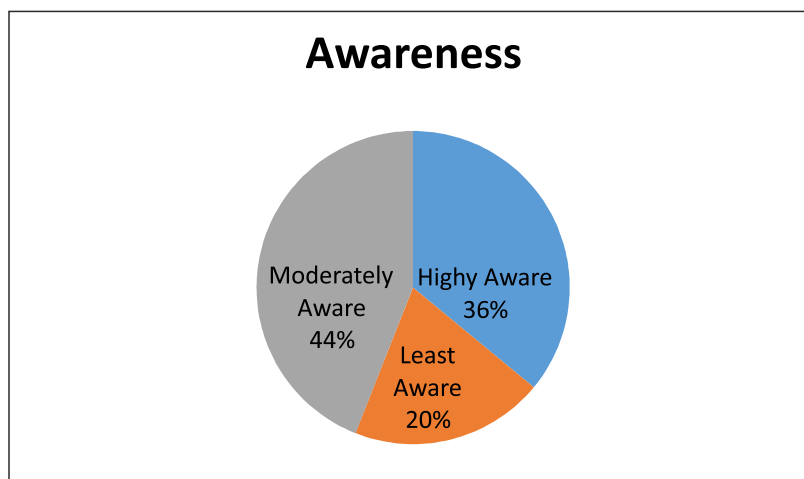


Interpretation : From 50 respondents 46% are completed their Masters, 52% have bachelors degree & 2% have completed senior secondary. 3.Are you aware about banking, investment & finance?



From the survey I found that many of the respondents were aware about banking Investment & finance facilities which is a good sign, because our country's economy depends on Saving, Investment & Expenditure done by Individuals. So if people make more investment then definitely country's economy will grow manifold.

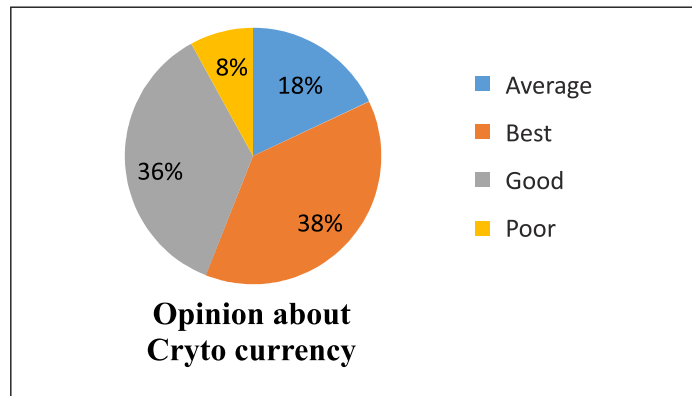
#### 4.Are You Aware about crypto currency



A Study On Awareness And Perceptiveness Of  
Cryptocurrency Among Investors In Jalgaon

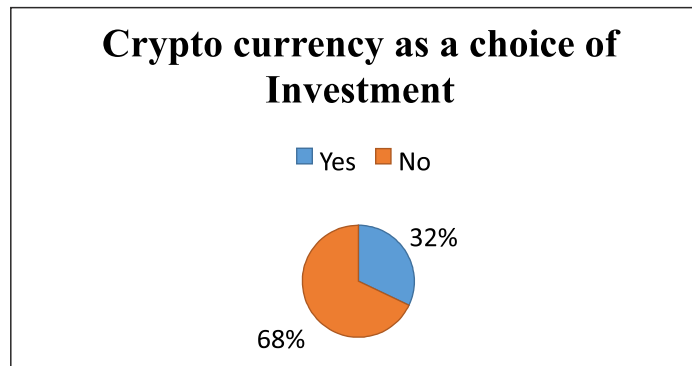
44% respondents are moderately aware about cryptocurrency. 36% respondents are highly aware about cryptocurrency & 20% are least aware about cryptocurrency. In city like Jalgaon people prefer to make investment in services offered by banks like FDs, RDs, or Real Estate, Gold. Very little people make investment in Shares but as awareness is increasing there has been increase in the investment level in share market but still investment in digital currency is far away. Very few Percentage of people are aware about digital currency.

**5. What do you think about crypto currency as an investment?**



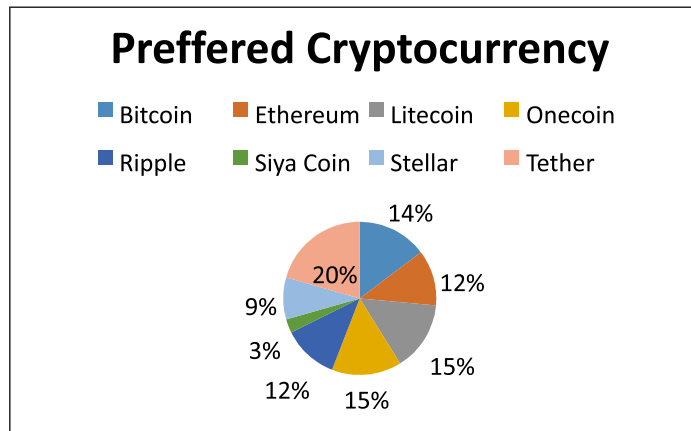
Those who have Knowledge about cryptocurrency they have rated it as a best avenue for Investment. 36% has rated it as a good, 18% has rated it as an average & 8% said that it is not preferable. Understanding Crypto currency is not so easy. But those who lack information about crypto currency can make investment in it through broker.

**6. Do you invest in crypto currency?**



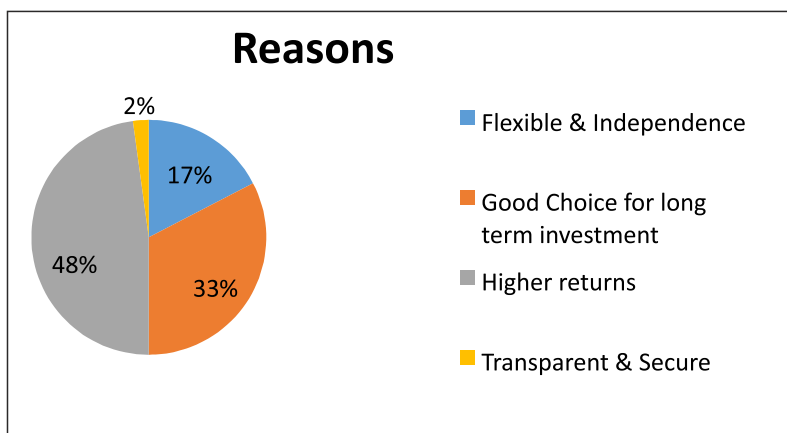
From the above data we can conclude that 32% have responded that they make investment in crypto currency while 68% has denied. Crypto currency is a new term for many people living in Jalgaon city.

**7. In which Crptocurrency do you invest?**



You can view the mix response for different types of cryptocurrency. Most preferred currency is Tether & least preferred is siya coin.

**7. Reasons to invest in crypto currency.**



A Study On Awareness And Perceptiveness Of  
Cryptocurrency Among Investors In Jalgaon

Those individuals who make investment in crypto currency have different motives. Some preferred it as a flexible investment which can be sold & purchase at any time, some prefer to hold it for long period of time, some individuals want to earn a rate of return on it while other feel it as a transparent & safer mode of investment.

**V. CONCLUSION:**

In conclusion, awareness about cryptocurrency is essential in today's world as digital currencies continue to gain popularity and become more widely used. Cryptocurrency is a form of decentralized digital currency that operates on a peer-to-peer network without the need for a central authority or intermediary. While there are numerous benefits associated with cryptocurrency, such as increased security, faster transactions, and lower transaction fees, there are also risks involved. These risks include volatility, regulatory uncertainty, and the potential for cyberattacks.

Therefore, it is crucial to educate oneself about cryptocurrency before investing or using it as a means of payment. This includes understanding the underlying technology, knowing how to keep one's cryptocurrency safe, and staying up-to-date with regulatory developments. Overall, cryptocurrency can be a valuable addition to one's financial portfolio, but it is essential to approach it with caution and awareness.

**VI. REFERENCES :**

1. Grayblock: Elliptic-Curve Cryptography. <https://medium.com/coinmonks/elliptic-curve-cryptography-6de8fc748b8b>. [Online, Accessed December 29, 2019] (2018)
2. Devries, P. D. (2016). An Analysis of Cryptocurrency, bitcoin, and the future. *International Journal of Business Management and Commerce*, Vol. 1 No. 2; September 2016 ( <https://www.researchgate.net/publication/316656878>).
3. Jani, S. (April 2018). The Growth of Cryptocurrency in India: Its Challenges & Potential. (DOI: 10.13140/RG.2.2.14220.36486).
4. Kanthan, M. B. (2022, February 7). Cryptocurrency trading: a comprehensive survey.
5. Nakamoto, S. (n.d.). Bitcoin: A Peer-to-Peer Electronic Cash System.
6. Tversky, A., & Kahneman, D. (1974). Judgment under uncertainty: Heuristics and biases. *Science*, 185(4157), 1124-1131.



## DIGITALIZATION OF INDIAN CURRENCY: PROSPECTS AND CHALLENGES

\*Dr. Abhishek Kumar, \*\*Dr. Om Prakash Jaiswal

### ABSTRACT :

*Money as a concept has evolved over time, beginning with the barter system to metallic and paper currency and now digital currency. The demonetization of currency on 8<sup>th</sup> November, 2016 have paved the way towards the usage of digital payment methods in India. Although it was a very tough decision for the country like India where around 80-90% of the transactions were made in cash but very soon the people have adopted the methods of digital payment. This shift from traditional to new method of currency dealing encourages the concept of digital currency in India. The introduction of Central Bank Digital Currency (CBDC) by the RBI is attempted to boost up the India's digital economy concept presented at the union budget 2022-23 by the finance minister. Digital currency will also lead to a more comprehensive, cheaper, and efficient currency management system in India.*

**Keywords:** Digital Currency, CBDC, RBI, Digital Economy.

### I. INTRODUCTION :

Central banks are an important pillar of the fiscal ecosystem of any country. Principally, they have always been furnishing effective, quick, flawless and a stable result for their economy. This involves money issuance and payment mechanisms. Recent technological advancements on the global horizon have pushed these apex institutions to readdress their basic functions of issuing of currencies and their circulation. India is one of the fastest growing economies in the world; it

shows a decent economic growth even after having a complex financial rules and regulations. Amidst all the growth, there is a huge scope for revisiting the investment and lending patterns. Therefore, technologies like blockchain are aiming to spur innovation in India's various industries. In the era of blockchain, cryptocurrencies are the main part of it.

The RBI's argument for prohibiting private digital currencies (cryptos) is that they are encouraging money laundering, terror financing and tax evasion in the country. The Reserve Bank of India also viewed that the number of Unified Payments Interface (UPI) transactions in India grew by 427 percent from March 2020 to August 2022 while the number of UPI QR

---

\* Assistant Professor, Faculty of Commerce, VSSD College, Kanpur affiliated with CSJM Kapur University. Email:abhijrf@fediffmail.com

\*\* Assistant Professor, Faculty of Commerce, VSSD College, Kanpur affiliated with CSJM Kapur University. Email:omjaiswalbhu@gmail.com

code enabled payment acceptance increased by 86 percent year-on-year at end of July 2022. The Reserve Bank of India suggests that these developments in the digital payment space reflect the growing acceptance for digital contactless payments in India and indicates that India is ready to embrace a central bank digital currency. This development also inspired the Reserve Bank of India to initiate a phased CBDC implementation strategy. In early 2023 when India's own official digital currency is expected to launch, it will act similarly to any current private company-operated electronic wallets, with an exception will be officially backed by the government

## **II. LITERATURE REVIEW :**

Alonso, S. L. N., Jorge-Vazquez, J., &Forradellas, R. F. R. (2021). This study primarily focuses on the current state of CBDC and the number of nations that have adopted them following extensive pilot trials. CBDC has a variety of benefits and drawbacks. It can only be understood after using these currencies for a while. CBDC recently gained popularity. CBDC, an electronic form of money that can be used by people and organisations to make payments and hold value, developed and promoted by the central bank.

M Davoodalhosseini, F Rivadeneyra, Y Zhu (2020). This article focuses on how the CBDC has affected monetary policy. There could be both good and negative effects on monetary policy after the introduction of CBDC. These aspects are discussed in detail. The potential of issuing CBDC is still being explored by central banks and other economist. There are several arguments both in favour of and against issuing CBDC. Arguments and discussions about the drawbacks and implications of the CBDC form are discussed here.

Zhang and Huang (2022) analyzed the functional and non-functional needs of CBDC design. They find that permission blockchain is more suitable for CBDC than permission less blockchain. They also show that there are some challenges in blockchain based CBDC, such as performance, scalability, and cross-chain interoperability.

Auer et al (2022) showed that CBDCs should be considered in the full context of the digital economy and the centrality of data; however, CBDCs could raise concerns around competition, payment system integrity and privacy

## **III. OBJECTIVE OF THE STUDY:**

1. To study the conception of Digital Rupee or Central bank Digital Currency (CBDC) in India
2. To study the effect of cryptocurrency on the monetary policy.
3. To study the structure and working mechanism of CBDC in India.
4. To study the challenges in introducing CBDC's in India.

#### **IV. RESEARCH METHODOLOGY:**

The present study is based on secondary data. For the purpose, various articles, journals, magazines, reports, and websites are explored. The present study is descriptive in nature which tries to present a clear picture of CBDC or Digital currency on the national and international forum.

What is Digital Rupee?

A digital rupee is any rupee which can be transacted over the electronic means. It can also be called as e₹, digital money, electronic money, electronic currency, cyber cash, or virtual money. It will serve the same essential purpose as conventional money in terms of exchangeability on an equal footing with current fiat currencies, acceptance as payment, and security as a store of value.

Cryptocurrency: A challenge

Cryptocurrency is the private virtual money used for digital transaction between one person to another in any part of the world. It uses cryptography technology to make the transactions secure. Blockchain technology, the most common type of distributed ledger utilised by digital currencies, provides the basis for cryptocurrencies.

When cryptocurrencies entered the markets, people from different countries began to invest in them. In a very short span of time the demand for digital currency specially the Bitcoins began to increase exponentially. With no authority overlooking cryptocurrencies, the fall and rise of their value are unpredictable. The transaction in cryptos have no transparency in there. Therefore, transactions in cryptocurrency can be used for illegal purposes like terror financing, money laundering, trade of illicit goods and services, fraud etc. This is a matter of concern for the many countries. Therefore, CBDC is considered as an alternative to cryptocurrency.

Central Bank Digital Currency (CBDC):

A CBDC is a digital form of rupee issued and authorized by the central bank of any country. It is issued in lieu of the paper or metallic money having legal tender. CBDC is a digital or virtual currency but it is not comparable to the private virtual currencies that have expanded over the last decade. Being a sovereign currency, CBDC offers special benefits not found in other forms of money, such as integrity, trust, safety, and liquidity.

Structure and Mechanism of CBDC:

As far as the structure of CBDC is concerned, it is broadly categorized into two types, i.e., Retail CBDC (e₹-R) and Wholesale CBDC (e₹-W). The retail category of CBDC acts as a

digital format of fiat currency issued by RBI for the general public and used by ordinary consumers to conduct day-to-day financial activities. Generally, retail CBDC (e₹-R) is based on distributed ledger technology (DLT), like a private blockchain network handled by the government which helps it to trace financial transactions while maintaining secrecy of parties. It also helps to prevent any criminal activity, like money laundering or fraud. The central bank may issue retail CBDC directly to the general public.

The wholesale category of CBDC is generally used for transaction between the central bank and public/private banks within a country. Payments conducted using CBDC assist in lowering the risks associated with counterparty credit and liquidity. It is one of CBDC's most crucial uses since it leads to the nation's whole financial system becoming faster, safer, and more efficient. By creating a network or "bridge" with an operator end jointly controlled by the central banks of the participating countries that issue the depository receipts, wholesale CBDC can make it simpler for people to conduct business across international borders. It also helps in making the cross-border settlements across the participating central banks much faster and safer.

The structure of CBDC can be either "token-based" or "account-based." A CBDC that uses tokens functions as a bearer instrument, meaning that whoever is in possession of the tokens at any one time is assumed to be their owner. In contrast, an account-based system requires maintaining of records of the transactions and balances of all CBDC holders as well as a record of the owners of the financial balances.. Considering the features offered by both the forms of CBDCs, a token-based CBDC is supposed to a preferred mode for CBDC-R as it would be closer to physical cash while an account based CBDC may be suitable for CBDC-W.

#### **V. GLOBAL SCENARIO OF DIGITAL CURRENCY (CBDC):**

About 100 nations are investigating CBDCs in some capacity Some researching, some testing, and few have already launched CBDC to their public. Bahamas become the first country in the world to officially launched its digital currency 'San-dollar' for more than a year ago. After the Bahamas, Nigeria was the second nation in the world to introduce CBDC. In October 2022, it introduced the 'e-Naira' digital money. With more than 100 million unique users and transactions worth billions of yuan, the digital renminbi known as e-CNY continues to grow in China. In May 2022, the Bank of Jamaica (BOJ) introduced the digital currency "JAM-DEX," making Jamaica the latest country to join the list. Along with India, other nations such as the UAE, Ghana, South Africa, Malaysia, Singapore, and Thailand have taken steps with issuing digital money. CBDCs are being viewed more and more as a revolutionary development and as the next stage in the growth of sovereign currency

## **VI. INDIAN SCENARIO OF DIGITAL CURRENCY (CBDC):**

India has come a long way in terms of digital money innovation. The Government of India announced the launch of the Digital Rupee (**e -Rupee**)- a Central Bank Digital Currency (CBDC) from FY 2022-23 onwards in the Union Budget on February 01, 2022.

In August 2022, the Reserve Bank of India (RBI) announced that a digital rupee (central bank digital currency) will be introduced in phased manner beginning with wholesale businesses in the 2022 to 2023 financial year. The Reserve Bank of India (RBI) inaugurated the digital rupee pilot project in four cities in the first phase: Mumbai, New Delhi, Bengaluru, and Bhubaneswar. However, this project will be extended to some other popular cities, including Hyderabad. The India's CBDC is being developed for both retail and wholesale use simultaneously. The Reserve Bank of India, however, might launch the virtual money initially for wholesale enterprises. The Indian e-rupee will be in the form of digital token that represent legal tender. This e-rupee will be issued virtually in the same denomination of current paper and metallic money. As far as circulation of e-rupee is concerned, it would be possible through the intermediaries, i.e., banks. The people can use e-rupee through their e-wallet apps offered by respective intermediary banks.

Major challenges before CBDC in India:

No doubt, the concept of digital money or e-rupee is technologically very advance, innovative, and economical too, though it may face certain challenges during its circulation and effective operation.

The digital currency does not require any physical platform for its operation, it has its own set of requirements for storage and processing such as., a proper internet connectivity, smart phones, online wallets with high securities etc. CBDC being digital in nature it will be susceptible to hacking. As the numerous cases of hacking in crypto-currencies have been proved, securing digital systems and currencies is a work-in-progress. There will always a privacy risk associated with the CBDC as the transactions tool place between people and businesses will not be completely anonymous. As a result, many people who want to conduct private digital transactions may not use the India CBDC. The introduction of CBDC might face strong resistance in the informal economy especially when people do not want their transaction to be monitored by the government. This means that CBDCs might not be welcomed or well perceived in the informal economy. One of the main issues facing the CBDC in India is digital and financial literacy. There will always a literacy barrier in the adoption of CBDC completely. A large population is living in the villages, working on wages and they are not equipped with financial literacy or digital literacy that would prevent them to

seamlessly embrace CBDC in India. This can delay the widespread acceptance of CBDC in India.

## **VII. CONCLUSION:**

The present study concludes that on the global platform, countries having different approaches in the adoption of CBDC. Many countries are still conducting research and testing the feasibility to set up their CBDC structure, while some are sprinting towards deployment of CBDC. In Indian context, the concept of digital economy of the Indian government will be rightly proved with the invention of its own digital currency (₹). The invention of digital currency will provide significant opportunities to its player or users to come up with the services which make it easier and convenient for the general public to transact and make digital payments as per their requirements. The study also reveals that, the CBDC has potential benefits such as reduced dependency on cash, ease of payment and higher profitability due to lower transactional costs and reduced settlement risks. However, CBDC has also associated with risks that need to be carefully addresses against the potential benefits. This implies that the Indian CBDC will be a powerful tool in the RBI's monetary policy tools but the introduction of CBDC in India will require legal and regulatory changes. For this reason, the transition from old economy to a CBDC enabled digital economy in India will not be an easy task for the government.

## **REFERENCES:**

- Dibrova, A. (2016). Virtual currency: a new step in monetary development. *Procedia-Social and Behavioral Sciences*, 229(229).
- Ammous, S. (2018). Can cryptocurrencies fulfill the functions of money? *The Quarterly Review of Economics and Finance*, 70, 38-51.
- Chaum, D., Grothoff, C., & Moser, T. (2021). How to issue a central bank digital currency. arXiv preprint arXiv:2103.00254.
- Auer, R., Frost, J., Gambacorta, L., Monnet, C., Rice, T., & Shin, H. S. (2022). Central bank digital currencies: motives, economic implications, and the research frontier. *Annual Review of Economics*, 14, 697-721.
- Zhang, T., & Huang, Z. (2022). Blockchain and central bank digital currency. *ICT Express*, 8(2), 264-270.
- <https://newsonair.gov.in/News?title=All-You-need-to-Know-about-Digital-Currency&id=450218>

- <https://www.imf.org/en/News/Articles/2022/02/09/sp020922-the-future-of-money-gearingup-for-central-bank-digital-currency>
- <https://economictimes.indiatimes.com/wealth/save/what-is-digital-rupee-how-it-works/articleshow/89276572.cms>
- <https://www.ibef.org/blogs/rbi-s-digital-currency-and-its-significance>.



## FINTECH - REVOLUTIONIZING THE FINANCIAL LANDSCAPE IN INDIA BY TRANSFORMING FINANCIAL SERVICES

\*Dr. Nishant Ravindra Ghuge, \*\*Dr. Swapnil Laxman Kate

### ABSTRACT :

*This research paper delves into the impact of financial technology (fintech) on the traditional financial services industry in India. The paper begins with an introduction that highlights the growing significance of fintech and its disruptive potential in the financial sector. It then traces the evolution of fintech and its various applications, showcasing how it has transformed financial services across the globe.*

*The paper specifically focuses on the fintech landscape in India, exploring the rapid growth and adoption of fintech solutions in the country. It discusses the key drivers behind the fintech revolution in India, including the rise of digital payments, peer-to-peer lending, robo-advisors, and blockchain-based solutions.*

*Furthermore, the paper analyzes the impact of fintech on traditional financial services, including banking, insurance, and investment management. It discusses how fintech has disrupted traditional business models, enhanced customer experience, and increased financial inclusion in India.*

**Keywords:** Fintech, Financial Services, Financial Technology

### I. INTRODUCTION :

Financial technology, or fintech, has emerged as a disruptive force that is transforming the financial landscape in recent years. Fintech, short for financial technology, is the application of technology in financial services, aimed at improving efficiency, reducing costs, and enhancing customer experience. One of the significant impacts of fintech is the ease of access to financial services by making them available to a more extensive population while reducing costs and increasing efficiency. Fintech has the potential to reach the large population currently underserved by traditional financial institutions.

Emerging start-up firms are endeavouring to disrupt traditional transaction systems by leveraging technology in the financial sector to introduce innovative methods for mobile payments, loans, money transfers, and asset management, aiming for increased efficiency and effectiveness (Priya & Anusha, 2019). FinTech provides novel value propositions and enables the provision of services at a reduced cost compared to the past. Financial

---

\*Assistant Professor, KCES's IMR, Jalgaon. (Maharashtra) Email : gnishantr@gmail.com  
\*\*Assistant Professor, KCES's IMR, Jalgaon. (Maharashtra) Email : Swapnilkate81@gmail.com

Fintech - Revolutionizing The Financial Landscape  
In India By Transforming Financial Services

institutions that already exist need to evolve their operations in tandem with the regulatory framework of the country they are functioning in (Takeda & Ito, 2021). The Fintech revolution has disrupted the traditional financial industry, creating new opportunities and challenges for stakeholders. This exploratory research paper aims to delve deeper into the Fintech revolution, its impact on the financial landscape, and the opportunities and challenges it presents. Through an analysis of existing literature, the paper will provide insights into the definition, evolution, and key components of Fintech, as well as examine emerging trends and technologies. The paper will also explore consumer behaviour and adoption, the regulatory landscape, and the future of Fintech in financial services. Overall, this research paper seeks to provide a comprehensive understanding of the Fintech revolution and its transformative impact on the financial industry.

**Evolution of Fintech:**

India is experiencing a significant surge in the evolution of FinTech, largely driven by the emergence of new FinTech startups and a robust wave of technological advancements. The evolution of fintech has been driven by various technological advancements, changing consumer expectations, and market dynamics. It has disrupted traditional financial services, challenging the status quo and transforming the way people manage money and access financial products and services (Dr.P.Rajeswari & C.Vijai, 2021).

In the 21st century, the term Fintech was initially used to refer to the technology used in the backend systems of established financial institutions. However, over time, there has been a shift towards more consumer-focused services, leading to a change in the definition of Fintech. Today, Fintech encompasses various sectors and industries, including but not limited to education, retail banking, fundraising, non-profit organizations, and investment management (Lijoka, 2023). One of the key aspects of the fintech revolution has been the democratization of financial services, making them more accessible to a wider population. Fintech has removed barriers to entry and provided alternative channels for accessing credit, raising funds, and making payments. This has empowered individuals and small businesses, creating more opportunities for financial inclusion and economic growth.

Another significant development in fintech has been the adoption of data analytics, AI, and ML. These technologies have enabled financial institutions to process and analyze large amounts of data in real-time, providing insights and personalized solutions to customers. Robo-advisors, for example, have made investment advice more affordable and convenient, leveraging algorithms and data to optimize investment portfolios based on individual risk profiles.

Mobile technology has also played a crucial role in the evolution of fintech. Mobile banking apps, payment apps, and peer-to-peer payment platforms have transformed the way people manage their finances and conduct transactions. Mobile devices have become the primary channel for accessing financial services, offering convenience, speed, and security.

Cryptocurrencies and blockchain technology have also disrupted the traditional financial system, challenging the way money is transacted, stored, and verified. Cryptocurrencies offer decentralized, borderless, and fast transactions, creating opportunities for cross-border remittances, online payments, and investment diversification. Blockchain technology has the potential to revolutionize various industries beyond finance, including supply chain management, identity verification, and digital asset management.

### **Fintech – Transforming Financial Services**

FinTech is the real-time application of evolving technologies in the realm of financial offerings, representing a new pathway to enter the dynamic world of finance. It has witnessed remarkable growth and is poised to transform the financial system. As a technological trend, FinTech is driving progress and disruption in the traditional activities of brick-and-mortar financial institutions. In the current landscape, technology is crucial in determining the survival and success of future markets (Gupta & Agrawal, 2021). FinTech is rapidly reshaping the industry, and India is not lagging behind, leveraging cutting-edge technology from other countries. India is now fostering innovation through unique start-up initiatives, bolstering its position in the FinTech space. The financial services industry has undergone significant transformations in recent years, largely driven by the emergence of financial technology, or "fintech," companies. Fintech has revolutionized the delivery, consumption, and management of financial products and services, disrupting traditional business models and fostering innovation in the financial services landscape.

One of the most prominent ways in which fintech has transformed financial services is through the introduction of digital and mobile banking solutions. (Pant, 2020) Banks are taking active measures to promote fintech innovation, but they must also address challenges arising from people, processes, and organizational culture. Neo-banks, with their innovative products offered at lower costs, are posing challenges for traditional banks. Fintech companies have developed online banking platforms and mobile apps that enable customers to manage their finances, transfer funds, and make payments from their mobile devices. This has greatly improved the convenience and accessibility of financial services, as customers no longer need to visit bank branches or ATMs to access their accounts.

Crowdfunding refers to online platforms that enable individuals to directly invest small amounts of money in equity and debt, rather than going through traditional financial

Fintech - Revolutionizing The Financial Landscape  
In India By Transforming Financial Services

intermediaries such as banks or investment firms (Kavuri & Milne, 2019). Fintech has revolutionized the marketing and distribution of financial products. Peer-to-peer lending platforms, crowdfunding platforms, and other alternative financing solutions introduced by fintech companies have provided individuals and businesses with access to capital outside of traditional banking channels. This has increased competition in the financial services industry and expanded access to capital for underserved or excluded individuals and businesses.

The investment industry has also been significantly disrupted by fintech, with the introduction of new investment platforms that offer low-cost, automated investment solutions. Robo-advisors, for example, use algorithms to provide customized investment advice and automated portfolio management, making it easier and more affordable for individuals to invest their money. This has disrupted the traditional investment management industry and provided greater access to investment products and services for retail investors.

Fintech has had a substantial impact on the regulatory landscape of financial services. Fintech companies often operate in a regulatory grey area, as they are not subject to the same regulations as traditional banks and financial institutions. This has presented challenges for regulators, who must strike a balance between encouraging innovation and protecting consumers and maintaining financial stability.

Fintech has also introduced new risks and challenges in areas such as cybersecurity and data privacy. Fintech companies often handle sensitive financial and personal data, raising concerns about data breaches, identity theft, and cyber-attacks. As a result, both fintech companies and traditional financial institutions must invest in robust cybersecurity measures to safeguard their customers and businesses.

The transformative impact of fintech on financial services cannot be denied. Fintech has driven innovation, increased competition, and enhanced the accessibility and convenience of financial services for individuals and businesses. Fintech companies have also introduced new business models and revenue streams, challenging traditional banks and financial institutions to adapt and innovate.

As the fintech industry continues to evolve and mature, it is likely that we will witness further transformative changes in financial services. For example, blockchain technology has the potential to disrupt traditional payment systems and introduce more efficient forms of financial exchange. Artificial intelligence and machine learning may also play larger roles in financial services, providing more personalized and automated solutions for consumers and businesses.

The transformation of financial services by fintech has been rapid and far-reaching. Fintech has disrupted traditional business models, introduced new products and services, and challenged the regulatory landscape of financial services. While there are certainly challenges and risks associated with the rise of fintech, the benefits and opportunities it presents are significant, and the industry is poised for continued growth and innovation in the years to come.

## **II. FINTECH IN INDIA :**

Fintech in India has emerged as a dynamic and rapidly growing industry that is transforming the financial landscape of the country. With a combination of technological advancements, increasing digital adoption, and supportive government policies, fintech in India has gained significant momentum in recent years. One of the key areas where fintech has had a significant impact in India is in the realm of payment services. In India, after demonetization, acceptance of various cashless modes payments was seen(VIJAI, 2019). Digital payment platforms and mobile wallets have gained widespread adoption, especially in urban areas, and have become a preferred mode of transaction for many individuals and businesses. Companies such as Paytm, PhonePe, and Google Pay have emerged as leading players in the Indian fintech ecosystem, offering seamless and convenient payment solutions for consumers and businesses alike.

Fintech has also disrupted the traditional lending and credit landscape in India. Online lending platforms, also known as peer-to-peer (P2P) lending platforms, have gained traction as an alternative source of credit for individuals and small businesses. These platforms use technology to connect borrowers with lenders, eliminating the need for traditional financial institutions as intermediaries. Fintech companies in India, such as Lendingkart, Capital Float, and KreditBee, are leveraging data analytics and artificial intelligence to assess creditworthiness, streamline loan processing, and offer customized loan products to underserved segments of the population.

Insurance is another sector in India that has witnessed the impact of fintech. Insurtech, which refers to the use of technology to streamline and improve the insurance process, has gained momentum in recent years. Companies such as Policy Bazaar, Coverfox, and Acko have emerged as prominent players in the Indian insurtech ecosystem, offering digital insurance solutions that are convenient, transparent, and accessible to a wide range of consumers. These companies are leveraging technology to simplify the insurance buying process, provide personalized insurance recommendations, and offer innovative insurance products that cater to the unique needs of Indian consumers.

Fintech - Revolutionizing The Financial Landscape  
In India By Transforming Financial Services

Fintech has also made inroads in the personal finance and wealth management space in India. Robo-advisors, which are digital platforms that use algorithms to provide automated investment advice, have gained popularity among retail investors. Companies such as Kuvera, Scripbox, and Groww are leveraging technology to democratize wealth management, making it accessible to a wider audience and providing cost-effective investment options. Additionally, personal finance management apps, such as ETMONEY and Walnut, are helping individuals manage their finances, track expenses, and make informed financial decisions through user-friendly mobile applications.

Fintech has also played a significant role in promoting financial inclusion in India. With a large unbanked and underbanked population, fintech has been instrumental in bridging the gap and providing financial services to previously underserved segments of the population. Digital wallets, P2P lending platforms, and other fintech solutions have enabled individuals and small businesses in rural and remote areas to access credit, make digital payments, and avail insurance services. The government of India has also launched various initiatives, such as the Pradhan Mantri Jan Dhan Yojana (PMJDY) and the Unified Payments Interface (UPI), which have facilitated financial inclusion and boosted the growth of fintech in the country.

While fintech in India has seen remarkable growth and impact, there are also challenges and opportunities that need to be considered. The regulatory environment in India for fintech is complex and constantly evolving. Fintech companies need to navigate through various regulatory requirements and comply with guidelines set by the Reserve Bank of India (RBI) and other regulatory bodies. Additionally, data security and privacy concerns, consumer protection, and cybersecurity are also critical challenges that fintech companies in India need to address to gain and maintain consumer trust.

### **III. IMPACT OF FINTECH ON TRADITIONAL FINANCIAL SERVICES :**

Fintech companies are entities that leverage technological innovations to enhance efficiency and effectiveness in the finance industry (Kaur & Dogra, 2018). The impact of Fintech on traditional financial services has been extensive and pervasive, as it has transformed the way financial products and services are delivered and consumed. Fintech has disrupted the traditional model of financial intermediation by directly connecting consumers and businesses with financial solutions, bypassing the need for traditional banks and intermediaries. This has been facilitated through the introduction of online banking, digital wallets, peer-to-peer lending, crowdfunding platforms, and other innovative solutions by Fintech companies.

Furthermore, Fintech has revolutionized the customer experience in financial services by leveraging digital technologies to provide convenient, personalized, and user-friendly

solutions. This includes mobile banking apps, online investment platforms, and digital payment solutions that have improved accessibility, convenience, and speed of financial transactions for consumers and businesses.

The increased competition brought about by Fintech has disrupted traditional business models, pricing structures, and distribution channels in the financial services industry. This has forced traditional financial institutions to adapt and innovate in order to remain competitive.

Moreover, Fintech has addressed the issue of financial exclusion by leveraging technology to provide financial services to previously underserved or unbanked populations. This includes the introduction of digital wallets, mobile money, and micro-lending platforms that have expanded financial access to individuals and businesses that were previously excluded from the formal financial system.

Fintech has also introduced automation and digitization in various financial processes, leading to increased efficiency, reduced costs, and improved risk management. Technologies such as artificial intelligence, machine learning, and robotic process automation have been deployed by Fintech companies to automate tasks such as credit scoring, fraud detection, and compliance, resulting in faster and more streamlined financial services.

However, Fintech has introduced new cybersecurity risks as financial services have become more digitized and data-driven. Fintech companies handle sensitive financial and personal data, raising concerns about data breaches, identity theft, and cyber-attacks. As a result, ensuring robust cybersecurity measures has become critical for both Fintech companies and traditional financial institutions.

#### **IV. CHALLENGES FOR FINTECH IN INDIA :**

Fintech in India faces various challenges that need to be addressed for sustained progress. One of the key challenges is the complex and evolving regulatory environment. Fintech companies need to navigate through various regulatory requirements set by bodies such as the Reserve Bank of India (RBI), the Securities and Exchange Board of India (SEBI), and the Insurance Regulatory and Development Authority of India (IRDAI), which can pose uncertainties and ambiguities. In India market there exist is a large potential for mobile banking and digital transactions, but is currently being under-served (Guild, 2017).

Data security and privacy concerns are critical challenges for fintech companies in India. As they handle sensitive financial information, protecting customer data from cyber threats and ensuring data privacy is of utmost importance. Robust data security measures, compliance

Fintech - Revolutionizing The Financial Landscape  
In India By Transforming Financial Services

with data protection regulations, and establishing strong data privacy policies are essential.

Consumer protection is another challenge for fintech in India. Transparency in pricing, fair lending practices, and dispute resolution mechanisms need to be addressed to protect consumers from potential risks and frauds associated with fintech services.

Cybersecurity threats are increasing, and fintech companies are prime targets. Investing in robust cybersecurity measures, conducting regular security audits, and implementing best practices are essential to mitigate cybersecurity risks.

Access to capital can be a challenge for fintech companies, especially start-ups. Traditional funding sources may be limited, and alternative sources such as venture capital, angel investors, or crowdfunding may not be easily accessible. Access to capital is crucial for fintech companies to innovate, scale their operations, and stay competitive.

Digital literacy is still a challenge in India, particularly in rural and remote areas. Many potential consumers may not be familiar with the use of digital financial services offered by fintech companies. Bridging the digital literacy gap and creating awareness about fintech services among the broader population can be a challenge.

Competition and consolidation in the fintech landscape can also pose challenges. With numerous players vying for market share, smaller fintech companies may struggle to compete against larger, more established players with greater resources and customer reach. The trend of consolidation in the fintech industry, with larger players acquiring smaller ones, can further impact competition and pose challenges for smaller fintech companies to survive and thrive in the market.

Despite these challenges, the Indian fintech ecosystem presents significant opportunities for growth and innovation. With supportive government policies, increasing digital adoption, and a large underserved market, fintech companies that can navigate the challenges and capitalize on the opportunities can have a bright future in India's rapidly evolving financial landscape.

#### **V. CONCLUSION:**

The financial services landscape in India has been revolutionized by fintech, which has transformed the way financial services are accessed, delivered, and experienced by consumers and businesses. The rapid adoption of innovative technologies and business models has disrupted traditional financial service providers, bringing significant benefits such as increased accessibility, convenience, efficiency, and financial inclusion. Fintech has facilitated faster and more affordable payment options, enabled digital lending and

investment platforms, expanded insurance coverage to underserved populations, and empowered individuals and small businesses with previously inaccessible financial services.

India has experienced a prominent transformative impact of fintech, driven by factors such as increasing internet and smartphone penetration, changing consumer behaviours and preferences, and supportive government policies. However, along with its benefits, fintech also presents challenges that require careful consideration. Regulatory and legal complexities, data privacy and security concerns, and potential disruption to traditional financial service providers are among the challenges that need to be addressed. Striking a balance between fostering innovation and ensuring consumer protection and systemic stability will be crucial for shaping the future of fintech in India.

Looking ahead, the fintech ecosystem in India presents promising future prospects with emerging technologies such as artificial intelligence, blockchain, and digital currencies expected to play a significant role. The landscape of financial services in India is expected to continue evolving with fintech as a driving force, offering new opportunities and reshaping traditional financial services in unprecedented ways. Further research, collaboration among stakeholders, and continuous adaptation to changing technologies and consumer behaviours will be key in harnessing the full potential of fintech for the financial landscape in India.

#### **REFERENCES:**

- Dr.P.Rajeswari, &C.Vijai, D. (2021). Fintech Industry In India: The Revolutionized Finance Sector. *European Journal of Molecular & Clinical Medicine*, 4300-4306.
- Guild, J. (2017). Fintech and the Future of Finance. *Asian Journal of Public Affairs*, 1-14.
- Gupta, S., & Agrawal, A. (2021). Analytical Study of FIntech in India: Pre and post pandemic Covid 19. *Indian Journal of Economics and Business*, 33-71.
- Kaur, J., & Dogra, M. (2018). FinTech Companies in India : A Study of Growth Analysis. *Abhigyan*, 21.
- Kavuri, A., & Milne, A. (2019). Fintech and the Future of Financial Services: What Are the Research Gaps? *CAMA Working Paper -SSRN Electronic Journal*, 1-41.
- Lijoka, O. (2023). Significant Effect of Fintech on the Growth of SMES in Rivers State Nigeria. *IOSR Journal of Business and Management - IOSR -JBM*, 74-143.
- Pant, S. K. (2020). Fintech: Emerging Trends. *Telecom Business Review*, 47-52.

Fintech - Revolutionizing The Financial Landscape  
In India By Transforming Financial Services

- Priya, P. K., & Anusha, K. (2019). Fintech Issues and Challenges in India. International Journal of Recent Technology and Engineering (IJRTE), 904-908.
- Takeda, A., & Ito, Y. (2021). A review of FinTech research . International Journal of Technology Management, 67-88.
- VIJAI, C. (2019). FIntech in India- Opportunities and Challenges. SAARJ Journal on Banking & Insurance Research, 42-54.



## **A SYSTEMATIC STUDY OF HDFC BANK'S EMPLOYEE HIRING, COMPENSATION, AND JOB SATISFACTION**

\*Dr. Dilip. S. Chavan

### **ABSTRACT :**

*This paper investigates the relationship between employee job satisfaction and compensation in HDFC Bank. The HR policies of HDFC Bank address every facet of the bank. Employees at HDFC Bank play a key part in bank management. In general, managers have excellent job experience and are excellent mentors to their staff. In management, the employee who is well-prepared is preeminent. Research has been conducted on HRM practices and other management-related topics. Employees are the most important component of a bank. They are the most important component in the growth of bank management. New employees in the bank can advance in the appropriate way with the help of experienced managers of high caliber. Therefore, it is crucial for the growth of banking industry staff to work together on a bank's development. Any company must provide compensation in order to meet their needs and understand how an employee can work best. Therefore, it is crucial for an employer to motivate staff members to increase their output and level of quality. The goal of the current article is to examine internal relationships within HDFC Bank policy and gauge employee job satisfaction.*

**Keywords -** HDFC bank, Compensation, Acquisition, Job satisfaction.

### **I. INTRODUCTION :**

The level of job satisfaction that employees experience at a company has a significant impact on its productivity. Life contentment and job satisfaction are connected in some way. Every person works for a significant chunk of the day in an organization. A person will be content in both his professional and personal life if he can find fulfillment in his work.

Numerous studies have shown that job happiness is crucial for motivating workers, boosting morale, improving work output, etc. The degree of contentment a person feels with their employment is known as job satisfaction. To put it another way, a satisfied employee likes his job, and vice versa. According to Locke (1976), job satisfaction is a favourable mental state brought on by a task well done. According to a study by Lease (1998), job satisfaction leads to employees being more productive, efficient, and committed.

---

\*Associate Professor and Research Guide, Department of Commerce and Management Sci.  
SBES College of Arts and Commerce, Aurangabad. Email- dilu81@rediffmail.com

## **II. LITERATURE REVIEW :**

Rajkatoch (2012) points out that the job satisfaction is the degree of feeling nice or good about the job. Job satisfaction is the result of decent remuneration, environment related to work, security of job etc. A study done by Natarajan (2001) reveals that there is no relation between job satisfaction and job experience.

The study conducted by Organ and Ryan (1995) pointed out that the job satisfaction is directly related to employee's turnover and absenteeism. As per Spector (1997), job satisfaction refers to the feeling about their job. C.R. Reilly (1991) defines job satisfaction as the general attitude towards a job.

Hussami (2008) points out that job satisfaction to a large extent depends upon the expectations from the job. As per Vidal, Valle and Aragón (2007), job satisfaction is multi-facet phenomenon and is influenced by various factors. A study conducted by Friedlander and Margulies (1969) reveals that friendly staff-relation contributes positively towards job satisfaction.

## **III. OBJECTIVES OF THE STUDY :**

1. To study the Procurement policy.
2. To study compensation system in bank.
3. To study the job satisfaction level of employee.

## **IV. RESEARCH METHODOLOGY :**

This study, a recognized instance of qualitative analysis, entails a thorough and in-depth examination of the HDFC bank in Aurangabad City. It is a study that is more substantial in scope. This research places more emphasis on the thorough examination of a small number of events and how they relate to one another. This analysis is based on the relationships and differences between HDFC banks. Effectively, this study is a focused assessment of the specific HDFC bank. The goal of this study is to identify and classify all of the elements that affect how the HDFC bank behaves and performs.

A standardized questionnaire was used to collect data from 200 randomly selected HDFC Bank employees. Four sections made up the questionnaire: the first asked for personal information, the second covered hiring, the third covered pay, and the fourth asked about the employee's job happiness.

### **Sources Of The Data**

The current study employs primary data and is both descriptive and methodical. Books, articles, journals, the internet, the records kept by the sample banks, and a survey of banks were used to gather data on the most recent organization, management pattern, recruitment and operation resources, organizational structure, employee profiles, HR policies, relationships between banks, and differences between banks and bank performance. For the study, every employee who worked at the sample banks was chosen as a responder. Using a standardized questionnaire, the employees' awareness was investigated.

### **Simple Percentage Method**

For a better comprehension of correlated data, percentage analysis is a technique that represents the raw stream of data as a % (a part in 100 percentages). A percentage in mathematics is a value or ratio expressed as a fraction of 100. Usually, it is denoted with the percent sign "%" or the abbreviation "pct". For instance, 45% (written as forty-five percentages) is 0.45 or 45/100. This approach, which is linked, uses a number to represent a group of HDFC bank personnel. Although ratios can be expressed as percentages, percentages are often employed to express integers between 0 and 1. As an illustration, 111% is 1.11 and 0.35 is 35%. Although this is technically ill-defined in terms of percent, the phrase "an increase or decrease by a factor of data" is used instead in the requirements of a transform value."

### **Variables Of The Research**

The demographic factor is the study's independent variable, while the dependent variables are employee hiring, employee pay, and employee job satisfaction.

### **Scope Of The Study**

The scope of the current study is limited to employee hiring, pay, and work satisfaction at HDFC banks in Aurangabad City. To offer a complete picture of the human resource environment with reference to randomly chosen HDFC banks, a study has been conducted at all levels of employee participation.

### **Importance Of The Study**

This research is considered to be a crucial component of the investigation into employee hiring, pay, and job satisfaction at HDFC Bank. In actuality, the study's hypothesis is a developing idea that is crucial to understanding how the HDFC banks interact with one another. The level of efficiency in which HDFC banks provide for its employees is evident in their HR practices.

**V. DATA ANALYSIS AND INTERPRETATION :**

The following tables provide information about the workers of HDFC Bank, including their personal information:

**TABLE NO. 1: PERSONAL DETAILS OF EMPLOYEES**

<b>Demographic Variables</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Gender: Male	116	58
Female	84	42
<b>Total</b>	<b>200</b>	<b>100</b>
Age Groups: 21-30	104	52
31-40	72	36
41-50	22	11
51-60	2	1
<b>Total</b>	<b>200</b>	<b>100</b>
Marital Status: Married	144	72
Unmarried	56	28
<b>Total</b>	<b>200</b>	<b>100</b>
Educational Qualification: Graduate Post	108	54
Graduate	82	41
Other Professional qualification	10	5
<b>Total</b>	<b>200</b>	<b>100</b>
Designation: H.O.D. Manager	34	17
Accountant	66	33
Clerk Subordinate	10	5
	44	22
	46	23
<b>Total</b>	<b>200</b>	<b>100</b>
Working Experience: 1 to 5 years	112	56
6 to 10 years	58	29
11 to 15 years	24	12
16 to 20 years	6	3
<b>Total</b>	<b>200</b>	<b>100</b>

(Source: Computed by Questionnaire)

The personal information of the responders is shown in table number 1 above. Out of 200 respondents, 42% of respondents were women and 58% were men. Out of these, 88% of respondents were between the ages of 21 and 40, while 12% were between the ages of 41 and 60. 18% of the workers were single, compared to 72% of those who were married. Out of these, 54% had graduated, 41% had completed their post-graduate degrees, and 5% had other professional credentials. These responses included 17% who were the head of the department, 33% who were managers, 5% who were accountants, 22% who were clerks, and 23% who were subordinates. Out of these, 56% had one to five years' experience, 29% had six to ten years' experience, 12% had eleven to fifteen years' experience, and 3% had sixteen to twenty years' experience.

**TABLE NO. 2: RECRUITMENT IN BANK**

Particulars	Response	No. of employees	Percentage (%)
Banks Focus On Present and Future Requirements	Yes	194	97
	No	6	3
	<b>Total</b>	<b>200</b>	<b>100</b>
Planning Orientation by HR Manager	Yes	192	96
	No	8	4
	<b>Total</b>	<b>200</b>	<b>100</b>
Working Environments Are Free From Harassment Especially For Women	Yes	194	97
	No	6	3
	<b>Total</b>	<b>200</b>	<b>100</b>
HR Policy Covers All the Aspects	Yes	194	97
	No	6	3
	<b>Total</b>	<b>200</b>	<b>100</b>

(Source: Computed by Questionnaire)

The working environment and HR policies for that bank are shown in table no. 2 above. Out of 200 replies, the table shows that around 95% agreed with HR policy and working conditions, while approximately 5% did not.

**TABLE NO. 3: COMPENSATION POLICY IN BANK**

<b>Types of Compensation</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Undecided</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Total</b>
Salary System Based On Skill and Knowledge	58	102	16	16	22	200
	29	51	8	8	11	100%
Bank Promotion Policy	66	106	14	8	6	200
	33	53	7	4	3	100%
Dearness Allowances	56	86	40	8	10	200
	28	43	20	4	5	100%
House Rent allowances	64	100	22	6	8	200
	32	50	11	3	4	100%
Bonus	58	74	46	16	6	200
	29	37	23	8	3	100%
Travel Allowances	48	100	24	16	12	200
	24	50	12	8	6	100%
Increment	50	110	20	12	8	200
	25	55	10	6	4	100%
Medical Insurance Policy	88	76	16	12	8	200
	44	38	8	6	4	100%
Provident Fund	82	78	14	16	10	200
	41	39	7	8	5	100%
Leave Encashment	66	88	28	10	8	200
	33	44	14	5	4	100%
Pension Plan	70	82	28	10	10	200
	35	41	14	5	5	100%

*(Source: Computed by Questionnaire)*

The HDFC bank employees' compensation schedule is shown in table number 3 above. More than 37% of the 200 respondents who participated in the survey agreed with the compensation scheme, while only 8% disagreed..

**TABLE NO. 4: JOB SATISFACTION OF EMPLOYEE**

Levels of job satisfaction	Complete Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Completely Dissatisfied	Total
Working System of Bank	90	74	10	12	14	200
	45	37	5	6	7	100%
Working Environment	88	78	14	8	12	200
	44	39	7	4	6	100%
Stationary for Work	74	90	16	10	10	200
	37	45	8	5	5	100%
Canteen and Parking Facilities	66	86	26	10	12	200
	33	43	13	5	6	100%
First – Aid Box	78	72	24	12	14	200
	39	36	12	6	7	100%
Technical Support	82	78	20	12	8	200
	41	39	10	6	4	100%

(Source: Computed by Questionnaire)

Employee job satisfaction is represented in table no. 4 above. There were 200 respondents, and the average percentage of respondents who were completely satisfied with their jobs was 40%. The average percentage of respondents who were comparatively satisfied was 39%; the average percentage of respondents who were neither neutral nor dissatisfied was 9%; the average percentage of respondents who were completely dissatisfied was 6%.

#### **VI. CONCLUSION :**

The study reveals that all parts of the bank are covered by HDFC Bank's human resource policies. Employees at HDFC Bank play a key part in bank management. In general, managers have excellent job experience and are excellent mentors to their staff. In management, the employee who is well-prepared is preeminent. Research has been conducted on HRM practices and other management-related topics. Employees are the most important component of a bank. They are the most important component in the growth of bank management. New employees in the bank can advance in the appropriate way with the help of experienced managers of high caliber. Therefore, it is crucial for the growth of banking industry staff to work together on a bank's development. Any company must provide compensation in order to meet their needs and understand how an employee can work best. Therefore, it is crucial for an employer to motivate staff members to increase their output and level of quality.

**REFERENCES :**

- Abbas .S.M Shariq (2011). Banking professionals and attitudinal dimensions of job satisfaction: A descriptive study. *International Journal of Research in Commerce, I.T, and Management*. Vol. 1, Issue 6.
- Cranny, C. J., Smith, P. C., and Stone, E. F. (1992). *Job Satisfaction: How People Feel About Their Jobs and How It Affects Their Performance*. New York :Lexigton Books.
- Shallu Sehgal (2012) Job satisfaction of bank employees in Shimla, *International Journal of Marketing, Finance Services and Management Research*. Vol.1, Issue 7, pp. 124-146.
- Vikram Jeet and Sayeeduzzafar (2014). A study on HRM practices and its impact on employees job satisfaction in private sector banks: A case study of HDFC bank. *International Journal of Advance Research in Computer Science and Management Studies*. Vol.2, Issue 1: 62-68.
- Weiss, D.J., Dawis, R.V., England, G.W., & Lofquist, L.H. (1967). *Manual for the Minnesota Satisfaction Questionnaire*. Minneapolis: University of Minnesota.



## HUMAN CAPITAL: PRIME FACTOR OF SUSTAINABLE ECONOMIC DEVELOPMENT

\*Ms. Purna Poonj, \*\*Ms. Divya Bharti

### ABSTRACT :

*Human capital refers to the productive capabilities of human beings which can be further increased through investment in terms of enhancing their skills. A developing country like India has entered into a phase where we are looking forward for a sustainable and everlasting economic development. The economic development of a country depends on the Human capital. In every domain whether it is a work of a Mason, engineering, art, philosophy, Science etc. the stock of knowledge, the bag of skills and the personal attributes that our personnel hold is reflected. From rags to riches the contribution of each and every entity makes to our country's economy. The intrinsic capabilities of a human being lead to the extent of productivity that he or she holds. The arts and the artifacts, a company and its success, the technology and its interventions all have made possible because of the distinct role of human capital. It is required to consider assets like education, training, intelligence, skills, health and other things employees' value such as loyalty and punctuality. Now-a-days, day to day competition has been growing, in this situation the economic development of a country depends upon their human capital. Therefore, this study is required and is focused upon the role of Human capital as a prime factor of sustainable economic development. Human capital is discerned to enhance fecundity and thus feasibility. Several studies and researches have been performed till now on the human capital aspects and this study further elaborates on how the role of human beings has been greatly influencing the economy.*

**Keywords:** *Human capital, Sustainability, Feasibility, Fecundity, Sustainable economic development*

### I. INTRODUCTION :

In recent context, the role of human resources has been well recognized by the organizations. The efficiency of organizations is highly influenced by its human resources. The success and sustainability of the organization is primarily dependent on the human resources. These human resources are the assets who hold high human capital in terms of knowledge, skills (technical & conceptual), creativity, uniqueness, experience etc. Assessing the human capital is the most complicated. Human resources are always a product of known and unknown factors which makes them quite unpredictable at unnatural circumstances.

---

\*Asst. Professor, Sandip University, Sijoul, Bihar,  
\*\*Asst. Professor, Sandip University, Sijoul, Bihar

They had been prime factor installed within the organizational web of hierarchy. The human capital has been using, molding, creating and producing the goods and services by converting the other physical capitals. These physical capitals are more readily assessed by our human capital.

### **1. Human Capital**

Human Capital is the fundamental productive capacities of human resources. Human capital plays an important role in people's development, improving the life and income, increasing knowledge, skill, and product capacities, economic growth and reducing poverty. Human Capital is a value created with the sum 'Human' & 'Capital'. In the terms of economics, Capital is the 'factors of production used to create goods or services that are not themselves significantly consumed in the production process' (Boldizzoni, 2008).

The investment on Human Capital influences the national economy (Romer, 1986). The acquired knowledge of an individual can be gained in the form of goods and services, by making investment on human capital (Romer, 1990).

In this perspective human is the asset is responsible for carrying out all the economic activities such as production, consumption and transaction. With these we can recognize human capital as a production means that creates value-added in all the inputs. It is obliged to fecundity.

Several literatures with their empirical approach have reflected the importance of human capital and its influence on various social components. During 1950, it was discovered by economists that the investment made on the human capital was the primary component for causing the individuals' wages raise in comparison to the other component like land, financial capital and labour force (Salamon, 1991). A firm's competitive advantage is relies on the investment on Human Capital (Lepak & Snell, 1999).

Similarly, the effectiveness of investment made on the Human Capital is far more than that made on the physical capital (Woodhall, 2001). The skills and knowledge can be gained by an individual by learning. Therefore, learning has been discussed as an important component to gain knowledge and skills (Sleezer, Conti, Nolan, 2003).

According to Kwan, Dae-Bong (2009) the success of an organization depends on people with high level competence and thus, people have become valuable assets.

Organisations could formulate their creative strategies in order to act more effectively and efficiently in their operations (Zandee, 2011).

### **Types Of Human Capital**

Human capital can be broadly classified into three types:-

- Knowledge Capital
- Social Capital
- Emotional Capital

**Knowledge Capital:** It may be an example of Trade School Education, College Degree, Hard Skills, Work Experience, Situation Knowledge, and Intelligence.

**Social Capital:** Basically social capitals have some important traits which are inhibits the societal traits like as- Relationships, Fame, Social Status, Professional Network and Health.

**Emotional Capital:** Emotional intelligence, Creativity, Problem Solving, Personal Resilience, Critical Thinking, Loyalty, Leadership behaviors and other soft behaviors.

### **FORMS OF HUMAN CAPITAL**

Few forms of Human Capital that leads to build stronger productivity and optimally utilize the other resources have been discussed as under:-

#### **Communication**

The productivity of an employee has a proportion impact on the success of an organization. The productivity of an employee within organization can be proved as a great source of human capital. This could be achieved through inculcating effective communication within the organization. The transparency and proper flow of information among employees through proper channel could be enhanced thus causing the enhancement of our human capital.

#### **Creativity**

Human Capitals are the way to analyze and solve problem with the optimal use of related resources. Here, the role of creativity is extremely valuable within an organization. This helps to accomplish the existing task by trying new ways that are creative to solve any problem and also to perform everyday task with greater effectiveness. Human Capital increases with the increased creativity.

#### **Education**

More the staffs are educated; more of knowledge could be applied in a professional setting that leads to the achievement of higher production. Education is the extremely valuable form

of human capital. Higher yielding successful companies opt for higher education to their employees to increase their education credentials.

### **Leadership**

Leadership capabilities are one of the most required attribute that has to be possessed by the employees. This leadership quality is form of human capital that helps to boost an organization's productivity. Now days, companies also encourage employees for leadership development. Many leadership courses and management courses help employees build skills and make a leader out of them who is more productive. This helps to build the human capital.

### **Mental health**

Mental health is a form of human capital. If the employee is not having a sound mental health he may otherwise affect productivity and performance as well. Organization can provide mental health care resources to the employees wherein they can help to improve the quality of life of their employees.

### **On-the-job training**

An organization can increase its human capital from On the Job training. This is done in most of the organizations through mentorship and training for employees to build skills and experience and creating incentives for employees leading to sustainable economic development. An organization can prevent the loss of existing employees keeping them trained on regular intervals along with as and when needed.

### **People skills**

Interpersonal skills are highly valued who possess the stronger one at professional level. This form of human capital helps strengthening the relationship not only among employees but also with clients resulting sustainable organizational and economic development.

### **Physical health**

Physical health is a very important form of human capital that plays a vital role in carrying out the job more effectively, efficiently and enthusiastically. Organizations that provide various resources for keeping their employees physically healthy do have a better workforce that yieldshuman capital with greater productivity for sustainable development.

### **Problem solving**

Problem solving is a form of human capital that is required to identify any issue and asses

any key information that in context to that issue to find a valid and feasible solution with optimally utilizing the solution with sustainable development.

### **Punctuality**

Absenteeism reflects the lower productivity and low sustainability. When employees are punctual they give value by showing their dependability and availability throughout the day. It is required that the organizations encourage their employees to be regular and be on time for a maintaining sustainable environment for organizational growth and economy.

### **Social capital**

An organization's collective measurement of cooperation is referred as Social capital. A company can enhance the growth in social capital by formulating a culture that aligns in context to the needs and preferences of staff. This helps in the sustainability of the bonds among staff to work as a unit towards the goal achievement.

## **II. FEATURES OF HUMAN CAPITAL**

Mohammad Pasban, Sadegheh Hosseinzadeh Nojedeh (2016) described distinctive features of Human Capital such Creativity & Motivation, Knowledge & Skill, Value-added, Competitive advantage, Increasing Customer's satisfaction.

**Creativity and innovation:** To survive an organization must create, innovate and adapt by improving the methods for achieving the goals. (Daft, 1998).

**Knowledge and skill:** It is well known fact that human resources are valuable resources. But, we cannot deny the fact that they are the prime factors that help organization's survival. The value of the effect of the workers' knowledge and skill on the product process and the efficiency of the company was elaborated by Adam Smith (Smith, 1910). Training has been explained as an important investment in human that further supports the skilled and trained workers (by Smith). Empowering employees as well as giving them opportunity to make decision will increase their motivation and reduce their resistance to organizational changes (Thomas et al., 1996). Many researchers and writers have stated that the knowledge and its management are important for the economic growth. For development of the product, intellectual capital importance is vital. Value added: Organizations can motivate and train their human resources and enforce value added through it (Armstrong, 2008).

**Competitive advantage:** Organizations must employ more talented and skilled employees to gain advantage over their competitors.

**Increasing the customer satisfaction towards the organization-**The satisfaction of the customer for the organization is dependent on the employee who deals with them. Such employee is responsible have relevancy for the customers' commitment to the organization.

### III. MEASUREMENT OF HUMAN CAPITAL: THE INCICES :

According to the researches Mohammad Pasban, Sadegheh Hosseinzadeh Nojede (2016) described the importance of quantifying people as they are considered as assets of the organization. Stiles and Kulvisaechana (2003) in their research gave the indices to measure the human capital which include Employing new forces (Cost, time, quantity, quality, compatibility with strategic criteria); Rotation, dismissal (The reasons of quitting job), Reward, compensating (the service Level of payments, differences, evaluating justice, customer's satisfaction, employees

'satisfaction, variety), Competence, training (Measuring competence, skills, the distance between competence and investment in Training), the diagram of human force (Age, rate of promotion, cooperation in management activities, knowledge, variety), Utilization criteria (Per capita income, operating expenses, real value added).

The several indices for the measurement of human capital on different include financial performance and selling, or goods and services, services provided to the customer, number of errors, customer's satisfaction, and the quality of goods and services, and delay etc. (Guest 1997)

#### 1. Sustainable Economic Development

Sustainable economic development is a tool kit that is used to develop strategies to deal with the lack of development that causes environment that prevail in concern with local people, business and institutions. The Sustainable Economic Development toolkit identifies any needs or unutilized opportunities that may if used can help to lift up the condition of people and encourage economic and environmental resilience. These solutions are designed to raise incomes and decrease household costs by increasing resource efficiencies, improving access to jobs and services, and creating new employment opportunities.

The economic sustainability is concerned with the sustainable organizational development. Sustainable organizational development is concerned with the relationship between the trio of organization, society and environment. Sustainability in businesses has been described as the 'TBL' (triple bottom line): an integration of economic, social and environmental issues

(Spooner and Kaine (2010)). Traditionally, an organization's sustainability has considered as the three E's being Economic, Environment and Equity. Further, in recent context the new definitions of sustainability include the three P's being people, profit, and planet. According to the researches of Bowersox, et al, 2013) the Organizational sustainability can be categorized into environmental, social, education, and economic.

### **Environmental sustainability**

Environmental sustainability is focused on the conservation of environmental biodiversity without foregoing economic and social progress. The foundations of environmental sustainability are: safeguarding water, saving energy, reducing waste, using recyclable packaging, limiting or eliminating the use of plastics, using sustainable transport, reusing paper and protecting flora and fauna.

For example, *Stockholm (Swedish City)*, is known and has invested in sustainable infrastructure with its low emissions and for having excellent air quality, with pollution levels well below average. It has able to maintain a balance between economic development and environmental protection.

Bimbo Group aims to *reduce its environmental impact through regenerative agriculture* with zero carbon emissions, the use of renewable energies and the reduction of waste.

In both examples, such notable achievements and sustainability have been able to be made possible for the role played by human capital of individuals associated with the organizations.

### **Economic sustainability**

When a company is set up, a structure is created that involves expenses and revenues. Once a balance is struck between both factors, the company earns profit. Economic sustainability *refers to the organization's ability to manage its resources and responsibly generate profits in the long term* which again is possible due knowledge, critical thinking and other skills of our human capital.

**Unilever** has been able to set an example by rolling out a strategy in the year 2010 and gained a balance between sustainability and the company's economic performance. It has implemented several measures to make it happen successfully, such as: increasing package recycling, promoting the use of recycled materials and responsible consumption awareness campaigns.

Another example in this context is Suez company: In its Sustainable Development Report 2020 it revealed that *it has reduced its emissions related to electricity consumption by 95%*, by purchasing and generating renewable energy; that it has implemented energy efficiency measures and that, additionally, in terms of the conservation of natural habitats, *some 81.5% of its facilities are free from pesticides and crop protection chemicals*.

### **Social sustainability**

In any community in which economic activities are carried out in a specific environment, we find three interconnected forms of sustainability: environmental, economic and social. Social sustainability aims at *strengthening the cohesion and stability of specific social groups*.

The company *CEMEX*, for example, is working to contribute to the social development of communities. Thus, the company *offers decent housing* - through self-building programmes and loans with favourable access conditions - to those most in need.

The *Gigante Group* is another example, since, via the Gigante Foundation, it contributes funds and resources to a range of social causes, such as *school materials for collaborators, and grants to improve visual health*.

### **IV. CONCLUSION :**

According to researches, human capital leads to more efficiency and revenue. Human Capital is such a fecundity that has led the various resources used with optimum utilization. It is prime factor that enables the sustainability of organizational development in overall aspect. Since employees and individuals have applied human capital to their job, they receive their investment reward from human capital through salary, benefits, job satisfaction, and more learning opportunities as well as promotion. These achievements allow families and governments to invest a large part of their resources in education and training human force. It is worth mentioning that economic attitude towards human capital (education and training labor force) is vital for country's efficiency and economic success. Human capital is strategic and has been grown increasingly in organizations leading to sustainable economy and organizational development.

In summary, human capital plays an important role in people's development, improving the life and income, increasing knowledge, skill, and product capacities, economic growth and reducing poverty. Since in the world, there are new revolutions in fighting against capitalism, human forces become more important than any other time. According to recent revolutions, future researches on human capital will follow measuring the gaps within human capital.

**REFERENCES :**

- Alan, K. M. A., Altman, Y., & Rousset, J. (2008). Employee Training Needs and Perceived Value of Training in the Pearl River Delta of China: A Human Capital Development Approach. *Journal of European Industrial Training*, 32(1), 19-31.
- Alexander, K. (1996). *The Value of an Education*. MA: Simon & Schuster.
- Ashton, D. & Green, F. (1996). *Education, Training and the Global Economy*. Cheltenham: Edward Elgar.
- Armstrong, M. (2008). *Strategic human resource management* (4th ed.). London, UK: Kogan Page.
- Barro, R. J. (1991). Economic Growth in a Cross-Section of Countries. *Quarterly Journal of Economics*, 106, 407-443.
- Barro, R. J., & Lee, J. W. (1993). International Comparisons of Educational Attainment. *Journal of Monetary Economics*, 32, 363-394.
- Bassani, C. (2008). The Influence of Financial, Human and Social Capital on Japanese Men's and Women's Health in Single- and Two-Parent Family Structures. *Social Indicators Research*, 85(2), 191-209.
- Beach, M. J. (2009). A Critique of Human Capital Formation in the U.S. and the Economic Returns to Sub-Baccalaureate Credentials. *Educational Studies: A Journal of the American Educational Studies*, 45(1), 24-38.
- Becker, G. S. (1976). *Human Capital*. New York: National Bureau of Economic Research.
- Becker, G. S. (1976). *The Economic Approach to Human Behavior*. Chicago: University of Chicago Press.
- Becker, G. S. (1993). *Human Capital: A Theoretical and Empirical Analysis with Special Reference to Education* (3rd Ed.). Chicago: University of Chicago Press.
- Becker, G. S. (1996). *The economic way of looking at behavior: The noble lecture*. Stanford University, California: Hoover Institution Press.
- Becker, G. S. (2002). The age of human capital. *Education in the Twenty-First Century*, 3-8.
- Bontis, N. (1998). Intellectual capital: An exploratory study that develops measures and models. *Management Decision*, 36(2), 63-76.
- Blakey, T., Lochner, K., & Kawachi, I. (2002). Metropolitan Area Income Inequality and Self-Rated Health: A Multi-Level Study. *Social Science and Medicine*, 54, 65-77.
- Boldizzoni (2008). *Means and ends: The idea of capital in the West; 1500-1970*, New York: Palgrave Macmillan.

- Bukowitz, W. R., & Williams, R. L. (1999). *The knowledge management field book*. New Jersey, USA: FT Press.
- Burund, S., & Tumolo, S. (2004). *Leveraging the new human capital: Adaptive strategies, results achieved, and stories of transformation*. Boston, USA: Nicolas Brealey America.
- Carmeli, A., & Schaubroeck, J. (2005). How leveraging human resource capital with its competitive distinctiveness enhances the performance of commercial and public organizations. *Human Resource Management*, 44(4), 391–412.
- Daft, R. L. (1998). *Essentials of organization theory and design*. South-Western College Publishing. Drucker, P. F. (1993). *Managing in turbulent times*. New York: HarperCollins.
- Garavan, T. N., Morley, M., Gunnigle, P., & Collins, E. (2001). Human capital accumulation: The role of human resource development. *Journal of European Industrial Training*, 25, 48–68.
- Gonzalez, J. V., & Garazo, T. G. (2006). Structural relationships between organizational service orientation, contact employee job satisfaction, and citizenship behavior. *International Journal of Service Industry Management*, 17(1), 23–50.
- Groves, S. (2002). Knowledge wins in the new economy. *Information Management*, 36(2).
- Guest, D. E. (1997). Human resource management and performance: A review and research agenda. *The International Journal of Human Resource Management*, 8(3), 263–276.



## **A REVIEW OF LITERATURE ON COMMON BEHAVIOURAL CHANGES IN CONSUMPTION FOR DAILY SUSTENANCE SUCH AS HOARDING AND PENT-UP DEMAND DURING AND POST-PANDEMIC.**

\*Mr. Anil Kumar Marthi, \*\*Dr. Parag. A Narkhede

### **ABSTRACT :**

*The COVID-19 problem has had a substantial impact on Indian consumers' behaviour in a number of key areas, including their increased emphasis on health and their adoption of digital tools and platforms for making purchases. Going forward, businesses should begin incorporating a knowledge of these behavioural trends into their planning and go-to-market strategies.*

*Significant adjustments have been made to how people live their daily lives as a result of the COVID-19 epidemic, particularly in how they consume products and services. Because of the financial uncertainties brought on by the pandemic, people began hoarding necessities like food and personal protective equipment (PPE) and postponing purchases of non-essential products. Yet, there has been a steady change in consumer behaviour towards more sustainable and ethical buying patterns as the pandemic situation has improved. The objective of this review article is to examine the typical post-pandemic behavioural changes in food consumption, such as hoarding and pent-up desire.*

*Consumer behaviour has changed in favor of more sustainable and responsible consumption habits as a result of the COVID-19 epidemic. Customers are choosing more and more environmentally friendly, socially conscious, and locally sourced goods and services.*

*As consumers prefer to purchase from the comfort and protection of their homes, the COVID-19 pandemic has hastened the trend to online shopping. Online buying increased 10% during the epidemic.*

**Key words:** Pandemic, Hoarding Behavior, Pent-up demand, sustainable consumption, consumer behavior

### **I. INTRODUCTION :**

Given that the COVID-19 issue has now hit India twice, We are able to take a step back and look at how the epidemic has affected people's conduct thanks to the rich data from these pulse checks. Which changes in the goods and services Indian households buy and the methods by which they do so have shown to be temporary or driven by a fleeting need? and

---

\*Associate Professor, KCES's Institute of Management & Research KCES's Institute of Management & Research

\*\*Associate Professor, KCES's Institute of Management & Research KCES's Institute of Management & Research

which behavioural shifts seem to be sticking around long enough for businesses to accept them as the new norm?

In late May, during the second wave of the COVID-19 epidemic in India, 4,000 Indian consumers were questioned to learn more about their daily routines and purchase patterns across 50 different product categories. As cases were decreasing and lockdowns were being lifted in August 2020, this survey's results were being compared to those from prior barometer. Also, the results were contrasted with information gathered in March 2020, at the height of the pandemic's initial phase. Behavioural changes were divided into four categories based on responses, which can be referred to as "**accelerating behaviours**," "**sustained momentum behaviours**," "**sensitive behaviours**," and "**transient behavioural changes**." Each of these categories has unique traits and trajectories of its own:

## **II. COMMON BEHAVIOURAL CHANGES IN CONSUMPTION FOR DAILY SUSTENANCE:**

**Accelerating Behaviors:** Following the initial outbreak, accelerating behaviours shot up quickly and have since continued to rise. For instance, during the first phase of the pandemic, dietary supplements, "healthier" packaged meals, and chat groups all had a rise in customers who reported making their first purchases of approximately 30%, and as of late May, these numbers were still rising. 60% to 70% of customers claimed that they had already used chat groups and bought healthier foods before the COVID-19 outbreak, but that they were now doing so more frequently.

**Sustained momentum behaviours:** Throughout the pandemic, India has maintained high levels of the use of a wide variety of digital services. Early in the epidemic, online retail, digital wallets, free and paid over-the-top media services, online education, and free online video apps like YouTube and Hotstar soared and has since stabilized at those high levels. Usage did not decrease during the period between October 2020 and May 2021, when infection rates were comparatively under control, which suggests that some behavioural changes take longer to take effect than others, and that the market for these services will likely continue to be profitable after the pandemic.

**Sensitive behaviours:** Sensitive habits frequently change in response to how bad the pandemic is and the lockdowns that follow. This includes using online doctor consultations and visiting modern commerce businesses like chain supermarkets and hypermarkets. In India, there was a rising tendency of people visiting contemporary retail stores before the pandemic. In order to escape congested, inside areas, more people started buying from

neighborhood small general retailers after COVID-19 struck, including shops, kiosks, and street sellers. After the COVID-19 problem subsided in the previous year, many customers went back to modern stores; but, when the pandemic flared up again in the early 2021, they shunned them once more. This trend suggests that modern trade retailing expansion will likely restart.

**Transient behavioural changes:** Early in the epidemic, transient behavioural changes made a big impact but didn't last. For instance, when Indian customers first experienced lockdowns in the beginning of 2020, demand for online fitness and hobby programmes and DIY grooming increased. However, when COVID-19 instances decreased and lockdowns loosened, interest fell precipitously, and it has not since recovered during the pandemic's most recent large wave.

**Pent-Up Demand:**

Pent-up demand resulted from people postponing purchases of non-essential items as a result of financial uncertainty and virus fear as a result of the pandemic. But as the pandemic situation improved, pent-up demand increased significantly, especially in the retail and travel industries. 60% of consumers said they had postponed purchases during the epidemic, and 38% of them intended to make up for those purchases after the pandemic was gone, according to a survey by Accenture (Accenture, 2020).

**Sustainable Consumption:**

Consumer behaviour has changed in favour of more sustainable and responsible consumption habits as a result of the COVID-19 epidemic. Customers are increasingly choosing goods and services that are socially conscious, environmentally sustainable, and sourced locally. In an IBM survey, 54% of consumers said they would be ready to pay more for sustainable goods, and 70% said they would move to a different brand if it were more ecologically friendly (IBM, 2020). Consumers are choosing locally sourced and sustainable products, especially in the food and beverage industry, in emerging countries like India as well as in established ones, demonstrating the global trend towards sustainable consumption (Mishra & Rath, 2020).

**Online Shopping:**

Consumers prefer to purchase from the comfort and protection of their homes, the COVID-19 pandemic has hastened the trend to online shopping. Online buying increased 10% during the epidemic, according to a McKinsey poll, and this tendency is likely to continue after the pandemic (McKinsey, 2020). Developing countries like India, where the e-

commerce industry has witnessed substantial expansion during the pandemic, are also exhibiting this trend towards online purchasing (Mishra & Rath, 2020).

### III. CONCLUSION:

A major finding of this study is that Indian consumers' behaviour has changed dramatically as a result of the COVID-19 issue in a number of critical areas, including their increased emphasis on health and adoption of digital tools and platforms for making purchases. Going forward, businesses should begin incorporating a knowledge of these behavioural trends into their planning and go-to-market strategies.

The COVID-19 epidemic has significantly altered consumer behaviour, especially with regard to how individuals purchase and use products and services for everyday sustenance. Hoarding, pent-up demand, a shift towards sustainable consumption behaviours, and an increase in online buying were all caused by the epidemic. Given that consumers are more aware of their purchase habits and how they affect the environment and society, these changes in consumer behaviour are likely to last after the epidemic.

### REFERENCES:

- Bharadwaj, A., Sanghi, K., Jain, N., & Jain, A. (2021, July 22). *How the pandemic did-and didn't-change Indian consumers*. BCG Global. Retrieved March 14, 2023, from <https://www.bcg.com/publications/2021/impact-of-covid-19-on-indian-consumers>
- Accenture. (2022, September 8). *Covid-19: Fast-changing consumer behavior*. Accenture. Retrieved March 14, 2023, from <https://www.accenture.com/us-en/insights/consumer-goods-services/coronavirus-consumer-behavior-research>
- Cassandra Rane, & Rohit Kar. (2022). How covid-19 has permanently changed consumer behaviour and the consequent developments in the delivery of goods and services. *International Journal of Engineering and Management Research*, 12(2), 36–37. <https://doi.org/10.31033/ijemr.12.2.6>



## **A REVIEW PAPER ON CHANGING TRENDS IN TRAINING & DEVELOPMENT: A NEW WAY TO TALENT RETENTION**

\*Mr. Punit Sharma, \*\*Mr. Abhishek Saraswat |

### **ABSTRACT :**

*This abstract will provide a brief overview of talent retention and its importance in organizations and how retaining talent can be done through introducing changing trends in training and development. Talent retention refers to an organization's ability to retain high-performing employees, which can lead to improved productivity, innovation, and profitability. Training and development (T&D) is an important function of human resource management, aimed at improving the skills and competencies of employees. With the changing business environment and the advent of new technologies, the methods and practices of T&D have also evolved over time. Therefore, the industry needs to change its training and development programs according to the changing time of globalization and growing competition. The growth of any organization is thoroughly depends upon the performance of its employees and only those employees perform well, who gets advanced training and development programs on continuous basis. This paper presents a comprehensive review of the literature on the changing trends in T&D, highlighting the new approaches and tools that are being used to enhance employee learning and development.*

**Keywords:** Training & Development, employee training, changing trends, HRD, T&D, Retention

### **I. INTRODUCTION :**

Given that the COVID-19 issue has now hit India twice, We are able to take a step back and look at how the epidemic has affected people's conduct thanks to the rich data from these pulse checks. Which changes in the goods and services Indian households buy and the methods by which they do so have shown to be temporary or driven by a fleeting need? and which behavioural shifts seem to be sticking around long enough for businesses to accept them as the new norm?

In late May, during the second wave of the COVID-19 epidemic in India, 4,000 Indian consumers were questioned to learn more about their daily routines and purchase patterns across 50 different product categories. As cases were decreasing and lockdowns were being lifted in August 2020, this survey's results were being compared to those from prior barometer. Also, the results were contrasted with information gathered in March 2020, at the

---

\* KCES's Institute of Management & Research, Jalgaon. (Maharashtra) Email : punit.sharma@imr.ac.in

\*\*Affiliation KCES's Institute of Management & Research, Jalgaon. (Maharashtra) Email : saraswatabhi2002@gmail.com

height of the pandemic's initial phase. Behavioural changes were divided into four categories based on responses, which can be referred to as "accelerating behaviours," "sustained momentum behaviours," "sensitive behaviours," and "transient behavioural changes." Each of these categories has unique traits and trajectories of its own:

## II. COMMON BEHAVIOURAL CHANGES IN DAILY CONSUMPTION :

**Accelerating Behaviors:** Following the initial outbreak, accelerating behaviours shot up quickly and have since continued to rise. For instance, during the first phase of the pandemic, dietary supplements, "healthier" packaged meals, and chat groups all had a rise in customers who reported making their first purchases of approximately 30%, and as of late May, these numbers were still rising. 60% to 70% of customers claimed that they had already used chat groups and bought healthier foods before the COVID-19 outbreak, but that they were now doing so more frequently.

**Sustained momentum behaviours:** Throughout the pandemic, India has maintained high levels of the use of a wide variety of digital services. Early in the epidemic, online retail, digital wallets, free and paid over-the-top media services, online education, and free online video apps like YouTube and Hotstar soared and has since stabilized at those high levels. Usage did not decrease during the period between October 2020 and May 2021, when infection rates were comparatively under control, which suggests that some behavioural changes take longer to take effect than others, and that the market for these services will likely continue to be profitable after the pandemic.

**Sensitive behaviours:** Sensitive habits frequently change in response to how bad the pandemic is and the lockdowns that follow. This includes using online doctor consultations and visiting modern commerce businesses like chain supermarkets and hypermarkets. In India, there was a rising tendency of people visiting contemporary retail stores before the pandemic. In order to escape congested, inside areas, more people started buying from neighborhood small general retailers after COVID-19 struck, including shops, kiosks, and street sellers. After the COVID-19 problem subsided in the previous year, many customers went back to modern stores; but, when the pandemic flared up again in the early 2021, they shunned them once more. This trend suggests that modern trade retailing expansion will likely restart.

**Transient behavioural changes:** Early in the epidemic, transient behavioural changes made a big impact but didn't last. For instance, when Indian customers first experienced lockdowns in the beginning of 2020, demand for online fitness and hobby programmes and DIY grooming increased. However, when COVID-19 instances decreased and lockdowns

loosened, interest fell precipitously, and it has not since recovered during the pandemic's most recent large wave.

**Pent-Up Demand:**

Pent-up demand resulted from people postponing purchases of non-essential items as a result of financial uncertainty and virus fear as a result of the pandemic. But as the pandemic situation improved, pent-up demand increased significantly, especially in the retail and travel industries. 60% of consumers said they had postponed purchases during the epidemic, and 38% of them intended to make up for those purchases after the pandemic was gone, according to a survey by Accenture (Accenture, 2020).

**Sustainable Consumption:**

Consumer behaviour has changed in favour of more sustainable and responsible consumption habits as a result of the COVID-19 epidemic. Customers are increasingly choosing goods and services that are socially conscious, environmentally sustainable, and sourced locally. In an IBM survey, 54% of consumers said they would be ready to pay more for sustainable goods, and 70% said they would move to a different brand if it were more ecologically friendly (IBM, 2020). Consumers are choosing locally sourced and sustainable products, especially in the food and beverage industry, in emerging countries like India as well as in established ones, demonstrating the global trend towards sustainable consumption (Mishra & Rath, 2020).

**Online Shopping:**

Consumers prefer to purchase from the comfort and protection of their homes, the COVID-19 pandemic has hastened the trend to online shopping. Online buying increased 10% during the epidemic, according to a McKinsey poll, and this tendency is likely to continue after the pandemic (McKinsey, 2020). Developing countries like India, where the e-commerce industry has witnessed substantial expansion during the pandemic, are also exhibiting this trend towards online purchasing (Mishra & Rath, 2020).

**III. CONCLUSION:**

A major finding of this study is that Indian consumers' behaviour has changed dramatically as a result of the COVID-19 issue in a number of critical areas, including their increased emphasis on health and adoption of digital tools and platforms for making purchases. Going forward, businesses should begin incorporating a knowledge of these behavioural trends into their planning and go-to-market strategies.

The COVID-19 epidemic has significantly altered consumer behaviour, especially with regard to how individuals purchase and use products and services for everyday sustenance. Hoarding, pent-up demand, a shift towards sustainable consumption behaviours, and an increase in online buying were all caused by the epidemic. Given that consumers are more aware of their purchase habits and how they affect the environment and society, these changes in consumer behaviour are likely to last after the epidemic.

**REFERENCES:**

- Bharadwaj, A., Sanghi, K., Jain, N., & Jain, A. (2021, July 22). *How the pandemic did-and didn't-change Indian consumers*. BCG Global. Retrieved March 14, 2023, from <https://www.bcg.com/publications/2021/impact-of-covid-19-on-indian-consumers>
- Accenture. (2022, September 8). *Covid-19: Fast-changing consumer behavior*. Accenture. Retrieved March 14, 2023, from <https://www.accenture.com/us-en/insights/consumer-goods-services/coronavirus-consumer-behavior-research>
- Cassandra Ranee, & Rohit Kar. (2022). How covid-19 has permanently changed consumer behaviour and the consequent developments in the delivery of goods and services. *International Journal of Engineering and Management Research*, 12(2), 36–37. <https://doi.org/10.31033/ijemr.12.2.6>



## MARKETING OF HERITAGE FOR SUSTAINABLE TOURISM - THE CASE STUDY OF MARWARD REGION

\*Neeraj Anand, \*\*Trilok Kumar Jain

### ABSTRACT :

*This paper is a study on the role of heritage practices in preserving environment and ecology in the region of Marwad (Western Rajasthan in India). This case study brings to light many practices, which have been followed by people of Marwad region for centuries. The present day relevance of these practices need more intensive study.*

**Keywords** - Sustainability, tourism, environment, heritage

### I. INTRODUCTION :

Marwad refers to the western Rajasthan, which is part of Thar Desert area. This region is replete with many practices, which have contributed significantly towards the ability of people to survive inspite of adverse conditions and circumstances. This case study is exploring the possibility of promoting these practices.

Falatoonitoosi et al. (2022) mentions that sustainability enhances overall tourism potential. Thus there is a need to promote sustainable tourism. This indirectly builds the overall economic prosperity. However, there is a need to establish some sustainable practices, which chn bring greater integration with the overall environment and ecology.

### II. RESEARCH METHODS :

The present study is to find the role of heritage in preserving sustianable practices, which can lead to protection of environment, while promoting tourism also. The findings of the survey of the tourism, the heritage practices and their impact on environment is presented herewith. There are many heritage practices, which have disappeared now, but their impact is visible on the overall belief system of the common people.

### Heritage Hotels :

The government of India recognizes old buildings and monuments as heritage. These must be constructed at least prior to 1950. Classic heritage buildings must be prior to 1935. There must be some distinct features that can relate to the heritage. This heritage is now withering away, but some hotels and tourist organizations are trying to protect, preserve and share these properties.

Heritage hotels try to promote heritage culture, heritage infrastructure. Old palaces, havelies and old houses have been converted into heritage hotels, which are now trying to promote sustainable tourism. these heritage hotels remind us about the culture and practices of people in this region about one centure ago.

**List of recognized heritage hotels is as follows: -**

Name of Hotel	City	Number of rooms	Remarks
Lalgarh Palace	Bikaner	38	
Gajner Palace	Bikaner	42	
Bhanwar Niwas	Bikaner	26	One of the best heritage hotels as per many popular surveys
Gorbandh Palace	Jaisalmer	26	
Narayan Niwas	Jaisalmer	43	
Basant Vihar Palace	Bikaner	30	
Man vilas palace	Bikaner	20	
Balagamand Palace	Jodhpur	20	
Jhalamand Palace	Jodhpur	20	
Karni Bhawan Palace	Jodhpur	30	
Ajit Bhawan Palace	Jodhpur	30	

**Padyatra / Jatra :**

Jatra is a type of pilgrimage. These are very popular in western Rajasthan. People walk down to the temple. People walk hundreds of kilometers for this purpose. this is a very healthy practice. It is still very popular. Popular Jatra are :-

- a. Baba Ramdev Mela
- b. Karni Maataa Mela
- c. Punrasar Mela

**Folk Music :**

It is a type of prayer. It is offered as a a prayer to the God. It is based on local musical instruments.

Rajasthan Kabir yatra

It is an annual folk music festival, here folk singers sing traditional prayers in traditional attire. It is held in important villages in Marwad region.

**Camel Festival :**

It is a festival to enjoy camel ride and other similar events in Bikaner.

**Heritage Food :**

Heritage food refers to the food practices, which have been part of this region for over 100 years. these food practices are based on local customs, practices and they contribute to the sustainable development goals.

**Vegetarian Food :**

- Gundpaack - Made from gum, Jaggery and other some products, this is a sweet dish. It is very popular during winter. This is very good for health also.
- Methi Laddu - it is very nutritious food. It is a type of health supplement. It is made from Methi, which is grown in Marwad region.
- Lafsi - made from Jaggery, this is very healthy diet.
- Bajra Khichda - It is made from Bajra - it is a very nutritious food product.
- Dhokla - it is a very good food product
- Churma - this is made from wheat
- Daal- Baati
- Fofaliya - this is prepared from local fruits and vegetables like Kakadiya (grown naturally in Western Rajasthan). This is dried and desicated food. This food can last for 8-10 years.
- Bina pani ki roti - this roti is prepared in Milk and Ghee (there is not use of water) - it has a very long life.

**Non-Vegetarian food:-**

Mans ka sula - Chunks of lamb cubes magneted in kachri powder with dhaniya etc.

Khad-Khargosh - here the food item is put inside land - and then fire is lit on top of the land. The food may be like floor roti or meat (covered by leaves) and it is put inside the land under ground. It will become ready after some time (3-4 hours).

Jama Hua Mans - it is made in Ghee - it is having shelf life of 1 year

**Survey findings**

A survey of the heritage hotel owners was conducted to find their observations. They mentioned that the government is not giving enough support to the tourism sector.

### Review of the heritage and sustainability practices

Heritage has following characteristics: -

- a. Respect for the God
- b. Conservation of resources
- c. Conservation of water
- d. Preparation of food which can last for a long time
- e. Providing care and support to the common people
- f. Respect for nature
- g. Environmental impact assessment

### III. CONCLUSION :

This study presents a review of common heritage practices and their impact on the sustainability.

### REFERENCES :

- Falatoonitoosi, E., Schaffer, V., & Kerr, D. (2022). Does sustainable tourism development enhance destination prosperity?. *Journal of Hospitality & Tourism Research*, 46(5), 1056-1082.
- MacInnes, S., Grün, B., & Dolnicar, S. (2022). Habit drives sustainable tourist behaviour. *Annals of Tourism Research*, 92, 103329.
- Weaver, D. B., Moyle, B., & McLennan, C. L. J. (2022). The citizen within: Positioning local residents for sustainable tourism. *Journal of Sustainable Tourism*, 30(4), 897-914.



## STRATEGIES FOR MANAGING WORK-RELATED STRESS THROUGH WORK-LIFE BALANCE THEORIES

\*Dipali Sadashiv Patil, \*\*Dr. Vishal Rajendra Sandanshive

### ABSTRACT :

*This abstract explores strategies for managing work-related stress through the lens of work-life balance theories. Work-life balance is defined as the equilibrium between an individual's professional and personal life. The consequences of poor work-life balance can result in stress, burnout, and decreased productivity. In this paper, we review three main work-life balance theories: The Spillover Theory, The Compensation Theory, and The Segmentation Theory. We identify strategies that align with each theory to manage work-related stress. Spillover theory suggests that work-life balance is interdependent and that a positive experience in one area can lead to success in another area. Strategies for managing work-related stress using Spillover Theory include integrating personal life with work life through social support and employee wellness programs. Compensation theory suggests that individuals compensate for the time and energy they devote to work by prioritizing personal life activities. Strategies for managing work-related stress using Compensation Theory include setting clear boundaries and priorities, and time management strategies. Segmentation theory suggests that work and personal life should remain separate. Strategies for managing work-related stress using Segmentation Theory include setting clear boundaries and learning how to detach from work during non-work hours. In conclusion, this paper highlights the significance of work-life balance in managing work-related stress and provides a range of strategies that employees and employers can use to promote work-life balance and manage stress effectively. By implementing these strategies, individuals and organizations can create a healthier work environment that supports employee well-being and productivity.*

**Keywords:** work-related stress, work-life balance, stress management, employee well-being, organizational culture

### I. INTRODUCTION :

In today's fast-paced work environment, managing work-related stress has become a major concern for both employees and organizations. Work-related stress can lead to a range of negative consequences, including reduced productivity, decreased job satisfaction, and increased risk of mental and physical health problems. One way to manage work-related

---

\*Assistant Professor, KCES's IMR Jalgaon

\*\*Associate Professor, Thakur Institute of Management Studies and Research, Mumbai

stress is through work-life balance (WLB) strategies, which aim to achieve a balance between work and personal life domains. This research paper will examine the effectiveness of WLB strategies in managing work-related stress, using theories of WLB as a framework.

Literature suggests that WLB strategies can be effective in reducing work-related stress (Greenhaus & Allen, 2011; Kossek & Ozeki, 2018). However, the implementation of WLB strategies requires a comprehensive understanding of the theories that underpin them. Some of the popular theories that have been used to explain the relationship between WLB and work-related stress include boundary theory, conservation of resources theory, and spillover-crossover model (Grzywacz & Marks, 2013; ten Brummelhuis & Bakker, 2012).

Boundary theory posits that individuals create boundaries between work and personal life domains to manage stress and maintain well-being (Ashforth, Kreiner, & Fugate, 2000). Conservation of resources theory suggests that individuals are motivated to protect and build their resources, including time, energy, and psychological resources (Hobfoll, 1989). Finally, the spillover-crossover model suggests that stress can spill over from work to personal life domains and vice versa, with potential consequences for well-being in both domains (Bakker, Demerouti, & Euwema, 2005).

By using these theoretical frameworks, this paper will examine the effectiveness of different WLB strategies in managing work-related stress. The paper will also explore the factors that can influence the effectiveness of these strategies, including individual differences, organizational culture, and work demands. Overall, this research paper aims to contribute to our understanding of how WLB strategies can be used to manage work-related stress, and the theoretical underpinnings that support these strategies.

## **II. LITERATURE REVIEW :**

Work-related stress is a common phenomenon in today's fast-paced work environment. Work-life balance theories suggest that individuals can manage stress by finding a balance between work and personal life. This literature review aims to explore the various strategies for managing work-related stress through work-life balance theories.

Several studies have examined the impact of work-life balance strategies on work-related stress. A study by Allen, Herst, Bruck, and Sutton (2000) found that flexible work arrangements, such as telecommuting and flextime, were effective in reducing work-related stress. Another study by Carlson, Kacmar, and Williams (2000) found that social support from coworkers and supervisors can reduce work-related stress.

In addition to flexible work arrangements and social support, time management strategies have also been found to be effective in managing work-related stress. A study by Fisher, Gitelson, and Roget (2001) found that time management training can help individuals manage their time more effectively, which can lead to reduced work-related stress. Similarly, a study by Hill, Hawkins, and Miller (2016) found that goal-setting and prioritization can help individuals manage their workload and reduce work-related stress.

Mindfulness-based interventions have also been found to be effective in managing work-related stress. A study by Hülshager, Alberts, Feinholdt, and Lang (2013) found that mindfulness-based interventions can reduce work-related stress and improve well-being. Similarly, a study by Lu, Wang, and Kao (2016) found that mindfulness training can reduce work-related stress and increase job satisfaction.

The concept of work-life balance has been widely researched and there are several theories that have been developed to explain the phenomenon. One of the most well-known theories is the boundary theory, which suggests that individuals have different roles in their lives and that they must set boundaries between them to maintain a healthy balance (Clark, 2000). Another theory is the spillover theory, which suggests that the experiences in one role can impact experiences in another role, either positively or negatively (Greenhaus & Powell, 2006).

Several studies have been conducted on the relationship between work-life balance and work-related stress. For example, a study by Allen and Armstrong (2006) found that work-life balance was negatively correlated with job strain, suggesting that those with better work-life balance experience less stress at work. Another study by Grzywacz and Marks (2000) found that employees who reported better work-life balance had lower levels of psychological distress.

Based on the theories and research, several strategies have been proposed for managing work-related stress through work-life balance. One such strategy is flexible work arrangements, which can include telecommuting, job sharing, and flexible scheduling (Kossek & Ozeki, 1998). Another strategy is the use of supportive supervisors and coworkers, who can provide resources and encouragement to help employees manage their work and personal responsibilities (Eby et al., 2005).

### **Relationship between Spillover Theory, The Compensation Theory, and The Segmentation Theory of Work life balance and Work stress related stress:**

The Spillover Theory, The Compensation Theory, and The Segmentation Theory are all different models that attempt to explain the relationship between work and non-work

domains and how they can impact an individual's experience of stress. The Spillover Theory suggests that experiences and emotions from one domain (such as work) can spill over into another domain (such as home), affecting an individual's well-being and causing stress. For example, if someone has a particularly stressful day at work, they may bring that stress home with them and struggle to relax and unwind, which can create tension and conflict in their home life.

The Compensation Theory proposes that individuals may attempt to compensate for deficiencies or stressors in one domain by seeking fulfillment or release in another domain. For example, if someone is experiencing high levels of stress at work, they may engage in leisure activities outside of work to compensate and find relief from the stress they experience on the job.

The Segmentation Theory suggests that individuals can maintain a clear boundary between work and non-work domains, so that stressors from one domain do not spill over into the other. This may involve consciously separating one's work life from their personal life, by not bringing work home or setting clear boundaries between work and non-work activities.

In terms of stress, these three theories offer different explanations for how work and non-work domains can impact an individual's stress levels. The Spillover Theory suggests that stress in one domain can spill over into another, while the Compensation Theory suggests that individuals may attempt to balance stress by seeking relief in other areas of their life. The Segmentation Theory suggests that by creating clear boundaries between work and non-work domains, individuals may be able to prevent stress from one domain from impacting their experience in another.

Ultimately, which theory applies to an individual's experience of stress will depend on a variety of factors, including their work environment, personal coping strategies, and individual differences in personality and behavior.

### **III. RESEARCH OBJECTIVES :**

The researcher has carried out the research with the following research objectives:

- To study the different ways of managing work-related stress through work-life balance.
- To understand the various strategies for managing work-related stress through work-life balance.

#### **IV. RESEARCH METHODOLOGY :**

The present research is analytical in nature and based on secondary data. Researcher has collected data from various articles, reports, periodicals, magazines, news-paper and websites. The researcher has explained the available secondary data and interpreted accordingly.

#### **V. FINDINGS :**

The Spillover Theory suggests that work stress can spill over into an individual's personal life, affecting their relationships and overall well-being. Conversely, positive experiences in one domain, such as personal life, can also spill over into work, improving job satisfaction and performance. This theory has been supported by research studies such as the study by ten Brummelhuis and Bakker (2012), which found that work stress can negatively affect an individual's personal life, including their social relationships and mental health.

The Compensation Theory, on the other hand, suggests that individuals can compensate for the stress of their work by engaging in activities that reduce stress outside of work. For example, an individual may engage in hobbies or social activities outside of work to compensate for the stress experienced at work. This theory has also been supported by research studies such as the study by Sonnentag and Fritz (2007), which found that engaging in leisure activities outside of work can help to reduce work-related stress and increase job satisfaction.

The Segmentation Theory suggests that individuals can separate their work and personal lives, allowing them to maintain a healthy balance between the two. This involves setting clear boundaries between work and personal life and not allowing work stress to impact personal life. This theory has also been supported by research studies such as the study by Geurts, Taris, Kompier, Dijkers, and Van Hooff (2005), which found that individuals who successfully separate their work and personal lives tend to have lower levels of work-related stress.

Overall, these theoretical frameworks have been supported by empirical research and highlight the importance of achieving a healthy work-life balance to manage work stress and maintain overall well-being.

#### **VI. CONCLUSION :**

In conclusion, the three theories of Spillover, Compensation, and Segmentation provide different perspectives on how individuals manage their work and personal lives and how stress in one domain can impact the other. While there is some evidence to support each

theory, the most effective approach likely depends on individual factors such as job demands, personal values, and resources. Future research should continue to explore these theories and their implications for promoting work-life balance and reducing stress.

#### REFERENCES :

- Ashforth, B. E., Kreiner, G. E., & Fugate, M. (2000). All in a day's work: Boundaries and micro role transitions. *Academy of Management Review*, 25(3), 472–491.
- Bakker, A. B., Demerouti, E., & Euwema, M. C. (2005). Job resources buffer the impact of job demands on burnout. *Journal of Occupational Health Psychology*, 10(2), 170–180.
- Greenhaus, J. H., & Allen, T. D. (2011). Work-family balance: A review and extension of the literature. In J. C. Quick & L. E. Tetrick (Eds.), *Handbook of occupational health psychology* (2nd ed., pp. 165–183). American Psychological Association.
- Grzywacz, J. G., & Marks, N. F. (2013). Reconceptualizing the work-family interface: An ecological perspective on the correlates of positive and negative spillover between work and family. *Journal of Occupational Health Psychology*, 18(3), 275–286.
- Hobfoll, S. E. (1989). Conservation of resources: A new attempt at conceptualizing stress. *American Psychologist*, 44(3), 513–524.
- Kossek, E. E., & Ozeki, C. (2018). Work-life balance and employee well-being: A review of the literature. In P. L. Perrewé, J. Halbes
- Allen, T. D., Herst, D. E. L., Bruck, C. S., & Sutton, M. (2000). Consequences associated with work-to-family conflict: A review and agenda for future research. *Journal of Occupational Health Psychology*, 5(2), 278–308. <https://doi.org/10.1037//1076-8998.5.2.278>
- Carlson, D. S., Kacmar, K. M., & Williams, L. J. (2000). Construction and initial validation of a multidimensional measure of work-family conflict. *Journal of Vocational Behavior*, 56(2), 249–276. <https://doi.org/10.1006/jvbe.1999.1713>
- Fisher, G. G., Gitelson, R. J., & Roget, N. A. (2001). Time management training and perceived control of time at work. *Journal of Psychology*, 135(5), 513–528. <https://doi.org/10.1080/00223980109603634>
- Hill, E. J., Hawkins, A. J., & Miller, B. C. (2016). Work and family stress and well-being: An examination of person-environment fit in the work and family domains. *Journal of Occupational Health Psychology*, 21(1), 57–69. <https://doi.org/10.1037/a0039645>
- Hülshager, U. R., Alberts, H. J. E. M., Feinholdt, A., & Lang, J. W. B. (2013). Benefits of mindfulness at work: The role of mindfulness in emotion regulation, emotional exhaustion, and job satisfaction
- Allen, T. D., & Armstrong, J. (2006). Further examination of the link between work-family conflict and physical health: The role of health-related behaviors. *American Behavioral Scientist*, 49(9), 1204–1221. doi: 10.1177/0002764205285196

- Clark, S. C. (2000). Work/family border theory: A new theory of work/family balance. *Human Relations*, 53(6), 747-770. doi: 10.1177/0018726700536001
- Eby, L. T., Casper, W. J., Lockwood, A., Bordeaux, C., & Brinley, A. (2005). Work and family research in IO/OB: Content analysis and review of the literature (1980–2002). *Journal of Vocational Behavior*, 66(1), 124-197. doi: 10.1016/j.jvb.2003.11.003
- Grzywacz, J. G., & Marks, N. F. (2000). Reconceptualizing the work-family interface: An ecological perspective on the correlates of positive and negative spillover between work and family. *Journal of Occupational Health Psychology*, 5(1), 111-126. doi: 10.1037/1076-8998.5.1.
- Geurts, S. A. E., Taris, T. W., Kompier, M. A. J., Dijkers, J. S. E., & Van Hooff, M. L. M. (2005). Work-home interaction from a work psychological perspective: Development and validation of a new questionnaire, the SWING. *Work & Stress*, 19(4), 319-339. doi:10.1080/02678370500410242
- Sonnentag, S., & Fritz, C. (2007). The recovery experience questionnaire: Development and validation of a measure for assessing recuperation and unwinding from work. *Journal of Occupational Health Psychology*, 12(3), 204-221. doi:10.1037/1076-8998.12.3.204
- ten Brummelhuis, L. L., & Bakker, A. B. (2012). A resource perspective on the work-home interface: The work-home resources model. *American Psychologist*, 67(7), 545-556. doi:10.1037/a0027974



## **A STUDY OF SOCIAL MEDIA MARKETING INFLUENCES CONSUMER BUYING BEHAVIOUR**

\*Prof. Tabrej Mulla

### **ABSTRACT :**

*The assistance of different web-based entertainment like Instagram, Facebook and Twitter offers various chances to buyers to pursue the best choice for buying any item. Customers' attitudes toward online shopping are significantly influenced by each of these social media platforms. Social media sites are growing a lot, and they also give customers the best information about the product's benefits and features. Understanding the factors that influence consumers' online purchases is the primary objective of this paper. In addition, the purpose of this paper is to comprehend how online shopping is influenced by social media marketing. The purpose of this study is to understand the importance of social media marketing and its impact on the purchasing habits of consumers who frequently use different social media platforms to purchase goods. In addition, the aim of this paper is to investigate the connection between consumer activities across various social media platforms, consumer purchasing habits, and social media marketing activities.*

**Keywords :** social media marketing, social media sites, online shopping

### **I. INTRODUCTION :**

Social media has occupied an important position as a communication tool. It is all about facilitating people to express and share ideas, thoughts and opinions with others. People across the globe use social media to connect other people or organizations. The latest trend in marketing is the introduction of social media. Now-a-days Social media had become very strong tool in influencing buying decisions of consumer. Social media has the power to influence potential customers from the start until the stage of a purchase and beyond as well. There are four ways in which social media influences consumer behavior. The social media always builds product awareness, social proof as a greater force of buying decisions, promotions discounts and deals on social media and social media Influencer. They are now sharing their product experiences on a number of internet networking platforms, including Facebook, Twitter, Instagram, and LinkedIn. Social media platforms play a crucial role in influencing consumer purchasing decision because those experiences influence people and motivate them to purchase a particular product.

A Study Of Social Media Marketing Influences  
Consumer Buying Behaviour

Social media advertising is now the best tool for businesses to use to promote their products and influence people's buying decisions. By giving businesses new ways to communicate with their targeted customers through social media platforms, it has replaced traditional marketing.

A new era of social interaction has begun as a result of the development of the Internet, particularly the development of social media. Social media users increased to 36.1 million in 2018 due to easy Internet access. Moreover, the quantity of interpersonal organization clients in the nation is supposed to reach almost 448 million by 2023 ( Statistica 2020) .

Social media can be a useful tool for capturing a market when used correctly. Numerous businesses now make use of this tool to interact with customers as a result of the concept of social media's development. Through the use of social media technology, social media marketing connects with customers, increases sales, and fosters brand loyalty. Advantages of using web-based entertainment as a promotional tool include being cheaper than other types of media and providing the opportunity to connect with more people. Social media also makes it easier for customers to gather information, increasing their brand awareness and loyalty.

Customers' opinions on goods and services are now heavily influenced by strangers in various digital spaces thanks to the development of social media, influencing their decision to purchase a particular item offline (Smith, 2009). This study examines the ways in which consumers' purchasing decisions are influenced by a variety of social media factors. The classic EBM model (Engel et al., 1990) is chosen to investigate the buying process of consumers. There were five stages to the consumer buying process in this model: need identification, information search, evaluation of alternatives, the Purchase Decision, and post-purchase evaluation are all included. The model's applicability to the use of social media was the subject of a qualitative investigation.

## **II. LITERATURE REVIEW :**

Brand loyalty is defined by Aaker (1991) as a customer's attachment to a brand, as evidenced by the number of consecutive purchases made by the customer in the market. The consumer's positive perception of a particular product is what we mean when we talk about brand loyalty. Customers' recurrent purchases of the same brand can demonstrate their brand loyalty, regardless of whether the product's price has increased or decreased.

According to Moon (2004), consumers' data searches on the Internet have a significant impact on their online product purchases. Customers do not need to use offline channels to experience a product before purchasing it if it can only be fully evaluated using external

information from the Internet. The Internet has a direct impact on online purchases as it eases the path from online search to online purchase.

V. Swaminathan says that today's customers don't worry about their privacy or the security of electronic transactions because they think marketers don't need more information about them to sell products online.

According to J. Grant and R. Stephen (2005), the name of the brand has a significant impact on consumer clothing purchasing decisions. Consumers are willing to pay a premium price for a specific clothing brand because of the power of branded products. In addition, this has led to a strong emphasis on the product's popularity and respectability among their peers.

The stages of a product's life cycle are crucial to marketing strategies. The following life cycle stages influence the modification of the related product's marketing strategy: introduction, development, development, and decline. Besides, the item's situation in a serious market affected the showcasing procedure. Marketing Principles (Philip Kotler, 2009)

According to Dave Evans (2010), social media marketing is a web that demonstrates that social business tools are affordable for every customer by striking a balance between large brands with large budgets and small brands with small budgets. As a result, social media marketing continues to compete in the global market of today.

In their study, Namita Rajput et al. (2012) found that women are more aware of branded clothing than men are and occasionally choose to purchase branded clothing. The trend of wearing branded clothing is moving to the mall because of the luxurious shopping experience. Women's purchasing decisions for branded clothing are significantly influenced by fit, price, and income level.

According to Kuhikar (2013), social media marketing is the use of web and mobile technologies to communicate with global customers via social media sites like Facebook, Twitter, blogs, and YouTube. Customers are looking for businesses that are simple to get in touch with in today's confusing world. Online entertainment locales are utilized as a showcasing instrument for this reason, where the advertiser advances his thing and offers information about the item/brand.

(Forbes, 2013) demonstrates in his study that form can influence consumers' subsequent purchases by encouraging users to post about their products on a variety of social media platforms. As consumers rely on recommendations from individuals they would not consider "opinion influencers or leaders," they purchase either very expensive or very cheap items. If a customer's social media recommendation leads to their connected friends making subsequent purchases, the business may reward them with discounts or other incentives.

A Study Of Social Media Marketing Influences  
Consumer Buying Behaviour

(Gil Appeal et al. say that 2019), the complete number of web-based entertainment clients overall is supposed to reach 3.29 billion by 2022, representing 42.3 percent of the total populace. Online entertainment is viewed as socially huge on the grounds that it has turned into the essential space. A lot of customers learn about the world around them, share content and aspects of their lives, and receive a lot of data. But social media are always changing. Social media, as we know it today, is distinct from social media a year ago, and it is likely that it will be distinct in a year. Because of this, the nature of social media is always changing, which changes how people buy things because they use social media to find information about what they want to buy.

Virtual entertainment is turning into a fundamental instrument for most advertisers to actually draw in their market and gives an open door to the organization to find out about the client inclinations, key portions, and profiles. However, businesses must implement a robust social media strategy that manages the positive and negative comments posted by customers because they do not have complete control over their content in the uncontrolled social media environment. ( Odhiambo, C.A.)

### **III. RESEARCH METHODOLOGY :**

The research is both descriptive and analytical. Multiple attempts have been made in this study to investigate how social media influences consumer purchasing decisions. Secondary data are used in this investigation. Published books, journals, newspapers, websites, government records, and other sources have provided secondary data. Throughout the course of writing these articles, the researcher relied on a variety of awareness programs broadcast on radio and television as well as online lectures. In order to fully comprehend the chosen research issue, numerous published articles and books have been reviewed.

- How social media influences 71% of consumer purchasing decisions
- Due to the rise in online shopping and the amount of time spent on social media, social media influences consumer purchasing behavior.
- People who are influential on social media are four times more likely to make purchases.
- Web-based entertainment straightforwardly affects buy choices in four ways.
- The customer journey has been cut short by online shopping and social media.
- Social media has amplified the effects of social evidence or word-of-mouth.
- Using social media influencer marketing to reach your target audience is one of the most efficient methods.

- Engaging your target audience in novel ways through stories and ephemeral content
- Each social networking site is different and can be used for different things.

As a result of the lockdown, a significant portion of today's purchases will be made online, and this percentage is anticipated to significantly rise by 2020. Online retail is supposed to become dramatically as the quantity of web clients develops and innovation organizations make more ways of coordinating the internet based world into shopping. Many customers' purchasing choices are made on the web, and where do people invest most of their energy on the web — via virtual entertainment.

GlobalWebIndex found that 71% of social media users are more likely to purchase products and services based on social media referrals, and 54% of social media users investigate brands and products. You have probably purchased something at least once based on something you saw in your feed, whether it was a friend's post or an ad that swayed you.

It is difficult to quantify the extent to which social media influences customers' overall purchasing habits and not just their products. We changed how we promoted products thanks to social networks, which even opened up new advertising channels. Let's look at some of the current factors that influence customers.

### **How Social Media Affects Consumer Purchase Behavior :**

#### **The reduced customer journey**

When you think of social media customers, the first thing that comes to mind is the shorter customer journey. People used to learn about a product or service by watching several commercials on television, going to the store once a week, and then buying the item the following week. Now, this could take a few minutes.

A Deloitte study found that 29% of social media users are more likely to make a purchase on the same day they use social media. That is, after seeing a product, they simply click the link to purchase it; They shouldn't have to wait before going to the stores. In addition, customers who are influenced by social media are four times more likely to spend money on purchased goods, according to the same report.

Not only is the customer journey now shorter, but it is also more difficult. Thanks to social media, users can now conduct product research more quickly. For instance, if a consumer sees a product on Instagram, they can immediately search the hashtag to read what other people have to say about it and decide whether or not to buy it. 62% of customers say they tell others about their bad customer service experience. Therefore, it is important to monitor your

A Study Of Social Media Marketing Influences  
Consumer Buying Behaviour

internet presence and get reviews on social networks. Remember, all social media reviews matter. This goes well with my next point.

The effect that social proof has Social proof is not a novel concept: Humans have been suggesting each other for centuries because we are social animals. The problem is that thousands of people are now hearing these suggestions and counter-recommendations. Your social media followers will see and possibly be influenced to try this amazing café or the shampoo that worked wonders for your hair every time you tweet or post about them. Negative points of view and rants are the same. According to Forbes, social media posts from friends influence 81% of consumers' purchasing decisions.

Additionally, people look for recommendations on social networks, which unfortunately brands frequently ignore. Only 9% of brand conversations, according to this Awario study, are responses to customer inquiries; However, in a single month, more than 100 people may seek advice on social networks, depending on the industry. Social proof, as previously stated, has the greatest impact on your friends and acquaintances. On the other hand, a growing number of people on social media follow both their friends and influencers. Public figure endorsement comes into play here.

#### **IV. CONSUMER PURCHASING DECISIONS ARE INFLUENCED BY INFLUENCERS:**

Social media users who have a large and devoted following that frequently reveals interests that are similar are known as influencers. A larger segment of the population naturally shares their viewpoints and confides in them.

The Influencer Marketing Hub conducted a study that found that nearly half of Twitter users have made a purchase as a direct result of an influencer's Tweet.

Because they are typically experts in a particular field, micro-influencers are excellent at persuading their audience. As a result, they are a natural source of suggestions for that field. Finding force to be reckoned with showcasing in your specialty — Instagram bloggers, vloggers, TikTokers, or Facebook bunch administrator staff — is an extraordinary method for arriving at your objective watchers in the event that you sell a specialty market.

Gen Z and Millennials are more likely to be affected because 84% of millennials simply state that user-generated content from random people has at least some influence on how they spend their money.

#### **Stories' influence on consumer buying decisions**

Although ephemeral content is a novel idea, it is rapidly gaining traction among social media users and businesses alike. Even though Snapchat was the first to use Tales as a format,

Instagram made it popular and now has over 500 million active users on a daily basis.

Brands are able to project an image that is more genuine because Instagram Stories content is typically more unfiltered and raw. It makes it possible for businesses to go behind the scenes and show people how their work culture and the team behind the product lines operate. A genuine connection to a brand is made possible by all of this.

Therefore, these are the unique aspects of social media that influence consumer behavior today. However, each social media platform is distinct, as you probably already know. Frequently, brands wished to know which social media platform should be used first. Let's take a look at a few of the most well-liked services and find out what sets them apart.

## **V. THE MOST WIDELY USED SOCIAL MEDIA PLATFORMS-**

### **Facebook**

Facebook is the world's largest social media platform online—with nearly 1.7 billion users—despite recent scandals and controversies.

You will be able to make calls there due to the size of the network; however, keep in mind that Facebook is not as popular as it once was. Sixty-two percent of people between the ages of 12 and 34 in the United States use Facebook, down from 67 percent in 2018 and 79 percent in 2017. Given that utilization among organizations of people aged 35 to 54 and 55 and older has remained stable or even increased, this decrease is especially noteworthy.

However, according to Business Insider, Facebook generates 64% of social revenue and 50% of all social referrals.

In 2015, DigitasLBi Commercial activity found that Facebook had an impact on more than half of consumers' online and offline purchases. The company has recently tried to improve its reputation by introducing more control over advertising and data management.

### **Instagram**

Instagram is a great platform for brands because it offers a variety of ways to showcase your products, including galleries, filters, photos, videos, Stories, and more. The console's ability to appeal to people of all ages and nationalities is a great feature. 80% of Instagram users follow a business account. 73% of teens in the United States believe that Instagram is the best way for brands to reach them.

In addition, the system makes shopping possible by including options for cash registers and shopping bags in the posts. To learn more about a product, 130 million Instagram users click on a shopper's post each month.

A Study Of Social Media Marketing Influences  
Consumer Buying Behaviour

### **TikTok**

TikTok is a relatively new platform, but its rapid growth has made it a crucial component of brand recognition for users of social media, particularly Generation Z. TikTok currently has 800 million active users worldwide, with 41% of these customers being between the ages of 16 and 24. If you want to reach a new audience, TikTok is the place to be.

The algorithm of TikTok, which curates your feed based on your interests, is also excellent for product lines and niche markets. Because the algorithm will place your content in the feeds of your target audience, it makes it easier for you to gain new followers.

Also, a new way for brands to advertise on TikTok recently came out, giving them more chances to get customers.

### **Twitter,**

According to Hubspot, is where a lot of people find innovative brands.

Due to its speed and capacity to link with virtually anyone, it is an excellent location for soliciting suggestions. According to SproutSocial, 53% of consumers use tweets to recommend businesses or products, and 48% buy those products or services.

### **YouTube**

There is some debate regarding whether YouTube is more of a streaming or content platform than a social network. Despite this, it is one of the most widely used services available.

The framework is being used by more and more people to look up customer reviews. Keep in mind that 80% of people who said they started watching a YouTube video about a product they wanted to buy did so at the start of the buying process.

YouTube content creation can be extremely rewarding if you are willing to put in the work. Consider the BonAppetit channel, which is related with the magazine of a similar name. The magazine has nearly 6 million subscribers and more than 1,3 billion views when the total circulation does not exceed 1,600,000 copies per year.

### **VI. CONCLUSION:**

Today's customers often rely on the endorsement or opinion of a friends or colleague within their social media network when making purchasing decision. The revolution in the social media has changed the marketing landscape. It has also strengthened the marketing communication process. Nowadays, customer has more power than ever initiating,drivigand changing the entire buying process.

This study attempts to examine the impact of social media marketing on consumer buying behavior. This study shows that social media has a great influence in the behavior of the consumer. Social proof, social media penetration, and the accessibility of online retail are just a few of the many factors that can explain the impact that social media has on customers' purchasing decisions.

However, it is becoming increasingly more difficult to establish your strong brand on social media. You will be successful in this endeavor if you concentrate on the appropriate platform, create innovative social campaigns, and make use of cutting-edge innovations.

**REFERENCE:**

- D.Voramontri & L. Klieb (2018), "Impact of social media on consumer behaviour", international journal information & decision sciences, (vol. x)
- Micheal Putter (2017), "Impact of social media on consumer buying intention", journal of international business research & marketing, volume 3, (1)
- Gulzar Asma & Maqbool Misbah (2018), "Impact of social media marketing on consumer buying behaviour", research review international journal of multi-disciplinary.
- Chitranshi Verma (2018), "Impact of social media on consumer behaviour in Indian context", international journal of scientific engineering & research (IJSER) [www.connexdigital.com](http://www.connexdigital.com)
- Kirti Arekar (2019), "The impact of social media on the effectiveness of consumer buying behaviour for electronics goods", the electronic journal of information systems evaluation, vol. 21, (2)
- Sanika Diwanji. Number of Social Network Users 2015 - 2023. Available from: <https://www.statista.com>
- Dewi Murtiningsih, Anizir Ali Murad. The Effect of Social Media Marketing to Brand Loyalty (Case Study at the University of Budiluhur Jakarta. International Journal of Business and Management Invention. 2016;5(4):50-53. Available from <https://www.ijbmi.org>
- Noel, H. (2018). Consumer behaviour. AVA Publishing SA.
- Kassu Jilcha Sileyew. Research design and methodology. Intechopen. 2019. Available from: doi:10.5772/intechopen.85731

A Study Of Social Media Marketing Influences  
Consumer Buying Behaviour

- Panda, T., & Solomon, M. (2020). Consumer behaviour Buying, having and being (13th ed.).Pearson.
- Rana,N.(2020).Digital and social media marketing. Springer.
- Munira Rangwala. The Evolution of Social Media over the Last Two Decades. Available from:<https://yourstory.com> Government of Chhattisgarh. About District. Available from:<https://korba.gov.in>
- "Brandloyalty".Track maven / marketing - dictionary/ brand loyalty. Available from <https://trackmaven.com>



## ONLINE MARKETING CHANNELS IN NEW ERA OF BUSINESS: AN INSIGHT

\*Dr. Harshvardhan N. Bhavsar

### ABSTRACT :

*Online marketing utilizes electronic trade to promote and market products. Electronic commerce refers to any marketplace on the Internet. Electronic commerce helps promote, buy, and sell products or services over the net. With the outburst of internet growth, internet marketing has become very important. This paper puts some light on online marketing channels preferred by new era businesses. Research is purely based on recent literature, real-world business, and internet sources. India's major shift towards digitalization has radically changed as the world progresses. This study acknowledges that every business in any domain can be uplifted with the help of Online Marketing. Search Engine Optimization (SEO), Influencer Marketing, Search Engine Marketing (SEM), Content Marketing, Social Media Marketing, and Email marketing are the major online marketing channels.*

**Keywords:** New Era Business, Online Marketing Channels, Search Engine Optimization, Social Media Marketing

### I. INTRODUCTION :

Internet marketing utilizes electronic trade to promote and market products. Electronic commerce refers to any marketplace on the Internet. Electronic commerce helps promote, buy, and sell products or services over the net. With the outburst of internet growth, internet marketing has become very important.

Such changes, which include the Internet, have compelled marketing executive to turn to more significant marketplace, requiring a formalized way of obtaining correct and well-timed statistics approximately clients, merchandise, and the marketplace.

Marketing is a restless, changing, and dynamic business. The function of advertising has modified dramatically due to numerous crises - inflation, financial recessions, excessive unemployment, the demise of industries, trade, terrorism, and conflict, and the effects of rapid technological adjustments in sectors.

It is stated that Internet advertising started in 1990 with textual content-based websites that presented product statistics. With an increase in net, it isn't always just promoting merchandise alone, but in addition to this, data approximately products, marketing space, software packages, auctions, stock buying, selling, and matchmaking. This paper offers views on online marketing channels preferred by new era businesses.

---

\*Assistant Professor, IMSCD&R, Ahmednagar. Email id- harshvardhanbhavsar@yahoo.co.in

**Need for the Study:**

Seeing that the power of the net & social media will remain the same in the upcoming few years, this subject matter could be necessary for each organization. The second significant point of consideration is associated with the perseverance with fashion of kids, teenagers, and young adults who use virtual and social media excessively.

**Objectives of the Study:**

1. To understand different online marketing channels used in new era businesses.
2. To understand the advantages of digital marketing over traditional marketing.

**Research Methodology:**

The study is exploratory in nature carried using secondary published data. The data was reviewed through books in college library, net resources, and open access journal by using the keywords. This study is divided in the two sections summarizing the online marketing channels and the advantages of digital marketing.

**Discussion****A) Different Channels of Online Marketing:**

A detailed study of all major online marketing channels currently used by new era business was done. Different channels of online marketing used by new era of businesses include Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing and Email Marketing. Articles of different authors related to these online marketing channels have been read, analyzed, and summarized below.

**• Search Engine Optimization (SEO):**

In layman's terms, Search Engine Optimization is essentially optimising your internet site so that it comes up organically for search effects in Google, Yahoo Bing or any other search engine. Google updates its algorithms often so that the best relevant results are seen on result pages.

However, the reality is that Google tries to prevent algorithm manipulation and filters websites that don't deserve to be on the top of SERPs (Search Engine Result Pages). So, there's no question you must spend money on SEO. Your website must address the technicalities associated with content and query matching, indexing, and crawling of the website. Remember, it's the maximum value-powerful advertising and marketing strategy to deliver natural visitors to your enterprise.

- **Search Engine Marketing (SEM):**

Search Engine Marketing is used to push site visitors to your enterprise via paid efforts. Hence it is also known as Paid Search Marketing. The universe of SEM is diverse and complex. Based on your commercial enterprise shape, you can choose PPC (pay- according to click on) or CPC (cost-according to-click) version, or CPM (price-in line with thousand impressions) model. By a long way, Google Ad Words (on Google Network) and Bing Ads (on Yahoo Bing Network) are the most popular. SEM consists of Display Advertising, Search Retargeting & Site Remarketing, Mobile Marketing, and Paid Social Advertising.

- **Social Media Marketing (SMM):**

Social Media Marketing, or SMM, is an offshoot of your SEM efforts. It includes driving visitors to your sites or commercial enterprise via social websites like Facebook, Instagram, Twitter, Pinterest, LinkedIn, and many others. Remember to be prolific and original; you want to interact with users on each day foundation, at the most minor 4 to 5 instances in a day.

Your SMM efforts may be especially beneficial for branding and riding sales. The equipment and processes for speaking with clients have modified substantially with the emergence of social media; consequently, businesses must steadily discover ways to use social media with their business plans (Mangold and Faulds 2099). To create a hit marketing campaign through social media, a purchaser should be open to the technology.

- **Email Marketing:**

When one ships a commercial message through electronic mail to a listing of potential customers, the approach is referred to as Email Marketing. With powerful electronic mail advertising and marketing software programs, you may preserve email lists, which are segregated based on numerous factors, including clients likes and dislikes and spending conduct. Remember to send personalized emails; this allows you to increase acceptance as accurately. However, the word that Email Marketing can also be considered spamming, and there are laws against it in a few nations.

- **B) Advantages of Online Marketing:**

With fast technological developments, online marketing has introduced numerous benefits to the customers, as given below: -

- Stay updated with products or services - Digital advertising technologies permit the customers to live with the business enterprise information up to date. Nowadays, many clients can get admission to net any location every time, and businesses are continuously updating information about their products or services.

- Greater engagement - Consumers can visit the organization's internet site, read facts about the goods or services, make purchases online, and provide comments.
- Clear information about the products or services -Through virtual marketing, customers get clear understanding of product and services. There is a chance of misinterpretation of the information however, Internet gives comprehensive product records which customers can rely upon and make purchase decisions.
- 24/7 shopping - Since the Internet is available all day long, there is no time restriction for when customer desires to shop for a product online.
- Share content material of the products or services - Using digital media, you can switch and get facts approximately the traits of the product or services to others.
- Apparent Pricing - The Company shows the expenses of products or services via digital marketing channels, making expenses very clean and obvious for the customers. A company might also regularly adjust the charges or provide unique offers.
- Enables Instant Purchase - With traditional marketing, clients first watch the advertisement, after which they find applicable physical shop to buy the products or services. However, with virtual advertising and marketing, clients can instantly purchase goods or services.

#### **CONCLUSION:**

Online marketing is growing rapidly across all verticals. The customer is searching more on the net to discover a great deal from sellers around India than standard or traditional strategies. It was found that more people understand purchasing offerings on social networking websites as beneficial, they are more likely they may be willing to shop for objects on social networks. From the above analysis it may be concluded that agencies could genuinely benefit from online marketing together with Search Engine Optimisation (SEO), Search Engine Marketing (SEM), Content Marketing, Social Media Marketing and Email Marketing.

Online marketing is cost powerful and has a terrific commercial impact on the business. Indeed, small corporations can reach targeted markets at a minimized cost and can compete with more prominent companies on an equal footing.

#### **REFERENCES:**

- AJ Parsons, M Zeisser, R Waitman (1996), "*Organizing for digital marketing*", McKinsey Quarterly.
- A Munshi, MSS MUNSHI (2012), "*Digital Marketing: A new buzz word*", International Journal of Business Economics & Management Research, Vol.2 Issue 7.

- Chaffey. D (2013), “*Definitions of E-marketing vs Internet vs Digital marketing*”, Smart Insight Blog, February 16.
- Cha, Jiyoung (2009), “*Shopping on Social Networking Websites: Attitudes towards real versus virtual items.*” *Journal of Interactive Advertising*, 10: 77-93.
- Glynn Mangold, David Faulds (2009), “*Social media: The new hybrid element of the promotion mix*”, *Business Horizons*, Volume 52, Issue 4, Pages 357–365.
- Michael Trusov, Randolph E. Bucklin, Koen Pauwels (2009). *Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site.* *Journal of Marketing*: Vol. 73, No.5, pp.90-102.
- “*Rise of Digital Marketing Degree in India!*”<https://www.esearchadvisors.com/blog/rise-digital-marketing-degree-india/>
- “*Digital Marketing vs. Traditional Marketing*” <https://assetdigitalcom.com/blog/digital-marketing-vs-traditional-marketing-whos-winning-the-battle/>



## THE EMERGING ROLE AND CHALLENGES OF CUSTOMER RELATIONSHIP MANAGEMENT IN RETAIL SECTOR

\* Dr Ranjan Upadhyaya, \*\* Dr N Upadhyaya,

### ABSTRACT :

*The changing paradigm in retails is bringing new look in the ultramodern world. The country stands out in the league of the advanced nation even after post covid and holding the prestigious new doors of global challenges as chairing the G-20 Submits in India. The trendy buzz of the retail is bringing further soothing terrain for the guests and the suppliers. India is adding 1 trillion dollars every three years and in terms of the nominal GDP, it climbed up from the 10<sup>th</sup> position in 2014 to the 5<sup>th</sup> position in 2022. Going by these trends, India is poised to become a 5 trillion-dollar economy by FY 2028. The continuing policy has brought new dimension. The country icons backed with diligence has started their collaboration the foreign brands to step in the retails. The Walmart and numerous further are joining hands to bring new life in the retails. The client demands and isolation has added new values in the products. The disposal inflows and new generation relish are continuously adding the maximum deals in the retails. The decoration needs in further in architectures and articulation of the foreign involvements in the retails. The retails in transportation, digitalization, tourism, pharmaceutical sector is giving the nation new look to cross over the most developed nations too.*

### Key Words:

Client, inventories, collaboration, values, transportation, digitalization, tourism, pharmaceutical shelf culture, structure.

### I. INTRODUCTION :

#### Briefing

Retail has come from the French word retailer, meaning to cut a piece off or to break bulk. In simple terms, means a first- hand sale with the client. Merchandising can be defined as the buying and selling of goods and services. It can also be defined as the timely delivery of goods and services demanded by consumers at prices that are competitive and affordable. Merchandising involves a direct interface with the client and the collaboration of businessconditioning from end to end- right from the conception or design.

Stage of a product or immolation, to its delivery and post-delivery service to the client. The assiduity has contributed to the profitable growth of numerous countries and is really one of the fastest changing and dynamic diligences in the world today. It means, dealing the

---

\*Dept of Innovation & Learning's, Inurture Education Pvt. Ltd., Bangalore. Email-ranjanupadhyaya60@gmail.com

\*\*Dept of Chemistry, S S Jain Subodh PG Girls College, Jaipur, Rajasthan. Email-ranjanupadhyaya60@gmail.com

product or service in small amounts directly to the end client, unlike other modes of merchandising and distributing (Bajaj 2004).

### **1.1 Merchandising**

In India and each over it's one of the pillars of its frugality and accounts for 24 to 35 percent of its GDP. The Indian retail request is estimated to be 950 and one of the top five retail requests in the world by profitable value. India is one of the fastest grow Retailing in India is one of the pillars of its frugality and accounts for 24 to 35 percent of its GDP. The Indian retail request is estimated to be US\$ 950 billion and one of the top five retail requests in the world by profitable value. India is one of the fastest growing retail requests in the world, with 1.3 billion people.

In 2013, India's merchandising assiduity was basically proprietor manned small shops. In 2010, larger format convenience stores and supermarkets reckoned for about 4 percent of the assiduity, and these were present only in large civic centers. India's retail and logistics assiduity employs about 40 million Indians (5.3 of Indian population). Until 2011, Indian central government denied foreign direct investment (FDI) in multi-brand retail, proscribing foreign groups from any power in supermarkets, convenience stores or any retail outlets. Indeed single- brand retail was limited to 51 power and a regulatory process.

In November 2011, India's central government blazoned retail reforms for both multi-brand stores and single- brand stores. These request reforms paved the way for retail invention and competition with multi-brand retailers similar as Wal- Mart, Carrefour and Tesco, as well single brand majors similar as IKEA, Nike, and Apple. The advertisement sparked violent activism, both in opposition and in support of the reforms. In December 2011, under pressure from the opposition, Indian government placed the retail reforms on hold till it reaches a agreement. In January 2012, India approved reforms for single- brand stores drinking anyone in the world to introduce in Indian retail request with 100 powers, but assessed the demand that the single brand retailer source 30 percent of its goods from India. Indian government continues the hold on retail reforms form uliti-brand stores.

## **II. OBJECTIVES**

Main purpose of conducting this exploration is to study is to contribute to client gets on the necessity for the merchandising enterprises, so that the companies can execute the operation of CRM effectively and use its maximum benefit. The strategic frame CRM should be espoused by the enterprises because it directly influences the comprehensions of the consumers to buy the product of the company. But unfortunately, utmost of the business associations haven't veritably important apprehensive with the fact that CRM impact the guests and workers of consumers in a positive way. In the retail assiduity, process of CRM allows the company's to understand the diurnal requirements and demand of the consumers

because of lack of empirical exploration attestations. The main purpose of this exploration is to give attestations to the retail companies that how companies can use this profitable operation to enhance profitability.

### **III. RESEARCH**

To study the changing part of the client Relationship operation in the changing terrain.

#### **3.1 Research Design**

By Mouton and Marais (1992) exploration system can be defined as the unequivocal figure of colorful conditioning which enables the experimenter to produce a link between affiliated questions and perpetration of the exploration. Exploration paradigm can be defined as the set of some beliefs and values to impact the direction of the exploration. In simple words, paradigm is a process to decide how to conduct a exploration to resolve an issue by giving valid arguments.

The combination of both a exploration methodology and exploration gospel. The process of performing exploration to interpret acceptable issues can be explained as exploration paradigm or a thesis (Henning et al, 2004). In simple words, exploration paradigm can be explained as knowledge position. In the area of social wisdom and behavioural wisdom, the notion of exploration paradigm can be understood through colorful languages. Different authors have used different languages and terms to explain exploration paradigm and doctrines. For illustration, in the words of Guba and Lincon (1994), scientific and natural are some terms to define exploration paradigm, on the other hand, some new languages is positivist, illuminative and literalism. Numerous qualitative quantitative terms are also available to define exploration paradigm and gospel. These languages are useful to elect suitable exploration paradigm.

#### **3.2 Review of Literatures**

a) Mita Nagre of Mumbai University in her unpublished exploration work entitled Effective CR in Business (2005) has concentrated on development, conservation and optimization of long- term mutually precious connections between consumers and associations. CRM utilizes its business coffers and forms a strategy on the base of client and his life cycle evaluation to produce a difference. CRM mixes colorful kinds of communication channels into one, similar as face-to-face, telephone and Web so that the association can negotiate business according to their most suitable way of communication and increase their chances of success to communicate with their eventuality and being client. They can also discover new guests and increase earnings from guests at the same time. The exploration paper entitled Modern Day CRM presented by Arun Sanhili in a forum on "client exposure in Business", Symbiosis Institute of Business Management, Pune (2007) has described CRM as the structure and conservation of long- term client connections. The relationship provides

value to its being and implicit guests, but also calls up for new prospects with the company's growing goodwill and hence, profit to companies. Moment's CRM is a flexible form of business where you can combine numerous

services and factors from colorful backgrounds to meet the specific business requirements. Client Relationship operation enables a real overview of request to an association and hence it allows

proper marketing planning, telemarketing, deals & supereminent generation and client servicing to pitch the right guests in right way. Hence it becomes a pivotal corner for the frugality of business as well as countries.

b) Paritosh Pathak Tilak Maharashtra Vidhyapith of Pune in his unpublished exploration worked on CRM in Pharmaceutical Industry( 2007) and emphasized that Pharmaceutical assiduity, is a largely client acquainted assiduity, since their strategies and utmost process develop out of the requirements and conditions of their guests and guests. Their products appear out of request demands. In such an assiduity CRM not only helps in effectively organizing the coffers in the department of marketing, deals and support but it indeed goes beyond in giving them an redundant edge over others and proves salutary for businesses. In the pharmaceutical assiduity CRM takes care of client satisfaction, and the data is used as a feedback to set precedence's and ameliorates product/ service designs, and tracks the goods of these changes on the satisfaction position. CRM in medicinals assiduity has helped in furnishing better client service and making its call centers more effective along with cross-selling its products more effectively.

c) Manoj Kumar Jain,A.K. Dalela & Sandeep Tiwari ( 2009) in their composition client Relationship operation in Indian Retail Market describe client relationship operation as a system that facilitates the retailers to understand the client's sentiments and buying habits so that the client can be getting with products and services before they demand. This is possible through the integration of four important factors i.e. people, process, technology and data. CRM enhances client satisfaction & offers a affable shopping experience where the client is treated important. A lot of CRM programmes like fidelity schemes, offers and abatements, special boons plays together an important part in bringing guests constantly and in turn to generating positive word from his/ her mouth and increase new footfalls into the store.

d) Namrita Sharma of Symbiosis Institute of Pune in her unpublished exploration work CRM and its origin (2005) has described about CRM having its origin in the Contact Management of 1980s. From simple conditioning in history, like making records of deals and so on, moment the process has reached to new heights,with perpetration of utmost ultramodern technologies.The end has been to establish a operation system to ameliorate the relationship between enterprise and client. The core of CRM is to ameliorate and manage

the business inflow of deals, marketing, client service and support which related with the client relationship and enhance the experience of each client, so as to meet their prospects. With the help of CRM, a business can have their deals staff close deals briskly and simplify their marketing and deals processes.

#### IV. DATA COLLECTION-

##### 4.1 Semi Structured Interviews

To collect data and information an interview process had been used in a semi structured format and examinations. This is qualitative system to collect data about the CRM process of Sainsbury and its impact on consumer buying gets. This interview process had been enable to a knowledge about the comprehensions of the actors over the significance of CRM and its impact on consumer buying gets ( Cooper and Schindler, 2006). Semi structured interviews are entirely different from unshaped interview process. In order to design this process, a game plan system is used by the experimenter. For this interview section, the experimenter has prepared an open- concluded questionnaire.

The main advantage of this system is to collect data by exercising a simple and effective process. The information collected through this methodology is the collection of authentic and valid information, whereas this is an precious and time consuming system, which is the draw back with this system( Harrison, 2002).

**Table No-1-Best 10 Retailers Worldwide**

Rank	Retailer	No of stores owned	Sales in US\$ Millions
1	Wall-Mart Stores Inc. (USA)	4178	\$180,787
2	Carrefour Group (France)	8130	\$61,047
3	The Kroger Co. (USA)	3445	\$49,000
4	The Home Depot, Inc. (USA)	1134	\$45,738
5	Royal Ahold (Netherlands)	7150	\$45,729
6	Metro AG (Germany)	2169	\$44,189
7	Kmart Corporation (USA)	2105	\$37,028
8	Sears, Roebuck and Co. (USA)	2231	\$36,823
9	Albertson's, Inc. (USA)	2512	\$36,726
10	Target Corporation (USA)	1307	\$36,362

(Source: economic time's industry report, 2023)

**V. DATA TABULATION AND CALCULATION:-**

Some of the stores which are targeting very high income consumer segment are: Flying Machine, Prorogue etc.

**Graph No -1**



(Source: economic time's industry report, 2022)

**5.1. Chance of retail stores collecting data**

From the responses given by the client 30 retail stores it's set up that 80 of the organized retail stores are heavily counting on the constructing guests' database to let their CRM system work effectively. On the other hand only 20 of the organized retail stores say that they aren't collecting data and constructing the guests' database. These data indicate that there exists a trend of maintaining guests' database to maintain farther relationship with the guests. These retail stores are having an added advantage over the other players in the retail assiduity which aren't maintaining guests' database. Chance of type of information collection by retail stores About 23 of the total retailers bear the particular information of the guests and the same number of the retailer also collect the all types of the mentioned data relating to the client. The below data are grounded on the total number of frequentness for each of the factor of the information relating to the guests.

**Graph No -2**

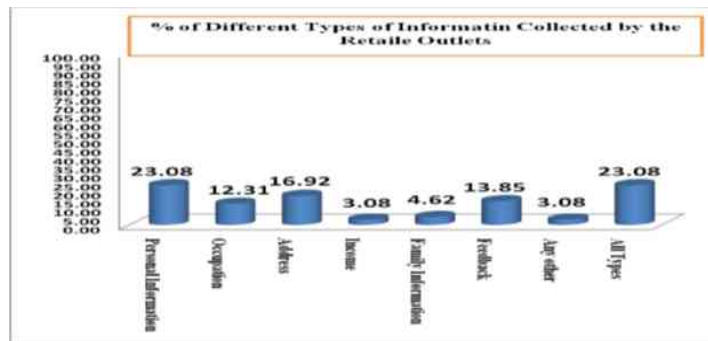


(Source: economic time's industry report, 2022)

**5.2 Percentage of type of information collection by retail stores:**

About 23% of the total retailers require the personal information of the customers and the same number of the retailer also collect the all types of the mentioned data relating to the customer. The above % data are based on the total number of frequencies for each of the factor of the information relating to the customers. The total number of 12.31% of the retailers who collects only the occupation relating information also collects the personal information of the customers. These % figures are not supposed to be in exclusive manner.

**Graph No -3**

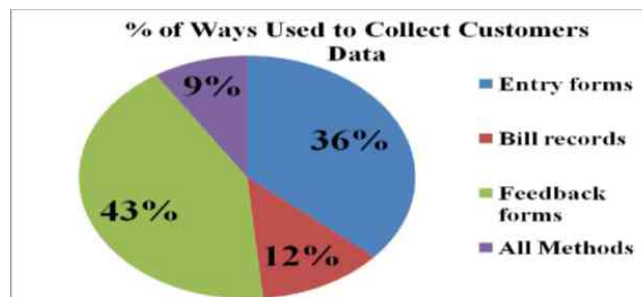


(Source: economic time's industry report, 2022)

**5.3 Different ways used to collect customer data:**

43% retailers prefer to use feedback forms to collect the guests' information. The simple reason is that it not only provides the guests' particular information but also give the guests'' views in the form of feedbacks regarding their service and product qualityetc. 36 of the retail outlets prefer to collect guests regarding information through the entry form.12 retailer use bill records to collect the guests' information. These are asked by those retailers who want to have to records of only those guests who make purchase at their retail stores. Only 9 of the organized retail stores exercise all the styles of collecting guests' information.

**Graph No -4**



(Source: economic time's industry report, 2022)

**5.4 CRM software status of organized retail stores:**

67 % of the organized retail outlets are using motorized CRM system to have a smooth CRM process and an added advantage over the other players in the assiduity. But there also exists differing figure of 13 retailers who say that they do not bear any kind of the motorized CRM system. They believe manually process the data. The retail stores in India who do not have CRM system at present but are willing to apply it in their association amounts to a handsome number of 17. Only 03 of the total surveyed retail outlets in India assert to have ordered the CRM system to the association for the effective perpetration of the CRM principles and the strategies. Check Plagiarism Grammar

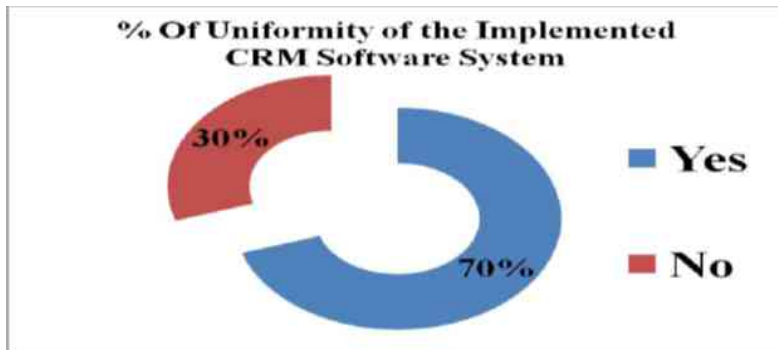
**Graph No -5**



(Source: economic time's industry report, 2022)

**5.5 Percentage of the uniformity of the implemented CRM software system:**

**Graph No -6**



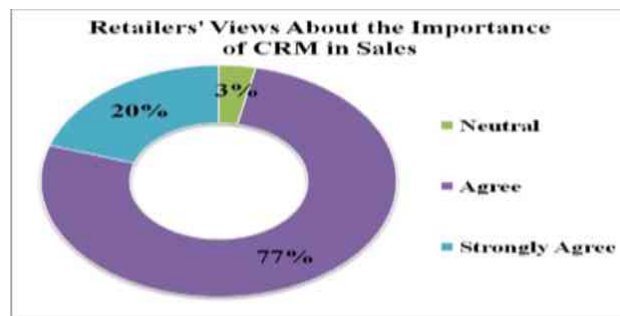
(Source: economic time's industry report, 2022)

The 70 of total retail stores who have enforced the CRMs system in their association say that CRM software system is slightly enforced civil. All the features and guests' data collection styles are same for all the outlets of their retail establishment are same. Where as only 30 of 67 retail stores have their own exclusive CRM software systems.

**5.6 Retailers views about the significance of CRM in deals**

Total 77 of the organized retailers explosively agreed that CRM is veritably important in maximization of deals. This point of view of retailers about CRM's part in deals generation reflects that without effective CRM perpetration in the retail store the retailers had been not be suitable to achieve their target pretensions and they will remain fugitive. On the other part only 3 of the retailers were neutral on the significance of CRM in deals. These data say that CRM is anonymously considered as the crucial aspect of the deals generation tools but the position of the impact if CRM may veritably strong or average on deals of the retail stores.

**Graph No -7**

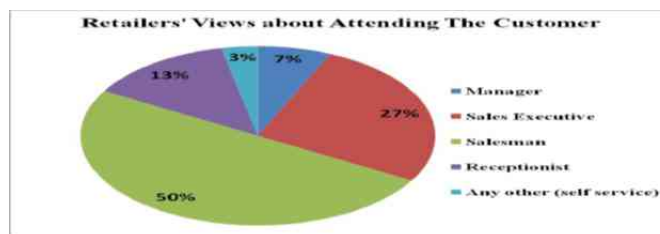


(Source: economic time's industry report, 2022)

**5.7. Retailers view about attending the customer:**

Managers of the retail stores of India are giving less personal touch to the consumers as only 7% of the retailers believe in personally communicating with the customers. Only 3% of the retailers say that they do not attend the customers personally as they provide self-service to the customers and when customers face any problem then they help them.

**Graph No -8**

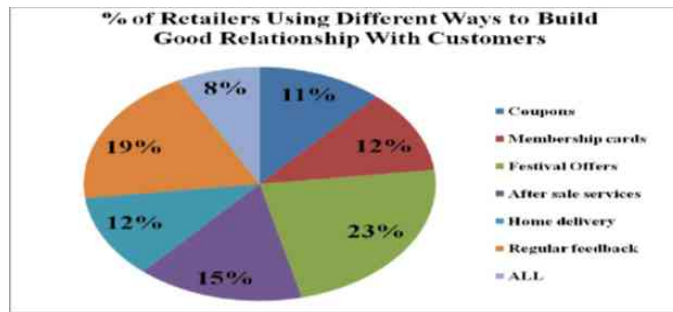


(Source: economic time's industry report, 2022)

Different ways to build good relationship with customer:

Nearly all of the retailers of India are using colorful mean to make a good relationship with the guests. Festival offers, Regular feedbacks and after deals services constitute the major part of the practices used to make a healthy relationship with the customers. There are only 8 of the retailers who are making the use of all kind of the practices to have the faith of the guests in them.

Graph No -9



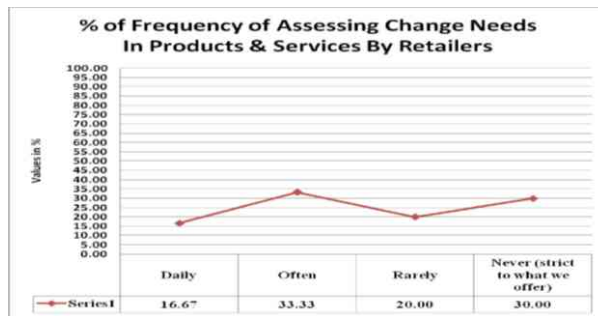
(Source: economic time's industry report, 2022)

**5.8 Retailers view about customer complaints regarding their product and services:**

Only 23 retailers said that the guests no way complain. But this per cent is veritably low which reflect that in India 77 retailers are facing complaints of the consumers regarding their products and services and they are not furnishing up to the mark services and products to the consumers though the complaints may be rare and many The total number of 40 retailers admit that there are rare chances that the guests complain about their products because these try to satisfy the customers up to their stylish position. 37 of the total retailers admit that occasionally there may be faults in the products and services provided to the consumers but only many consumers complain depending on the impact and position of the fault and defect in the product.

**5.9 Percentage of assessing change needs in product:**

Graph No -10



(Source: economic time's industry report, 2022)

**5.10 Percentage of special schemes offered by the retailers:**

6.67% retailers thinks that they always try to give what the guests desire and for this they diurnal makes any change from the guests, who visit their retail store, regarding the product improvement.33.33 and 20 retailers take the view of guests, frequently and infrequently independently, regarding any change in the product and services they give. There's a handsome number( 30) of the retailers who say that they're bound to offer what the parent company inventories. The exclusiveness of the store restricts them to offer what they produce.

**Graph No -11**



(Source: economic time's industry report, 2022)

**5.11 Various ways by retailer to maintain customer loyalty:**

**Graph No -12**



(Source: economic time's industry report, 2022)

Only about 9 retail stores are making the use of all the styles of the structure client loyaltylike guarantee and response forms, accepting credit/ disbenefit cards, correspondence orders, fidelity cards, and credit sales. The maximum number of 33.33 retailers concentrate on accepting credit/ disbenefit cards as advanced income segments and the foreign guests prefer to use the dis - benefit/ credit cards to make purchase. Guarantee and response forms and credit deals are also given high weightage ( about 21 and 18 independently). Fidelity cards and acceptance of correspondence orders are least in trend in the league II megacity like India.

### 5.12 Retailers transferring chatting cards to the client

Below graph shows that 80 of the organized retailers believe in to be in touch with the customers. They shoot jubilee greeting, birth day greetings, and anniversary chatting to their customer especially pious bones . Festival felicitations constitute a major part of these chatting cards. Reason being is that along with these jubilee greeting cards these retailers can also shoot the special offers of schemes of the specific guests only.

**Graph No -12**



(Source: economic time's industry report, 2022)

### VI. LIMITATIONS:

- ❖ One response by some of the repliers.
- ❖ Some of the questions might not be answered.
- ❖ Since the population isn't homogenous, some biasness might come up.
- ❖ Numerous persons can be reticent in responding to the questionnaire workers.
- ❖ A study of threat of losing their jobs, if furnish any company information
- ❖ Busy in Store operations or with guests
- ❖ May suppose that filling up similar questionnaire might have an adverse effect on guests guests inadequate time

- ❖ Prejudice of taking the experimenter as some company's hand and the questionnaires as some kind of attempt to vend commodity.
- ❖ Residency with Carry Bags or kiddies participating their Addresses and communicate figures may be a clumsy issue for people encompass of Research Work
- ❖ Since the main end of this exploration study is to probe the impact of CRM process on consumers buying gets , his exploration would also explore the other natural
- ❖ Aspects associated with the significance of CRM in an association and other driving forces that influences the consumers.
- ❖ The compass of this study is related to other factors similar as globalizations, fast pace of life, after trade services, traditional marketing process, social and artistic terrain of the countries, values and morals of the consumers, transnational marketing process, perpetration of IT tools,etc.

#### **VII. CONCLUSIONS :**

Client Relationship operation is a attractive marketing strategy. still, exploration suggests that numerous of the programs used to apply CRM shouldn't be anticipated to make significant changes in client coping patterns especially for FMCG brands. The places of client Relationship operation may be specified from the below are virile

- ❖ CRM seems to be a logical extension of the current client- focus sense of marketing. For this reason, it has intuitive appeal to numerous marketers.
- ❖ A number of big, high- profile companies have launched similar schemes — hence, numerous directors perceive that there's a threat of being left before.
- ❖ frequently a direct contender has a CRM program — hence, a analogous scheme is demanded as a countermeasure.
- ❖ At stylish, each of these reasons is only an index of the implicit success of a CRM program.
- ❖ From a director's point of view, the pivotal question is how to achieve the stylish return from their marketing budget. The recommendations then are
- ❖ First, start with a good description of the characteristics of the request both, guests and challengers.

#### **VIII BOOKS**

- 1) Berry Berman, (2006), Retail Management A Strategic Approach, Prentice and Joel Evans Hall, New Delhi, pp 5-9
- 2) Bajaj C, (2004)“ Retail Management, Oxford University Press, New Delhi, pp 62
- 3) Batra Satish, (2008 ) Consumer Behaviour ,Excel Books ,New Delhi pp 1-20 & 45-60

- 4) Chahar S S (2007), Consumer Protection Movement in India, Problems And Pro Kanishka Publishers, New Delhi, pp 250 -268
- 5) Chturvedi Mukesh (2005), Customer Relationship Management, Excel Books, New Delhi, pp 312-324
- 6) Dastoor B N (2008), Customer Satisfaction Delight, Excel Book House, New Delhi,
- 7) Das Subhasish (2009), Customer Relationship Management, Excel Book House, New Delhi, pp 13-18
- 8) Francis Cherunilum (2002), International Marketing, Himalaya Publishing, Bombay, pp 345-358
- 9) Jain Susmit (2008), Research methods in management, Shivam Book House, pp 5-90 & 124-148
- 10) Johnson, Kirtz and Schying (2002), Sales Management, McGraw Hill, New York, pp 234-257
- 11) Boehm and Gosney (2009), Customer Relationship Management Essentials, PHI Learning Pvt. Ltd. pp 176-250
- 12) Kumar, Sinha (2008), Sharma, Customer Relationship Management Concepts and Application, Willy India Pvt. Ltd. New Delhi, pp 35
- 13) Mukerjee A (2008), Customer Relationship Management: A Strategic Approach to Marketing, PHI Learning Pvt. Ltd. New Delhi, pp 1-34
- 14) Negeswara S B (2007), Customer Service Excellence- Strands and Strategies Publishers, New Delhi
- 15) Pradhan Swapna (2002) Retail management, South Western Publishing Bombay, pp 251-275
- 16) Pangrahi R (2006), Consumer And Brand Loyalty, Discovery Publishing House, New Delhi, pp 242-249
- 17) Philip Kotler, Armstrong (2002), Principles of Marketing, Prentice Hall, Europe, pp 1-46
- 18) Peter Fleming (2007), A Guide to Retail Management, Jaico Publishing House, pp 124-141
- 19) Raman Venkata (2005), Customer Relationship Management Key To Corporate Success, Prentice Hall, New Delhi, pp 34
- 20) Roberts G. (2004), Customer Relationship Management, McGraw Hill, New York, pp 91-98
- 21) Raj (2007), Customer Relationship Management: Text and Cases, PHI Learning, New Delhi, pp 1-24

- 22) Seth (2001), Consumer Relationship Management, Kessinger Publishing, pp 28-46
- 23) Shanmugasundaram (2006), Customer Relationship Management: Modern Trends and Perspectives, PHI Learning, New Delhi, pp351-373
- 24) ValericZiethaml and Mary Jo Bitner (1996), Service marketing, McGraw Hill, Newyork, pp 1-58

#### **IX JOURNALS:**

- 1) Sakkthivel AM (April 2007) , "Future of Mall Retailing in India" A Reality Check ,Advertising Express ,The Icfai University Press, pp33-37
- 2) Barone,J M, Manning, K C &Miniard P D, ( July,2004) , " Consumer Response to Partially Comparative Pricing' ,Journal of Marketing ,Vol.68,no.3, pp37-47
- 3) Kline,B and Wager, J (1994) , "Information Source and Retail Buyer Decision-Marketing: The Effect of Product Specific Buying Experience " Journal of Retailing ,Vol.70 ,No1, pp 75-88
- 4) Lesser, J A and Hughes, M. A (1986) , Towards a Typology of Shoppers ,Business Horizons,Vol.29,No,6, pp 56-62
- 5) Parasuraman ,A (2000) , "Superior Customer Service and Marketing Excellence :Two side of Same Success Cion , Vikalpa ,Vol.25 No.3 ,pp 11
- 6) Richa Sharma Vyas,(June 2008) , "A Study of customer's Perception of cross Selling :Using A Grounded theory Approach" IIMB Management Review,Vol.20,No.2, pp 149
- 7) Kassarian, H (1991), "Personality and consumer Behaviour; A Review" Journal of Marketing Research, Vol.84, No.4, pp 409-418
- 8) Mitchell, A A (1979) , " Involvement :A Potentially Important Mediator of consumer Behaviour' 'Advances in consumer Research vol.6, pp 191-196
- 9) Sukkhellen,Magne and Gronhang,kjell (2003), "The Moderation effect of Consumer Ethnocentrism" International Journal Of Advertising,Vol.22,No. 2 ,pp 203-226
- 10) Sanjay K Jain &Kavita Sharma,(Jan.2003) , "Consumer Involvement :An Empirical Investigation" Vikalapa ( The Journal for Decision Makers) ,IIM Ahmedabad Vol .25 ,No.1 ,pp 29-42
- 11) Lau ,K N,(2004), "A Database Approach to cross selling : Practices, Strategies and challenges ,Journal of Database Marketing and customer Strategy Management ,Vol. 11,No.3, pp 216-234
- 12) KumudaTripathy (2007) , "Service Branding Strategies ,Aloof at Major Retail Chain of Consumer Electronic Goods " Advertising Express,Vol.3, No.1 ,pp 47-54

**X. ONLINE RESOURCES:**

- a) [http://retailindustry.about.com/od/famousretailers/a/global\\_2010\\_retail\\_store\\_openings.htm](http://retailindustry.about.com/od/famousretailers/a/global_2010_retail_store_openings.htm)
- b) <http://www.economywatch.com/business-and-economy/indian-retail-industry.html>
- c) [http://www.indiaretailing.com/RetailConcept\\_details.aspx?id=60](http://www.indiaretailing.com/RetailConcept_details.aspx?id=60)
- d) <http://www.indiaretailing.com/retail-honchos.aspx>
- e) [http://en.wikipedia.org/wiki/Customer\\_relationship\\_management](http://en.wikipedia.org/wiki/Customer_relationship_management)
- f) <http://www.marketingmo.com/2-create-tools-and-processes/how-to-select-crm-for-your-business>
- g) <http://www.crmifoline.com/crm-articles/crm-bell-canada.htm>
- h) [http://www.siliconindia.com/guestcontributor/guestarticle/176/CRM\\_from\\_Customer\\_to\\_Community\\_Shaju\\_Nair.html](http://www.siliconindia.com/guestcontributor/guestarticle/176/CRM_from_Customer_to_Community_Shaju_Nair.html)
- i) <http://retailcrm.blogspot.com>
- j) <http://whitepapers.techrepublic.com.com/abstract.aspx?docid=277593>
- k) <http://www.retailtouchpoints.com/retail-crm.html>
- l) <http://www.salesboom.com/products/retail-crm-software-solution.html>
- m) [http://www.crm2day.com/content/t4\\_library\\_4.php?id=50644](http://www.crm2day.com/content/t4_library_4.php?id=50644)
- n) <http://www.rajasthantour4u.com/blog/index.php/2010/02/15/rajasthan-retail-industry-growth-drives-leading-players-and-opportunities/>
- o) <http://www.emeraldinsight.com/authors/guides/write/case.htm>
- p) [www.Legalserviceindia.com](http://www.Legalserviceindia.com)
- q) [www.Manupatra.com](http://www.Manupatra.com)
- r) [www.Scribd.com](http://www.Scribd.com)
- s) [www.cci.in](http://www.cci.in)
- t) [www.rbi.org.in](http://www.rbi.org.in)
- u) [www.dipp.nic.in](http://www.dipp.nic.in)



## GUIDELINES FOR AUTHORS

The Indian Journal of Current Trends in Management Sciences is a blind fold peer reviewed interdisciplinary journal mainly comprises the original contributions related to managerial development. It is an academic organ of the Research Centre of the B.P.H.E. Society's Institute of Management Studies Career Development and Research, Ahmednagar. Mainly the journal expects authors to contribute original papers in Management, Commerce, Economics and Information Technology and other areas of managerial development. Authors are expected to follow the instructions while structuring their papers as under;

1. **Subjects :** Indian Journal of Current Trends In Management Sciences welcomes articles / research contributions in the disciplines allied to Management, Commerce, Economics and Information Technology.
2. **Size :** Articles / Contributions are expected to be of about 3500 to 6000 words including figures & tables. A Hard copy along with a Soft copy of the manuscript be submitted This should be typed in 'Times New Roman' font size 12 with 1.0 inch margin on all four sides.
3. **Cover Page to include,**
  - a) Title of the paper / article.
  - b) Details of the author(s) i.e. name(s), designation address(es), phone and fax number, e-mail address(es) of the author(s).
  - c) Acknowledgements, if any.
4. **Photograph :** Please enclose a passport size colour photo.
5. **Abstract :** Abstract of about 150 words should follow the coverage page
6. **References :** The position of the reference should be indicated in the text within brackets by the author's last name and the year of publication; e.g. '( Sharma 1998 )' or given as a sentence, e.g. 'as pointed out by Sharma ( 1998)'. At the end of the text, references should be listed in the alphabetical order in the following manner.
  - a) If it is an article in a Journal,  
Sharma A. B. (1998), The Marketing Strategies of 21<sup>st</sup> Century, Indian Journal of Marketing, 98 (3) : 126-129
  - b) If it is a book,  
Sharma, A.B. (1998) Marketing World, U.K : McGraw Hill, Page 26.
  - c) If it is an electronic documents,  
<http://www.economicstimes.com/et/daily/2000.html> Accessed on September 26, 2006.
7. **Certification :**

The authors should certify on the cover page that the article / contribution manuscript is not published, copyrighted, accepted or under review elsewhere. Authors should ensure that the article / contribution manuscript submitted to Indian Journal of Current Trends In Management Sciences , is not simultaneously submitted to any other journal, nor should it be submitted anywhere else during the pendency of the review process which will take about three months.
8. **Unaccepted Article/ Manuscript :**

This will not be returned. However, after the completion of the review process and if the article / manuscript is not selected, the author(s) is /are free to submit it elsewhere.



**B.P.H.E. Society's**  
**INSTITUTE OF MANAGEMENT STUDIES**  
**(CAREER DEVELOPMENT & RESEARCH)**  
**NAAC Accredited Grade 'A+' Institute**  
**'Best Institute Award' by University of Pune**



The Bhaskar Pandurang Hivale Education Society (BPHE) has three institutions under its umbrella: Ahmednagar College, Institute of Social Work and Research (ISW&R), and Institute of Management Studies, Career Development and Research (IMS). Ahmednagar College, a pioneering institution of its own kind was established in 1947 by late Rev. Dr. B.P. Hivale. Ahmednagar College was further nurtured by Prof. Thomas Barnabas who took the College to magnificent heights. Prof. Thomas Barnabas was followed by Rev. Prof. J. Barnabas. Prof. J. Barnabas was dedicated educationist, who played a key role in the field of education in Ahmednagar. He was conferred with 'Jeevan Sadhana Gaurav Puraskar' by the University of Pune. Later on, as a Secretary of B.P.H.E. Society, he was instrumental in setting-up IMS in the year 1990. Currently Dr. Sanjeevan Arusd, Chairman, Mr. Vishal Barnabas, the Secretary of the Society, is furthering this momentum of growth.

IMS is a premier 33 years old educational Institute conducting various Quality Programmes in Management and Information Technology. IMS is affiliated to the S. P. Pune University & is recognized by AICTE. IMS has reputation for novel courses innovative teaching methodology, quality delivery, state of art infrastructure, strong industry interface, meticulous research, meaningful consultancy and professional training. IMS has won the coveted 'Best Institute Award' from both S. P. Pune University and Confederation of Indian Universities & Educational Standards & Testing Council of India, New Delhi. The Institute has also received the prestigious 'National Award for Leadership in IT Education' from Canon India Pvt. Ltd., Star Group & Fun and Joy at Work. The Institute has added another feather in the cap by receiving the coveted 'Most Upcoming B-School Award' from ASSOCHAM. IMS believes research as a complement for good teaching and publishes the 'Indian Journal of Current Trends In Management Sciences' & 'Prayas: A Students' Research Publication' every year to promote research culture. The Institute is a recognized Research Centre under the faculty of Management of S. P. Pune University.

**B.P.H.E. SOCIETY'S MOTTO :**

"Not things but men, I dare you".

**VISION :**

"To create world class Management Institute".

**MISSION :**

"To provide equal opportunity for quality education for students from diverse backgrounds, which will help to enrich themselves and make them responsible citizens of India and the world".

**QUALITY POLICY :**

"We are committed to impart to our students leading knowledge and experience for developing appropriate attitude, skills and competency to meet the corporate and organisational requirements".

**COURSES :**

**Management Courses :** MBA

**Computer Courses :** MCA

**Bachelor in Vocation (B.Voc) :** Travel & Tourism (T&T)

Banking Finance & Insurance (BFSI)

Address : IMS Campus, Station Road, Ahmednagar - 414 001. M.S. (India)

Phone : (0241) 2346532, 2324830, Fax : 0241-2346529

E-mail : [imscdr.ac@gmail.com](mailto:imscdr.ac@gmail.com) Website : [www.imscdr.ac.in](http://www.imscdr.ac.in)

ISSN 0976 - 1845