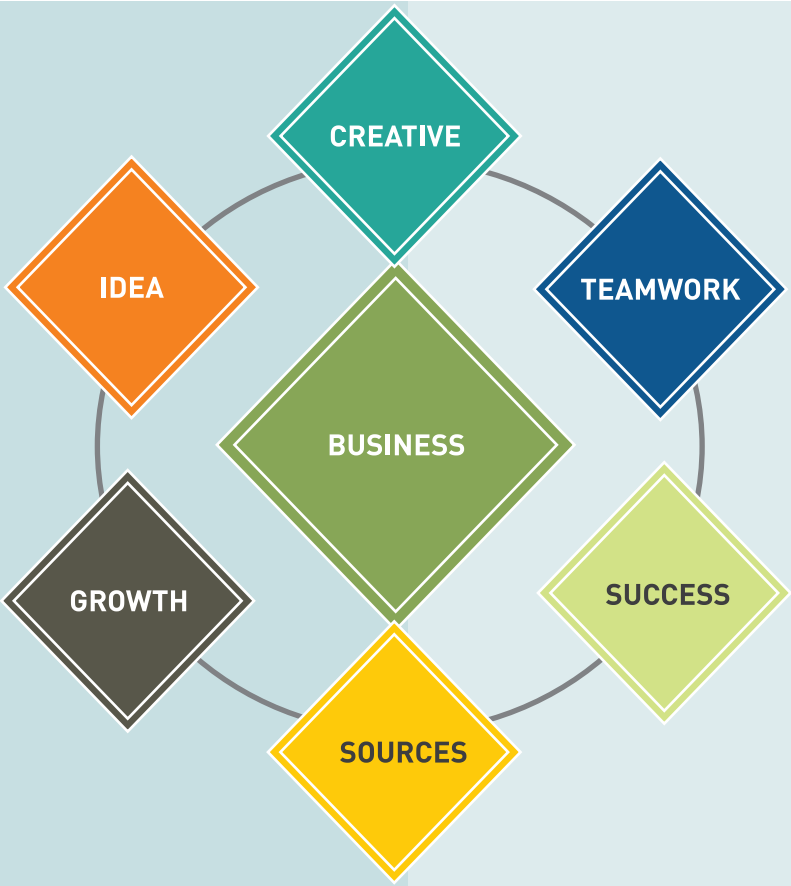
September 2021 - February 2022, Vol. 14. No. 2
RNI No. : UPENG/2007/19207

ISSN : 2231- 0231

BIZCRAFT

Journal of Faculty of Management Science

SRMS



RESEARCH ARTICLES

- A Study of the Various Factors Affecting the Consumer Behaviour Towards Mobile Phone Service Providers
- Strengthening Employee Engagement to Improve Work-life Balance in an Organization
- Different Review Study On Needs of Various Load Balancing Strategies and their Use in Cloud Computing
- Managing Employee's Performance
- Importance of Digital and Social Media Marketing in 21st Generation
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- The Rising Affluence of Social Media Promotion: An Emerging Perspective to Rise Above the Clutter
- Role of Demographic Factors in Making Customer Aware Regarding Corporate Social Responsibility in Banking Industry

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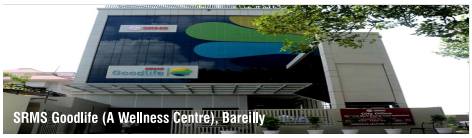

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- Edupreneurs Award -2013 Vice Chancellors choice to the Chairman of the institution.

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- Education Excellence Award given by CMAI Association of India in association with Times of India in the year 2013.
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Shri Ram Murti Smarak College of Engineering and Technology, Bareilly, UP has been offering its prestigious management programme since 1996. MBA from this college is known for its quality & perfection and recognized by industries for its practical orientations. The alumni of MBA course from this college are working at leading positions in the companies of repute. The Faculty of Management Science also conducts various value addition activities such as Campus Outreach Programmes, Management Development Programmes, Faculty Development Programmes & Interdisciplinary International Conferences, Certified Courses.

MBA from this college is ranked No 1 in the affiliating university since the beginning and awarded with Academic Excellence Awards of the university. A high degree of interaction is maintained with industries for imparting practical training. The department offers comprehensive management education blended with Entrepreneurship development, Case study, Economic policy analysis etc. Certification courses in Finance,Insurance, International Business, Project management & HR Management provides extra edge to the students of SRMS Bareilly & they are ready by to move from campus to corporate.

The department is having well equipped Class Rooms, Computer Lab, Seminar Halls, Team Rooms etc. to provide best required infrastructure for effective teaching and learning process. In order to promote research, the department publishes management journal Bizcraft (ISSN: 2231-0231,

RNI No: UPEGN/2007/19207) and its newsletter 'Enterpriser'.

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Bizcraft, the Journal of Management Sciences (FMS SRMS) is a bi-annual, peer reviewed journal with national circulation.

It publishes original communications of research that advances, illuminates Management science and that educates the journal readers.

Manuscripts dealing management aspects will be considered for publication, provided. They contain results of original investigations. Articles need to be of general interest - e.g., they cross the boundaries of specialties or are of sufficient novelty and importance that the journal's readers, whatever their specialty, should be made aware of the findings.

Research papers reporting original research, review articles, correspondence on published articles will also be considered. Papers of routine nature which are merely records of interesting cases as also those dealing with modifications of routine methodology will not be encouraged.

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Dr. Mohd Danish Chishti
Editor

Dear authors, reviewers, and readers,

It gives us immense pleasure to announce the publication of the Bizcraft: The Journal of Faculty of Management Science, Vol 14, Issue 2. We feel honored to be a part of this peer-reviewed journal and are working as extremely effective team to certify it continues to be a reliable source in the pertinent field of management discipline. The changing times have observed the importance and requirement of diversity. As we remain to expand as a board, we are pleased of what already makes our journal unique. We will continue to publish papers on different topics in the area of management science.

The sustained success of the journal is due to the efforts of our antecedents and the different team of editors, board members, anonymous reviewers, readers, and supporting staff. A huge amount of effort has been dedicated to improving the journal.

We thank all our submitting authors who choose Bizcraft as the journal to publish your manuscript. we sincerely thank you all and look forward to your continued support.

We thank all the authors, reviewers, readers and editorial team members for their continuous support. I respectfully request to all academicians and industry persons to share their valuable suggestions and feedback, it will be helpful to take this journal to the new heights. With best regards for the year ahead,

Editor
Dr. Mohd Danish Chishti

From the Desk of Editor-in-Chief

Dr. Ruchi Jain Garg
Editor-in-Chief

Bizcraft-Journal of Faculty of Management Science is a double blind peer reviewed bi-annual journal, published by Faculty of Management Science, Shri Ram MurtiSmarak College of Engineering and Technology, Bareilly (UP). The aim of the journal is to publish and promote the quality research in all areas of management.

The focus of this journal is to integrate the practices of the real world with knowledge creation in the field of academics. The contemporary business environment is extremely competitive and is forming a difficult landscape for the stakeholders.Digitalization has brought revolutionary changes in the working style of the business entities. Not only the business practices but also the manpower is nowadays exposed to new technologies.

As technology stays progressing, new issues arise in the corporate world that corporate front-runners never had to deal with before. Given the extensive effects that new technologies can have on the professional world and society in general, keeping trajectory of developing trends is an important part of running a business. As more corporations develop into the social media space and hold an Omni channel attitude to e-commerce, these trends and the possible issues they denote are more significant than ever.

I firmly believe that this journal will become a platform to discuss and understand the VUCAs i.e. volatility, uncertainty, complexity and ambiguity in the present business environment. Moreover, it will witness the opportunities which can be materialized and lead to a better framework on which the business organization can run.

I thank all the authors, reviewers, readers and editorial team members for their continuous support and patronage. I humbly request to all academicians and industry persons to share their valuable suggestions and feedback, it will be helpful to take this journal to the new heights.

Editor -in- Chief
Dr. Ruchi Jain Garg

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BIZCRAFT | Journal of Faculty of Management Science

Sept. 2021 - Feb. 2022, Vol. 14, No. 2

Contents

S.N.	PARTICULARS	Page No.
1.	A Study of the Various Factors Affecting the Consumer Behaviour Towards Mobile Phone Service Providers Parul Sauraj, Dr. Mona Chawhan & Dr. Ritu Marwah	1-4
2.	Strengthening Employee Engagement to Improve Work-life Balance in an Organization Harsheen Kaur & Dr. Richa Raghuvanshi	5-13
3.	Different Review Study On Needs of Various Load Balancing Strategies and their Use in Cloud Computing Prof. Homera Durani & Dr. Nirav Bhatt	14-18
4.	Managing Employee's Performance Dr. Abhishek Sharma & Ms. Teena Chaudhary	19-23
5.	Importance of Digital and Social Media Marketing in 21st Generation Sarita Singh & Sakshi Goel	24-27
6.	"A Study on Consumer Behavior Towards Luxury Car Brands in Raipur Region Of Chhattisgarh" Abhinav Shrivastava & Dr. Suresh K. Pattanayak	28-39
7.	The Rising Affluence of Social Media Promotion: An Emerging Perspective to Rise Above the Clutter Dr. Mrs Mili Dutta, Mr. Bikram Kr. Dutta & Dr. Rabindra Nath Bhagat	40-47
8.	Role of Demographic Factors in Making Customer Aware Regarding Corporate Social Responsibility In Banking Industry Himani Grewal & Sapna Yadav	48-53

"A STUDY OF THE VARIOUS FACTORS AFFECTING THE CONSUMER BEHAVIOUR TOWARDS MOBILE PHONE SERVICE PROVIDERS"

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Abstract

Indian telecommunication sector is the most quickly growing and expanding sector in the world. Telecommunication services are continuously ameliorating and getting through a phenomenal period of reform. There is a tough competition between mobile phone service providers and to beat each other in the competition every service provider is employing innovative ideas. The implementation of new technologies has given freedom to consumers to choose among different available alternative with ease. In this dog-eat-dog world, to make themself noticeable to the customers, telecom service providers are investing huge amounts. The objective of this paper titled "A Study of the various factors affecting the consumer behaviour towards mobile phone service providers"isto identify the various factors that influence individual consumer's choice to choose the particular mobile phone service provider. Also, to understand the impact of that factors on customers' perception and their attitude towards their service provider. The researcher identified various factors that influences the customers' perception and found that all the factors have positive impact on consumer behaviour.

Keywords: *Telecom Sector, Mobile telephone service providers, Consumer Behaviour, Customer loyalty, Customer Satisfaction*

INTRODUCTION:

Telecommunication or Telecom is the exchange of information over a significant distance by electronic means. Earlier telecommunications industry was offering services like paging, mobile radio, telegraph services, landline etc. Then first, second and third generation mobile services came into existence. At present, telecom sector is offering 4G which is the next advancement after 3G, it accesses ten times faster than 3G. According to the report, Department of telecommunications have announced about fifth generation (5G) network, the trials are completed by private sectors and it is going to roll out by mid or end of 2022 in selected cities of India. India has second largest telecom network in the world. The Indian Telecommunication Services is consistently growing from the last two decades. The growth in telecom industry has been contributing to India's GDP at large, creating job opportunities and generating revenue for the government. Telecom Regulatory Authority (TRAI) of India is the regulator of Telecommunication sector in India. The major telecom players are Reliance jio, Bharti airtel, Vodafone-Idea, BSNL etc.The market share of wireless subscriber in India as of June 2021 are Reliance Jio 36.98%, Bharti Airtel 29.82%, Vodafone Idea 23.15%, BSNL 9.77% and MTNL 0.28%. According to TRAI Annual Report 2019-20 the total number of subscribers was 1177.97 million, out of which 1157.75 were wireless subscribers. In the year 2017-18, the total number of subscribers was 1206.22 million out of which 1183.41 million are wireless subscriber. The overall tele-density of India has reached 87.26 % and the rural tele density has reached 59.33% in September 2021 from 58.96% in September 2020. The number of internet subscribers which was 687.62 million in 2019 increased to 795.18 million by the end of December, 2020. 14.5GB per smart phone per month is contributed by India, which is highest in the Global Mobile Data Traffic. Total 58.93 million subscribers submitted their request for Mobile Number Portability during the year 2019-20. At the end of march 2019 request was 428.40 million and it has increased to 487.33 million in the end of March 2020 which shows that customers are exercising their preferences. The telecommunication sector may contribute 8 % to GDP in 2022, currently it is 6.5%.

Mobile phone service has now become the necessity from luxury. Customers are always been important for any industry whether it is service industry or manufacturing Industry. Consumer behaviour is the process of consumers' action and decisions for personal consumption of goods and services. The main goal of any service provider is to provide customer satisfaction. There are various alternatives available for the customers, to retain and convert them into loyal customers, service providers are trying their best to offer more than their expectations from the service or the product. The main focus of any telecom operator is to retain the customers, and to make them feel that they have invested in right product or service and getting value of the money.

REVIEW OF LITERATURE:

(Maurya, 2016), In their research paper titled "Customer

Loyalty Is Priceless" they searched for the factors that drive the customer's satisfaction towards customer loyalty. Customer loyalty is the most important marketing which is free of cost. The study revealed that value-added services and pricing strategies influenced the customer behaviour most while switching the brands in the telecom sector. To retain the customers, it is important to provide efficient customer services and keep price fairness of services, telecom service providers can make long term profitable relationships with the customers.

(D. Srinivasa Prasad, 2012),Their study was focused on problems and perceptions of the customers about the services of the company. Primary and Secondary data were used for this research. Quota sampling was used for collecting total 450 samples from six districts from Andhra. Structured questionnaire was used for the survey. The researcher found that in majority of cases consumers were not satisfied by the BSNL.

(Hossein Bodaghi Khajeh NOBAR, 2018), They research was conducted for the Hotel Industry on brand power and its impact on customer satisfaction, experience, and loyalty. The study revealed that helped customer loyalty is positively driven by customer satisfaction and customer expectations. In the hotel industry and tourism industry, customer loyalty is the strong predictor of brand power. With better resources and better supply, there would be more opportunities in establishing the reputation of the organization, and it will also increase visibility.

(Dr. U. Kanaka Rao, 2016), They attempted to understand level of satisfaction of customers and its major influence on retention of BSNL. The paper revealed that BSNL is not paying much attention to retain the existing customers. It should provide the better quality of service and satisfaction level of loyal to retain them with BSNL. The BSNL should focus on its existing customers for increasing the retention rate. BSNL should also make marketing strategies to cope with the competition in telecom industry.

(Dr. M. Prakash, 2014), In their study the researcher analyzed that each and every activity starts and ends with the customer in the business scenario. So, customer satisfaction plays a vital role in every organization. Through this study, the effect of the Demographic variable on the level of satisfaction as well as the Behavioural pattern of the user is analyzed in this study. The study revealed that people are not happy with the features of the handset and the services provided by BSNL are only at a satisfactory level. BSNL should focus on promotional strategies to enhance their service activity to be competent and to satisfy their customers.

(M.Gurusamy, 2012), In their paper they discussed that the ultimate goal of every business organization is to satisfy their customers. The main motive of this study was to identify level of satisfaction of customers towards BSNL landline services by analyzing the operational performance, various BSNL schemes offered and through the influence of demographic variables. The main aim of descriptive research is explanation of state of affairs, as it occurs at present. Collection of data is done by using Simple Random Sampling. The study revealed that customers are just satisfied with the services offered. They are not satisfied with the handset and various schemes offered by BSNL.

(Meenakshi Sharma, 2014), the paper attempted to understand the services offered by banks and the experience of customers. The results suggested that customer experience is driven by 14 factors: convenience, customer interaction, services, employee's attitude, online functional elements, presence of other customers, online hedonic elements, customization, core service, value added etc. The paper revealed that customers satisfaction, trust and loyalty are influenced by all these factors directly or indirectly.

(Samar Fatima, 2015),The main aim of the study was to explore the impact of advertisements on consumer awareness and on building consumer perception. To identify the role of an advertisement on building perception of buying behaviour and on consumer awareness. In this research 200 respondents were targeted in Karachi City. Researcher finds out that there is an association between Advertisement and Consumer Awareness but there is no relationship between Advertisement and Consumer Perception. Advertisement helps in creating awareness for the people but fails to create a perception in the mind of consumers. Although these two variables together have a significant influence on the buying behavior of consumers in the Cosmetic Industry.

(Shamily Jaggi, 2019),In this paper, three dimensions of Advertisements and brand loyalty are taken into consideration i.e. customer ad perception, product placement and celebrity endorsement, and two dimensions of consumer buying behavior i.e. customer loyalty and customer convenience. He concluded that there is a positive impact of advertisements on consumer buying behavior.

OBJECTIVES OF THE STUDY:

We are living in a world of high competitiveness and to cope up in this field, telecom companies have been coming up with new ideas, better technologies and providing best customer services to satisfy their customers. The aims of the study are as follows:

- To identify the various factors of consumer behaviour.
- To understand the impact of that factors on customers' perception and their attitude towards their service provider.

RESEARCH METHODOLOGY:

In this paper, an effort is made to provide an overview of the existing study on the various factors affecting consumers behaviour towards telecom service provider to set up ways of bridging division between theory and practice in the respective segments of customers. The purpose of this paper is to review and reassess the extant work on the various factors affecting consumers behaviour towards telecom service provider. The study is based on critically reviewed research journals, websites, and articles for a detailed understanding of the subject authenticity of the information.

ANALYTICAL STUDY OF PROPOSED RESEARCH OBJECTIVES:

A Total of 58.93 million subscribers submitted their request for Mobile Number Portability during the year 2019-20. At the end of march 2019 request was 428.40 million and it has increased to 487.33 million in the end of March 2020 which shows that customers are exercising their preferences. This made all the telecom service providers to think of all the factors to retain the customers, maintain customer loyalty and to create long term relationship with their customers. Customers have certain expectations about the quality, service and total experience of the product. In order to increase their subscriber base, it is important to satisfy the expectations of customers fully. Customer satisfaction drive the customers towards customer loyalty and loyal customers themselves are the best marketing tool which is free of cost. There are various factors that are identified while reassessing the extant work like geographical network coverage, service quality, fast internet speed, low cost roaming services, maintains, good public relations, secure mode of payment, prompt in adopting new technologies, easy portability services, good brand image, advertisement and promotion, pricing, attractive offers, customer care helpline, value for money, physical environment, corporate social responsibility, customer satisfaction. Various studies and research have done know the impact of these factors on consumer behaviour. After critically reviewing many research journals, websites and articles research found that all factors have positive impact on consumer behaviour, the factors affect the consumers choice and perception while choosing telecom operators. Some factors have higher significance and some factors have lesser significance but it does affect the consumer behaviour directly or indirectly.

CONCLUSIONS BASED ON THE STUDY:

There is a boom in service industry of India. It has a significant contribution in the economy of India. The major attention service industry is paying to the customers to perform better and to stand out in the competition. The telecom operators are taking care of the needs and demands of the customers. The firms are making their business strategies to focus more on consumers. There is an extreme competition in this industry and every telecom operator is giving their best to increase the customer base. The research found the various factors that influence the customers' choice to select the mobile phone service provider. Trust between customers and service providers play a crucial role in maintaining long term relationships.With so much potential in the sector, the telecom operators should understand the whole journey of customer.After critically reviewing many research journals, websites and articles research found that all factors have positive impact on consumer behaviour, the factors affect the consumers choice and perception while choosing telecom operators. Some factors have higher significance and some factors have lesser significance but it does affect the consumer behaviour directly or indirectly.

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STRENGTHENING EMPLOYEE ENGAGEMENT TO IMPROVE WORK-LIFE BALANCE IN AN ORGANIZATION

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Abstract

Employee Engagement signifies the extent to which an employee is committed and dedicated towards the organization. This study aims to examine employees' commitment towards the organization and how it benefits its overall performance. Further, this study focuses on understanding the factors influencing employees' work-life balance and analyzing the HR functions that trigger Employee Engagement. This study would help the managers and leaders to incorporate such leisure activities and wellness programs to improve employee engagement in the organization.

The hierarchal level of employees incorporates top-level, middle-level, and Lower-level, which are equally essential for an organization to grow. The organizations try their best to improve employees' commitment level and performance at the workplace for long-term survival and growth. This research will incorporate quantitative and qualitative methods, and the Data collected through a self-structured questionnaire on the (1-5) Likert scale. The Sample sizes would be 100-120, and the sampling technique will be Non-Probability – Convenience Sampling. The data collection method will be both primary and secondary.

Keywords: *Employee Engagement, Organizational Commitment, Organizational Performance, Work-life Balance, Personality traits.*

INTRODUCTION:

Employee Engagement portrays the enthusiasm and commitment that an employee feels toward their job. Engaged employees are concerned about their performance and realize that their efforts create a difference. They consider that their work is meaningful and appreciated by their supervisors and entrusted with the success of their company. Employers can encourage employees in many ways. One is 360-degree appraisals that encompass communicating expectations clearly, offering rewards and promotions for excellent work to the employees, keeping employees informed about the company's performance, and providing regular feedback. Other strategies include making efforts to make employees feel valued and respected, motivating them with non-financial benefits and realizing that their ideas are being heard and respected.

BENEFITS OF EMPLOYEE ENGAGEMENT

Enhanced consumer satisfaction:

Engaged employees will go beyond any limits to provide excellent services to customers. Satisfied customers who receive extraordinary service become regular and loyal consumers, ultimately attracting more target consumers. The favorable responses, in turn, benefit the overall organization as well as an employee. The appreciation from employers to employees increases an employee's commitment level towards the organization, which in turn forces them to work their level best to achieve the goal.

Better productivity and efficiency:

Engaged employees benefit the organization and find ways to produce outstanding quality work. An employee who is not engaged might come and collect a paycheck with the minor work, whereas an engaged employee will use discretionary effort to ensure that their work yields the highest result. The reduction of staff turnover is another example of how employee engagement and employee satisfaction are different. Employees might be delighted with their job, but they will happily switch to another job if offered a raise. Recent studies showed that 81% of small business turnover is a cost problem. Employee turnover causes the ultimate increase in organizational costs as replacing a lost employee can cost around 40% of a salary.

Further, the clients get upset due to disrupted services. If employees are genuinely engaged, they will not leave their position, as they want to assist the organization in accomplishing its goals. In addition, they will not switch jobs because of any mental or emotional issues related to work. Employee engagement conducts adequate staff retention, primarily the top performers, which has become increasingly important and challenging with today's hyper-mobile workforce.

Decline in absenteeism:

Continuing from the overhead, an additional advantage of employee engagement is that engaged employees will reach into position as they believe in their performance and efforts. The probability of missing work decreases, and they will even make an effort to complete their work on time.

Enhanced organization culture:

Organizational culture is highly significant to employees, and a deficient background can break an organization. An engaged workforce will understand their importance and likely train and advise others. They invest in the organization's achievements, which employees build, and ensure that other employees can effectively contribute to that success.

Better company outcomes:

Companies reported 21% higher profitability with engaged workers and were scored nearly 17% higher on productivity. Engaged workers perform effectively as they perform satisfactory work, drive up consumer satisfaction, trust and loyalty, bring immense worth into the organization, add to profitability through their consistent performance and constantly lead innovation and creativity within their group, department, or organization.

Reduces the number of safety incidents:

Engagement increases modernization and resourcefulness. Employees become so engaged and loyal to the organization that they indulge in organizational processes and start understanding the problems, forcing them to offer unique solutions. Engaged employees are more concerned about what they accomplish because they manage their job perfectly from their end. Employees will be more conscious of their surroundings and actions and reach the additional mile to perform their duties correctly.

Big five personality traits:

Openness: Openness is a characteristic that includes imagination and insight. This personality trait is exceptionally high in an individual, world, and other people, and an eagerness to enhance skills and experience new things. It tends to have a broad range of interests and is more adventurous in decision-making.

Creativity also recreates an element in the openness trait; this leads to a more significant convenience zone in conceptual and lateral thinking. This trait focuses on the traditional approaches to life and may struggle with problem-solving outside their ease of knowledge.

Conscientiousness: Conscientiousness involves high ranks of thoughtfulness, logical impulse control, and goal-directed behaviours. This structured and planned approach contains people who work in science and in high-retail finance, where fact orientation and organization skill set are required.

Project management teams and HR departments maintain highly conscientious individuals to help structural roles in overall team development. A highly conscientious individual will frequently schedule and analyze their behavior to understand how it affects them. Individuals with low conscientiousness tend to dislike structure and schedules work, procrastinate on necessary tasks and fail to complete everyday jobs.

Extraversion: Extraversion is a characteristic that many of us will have reached across in our own lives. It is easily identifiable and broadly recognizable as "someone who gets energized in the presence of others." further traits, including talkativeness, boldness, and emotional expressiveness, made extroverted people widely identifiable in social interaction. Extroverted people can lead despite standing casually in the crowd and doing nothing. Extroverts are more recognized in public-facing roles, including sales, marketing, teaching, politics and leaders.

Agreeableness: People with high agreeableness will show faith, unselfishness, sympathy, and affection. Favorably agreeable individuals tend to have high pro-social behaviors and are more inclined to help others. Encouraging and cooperating are the traits that a highly agreeable personality includes. Empathy is generally understood as an additional form of agreeableness, even if the term does not entirely work. The opposite is disagreeableness, but it manifests in socially undesirable behavior traits. Manipulation, lack of caring or sympathy and awareness of others' problems are all quite the same.

Agreeable people find careers where they can help and motivate most individuals. Donations, medications, mental health, and dedicating their time to others are high in the agreeableness chart.

Neuroticism: Usually mistaken for anti-social behavior, or worse, a more significant psychological issue, neuroticism is a physical and emotional reaction to stress and perceived threats in an individual's everyday life. Neuroticism indicates sadness, moodiness, and emotional instability—individuals with high neuroticism experience awful temper, nervousness and irritability. Individuals experiencing unexpected changes in character daily perspective could be highly neurotic and respond to high-stress levels in their work and personal lives.

Anxiety, which acts as a considerable function in neuroticism, is about an individual's capability to manage stress and perceived actual risk. A community that suffers from neuroticism will over think many situations and find it difficult to relax even in their own space—those who rank lower exhibit a more stable and emotionally resilient attitude towards stress and situations.

In his research, Kahn (1990:694) defines employee engagement as harnessing organization members' assigned roles; people utilize and represent themselves physically, cognitively, and emotionally during role arrangements". The physical feature concerns the physical energies exerted by individuals to accomplish their roles and responsibilities. The cognitive element concerns employees' beliefs and faith in the organization. The moving part concerns how employees feel about every three factors and whether they optimistically or pessimistically in the organization and towards their leaders.

(Baumruk 2004, Richman 2006 and Shaw 2005) Truss et al. (2006) stated employee engagement basically as 'passion for work', which encompasses the three dimensions of engagement (physical, cognitive and emotional) discussed by Kahn (1990) and captures the theme of running through all these definitions. They argued that employee engagement is an emotional and intellectual commitment an employee has toward the organization. It is a complex construct, as previously suggested by Kahn (1990).

Robinson, Perryman, and Hayday (2004) discussed 'employee engagement' as "an optimistic attitude held by the employee's values for the association. The encouraging employee is conscious of the business situation and functions with generation to improve performance within the job for the organization's benefit and profits. It is a mutual process among employees and the organization. The organization attempts to engage a workforce that returns a level of engagement to the employer. The organization should focus on developing a nurture engagement, which requires a two-way relationship between employer and employee."

Haid& Sims 2008; Robinson, Perryman & Hayday (2004) stated in their paper that Engaged employees are motivated, work more effectively and are delighted with their job. They are more committed to their organization and do not hold back; they do not only have more energy, but they are also enthusiasts while applying their energy at work.

Rashid, Asad, and Ashraf (2011) have revealed that engagement is the capability of the employees to work with sincerity, commitment and ambition. Robertson (2012) has stated that employee engagement is an innovative thought that enhances employees' positive attitudes towards their profession.

Kruse (2012) has acknowledged that employee engagement is the employees' expressive promise that all the employees individually have towards the organization's objectives and goals. These complex works motivate engaged employees hence the productivity and profitability of the organization.

Swarnalatha and Prasanna (2012) have stated that engagement is the employee's constructive behaviors towards the organization, which increases performance and moral value. It is a constant learning process, continuous shifting in terms of improvement, measurement and action.

Swarnalatha and Sureshkrishna (2013) discussed how employees think, feel and signify high levels of involvement in their organization. Engaged employees are enthusiastic and motivated to contribute their knowledge, skills, and efforts for the success and growth of the organization.

Cattermole and Johnson (2014) have defined "employee engagement as an administrative centre to make sure that employees experience committed towards their organization's goals and ethics motivated to contribute to organizational success and enhance their sense of wellbeing to maintain work-life balance."

According to **Chandhok and Bhavet (2014),** engagement is all about enthusiasm, commitment, information, and the motivation to devote oneself and expand one's discretionary efforts to contribute towards achieving the goals and objectives, and employees' creativity helps the organization grow, develop, and sustain itself in the long run. An organization is a broad term to explain all the internal and external factors that the organization must keep in mind while engaging employees in working professionally.

OBJECTIVES

- To study the factors affecting Employee Engagement.
- To analyze the work-life balance of employees.
- To examine HR function which triggers Employee Engagement?

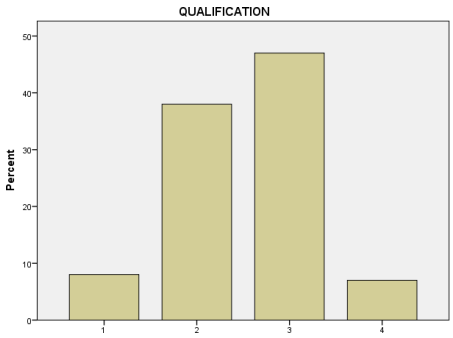
RESEARCH METHODOLOGY:

This research incorporates quantitative and qualitative methods for the study. Research Data will be through a self-structured questionnaire on the Likert scale. Sample sizes would be approximately 100-120. The research was conducted based on a sample size of respondents. This sampling technique will be Non-Probability – Convenience Sampling. **Primary Data** was collected through questionnaires personal interactions with employees.

Further **secondary data** such as the Internet, Research papers as well as HR and Marketing books. Tool Used: - Excel and SPSS.

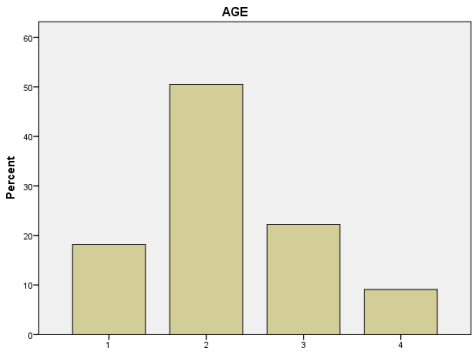
Data Analysis and Interpretation

Qualification



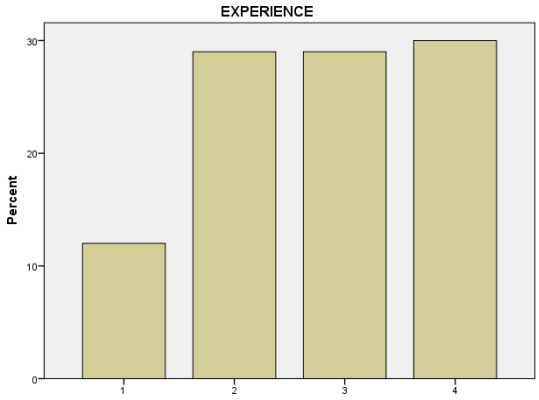
INTERPRETATION:There are four options in which 12th qualified are 8.0%, Graduates are 38.0%, Post Graduates are 47.0 % & Higher Degreeare 0%.

Age



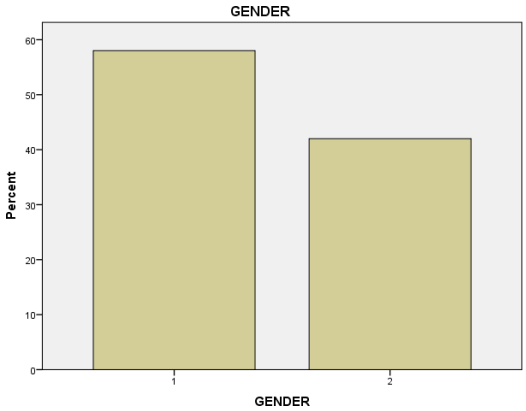
INTERPRETATION: There are four options in which upto 25years-18.2%, 26-30years-50.5%,31-35years-22.2%, 36 & above-9.1%.

Experience



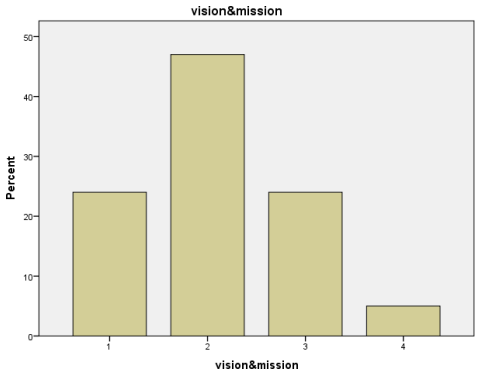
INTERPRETATION: There are four options in which Below2years-12.0%,2-4years-29.0%, 5years-29.0%, Above 5 years-30.0%.

Gender



INTERPRETATION: There are two options in which Males are 58.0%, Females are 42.0%. In RSPL Males are more in numbers than Females.

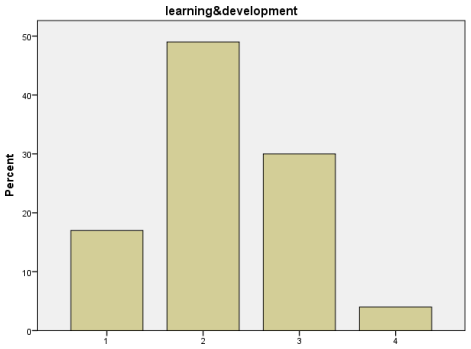
Management by objective (core induction program) conducted by the company helps to align the employees to the vision & mission of the company.



INTERPRETATION: There are 5 options in which S trongly Agreed are 24.0%, Agreed are 47.0%, Neutral are 24.0%, Disagreed are 5.0%, stronglyDisagreedare0%.

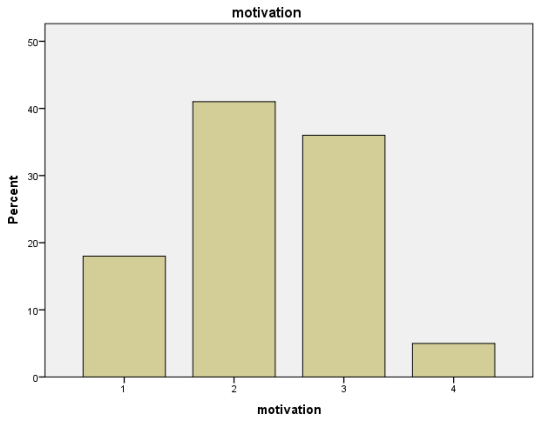
The training sessions conducted by learning & development department helps in achieving day today goals

INTERPRETATION:



There are 5 options in which StronglyAgreed are17.0%, Agreed are 49.0%, Neutralare 30.0%, Disagreedare4. 0%, strongly Disagreed are 0%.

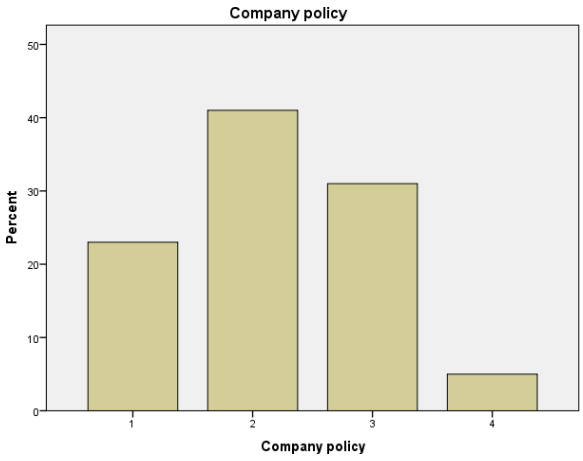
Activities organised by (centre of excellence) department provide positive motivation to employees



INTERPRETATION:

There are 5 options in which Strongly Agreedare 18.0%, Agreed are 41.0%, Neutral are 36.0%, Disagreed are 5.0%, strongly Disagreed are 0%.

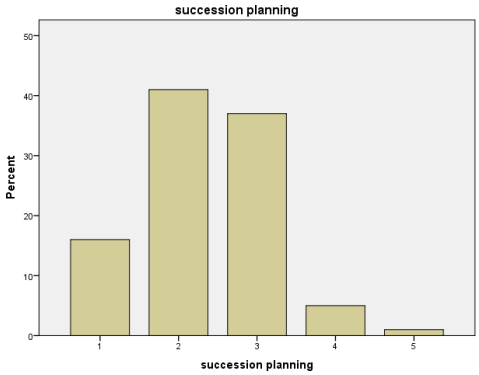
Company policy helps the employee stoper form better in their respective areas



INTERPRETATION:

There are options in which Strongly Agreed are 23.0%, Agreed are 41.0%, Neutral are 31.0%, Disagreed are 5.0%, strongly Disagreed are 0%.

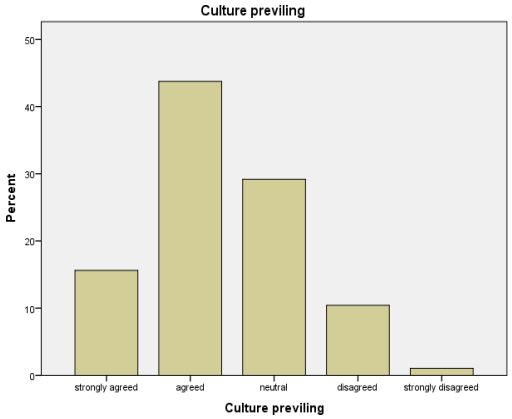
Program which is organised helps in succession planning



INTERPRETATION:

There are 5 options in which Strongly Agreed are 16.0 %, Agreed are 41.0%, Neutral are 37.0%, Disagreed are 5.0%, strongly Disagreed are 1%.

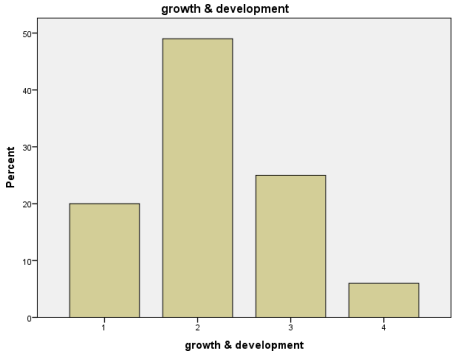
Culture prevailing in the company helps the employees to reduce workload



INTERPRETATION:

There are 5 options in which Strongly Agreed are 15.0%, Agreed are 44.0%, Neutral are 30.0%, Disagreed are10.0%, stronglyDisagreed are1.0%.

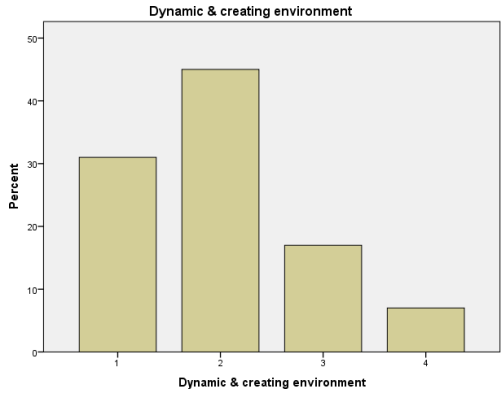
Oriented culture is more effective for growth & development of the organization



INTERPRETATION:

There are 5 options in which Strongly Agreed are 20.0 %, Agreed are 49.0%, Neutral are 25.0%, Disagreed are 6.0%, strongly Disagreed are 0%.

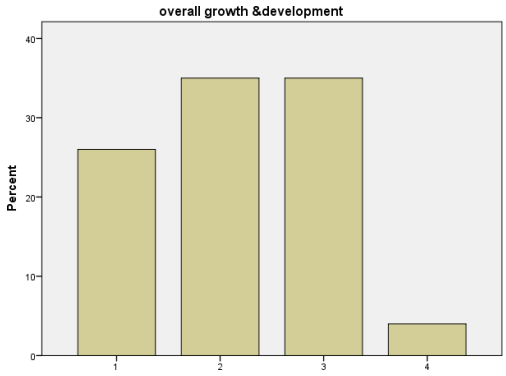
Dynamic & creating environment increase the efficiency of employees to perform the task.



INTERPRETATION:

There are 5 options in which Strongly Agreed are 31.0 %, Agreed are 45.0%, Neutral are 17.0%, Disagreed are 7.0%, strongly Disagreed are 0%.

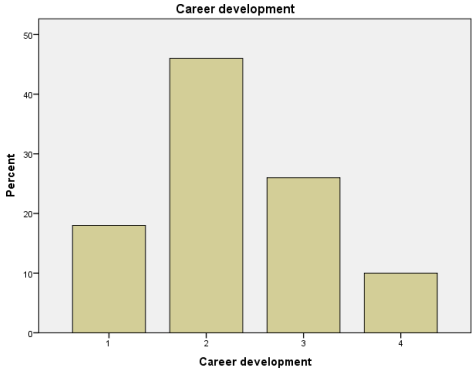
Culture improves the overall growth & development of employees



INTERPRETATION:

There are 5 options in which Strongly Agreed are 26.0%, Agreed are 35.0%, Neutral are 35.0%, Disagreed are 4.0%, strongly Disagreed are 0%.

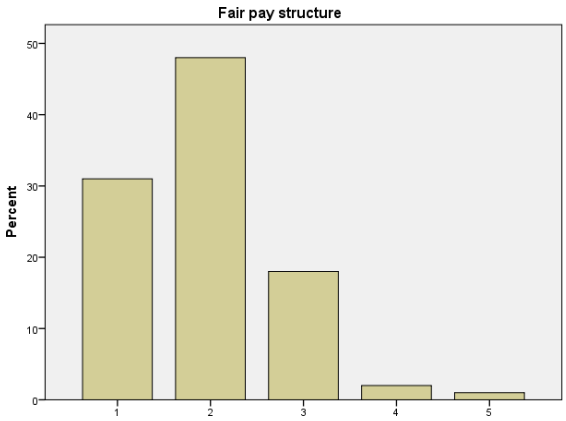
Career development activities at organization (E-mail writing skills, work place communication, team works kills, interpersonal skills) motivates the employee to perform well in their respective areas



INTERPRETATION:

There are 5 options in which Strongly Agreed are 18.0%, Agreed are 46.8%, Neutral are 26.0%, Disagreed are 10.0%, strongly Disagreed are 0%.

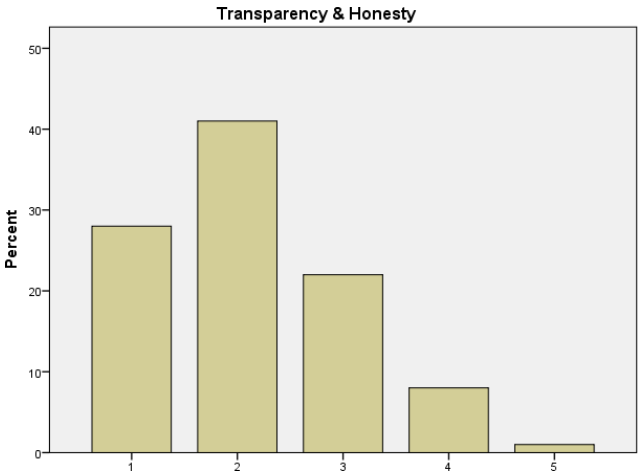
Fair pay structure is one of the factors affecting employee performance



INTERPRETATION:

There are 5 options in which Strongly Agreed are 31.0 %, Agreed are 48.0%, Neutral are 18.0%, Disagreed are 2.0%, strongly Disagreed are1.0%.

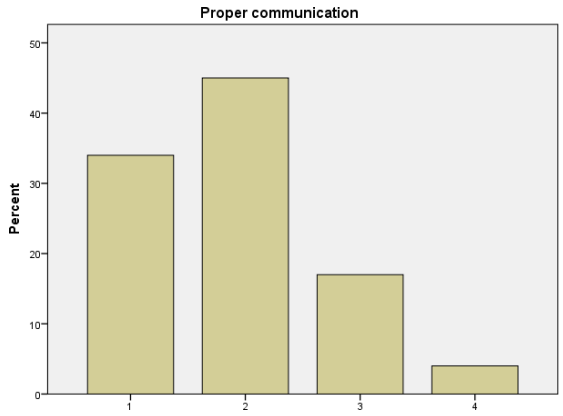
Transparency & Honesty helps in creating friendly environment with in the team



INTERPRETATION:

There are 5 options in which Strongly Agreed are 28.0 %, Agreed are 41.0%, Neutral are 22.0%, Disagreed are 8.0%, strongly Disagreed are1.0%.

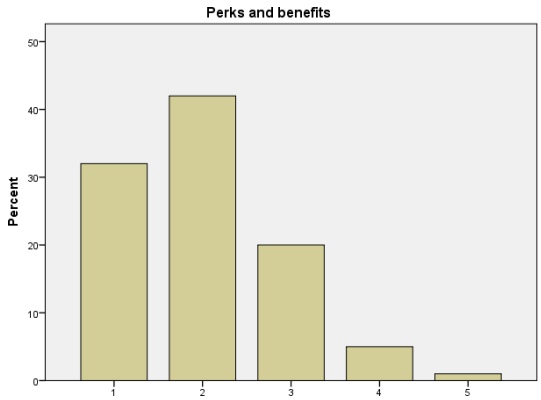
Proper communication between the senior & subordinates improves the performance of the team.



INTERPRETATION:

There are 5 options in which Strongly Agreed are 34.0 %, Agreed are 45.0%, Neutral are 17.0%, Disagreed are 4.0%, strongly Disagreed are 0%

Perks and benefits is one of the factor that affects the employee performance



INTERPRETATION:

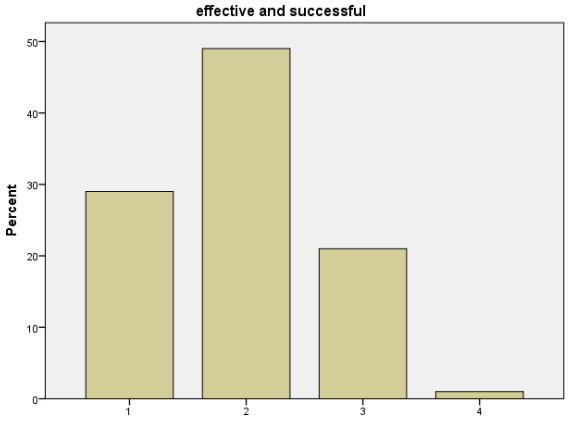
There are 5 options in which Strongly Agreed are 32.0 %, Agreed are 42.0%, Neutral are 20.0%, Disagreed are 5.0%, strongly Disagreed are1.0%.

The quality time with your family is missed because of work pressure

INTERPRETATION:

There are 5 options in which Strongly Agreed are 21.0%, Agreed are 49.0%, Neutral are 25.0%, Disagreed are 5.0%, strongly Disagreed are 0%

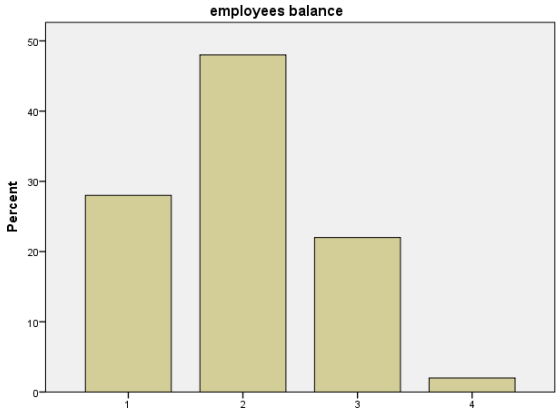
The organisation will be more effective and successful if employees have a good work life balance



INTERPRETATION:

There are 5 options in which Strongly Agreed are 29.0 %, Agreed are 49.0%, Neutral are 21.0%, Disagreed are 1.0%, strongly disagreed are 0%.

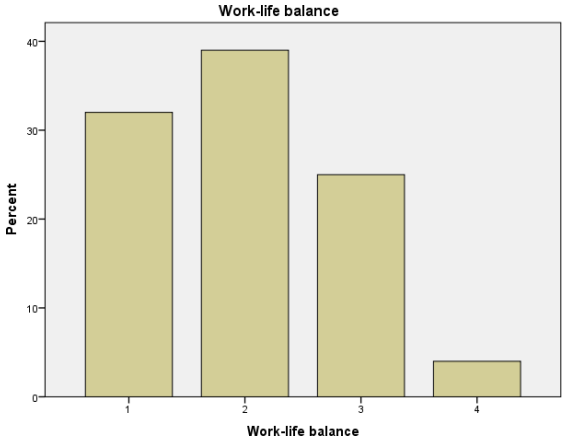
Organisation should conduct programs which helps the employees to balance their work life



INTERPRETATION:

There are 5 options in which Strongly Agreed are 28.0 %, Agreed are 48.0%, Neutral are 22.0%, Disagreed are 2.0%, strongly Disagreed are 0%.

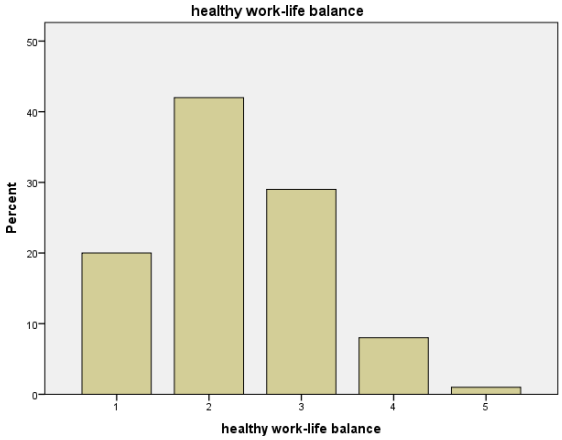
Work-life balance affects the overall performance of the employees



INTERPRETATION:

There are 5 options in which Strongly Agreed are 32.0%, Agreed are 39.0%, Neutral are 25.0%, Disagreed are 4.0%, strongly Disagreed are0%

Organization shows support in aiding you achieve a healthy work-life balance



INTERPRETATION:

There are 5 options in which Strongly Agreed are 20.0%, Agreed are 42.0%, Neutral are 29.0%, Disagreed are 8.0%, strongly Disagreed are1.0%.

FINDINGS:

- Organizations have more Males, 58.0%, than Females, 42.0%.
- Management by objective (core induction program) conducted by the company helps align the employees to the vision& mission of the company.
- Activities organized by the (centre of excellence) department motivate employees positively.
- We can analyze that 59.0% of employees think that Activities organized by the (centre of excellence) department provide positive motivation to employees.
- We can say that 64.0% of employees think that Company policy helps them perform better in their respective areas.
- We understood that 61.0% of employees think that RSPL culture improves employees' overall growth & development.
- We can state that 57.0% of employees think that the organization's program helps in succession planning.
- 59.0% of employees think that Culture prevailing in the company helps employees reduce workload.
- We can declare that 69.0% of employees think that oriented Culture is more effective for the growth & development of the organization.
- 76.0% of employees think that a Dynamic & creating environment increases employees' efficiency to perform the task.
- An organization that promotes a friendly environment, teamwork & participation helps the employees to achieve their existing goals & objective.
- Employees think that Career development activities (E-mail writing skills, workplace communication, teamwork skills, and interpersonal skills) motivate employees to perform well in their respective areas.
- 79.0% of employees think that Fair pay structure is one of the factors affecting employee performance.
- Employees believe that Transparency & Honesty helps create a friendly environment within the team.
- Perks and benefits are factors that affect employee performance.
- 70.0% of employees consider quality time with their family missed because of work pressure.
- Organizations will be better effective & successful if employees have an excellent work-life balance.
- Employees assume that the organization should conduct programs that help employees balance their work lives.
- Workers consider that work-life affects the overall performance of the employees.
- 62% of employees think that organizations follow a healthy work-life balance.

CONCLUSION:

From the overhead, we can conclude that majority of the employees think activities organized by the organization are helpful in succession planning. A culture followed in the

organization helps the employees reduce their workload, and a fair pay structure affects employee performance. Only 4% of employees disagree that proper communication between the senior and subordinates improves the team's performance. Employees also believe that organizations should conduct programs that help employees balance their work-life, affecting their personal and professional lives. To motivate the employees, different appraisal and non-financial motivates should be implemented for employee retention.

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DIFFERENT REVIEW STUDY ON NEEDS OF VARIOUS LOAD BALANCING STRATEGIES AND THEIR USE IN CLOUD COMPUTING

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Abstract

Cloud Computing has become more and more widespread nowadays in this pandemic situation of covid -19 as it provides many facilities through Internet to any end-users. Due to this pandemic situation usage of cloud computing has been increase widely as it provides different facilities. Thus, it results to major usage of cloud computing which arrived need of load balancing for different user with different type of requests. Load balancing plays a major role by satisfying all optimal usage of resources in well-organized manner and supports all restrictions like cost, retortperiod, material etc. No doubt load balancing has many issues when data is very large it faces issues like security, burden tolerance, resource utilization etc. Many research scholars have studied different strategies in load balancing and same result is found in different articles. This paper discusses need of load balancing and study regarding different algorithm with their parameter taken with result outcome. A survey instrument was design to record different load balancing data for effective working strategies. Proper outcome is considered as final outcome and it has always been a success parameter.

In this research area of cloud computing still multiple study and implementation is needed to bring better results and achievement in load balancing.

Keywords: *cloud environment, max-min, min-min, round robin, load balancing, honey bee, algorithm*

1. INTRODUCTION

In year 2020, due to pandemic situation the world shifted to virtual environment which lead to rise of cloud computing demand in a very wide range. As utilization and increase of online platform in cloud computing result to maintains of resources, customer satisfaction made in demand of Load balancing. Cloud computing has been providing different services to customers as per their usage.

Classification can be done by dividing into two different groups: Firstly whether it is on the smudge or administrative basis. Secondly it can be judge into three different categories like public, hybrid or private. In cloud computing work is done on both the categories as per demand by the customer. Cloud computing key spotlight on asset assignment, planning (RAS) which is accomplished by utilizing various arrangements and calculations [1].

Major issue which arisen is load balancing in cloud computing. The key role of load balancing is to distribute data among the entire node equally as per demanded by the customer. But due to heavy load some nodes remain idle and few nodes are overloaded.

Thus, this result to arisen for load balancing. In Load balancing overall performance increases when the resource utilization property is transferred widely.

2. LOAD BALANCING

Load Balancing [14] is a technique to allocate data to different resources on multiple computers with help of internet by taking utmost care resulting that no nodes should be overloaded neither under loaded. While doing this process divide and conquer method is applied. This results to division of servers and data is transfer with less amount of time. But the major factor effects the division of load dynamically which is crucial among all. This is major loop fall in load balancing where still research is needed to modify and improve performance better in cloud computing.

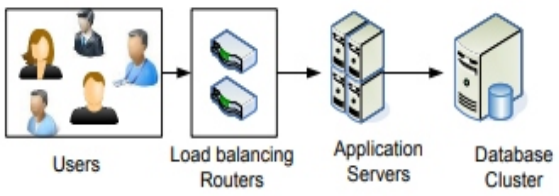

Figure 1. Load Balancing.

2.1 Environment Requirements

In Cloud computing [3] the major factor to look into consideration is load balancing. In load balancing the distribution of work should be allocated equally among all the nodes. The main point while distributed or dividing r-or allocating load should be in such a manner neither of the nodes can be empty nor it could be overfull. If the above is maintained then user satisfaction can be achieved. Further moving the constrain of consumption of resource can be minimized. Even problem of scalability, management of time, disturbances can be reduce.

2.2 Purposes

The load balancing purposes are:
1.Better reliability.
2.Backup of data.
3.Tenure should be maintained properly.
4.Usage of multiple platforms under one roof.

5.Safety.

2.3 Different types of Load Balancing

Load balancing can be demonstrated by grouping as shown in below figure:

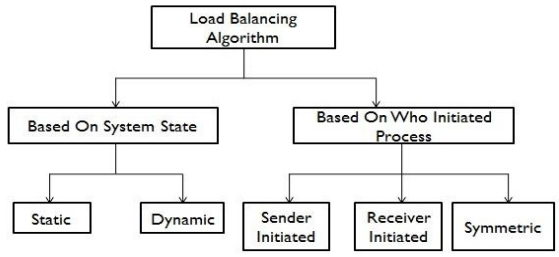

Figure 2. Different types of load balancing

It can be classified by 3 factors.

Sender Initiated: Here process is fist initialized by the sender. In which sender send notification and receiver assign acknowledgement that he has been allocated to receive data.

Receiver Initiated: In this process first initiative is taken by receiver. Receiver admits to sender that he is in ready stage to received data [15].

Symmetric: In this process load adjustment is done from both side sender and receiver.

Looking to this features load balancing algorithm are divided into 2 parts [4]

- Static

- Dynamic

Static

The working structure of this algorithm is all the pre requisite information must be provided in advance. It can be its working style, memory management, utilization of power and requirements of data requested by user. The risk factor in this algorithm is nodes are not allocated if there is failure. The preeminent example can be given in static load balancing is round robin algorithm [8]. Which lead to new algorithm known as weightage round robin algorithm. The working style of this algorithm is single server are taken into consideration with their weight. Then priority is given to the node which has highest weight and allocation is done their after. Looking into consideration above process traffic is balanced [15].

Dynamic

In this algorithm former information is not required it works under the present scenario, choose node as per choice and maintain load sequence. This lead to overcome loop falls of static algorithms. The problem worries that the computation applies for dynamic algorithm is complex [7]. The best techniques are taken into consideration which results to get better result than static algorithm. Classification can be done further like usage of strategies like swapping, resolving, position, information gathering, load estimation, assessing different position and allocation of different task [6].This all above make dynamic algorithm result much better than other algorithm but still risk factor raise when data flow is very high .

3. PRESENT TECHNIQUES

Further classification of current techniques can be done in two different ways. Static and Dynamic [15]

Subsequent algorithms of Static Load Balancing.

3.1 Round Robin

The working approach of round robin algorithm is manner of ring. Every single process is done as per timeline allotted to it. The major thing about this algorithm it always works in groups [8].It does not stop or rest until all tasks are fully completed perfectly. The working style type of algorithm is majorly found in web base application using http request [15].

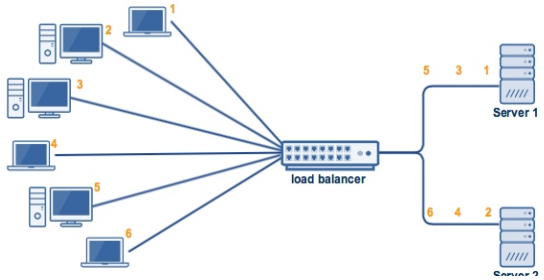

Figure 3: Round Robin Algorithm

3.2 Shortest Job Scheduling (SJS)

In this algorithm first priority given to least execution and then too heavy [9]. This algorithm has a favorable position that the hanging tight an ideal opportunity for the cycles is less which makes it a ground-breaking approach.

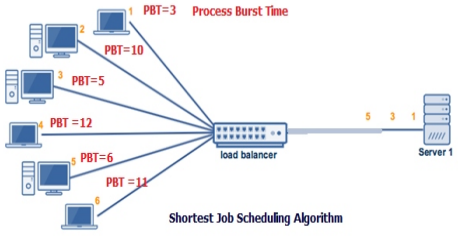

Figure 4: Shortest Job Scheduling Algorithm

3.3 Min-Min Algorithm

In this algorithm all information is gather in advance. From the gather information least, node is selected first then after another minimum and process goes on [5]. The main disadvantage of this algorithm is all the nodes are not covered.

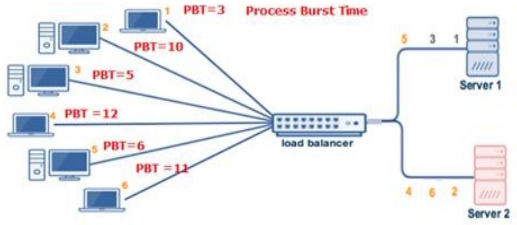

Figure 5: Min MinAlgorithm

3.4 Max-Min Algorithm

In this algorithm the first priority is given to maximum node then after completing all nodes it takes minimum. This algorithm is similar to min algorithm. Here maximizes time is calculated first.

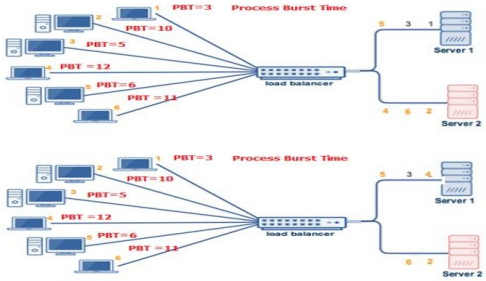

Figure 6: Max-Min Algorithm

3.5 (OLB + LBMM) Algorithm

In this algorithm consolidating these two algorithms help accomplishing appropriate usage, all things considered, and improve the work effectiveness in the organization of numerous processors [10].

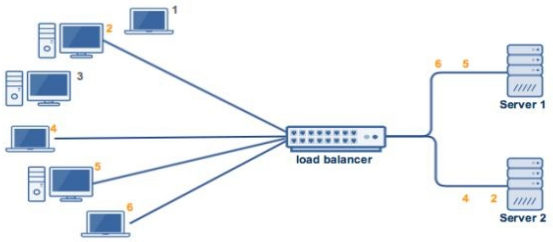

Figure7: OLB+LBMM Algorithm

3.6 CLBVM Algorithm (CLBVM)

CLBVM full form iscentral load balancing policy for virtual machines. It works is distributed equally over the cloud environment. This algorithm is overall improving performance.

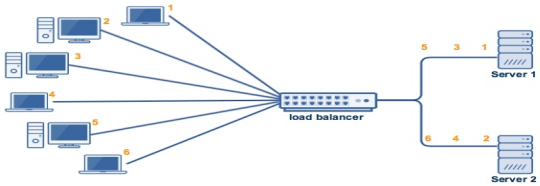

Figure 8: CLBVM Algorithm

Following algorithms of Dynamic Load Balancing

3.7 Throttled Algorithm

In this algorithm client will send request to different virtual machine in group. Load balancer will allocate by assigning request. Here load balancer plays an important role by assigning task to each virtual machine.

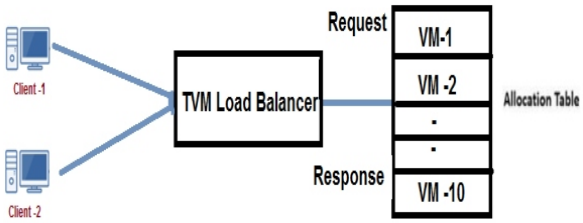

Figure 9: Throttled Algorithm.

3.8 Honeybee Behavior Foraging

As per the name suggest it works like honey bee. The basic feature of honey bee is, they do declaration when they go for searching of foodstuff [11].The term waggle dance is used. This means bees are transferring message while dancing around the food hub. The same technique is used in this algorithm while passing data in virtual machine. Different

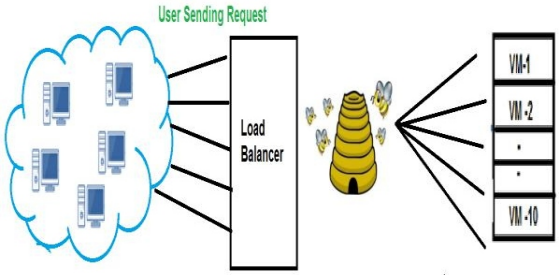

Figure 10: Honey bee behavior algorithm

clusters of servers are allocated. And data is fetched or transfer in form of queue as done by bees same technique is followed here. The major mechanism is done by server [15].

3.9 Generalize Priority Algorithm

This algorithm flourishes to adjust heap of the haze foundation while attempting to limit make range of a work. Hereditary based methodology adheres to certain guidelines and randomization as per the organization load viably.3.10 Join-Idle-Queue

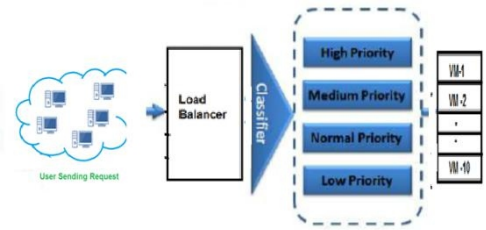

Figure 11: Genetic Algorithm

Algorithm working style relates to calculation which is estimated for network frameworks administrations. In each single data transfer proper communication is been done by load adjusting calculation ,sits the processors for the accessibility and afterward do distribution of the undertaking to processors so that lessens the line length at every worker. The measurement estimated to node is in form of adjusting work. . This algorithm work in form of queue [15].

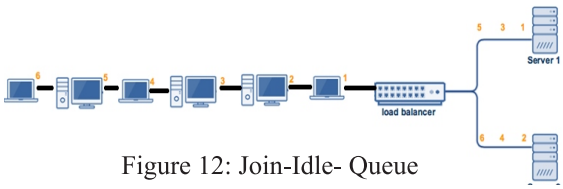

Figure 12: Join-Idle- Queue

3.11 Ant Colony Optimization

This algorithm works like ant which moves around for searching of food. The ant communicates with one another with liquid content known as pheromone. Same way in load balancing it approaches near the hub and transfer data [13]. So, the methodology works much faster and satisfy through arbitrarily move until all arrangement completed.

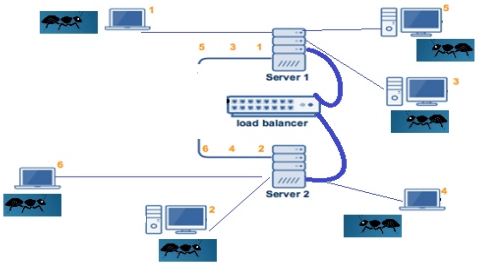

Figure 13: Ant Colony Optimization

4. MEASURED PARAMETERS FOR LOAD BALANCING.

The Following measured are taken into consideration for load balancing algorithm which are done on static as well on dynamic. The distinctive measured are done among calculation bases [12]. The flowing are few parameter which are shown below:

4.1 Through-put: faster execution is done when number of counting are predefine for the task allocation.

4.2 Overhead: successful result can be measured if numbers of requirement are minimum.

4.3 Fault-tolerance: Incase of failure of node performance is appropriately

4.4 Migration Time: Minimum time is taken in to consideration while transferring from one machine to another.

4.5 Response time: time consideration is minimum while transferring data in load balancing.

4.6 Resource Utilization: best result is taken in to priority for maximum operation

4.7 Scalability: priority is given more to those who consider number of processors less.

4.8 Performance: satisfaction results should be taken into consideration which covers all the parameters

5. REVIEW

Different scientists have been listed by considering past results in algorithm are below [15].

Table -1 Review Table.

SR.NO	Metrics	Through-put	Overhead	FaultTolerance	MigrationTime	ResponseTime	Resourse Utilization	Scalability	Performance	Power Saving
	Static Load balancing Approach									
1	Round Robin[6]	Yes	Yes	No	No	Yes	Yes	Yes	Yes	No
2	Shortest Job Scheduling Algorithm[7]	No	No	No	No	No	Yes	No	No	No
3	Min-Min[8]	Yes	Yes	No	No	Yes	Yes	No	Yes	No
4	Max-Min[9]	Yes	Yes	No	No	Yes	Yes	No	Yes	No
5	OLB+LBMM[10]	No	No	No	No	No	Yes	No	Yes	No
6	CLBVM[11]	Yes	No	No	No	Yes	Yes	No	Yes	No
	Dynamic Load balancing Approach									
1	PALB[12]	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes
2	Throttled[15]	No	No	Yes	Yes	Yes	Yes	Yes	Yes	No
3	HoneyBee Foraging[16]	No	No	No	No	No	Yes	No	No	No
4	Generalized Priority algorithm[19]	Yes	No	No	Yes	No	Yes	No	No	No
5	Join Idle Queue[20]	No	Yes	No	No	Yes	No	No	Yes	No
6	Ant Colony Optimization[22]	No	No	No	Yes	No	Yes	No	Yes	No

In table 1 near examination of various prevailing load equipoising methods concerning distinctive execution boundaries present a similar investigation of 2 load balancing algorithm based on strategies received by them.

6. CONCLUSION

Current comparison reveals, different load adjusting calculations in distributed computing climate are broke down. Different issues are likewise examined which must be considered during planning of new load balancing algorithm. Existing static and dynamic load balancing algorithm are examined with similar investigation which is based on various measurements boundaries like execution, adaptability, throughput, asset use, adaptation to internal failure, reaction time and so forth .Extra work should be possible by investigating new effective load balancing algorithm which can keep up better equilibrium among boundary.

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MANAGING EMPLOYEE'S PERFORMANCE

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Abstract

Managing employee's performance system includes the processes used to encourage, identify, measure, evaluate, improve and reward employee performance on the job. Employees' job performance is an important aspect for all employers. However, satisfactory performance does not happen automatically; however, this is likely to happen with a good performance management system. Managing Employee's Performance System is the talent within the organization that involves creating an appropriate work environment where employees can perform to the best of their abilities to meet organizational goals.

It is playing a vital role in the broad set of activities aimed at improving the performance of the employees. The basic aim of a managing employee's performance system is to support and develop employee's productivity. It is an ongoing process where employers and employees work together to plan, monitor and review an employee's work objectives or goals and his overall contribution to the organization.

Most of the Companies can spend a lot of time and money hiring and training employees. Employee's performance management systems can be a way for employees to influence whether to connect with the company for many decades. Many companies treated to employees as valuable business partners or preferably the traditional input resources needed to accomplished tasks and goals. Employees may be willing to work harder to achieve success and recognition under a organization employee performance management system. Employee performance management usually consists of multiple stages with the guidance and evaluation of employees. This step includes monitoring, planning, development, rating and rewarding. This planning phase begins with organization deciding on required employee jobs tasks that need to be completed in the works place.

Keywords: Successful Evaluation, Job knowledge, Communications

INTRODUCTION:

Managing employee's performance system is a set of tools and processes used by managers/leaders and supervisors to measure the current success of an organization or its employees. By using careful supervision, monitoring and evaluation, managers can help employees better understand their jobs and support performance to achieve aim.

While some may view Managing employee's performance management system as a negative process, when done with professionalism, realistic goals and a good attitude, a consistent program of employee's performance management can actually help create a positive workplace for all. Employee performance management is the process a company uses to manage its employees to ensure organizational success. Performance management techniques include expectations, planning to job goals and monitoring performance, improving employees' jobs, and rewarding good performance.

Employees are those individuals who rely on business functions and tasks to be completed; Employee performance management seeks to improve company culture and employee goodwill. Improving these areas can help companies hire the best employees and retain valuable employees with critical knowledge of business processes.

The Grading & feedback phase of the employee performance management system is created by each company according to their management style and organization culture. Many organizations will interpret the feedback system by scoring employees appropriately based on their job performance and productivity. Rating employees is accomplished on a periodic basis, based on the organization and its employee's performance management system after an employee is rated for his performance, the organization will reward the employee. Rewards can be monetary or incentive based. Common monetary rewards include bonuses, qualifying increments or gift cards; Incentive style rewards include banquets with recognition plaques or trophies, extra holiday days or physical gifts of goods or services. Companies may use a mix of rewards on a tiered basis, allowing employees to strive for the best reward available for the performance of their jobs.

FACTORS IN SUCCESSFUL EVALUATION:

The success of performance appraisal largely depends on two factors – the parties involved and the system used.

The manager and subordinates must be very clear about the objectives of a performance appraisal and must have sufficient confidence in the process and the tools it uses. Each part should take the required time to prepare for the session.

Requires the manager to gather his (her) ongoing observations, specific performance records, ideas for improvement and plans for growth and development. The system needs to be fairly appropriate for the employee's current job. Many times a system is primarily designed for a category of employees, but is used extensively for all categories of personnel. Obviously this would fail to reflect performance on other jobs.

Moreover, the criteria for measuring the employee should not only be appropriate but also specific. Finally the criteria should be such that enables the manager to evaluate the employee against the standards and not against any other employee.

OBJECTIVES:

Employees performance management system includes the processes used to encourage, identify measure, evaluate, improve and reward employee performance on the job. Employees' job performance is an important aspect for all employers. However, satisfactory performance does not happen automatically; however, this is likely to happen with a good employee's performance management system.

The assessment delivered a dual aspect:

(1) Employee's should be informed about their work, mission and

(2) Providing information to managers & employee's for use in making work-related decisions. Particularly, Evaluation systems delivered the following aspect:

1. Feedback
2. Growth Concern
3. Documentation Concerns
4. Diagnosing Organizational Problems
5. Employment Decisions

DATA COLLECTION

This study is totally based on the secondary data. Secondary data collected from various online standard textbooks, research articles, reports, power point presentations of the corporate, manuals, leading newspapers, journals, and websites, which constituted a supportive literature for the purpose of making analysis and suggestions

DIFFERENCE BETWEEN PERFORMANCE APPRAISALS AND PERFORMANCE MANAGEMENT:

Performance appraisal is a systematic appraisal of an individual's performance on the basis of predetermined parameters in the jobs. Employee's Performance management approaches to manage the performance of the manpower working in an organization. While performance appraisal system is an annual system whereas if we talk about performance management, it is a universal process which doesn't happen eventually.

What kind of appraisal process is adopted by the organization is the biggest question, as the appreciation and development of the employees depends on it? Some employees work quietly but don't show themselves/herself, while there are employees who put on a show but hardly perform. Therefore, performance appraisal and management plays an important role, as the success of the organization is the combined effort of all the employees and the entrepreneurs.

Performance appraisal V/S Performance management

1. An organized way of evaluating the performance and potential of the employees for their future growth and development is known as performance appraisal system. The whole process of managing the human resources of the organization is known as performance management.
2. Employee's Performance appraisal is a system whereas performance management is a process.
3. Employee's Performance appraisal is inflexible, but performance management is flexible.
4. Employee's Performance appraisal is an operational tool to improve the efficiency of the employees. However, performance management is a strategical tool.
5. Employee's Performance appraisal is done by a human resource department of the organization while managers are held responsible for performance management.
6. In performance appraisal, improvements are made retrospectively. The opposite of performance management is forward looking.
7. Employee's Performance appraisal has an individualistic approach which is quite opposite in the case of performance management.
8. Employee's Performance appraisal is done eventually, but performance management is an ongoing process.

PERFORMANCE MANAGEMENT SYSTEM - KEY CONCERNS

It is highly result oriented and hence is concerned with results, production in terms of knowledge and application gained, skills learned and used and whether the desired level of output is generated or not etc. Having a result oriented performance management system is a very important aspect at the organizational level. When the process focuses on achieving the desired results and makes the employees work in a particular way, there is a huge amount of success for the organization as well as it ensures that the employees are committed to work towards the desired results. Be motivated enough.

It is concerned with the measurement of performance and aligns it with the goals of the organization for sustainable growth. This is a very important aspect of performance management. When the system measures performance, it gives management a clear idea of how employees are performing, where they are doing, what they do as far as their performance is concerned, and what needs to be done to bridge the gap between actual and standard levels. The performance management system provides a scope for continuous measurement of performance and at the same time, aligns the performance of the employees to the organizational performance as a whole so that full growth and development can be achieved.

It is concerned with setting business objectives in advance for smooth conduct of operations. Having set objectives well in advance gives employees a clear picture of what is expected of them and what level of performance they require. Having set objectives, performance measurement and then management becomes extremely easy and scientific, as management can at any time go back and change the objectives to suit the current needs of the market, the organization and the individuals. It ensures smooth functioning and completion of process in the organization.

Always strive for continuous improvement and change in all processes of the organization to create and develop a culture of performance. The main idea behind having a performance management system in the organization is to change the way employees perform. As it is well known to all that change is the only constant and we all have to change to keep up against the competition with change. And employees can survive in the market only when they have sufficient skills, right attitude and advanced knowledge. This is possible with an extremely competitive performance management system. The system continuously checks the performance loop and if there are any constraints or gray areas in the performance of the employees, it provides scope to develop the performance of the employees for the growth and development of the organization.

It is concerned with establishing a culture of performance and a culture of openness, confrontation, trust, authenticity, proclivity, autonomy, collaboration, experimentation. If the culture has these dimensions, the performance system can be implemented very quickly and effectively. The organization's performance management system should always be aligned with the processes and practices existing in the organization to achieve overall growth and development. Acknowledges the employees and at the same time motivates the employees to perform better every time.

It deals with the provisions relating to decision making while awarding rewards and remuneration to employees. Trust creates performance and performance leads to success, growth and expansion of the business unit. The main idea behind having a performance management system is to make employees independent as far as work, production and performance is concerned. When employees know that their performance is being appreciated with appropriate rewards and recognition, they perform with the utmost care and precaution. They are more focused on their work and require very little supervision. This makes them much better at making decisions. And their dependence on their supervisors is reduced.

SUGGESTION & RECOMMENDATIONS

The managing employee's performance system consists of the following actions

i Develop clear job descriptions and performance plan indicators to determine key result areas (KRAs) for employees.

ii. Selecting the right kind of people to implement and execute the process of performance management system.

iii. Analysis of performance and results achieved with respect to performance standards.

iv. To provide continuous, constructive and regular feedback for continual improvement in the performance of the employees.

v. Continuous support for career development and guidance to meet current and future goals.

vi. To encourage reward system commensurate with performance standards.

Managing employee's performance System is the talent within the organization that involves creating an appropriate work environment where employees can perform to the best of their abilities to meet organizational

goals.

It is a broad set of activities aimed at improving the performance of the employees. The basic goal of a performance management system is to promote and improve employee effectiveness. It is an ongoing process where managers and employees work together to plan, monitor and review an employee's work objectives or goals and his overall contribution to the organization.

The performance management system is strategically aligned with the corporate strategy and human resource strategy to achieve unit, team and individual objectives. It has become necessary today to keep in mind the rapidly changing nature of the internal and external environment while doing this alignment.

Performance appraisal is a part of the performance management system (PMS) and is a tool used by the organization to evaluate and inform employees where improvements are needed and why. Although performance appraisal information provides input for the performance management process, performance management holistically considers ways to motivate employees to improve their performance.

CONCLUSION:

Research has indicated that managers are less motivated by money than by other rewards that appeal to their higher-order needs, such as achievement, recognition and self-actualization. However, practices in the industry suggest that money is a very important reward. Large companies in the United States often offer profit-sharing plans that allow the worker to share in the profits derived from their labor inputs. There are several well-known plans such as Scan Plan and Impress hair. Management also uses profit-sharing and stock ownership of employees to motivate employees. However, it is difficult for employees to see a direct relationship between their own efforts and the rewards earned by these incentives, especially in a large organization.

Managers are required to implement restrictions from time to time to ensure that underperforming individuals increase their performance. These include verbal reprimands, formal and written warnings, short layoffs and terminations. Some managers have become highly creative in this area.

Whatever restrictions are used, it is important for laymen to bear in mind that they should be. Last resort. Motivationally, rewards are more strongly associated with effective performance than restrictions, which are only a small effect for behavior.

Nevertheless, sanctions are necessary in some cases and even the most extreme sanction or termination warns others that ineffective performance will not be tolerated.

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IMPORTANCE OF DIGITAL AND SOCIAL MEDIA MARKETING IN 21ST GENERATION

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Abstract

In today's era Technology is increased day by day. Various companies is shifted from manual to digitally and promote their products through digital and social media platform and other communication because of Smartphones. In this paper offers the views on current and future aspects of digital and social media marketing as well as this paper also present how to promote brand through the digital and social platform and also discuss on SEM (Search Engine Marketing) or Google Ads and SEO (Search Engine Optimization) which help to promote the promote the products Paid or Unpaid form.

Keywords: *SEM, SEO, Digital Marketing, Social Marketing.*

INTRODUCTION:

Digital Markting:-

"Digital is at the core of everything in marketing today—it has gone from 'one of the things marketing does' to 'THE thing that marketing does."

– Sanjay Dholakia, Former Chief Marketing Officer, Marketo

Figure 1 Component of Digital Marketing

- ***Search Engine Marketing or Google Ads*** Paid search, or pay-per-click (PPC) advertising, usually refers to the sponsored result on the highest or aspect of a hunt engine results page (SERP). These ads charge you for each click and that they may be tailored to seem once sure search terms are entered, therefore your ads are being targeted to audiences seeking one thing especially. These ads may be extraordinarily effective, as they accept knowledge gleaned from individuals' on-line behavior and ar accustomed boost web site traffic by delivering relevant ads to the proper individuals at the proper time. These ads additionally involve retargeting, that means that betting on the customers' actions, selling automation tools will craft distinctive, personal cross-platform ads.

Figure 2 SEM and SEO Results

- ***Search Engine Optimization:*** SEO is that the method of optimizing the content, technical setup, and reach of your web site, so your pages seem at the highest of a pursuit engine result for a particular set of keyword terms. victimization SEO will drive guests to your web site once they show behavior implying that they're checking out relevant product, which might be a game changer considering that ninetieth of individuals looking haven't shaped associate opinion a few whole nevertheless (Status Labs, 2018). whereas PPC and retargeting have their place, organic on-line traffic earned through program optimisation has monumental influence on search rankings and, by extension, organic web site traffic. By victimization keywords and

phrases, you'll be able to use SEO to massively increase visibility and start an enduring client relationship. SEO is outlined as increasing a website's rank in on-line search results, and therefore its organic web site traffic, by victimization well-liked keywords and phrases. robust SEO methods ar massively influential in digital promoting campaigns since visibility is that the opening move to an enduring client relationship.

- ***Social media marketing:*** The key to effective social media promoting goes so much on the far side merely having active social media accounts. you want to even be weaving social components into each facet of your promoting efforts to make as several peer-to-peer sharing opportunities as attainable. The additional your audience is impressed to interact along with your content, the additional possible they're to share it, probably exalting their peers to become customers also.
- ***Email Marketing:*** After over twenty years, email continues to be the quickest and most direct due to reach customers with very important information. Today, winning email campaigns ought to be improbably partaking, relevant, informative, and amusive to not get buried in your customer's inbox. To succeed, your promoting emails got to satisfy five core attributes. they need to be trustworthy, relevant, colloquial, coordinated across channels, and strategic.
- ***SMS Marketing:*** SMS selling (short for brief Message Service, or just text messaging) could be a methodology for businesses and different sorts of organizations to send promotional materials to customers. SMS messages (sent via text message) area unit restricted to a most of a hundred and sixty characters, thus they're best used once trying to distribute coupons, promotions, and short alerts.
- ***Remarketing:***

  Remarketing, additionally referred to as retargeting could be a quite common and fashionable sort of digital promoting during which marketers serve ads to users World Health Organization have visited their web site, or a particular online page, and World Health Organization have or haven't taken a particular action. It's an efficient thanks to target those who have already shown some interest in your business or whole.

  Online Reputation Management: Online name management (ORM) suggests that taking management of the net speech. Its techniques and methods make sure that individuals notice the proper materials after they rummage around for you on the net. the aim of on-line name management is to make balance, counteract dishonorable trends, and permit you to place your best foot forward.
- ***Influencer marketing :*** Involves a whole collaborating with a web influencer to promote one in all its merchandise or services. Some influencer promoting collaborations area unit less tangible than that – wholes merely work with influencers to enhance brand recognition.

Literature Review:

- The Importance of Social Media and Digital Marketing to Attract Millennials' Behavior as a Consume

  The study objective is to investigate why social media and digital marketing is significant to do branding and marketing activities lately, and what are the proper steps for doing so. The description is based on the explanation of social media and digital marketing usage, especially for Millenials era, explaining the steps of doing digital and online campaign, while also describing The Hook Canvas Model by Nir Eyal for the latest social media and digital marketing phenomenon. The data used in the study include interview, observation, and library research. The data were analyzed in three stages, such as reduction, presentation, and conclusion drawing. The results of the study show that social media and digital marketing campaign are not only useful to create brand awareness and engage the customers but also crucial in terms of measurement. By doing these kinds of marketing efforts (digitally), the effectiveness of each campaign can be measured, the behavior of the customers or even the potential ones could be tracked beforehand, and the reach of the message could be spread wider rather than making only traditional marketing efforts [1].
- ***Marketing and Social Media: Benefits, and Ways Forward***

  we identify four levels of digital engagement evolution and propose a new digital pattern matrix based on benefit perception and digital marketing usage. To successfully explore digital marketing and social media, marketers need to adopt marketing strategies to engage in relationship-based interactions with their customers. To meet this challenge, firms should complement their traditional Web practices with online social networking [2].
- ***The Role of New Media in Modern Marketing Communication***

  we learned that the new media is not a thing of the

future but a present and that businesses must start using it as soon as possible. For this purpose, the information provided by marketing specialists within this thesis was analyzed and compared to the information obtained through interviews and surveys of customers [3].

- ***Role of Social Media And Digital Marketing During Pandamic***

  Digitalization has provided many advances in the hospitality and tourism sector. Some accommodations have already implemented major changes by integrating new technologies to turn the guest experience into something unexpected and even incredible. Even if the micro-enterprises in the tourism sector have a reputation for focusing on business survival and not being risk takers, and with a limited innovation desire, the technology permeates most aspects of modern tourism business. In order to survive, tourism SMEs need to invest in digitalization. Destinations, businesses and the wider tourism sector will need to fully embrace these new technologies, in order to remain competitive and take advantage of innovation, productivity and value creation potential. Thus, tourism companies need to understand that social media and digital media are important for their future development and to incorporate them in the corporate strategies. The present paper aims to investigate social media usage of tourism companies in Timis County, as a pilot study and how the COVID-19 pandemics changed their behaviour.[4]

- **The Importance Of Digital Marketing In The Tourism Industry.**

  The need for digital marketing has been felt like never before in the tourism industry wherein customers have instant access to all kinds of information on the latest offers and best prices. Today digital marketing plays a critical role in the success of each business which exists in the tourism industry. This paper examines the basic determinants of digital marketing and the importance of the same in the tourism industry. [5]

OBJECTIVES OF RESEARCH:

The means however folk's analysis merchandise or services on-line and build purchase choices have utterly. In fact, it may be safe to mention that offline promoting has overtaken digital promoting in several geographies.

- To perceive the objectives of digital promoting thorough, allow us to initial perceive a number of the foremost digital promoting ways wide used these days that is mentioned in Introduction Section.
- Through the digital promoting you'll be able to run digital promoting campaigns, because of that, customers will land on your web site, browse your offerings and build purchase on-line itself. Direct sales generated via your digital promoting campaigns may be wont to verify come on your investment- what quantity revenue was generated directly for each dollar spent in digital promoting.

Digital Marketing Process

The implementation process of a digital marketing strategy as shown as figure no.3

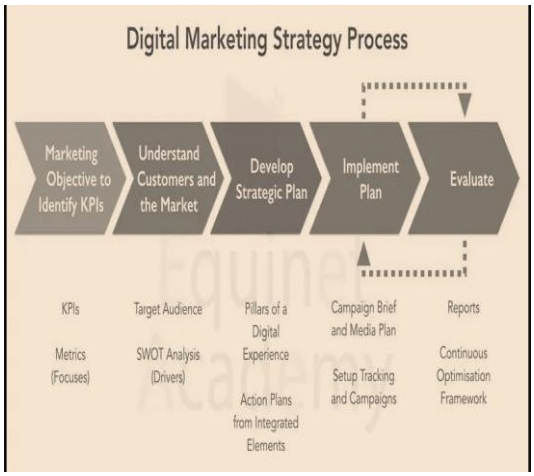

Figure 3 Digital Marketing Implementation

Conclusion:

New technologies in digital selling have moved an excellent deal. The market approach has additionally evolved with the increase of recent technology. Digital selling features a variety of advancement and enhancements in its strategy, thus it's necessary to understand the conclusion of digital selling. Keep reading this text to understand a lot of concerning it.

Customers and marketers got to find out about the execss and cons of digital selling to induce the most effective out of it. Once you don't learn the execs and cons of digital selling, you won't reap the total edge

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"A STUDY ON CONSUMER BEHAVIOR TOWARDS LUXURY CAR BRANDS IN RAIPUR REGION OF CHHATTISGARH"

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Abstract

As India is growing rapidly in this era of globalization the growth of consumerism and materialism is at its peak due to the rise in purchasing power of people. In India the consumers have moved beyond their needs due to growing aspirations of luxury and people are engaged in lavish lifestyles following the western counterparts by possessing branded products. This new mass interest fueled the growth of luxury consumption in India which is an indication of the changing Indian consumers. Nowadays in India showing off status & prestige has become integral part of society and hence the people are busy in raising their standards and every individual wants to live lavish lifestyle. Hence growing up from food, shelter and clothing the people are fulfilling their desires by using expensive products. The researcher identifies and proposes to test the relationship between factors of luxury consumption and Indian consumers. The scope of the study is themed towards consumption of luxury car brands. The researcher applied descriptive research design involving survey through questionnaire for data collections. Researcher took Raipur region being the capital city of Chhattisgarh and highly populated city for the research. Around 250 consumers are selected for research. The researcher revealed that the brand, price, built quality, family size, durability, availability of service, fuel economy, cost of maintenance, roads, performance, safety, space, design, technology, resale value and features of car are the most critical factors towards purchase intentions of luxury cars. Findings suggest most of upper middle class and upper class consumers purchase the luxury brands of car to fulfill esteem needs. The Brand consciousness provides consumers a common expression to signify their status by position of the luxury brands. The results also shows that brand consciousness have a commendable relationship between income and luxury consumption.

Keywords: *Consumer Behavior, Brands, Lifestyle, Automobile sector, luxury car, purchasing behavior in automobile industry*

Introduction:

The Indian economy is the fifth largest by GDP and the third-largest economy in terms of Purchasing Power Parity (PPP).The Indian economy is largest after the United States of America and China according to Goldman Sachs. India is the world's 16th biggest exporter and the 9th largest importer of goods in the world. In terms of the road network, India ranks second. Cars and bikes/scooters are the main shareholders in India's automotive industry. India became the fifth largest market in automotive market in 2020 and Chennai, the capital of Tamil Nadu is known as "The Detroit of Asia.

Chhattisgarh is the central part of India and Raipur being the capital is the most developed area with a varied demographics. The population includes service as well business class people. Labor class contributes to around 25-30% population who are struggling with basic necessities. Service class includes both people in government as well private sector jobs.

Indian Economy in the Past and Present- India's economy during the Indus Valley Civilization can be traced down to as early as 1700 AD. The recovery coins have shown that India was closely linked to the rest of the globe and responsible for 33% of global GDP. The East India Company's arrival marked the second step of the Indian economy. Their arrival supported the British in conquering India. The Indian economy endured extreme lengths during this period when the British Empire bought Indian made raw materials at cheaper prices and exported goods at extraordinarily high prices. Consequently, India's share of world sales decreased in this period. The economy of India is in its present period after independence on 15th August 1947 that India became independent from British control. The economy of India is now at a growing stage. The government undertook significant steps to heal & boost the economy by creating short-term strategies, known as the 5-year plan. Since then, the economy has come through a long journey. In 2017, the 13th Five Year Strategy launched and continues up to 2022.

Growth of Automobiles in India- India incorporated the Automotive Action Plan 2006-2020 by the "Indian Ministry of Heavy Industries and Public Enterprises". The vision of the strategy was to appear as the world's leader in the manufacture and design of cars and auto parts guaranteeing that employment will rise by 2020. "A country's middle-class income group is generally a direct representation of the economic situation, growth, and standard of living of a country. The concept of middle- class income groups in every country is different. A study on the expected growth of the Indian economy has been released by McKinsey and Company, which predicts that in the next two decades, the

income levels will triple. India will also to rise from its current twelfth position to become the fifth-largest consumer market.

India in 2019 became the 4th-largest auto market in passenger and commercial vehicle overtaking Germany. The two-wheeler segment is dominating the industry in terms of production because of an increasing middle-class community and a younger demographic. India is a giant car exporter and this export will increase in the immediate future. India has already become a world leader in car markets in 2020.

Market Size:

In India, the two-wheeler, four-wheeler and commercial vehicles contribute huge in domestic automotive industry. Consumption of cars in every segment has increased be it Compact car, Mid-size hatchback, Sedan, Vans, Multi utility vehicles (MUV), Compact SUV, Sport Utility Vehicles (SUV) has increased with increase in income. The commercial vehicles such as pick-ups, buses and trucks contribute to 40% of total vehicles sales, and play a significant role in transportation/logistics and hence contribute to the GDP. Indian government is planning to switch to electric vehicles (EV) by 2030.Many companies have already launched e-scooters & e-rickshaws looking forward to future technological change. The premium car (BMW, Audi, Mercedes etc) sales in India have increased drastically in past few years with increase in purchasing power and lifestyle of the population. Since globalization there has been a significant change in the consumption pattern of the population. People have become brand conscious and prefer imported brands more than national brands which is a symbol of prestige.

The market in Chhattisgarh is also mixed with potential buyers from rural and urban areas. Chhattisgarh being agriculture based state which is also known as 'Bowl of Rice'. The capital of Chhattisgarh, Raipur has been developing rapidly since Chhattisgarh came into existence in the year 2000. Since then there has been a lot of infrastructural development as well as opportunities in Raipur. It has become a hub for business as well for various activities. Although Raipur is not of a Metropolitan nature it has developed as a Cosmopolitan city. But there has been development in tourism and places of amusements like Malls and super-markets. In this chain various global brands have reported their presence which includes Dominoes, Pizza Hut, KFC, Subway, PVR, Shoppers Stop, Westside, Mc Donald's, D-Mart, Big-Bazaar, Vishal Mega Mart, Best Price, Café-Coffee Day, Lotus etc have already marked their presence and penetrated in various segments. As far as car brands is concerned most global brands like Mercedes, BMW, Audi, Jaguar-Land Rover, Volvo, have also entered the market since a few years and are also finding customers to sell their products. The buyers of the foreign(imported) brands are not limited upto cosmopolitans like Raipur, Bilaspur or Bhilai, but the consumption in rural areas or towns has also increased significantly. In recent years the trend of diffusion has neutralized among urban-rural areas. That means the rural areas are not isolated and are equally exposed to imported goods as urban areas, due to e-commerce rural areas are also equally exposed to the products consumed worldwide.

Literature Review-

As per literature & research on the middle class of India, it has potential; the future and backbone of the Indian economy. But few researches have shown its diverse customer behavior and its penetration into India's rapidly growing car industry. This research aims to identify the cause and the effect of the changes on the purchasing decisions of the Indian middle class, as well as changes in its consumer behavior. The research also highlights the factors that cause brand switching. Discussion of these variables contributes to the creation of different theories to address the issue of study.

Preeti tak and Ashish Pareek- An observational study shows the purchasing pattern the customers have shown is a drastic improvement over the past decade in their article on "Consumer Attitude towards Luxury Brands." Market purchasing power has been impacted by higher income and mass production. Therefore, customers are now embracing luxury products from abroad at a much faster pace. Indian customers are motivated to buy luxury brands and have become a sign of prestige because of these brands. In expressing one's personality, luxury brands are useful.

Shweta kastiya- Closet consumers are those who are not born wealthy and experiment with luxury along with a middle-class and conservative mentality, she wrote in her article on "The Impact of Consumer personality traits on the luxury brand market"-"The word luxury means beauty; it is the art applied to functional items. Just like light, luxury is insight. Luxury items provide added pleasure and flatter all our senses with no time interval. Luxury is the appendage of the ruling classes.

(Kapferer 1997, p. 253)". "On one hand, necessities are utility objects that relieve an unpleasant state of discomfort, luxuries are described as objects of desire that give happiness and pleasure (Berry 1994). The desire to imitate the way of life of the rich is parallel to social pressures on the propensity to purchase luxuries (O'Cass & Frost

2004;Amaldoss & Jain 2005). The luxury market may therefore be regarded as a rising mass market, which includes members of the wealthiest social class, as well as those at a more moderate socio-economic level" (Nueno & Quelch 1998; Yeoman & McMahon-Beattie 2006).

"Truong et al. (2008) and Gardyn (2002) note that luxury goods are now more easily available, and thus more customers are ready and able to pay a premium price for status goods". "Indian customers are pumped into purchasing luxury goods, as these products are a sign or marker of rank and class that can be shown off by customers (Chadha & Husband, 2006; Debnam & Svinos, 2006; Thomas, 2007)"

Over the past years, American researchers have been studying consumer understanding and behaviour in the car market (Haubl, 1996; Iacobucci, et al). Several writers and writings have explored luxury car customer expectations (Rosecky and King, 1996) and much of this work focuses on consumer loyalty and brand change (Rosecky and King, 1996)". These days customers just care more about global wealth and the community and want to know what the products they buy do. We need to identify who a consumer is to understand consumer behaviour. Consumer behaviour is an examination of the processes used by individuals or groups to comply with the needs and wishes involved in collecting, buying, using, or disposing of goods, services, ideas or experiences. (Solomon, Bamossy, et al. 2006, p6).

(Schiffman and Kanuk, 2007, p. 3) take a similar approach in describing consumer conduct: the behavior displayed by consumers in the search, purchase, use, evaluation, and disposal of the products and services they expect will meet their needs. The convenience of having mobility means it has to do with vehicle ownership. National governments tacitly modulate in many developing economies. Laws that make it easy to own and use vehicles because motorization symbolizes progress (Dimitriou, 2006). There is documentation at the national level of families preferring to own cars symbol for status (Banerjee, 2011).

"As per Kapferer and Bastien (2009), luxury goods do not define perfection, but goods that have an impact. It is not the price of the commodity that is offered to the customer. Chevalier and Mazzalovo (2008) pointed out that several different sectors of operation would categorize luxury as (a) The fashion of luxury (b) Spirits and Champagne (c) Automotive Luxury (d) Tourism of Luxury (e) Hobbies of luxury.

A Luxury vehicle in marketing is a term for a vehicle that offers luxury at an increasing expense, beyond the strict requirement, attractive and friendly features. "The term can refer to all types of vehicles in coincidental use, including sedans, coupe, hatchback, station wagons, and convertible body styles, as well as minivans, crossovers, or sport utility vehicles and any size vehicle, from large to small and at any price range (Anurit, Newman, Chansarkar, 1998)".

"Dubois and Laurent (1994) and Tidwell and Dubois (1996) stated that demographics, lifestyles, social environments, as well as luxury supporters and marketers affect the perception of luxury"."The purpose of buying is the incentive for consumers to select a specific brand in a product category in a certain buying scenario (Crosno, Freling, Skinner, 2009)".

Foreign automobile brands and their Investments in India:-

In recent months, many foreign automakers in many segments of the industry have started to invest heavily to satisfy growing demand of Indian automobile market. The FDI sector created billions via foreign direct Investments from April 2000 to June 2020, as stated by the Department of Industry Promotion and International Trade. Following is among India's most recent proposed automotive investment and developments:

- MG declared its wish to spend Rs. 1,000cr in October 2020 to introduce newer models and extend operations. The high-end British car firm Morris Garages (MG) revealed in December 2019 planning to invest roughly Rs 3,000cr in India also plans to launch MG ZS EV electric SUV and plans to produce an inexpensive EV(electric vehicle) within the next three to four years. They have their plant in Halol, Gujrat.
- In India, Toyota reported support of approximately Rs 2,000 cr in technology and components for domestic consumers and exports. Toyota also extended technology support to Maruti in EV(electrical vehicle) segment.
- Mahindra & Mahindra signed a Memorandum of agreement with Israel-based REE Automotive at the start of September 2020 to build commercial hybrid vehicles.
- The Volkswagen and Skoda Company will be named Skoda Auto Volkswagen India Private Limited, and Volkswagen has also announced the coalition of all its three entities in India. They have their plant in Chakan, Pune & Aurangabad, Maharashtra.
- Jaguar Land Rover revealed its Range Rover Velar in May 2019, making JLR cars even more economical. They have their plant at Pimpri, Pune.

- Force Motors plans to spend around Rs 600 crores to build new vehicles within the next 2 years. Force assembles cars for Mercedes in India at Chakan,Pune.
- Audi India is expected to introduce entirely new models with futuristic E-Tron EVs, including sedans and SUVs.
- Kia started its operations & sales in India with with compact SUV's like Seltos, Sonet, and MPV's like Carnival and Karens. They have their plant in Anantpur district, Andhra Pradesh.
- Jeep plans to launch new models in SUV(4x40) and compact SUV segment looking towards huge demand in India. They have their manufacturing facility at Ranjangaon, Maharashtra.
- Chevrolet although shut down their sales in India in 2017 but still have a plant at Halol, Gujrat and Talegaon Dabhade, Maharashta and is exporting cars in huge quantity from India to the world.
- Renault & Nissan have a joint manufacturing facility at Oragadam near Chennai. Their investment is around INR 45 billion.

Statement of the Problem

The present study on the topic will try to answer:

- The factors influencing the purchase decision of a luxury car brand.
- The main reason behind the purchase of luxury car brands.

Types of cars in India-

Compact Cars: These cars have engines capacity of 800-1000 cc, and seating capacity of 4-5 passengers. Compact cars are very popular in India, because of low budget. Cars like Maruti-800,Wagon-R,Hyundai Santro, Maruti Alto/Alto 800,Hyumdai Eon and Renault Kwid are very popular in this segment because they come in a frugal budget of 3-5 lakhs and are in easy reach of middle class people specially first time buyers. They fulfill the necessary crieterias and needs of the buyers and doesn't offer too many features and comfort. Tata nano was also designed with the same philosophy abut failed in the Indian market.

Mid-size Hatchback: The size of a hatchback car will be more than a compact car, but has greater engine displacement around 1200cc and seating capacity of 4-5 persons. These are cars with better safety standards and better comfort as well performance. Maruti Swift/Baleno,Hyundai i10 grand,i20 elite, Tata indica/Tiago/Altroz etc are some popular cars in this segment. These cars are extremely successful because they offer many features which are desirable by the demanding customers.

Sedan: A sedan car is a lengthy car which is more than 4 meters. Its a luxury car and is extremely comfortable for 4-5 adults and has a large boot space. Engines are more powerful than hatchbacks and offer more features like powerful AC and sun-roof. These cars make the owner feel luxury. Honda City, Hyundai Verna, Maruti Dzire/Ciaz, Tata Tigor etc are extremely popular in Indian market.

MPV(Multi-purpose vehicle): MPV's refers to estate cars with a sitting capacity of 7-10 persons. They are approximately 4+ meters and usually have engines capacity between 1500cc to 2200cc, but some have engines of up to 2500 cc as well. These are the most popular vehicles in taxi segment and are preferred by families with bigger family size. Mahindra Bolero,Marazzo,Scorpio,Maruti Ertiga/XL6, Toyota Innova etc are some very popular MUV's in the Indian Market.

Van-A van is a vehicle which is of multi-purpose use and has a seating capacity of 6-7 people usually preferred by taxi operators and joint families. Examples of van are Maruti Omni/Eeco,Tata Winger,Mahindra Voyeger,Nissan Evalia,Kia Carnival etc.

Crossover SUV: Crossover SUVs are derived from an Automobile Platform with light off-road capability and lower ground clearance than SUVs. They may be styled similar to conventional "off-roaders", or may be look similar to an estate car or station wagon..Examples of crossover SUVs are Maruti S-cross/ Ignis, Polo cross, Toyota Etios cross, Honda W-RV, Renault Captur, Hyundai i20 Active, Skoda yeti, Ford Freestyle, Fiat Aventura, Nissan Magnite etc.

Compact/Mini SUV(Sports utility vehicle): These cars are a mixture of a car and jeep resembles to mid-size hatchback car with high ground clearance and powerful engine capable of off-roading. This segment has become favorite for car lovers with a minimum budget of 10lacs and is usually extensive user of cars with frequent travelling history. Examples- Renault Duster,Hyundai Creta/Venue,Maruti Vitara Brezza, Tata Nexon,Mahindra Thar/XUV 300, Kia Sonet/Seltos,etc. This segment is the hottest in India since Renault launched its Duster.

SUV (Sports Utility Vehicles): Sports utility vehicles are Off-Roaders, with four-wheel drive(4x4) and true off-road capability. The common feature is high ground clearance and an upright body design with powerful engine of 2500-3000cc. Sport Utilities are typically defined by a body on frame construction which offers more off-road capability

but reduced on-road ride comfort and handling compared to a cross-over or car based utility vehicle. Toyota Fortuner, Tata Harrier Safari, XUV 500/700,Mitsubishi Pajero, Honda C-RV, Ford Endeavour, Jeep Compass, Chevrolet Captiva, Citroen C5 Aircross etc are SUV's in India.

Executive/Business class Saloons: An executive/business class saloon car is described as full length sedans with large boot and powerful engines and are extremely luxurious and spacious with a lot of luxury features like panoramic sunroof, recliner seats, champagne holders in rear seats, rear AC vents, wooden finish interiors, automated curtains etc. Examples of executive cars are Nissan Teana,Jaguar XJ/XF, Mercedes Benz E class/ S Class, Audi A8, BMW 3 & 5 series etc.

Business class SUV's: An executive/business class SUV is described as a luxurious SUV with powerful engines(4x4)and are extremely luxurious and spacious with a lot of luxury features like panoramic sunroof, recliner seats, champagne holders in rear seats, rear AC vents, wooden finish interiors, automated curtains etc. Examples are Range Rover, Jaguar f-pace, Mercedes GLA class, BMW X1/X3/X6 Audi Q3/Q5/Q7 etc.

Available Car Brands in Raipur City:

MERCEDES- Mercedes is a German Based company but when one thinks about luxury cars Mercedes is the first brand that comes to their mind. It is a matter of pride to own a Mercedes in India.

BMW- BMW, like Mercedes, is considered to be one of the most high-end brands used by top officials. BMW was also used by the President and the PM of India. Again, like Mercedes, it is also a German Based Brand, but it's still regarded as one notch below Mercedes in India.

Audi- Audi is also a German luxury car manufacturer subsidiary of its parent company Volkswagen Group. Audi is very famous among youth and celebrities.

Jaguar-Land Rover- Jaguar is a luxury vehicle brand of British multinational car manufacturer which was acquired by the TATA group in 2008. Jaguar is famous for making luxury sedan cars and Land Rover is a very famous SUV manufacturer with ultra modern safety and security features.

Maruti NEXA- Nexa is the one-stop destination for Maruti Suzuki's Luxury and Premium cars. Maruti is a household brand in India and the people of this country have utmost faith in this brand. Maruti has been the market leader for several years. It is known for its easy availability of after-sales services.

Hyundai- Hyundai is a Korean brand which started its operations in India in the year 1996 with a very popular product named Santro. Hyundai is the second largest selling brand in India after Maruti. Hyundai has its presence in almost all segments and is known for its technological refinement.

KIA- Kia is a South Korean Company (a subsidiary of Hyundai) that entered the Indian market only recently, but it has been a great market player since its entry in 2019.

MG- Morris Garages(MG) entered India looking at the huge demand in SUV segment in 2019 and now is a market leader in electric vehicle segment now.

Toyota- Toyota is Japanese Company that is highly preferred by Indian Consumers. Toyota is a leading MUV/SUV manufacturer who has change the definition of luxury and comfort in India with its products like Qualis, Innova and Fortuner. It also produced legendry cars like Corolla in D-segment.

Honda- Honda the Japanese manufacturer introduced itself to the Indian market in 1995 in the Sedan sement with the most successful brand Honda city. Honda introduced many models which were extremely successful in Indian market and set new standards of luxury. Honda cars proved to be extremely reliable and are well known for their quality and durability.

TATA- Tata the biggest conglomerate in India has been a truck manufacturer since past but started manufacturing vehicles of taxi segment soon like Tata indica & Tata Sumo. Tata's Safari has been an important member of VIP's convoy after HM Ambassador shut down. Tata is also supplying vehicles in the Indian army.

Mahindra- Mahindra & Mahindra is one of the oldest careers in India which supplied jeeps to India's Police department. Later they expanded in making vehicles for taxi segment and presently the largest MUV(Multi-utility segment) manufacturer. Mahindra's Bolero & Scorpio is among the most successful vehicles among the segment.

Renault- Renault the French automaker has also been a player in the Indian Market since a decade and is continuously trying to penetrate the market by offering the products as per need of the India households. Renault has been well known for introducing a new category of product i.e compact SUV segment in India with Renault Duster.

Jeep/Fiat- Fiat has been a player in India since decades but after globalization the Italian brand struggled a lot to keep up with the pace of the market and due to cut-throat competition it exited the market and introduced its another brand Jeep which specializes in SUV's,which is quite a hot segment in the India market with changed needs.

Skoda- Skoda a subsidiary of the Volkswagen group has been selling cars in India since two decades and specializes in sedan products and is continuously changing with the changing needs of customers in India.

Volkswagen- Volkswagen the German giant is also present in the Indian market with a very small market share and very limited products.

Ford- Ford the leader from USA, after more than 20+ years of struggle in India recently stopped selling their products in India, and announced a quit in the year 2021.

Chevrolet- Chevrolet the America's popular brand also announced quit from India in 2017 after selling cars for around 20 years.

Nissan Motors- Nissan has presence in India since long with a frugal market share. It has also introduced their cheaper flagship brand Datsun in India as per the demographics of India. Nissan has been selling cars like Kicks, Magnite, Terrrano, Sunny, Micra, Teana (D-Segment),X-trail etc. Datsun has Go,Go+ and Ready Go models for sale but are not successful.

Theoretical Background - The Buying process (Five stage model)-

A consumer usually experiences 5 purchasing decision stages (Fig. 1). The process begins well before and long after the actual purchase. Consumers might not always be skipping or modifying the five steps.

Fig 1; The 5-stage model (Source Kotler)

1. **Problem Recognition**: The process starts with internal or external stimuli when the buyer detects the problem. With internal stimulation, the usual needs of a person are growing and becoming a need. External stimuli, for example as we look at something and try to get this into us, may be causes that influence a person outside.
2. **Information Search:** When a customer discovers an issue, he or she will possibly obtain more details about the problem. The knowledge gathered from various sources provides customers more information on the issue, the products that compete in the market and their characteristics that separate them from others.
3. **Evaluation of alternatives:** How does the market determine the competitive knowledge of the brand and its value? Unfortunately, all customers and consumers in all purchasing circumstances are not subject to a single, clear evaluation process. However, one dominant view is that the appraisal process is cognitively guided and balanced. According to this view, a customer attempts to overcome the issue and fulfill the need. Simply put, the user would search for product aids that solve problems. The customer, therefore, searches for goods with certain features that fulfill the requirements. The customer thus understands that each product provides benefits to meet their needs as a whole of characteristics with varying levels of skill. It is necessary to consider the specifics of need, benefits, and attributes. A hierarchical method is a useful way to improve ties between the three.
4. **Purchase Decision:** In the appraisal process, the customer establishes expectations between the different brands depending on the advantages it offers and decides to purchase the desired brand. The choices can be taken in 2 different ways: 1) selecting the item first and the outlet second, or 2) choosing the outlet first and selecting the item second at the same time. Consumers undergo a real- time method of choosing shops and labels in certain cases. The customer buys the commodity as desired after this has been completed.
5. **Post-Purchase Behavior:** After the purchase the consumer may feel satisfied (happy) or dissatisfied (unhappy) with the product or may feel that another product would have been better. This leads to positive or negative mouth publicity i.e positive or negative feedback which influences others to purchase or not purchase the product.

Base of the Study-

Maslow's Hierarchy of Needs -

Abraham Maslow formulated a widely accepted need hierarchy theory. He identified five stages in need theory. This theory shows that it is necessary to reach lower levels before higher levels are required. Here are the different human needs levels-

1. **Physiological Needs –** they are known as necessities

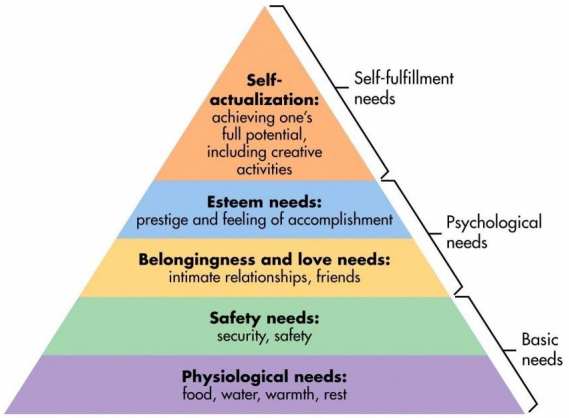
or primary needs. Shelter, food and clothing are some of the basic needs. If these needs are not fulfilled the human cannot function properly. Basic needs are the most important needs as all the other needs can be accomplished only after these needs are met.

2. **Safety needs -** The need for protection and safety comes when the physiological needs are met. People want to remain in order, predictable, and regulated for a longer time in their lives. The family and culture follow these conditions in theory. Financial protection as well as law and order, fear-free, social harmony, health, and education, etc.
3. **Love and belongingness needs -** The third necessity is a sense of belonging. This is important to motivate behavior in interpersonal relationships. Examples include friendship, confidence, acceptance, love, and affection.
4. **Esteem needs are the –** It is the fourth need which is divided into categories:

(i) Self-esteem and

(ii) The desire for respect from others.

5. **Self-actualization** is the highest level of need, and it refers to the realization of a person's fullest ability, seeking personal growth, self-fulfillment. Maslow termed this level "the desire to accomplish everything that one can, to become the most that one can be".



The conceptual framework of Consumer Behavior-

Engel-Kollat-Blackwell (EKB) Model-

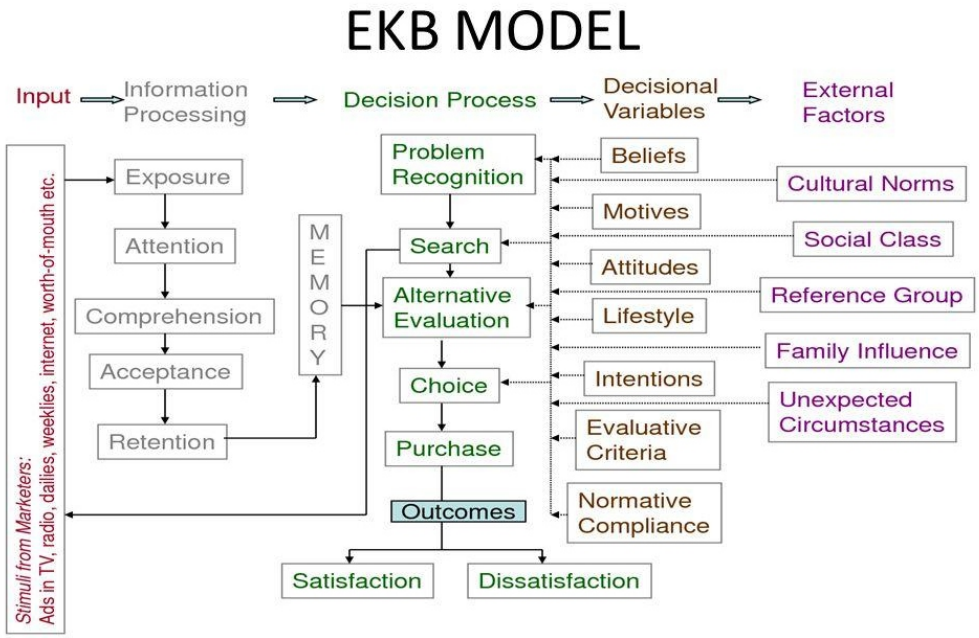
To define and coordinate the body of knowledge/research concerning consumer behavior, the EKB model was introduced. This highlights the different elements of customer decision-making and the relationships between them. Five sections, viz., comprise the model. the input of information, processing of information, decision processing, variables in decision, and external factors.

The input of information: *It involves all sorts of factors to which a customer is exposed and generates a type of behavior. The customer is subject to a variety of factors (for example advertisements, personal retail events, shopping posts, points of sales, and several other factors), as well as to non-commercialization (family members, friends etc.). This requires information.*

Processing of information: *Stimuli or influences obtained from the 1st stage are given information; information is converted into important information. This involves the exposure, attention, understanding, and remembering data of the consumer. The consumer is exposed to variables that determine which should be the focus of the stimulus consumer; after that, he would infer and understand it, retaining it.*

Decision-process: *The model focuses on five decision processes involved during the processing of information, viz., problem recognition, search, and alternative evaluation, selection of the perfect, and post-purchase evaluation. This starts with problem identification; a search for associated evidence follows. The quest for similar information is often influenced by environmental conditions. Then, the customer considers the different alternatives; in this, we conclude that generating contributes to the creation of perspective, which in turn affects the decision to buy. They choose and buy when they pick. They build happiness and disappointment after the buy. This functions as feedback on the input and again affects the loop.*

Variables in the decision process: *The EKB model shows human factors that impact different stages of decision-making. It includes factors like demographics, age, money, attitude, values, lifestyle, normative compliance, etc.*



External factors: There are also suggestions for some environmental and condition stimuli which impact the decision-making process. External influence includes "cultural identity, social status, family as well as other influences"; the financial condition includes situational influences for the consumer.

Objectives of the study:

The basis of the study was a theoretical model. The main goal was to establish a purchase for consumer's model of intention, with essential dimensions of luxury car owners' buying behavior.

The aims of the study of influence were:

- To analyze important factors that influence the Indian middle & upper-middle-class purchase decision for luxury cars.
- Identifying the reasons for shifting from economic to luxury segment purchase by consumers.
- To detect the preferences and consumer expectations for different luxury car brands in Raipur.

Hypothesis:

Null Hypothesis (H0) Brand, Price, Esteem, Design, Fuel economy and Performance, Service, Safety, Resale Value and Space does not influence the customer's purchase decision

Alternative Hypothesis (H1) Brand, Price, Esteem, Design, Fuel economy and Performance, Service, Safety, Resale Value and Space does affect the purchase decision of the customer.

Research Methodology

This research is descriptive in nature. Both primary and secondary data collection methods were used. This research uses a quantitative approach; the theoretical approach precedes the empirical study. The focus of the research is on identifying the attitude of customers of luxury automobiles, and the factors affecting consumers in the choice of an appropriate brand; the quantitative method of the analysis was a survey; with an empirical approach because the theoretical aspect is central to the collection of data. The methodological considerations are discussed in this section and the method and philosophy, the strategy and design as well as the method of data collection selected for the analysis are explained. The data on philosophy, processes, and design of the analysis was explained by presenting the layers. Finally, ethics, personal distinctions, and weaknesses were discussed.

Dependent variable: This research used the dependent variable for purchasing luxury car-buying behavior. The acquisition of a car is the customer's greatest alternative to purchase his favorite four- wheel passenger choice/brand and use it to boost your comfort and consolidate his social profile simultaneously. The purpose of this analysis is to determine the contributing factors to the consumers' final purchasing decision. Independent variable: To give readers a clearer understanding of the empirical findings, firstly the demographic aspects of the sampling, including income, age group, gender, and so on have been established.

Factors influencing a consumer's purchase decision

1. **Brand:** A brand is termed as a logo, name, term, sign, symbol (or a combination of these) that identifies the maker or seller of the product" brand plays a vital role for a consumer while deciding which car to buy and when it comes to buying a luxury car, it becomes extremely important. Nowadays in India people also categorize brands on the basis of country of origin like USA, U.K, Italy, Germany, France, Japan etc.
2. **Prestige:** A car has become a status symbol hence criteria's such as the society standards, education, profession, friends & relatives, neighbors, locality(rural/urban), lifestyle, vehicle usage, etc are considered before buying a car.
3. **Price:** In a country like India price is an important factor which decides the potential of buyers and every individual has a budget. The budget in most cases is flexible and expands from 2-3 lakhs to 10 lakhs for middle class and for upper class car budget may reach upto 50 lakhs.
4. **Design:** Although the word "design" is extremely subjective and what might be appealing to one might be opposite to the other. Today, people make statements by using cars to flaunt and status. Cars are meant to be a personality extension, therefore people want to buy the best.
5. **Fuel Economy:** The most demanding feature in India for car buyers is fuel efficiency, because India is very price sensitive and Indians have a mentality of savings but buyers nowadays want both performance and quality.
6. **Space & Comfort:** The bigger the car the greater the prestige. India has a high demand for compact cars but nowadays people prefer spacious cars and . For consumers for the first time. Their decision to purchase is based on the space the car provides.
7. **Safety features:** Safety features like Airbags, anti-lock breaking(ABS),electronic break force distribution(EBD), traction control etc plays a key role. The bigger the features list, the greater the sales, because it not only increases the value of the car,but they are life saving features.
8. **Availability of Service:** The ownership starts after the purchase of a vehicle. If we start to wear and tear, some of the pieces must be replaced at long last. So availability of service is important for car buyers.
9. **Resale Value:** Customers look for the resale value of almost every asset including a car.
10. **Performance:** Performance of car in India roads is now an important factor due to development of world-class roads and infrastructure the buyers want high performance cars with powerful engines so as to reduce journey time.
11. **Quality & Durability:** Quality has become a major issue for car buyers and the consider as important aspects. Japanese and German cars are considered better quality nowadays.
12. **Technology:** The technology is important factors which is preferable like diesel, petrol, CNG or electric technology or manual or automatic transmission is also important factors nowadays.
13. **Cost of Maintenance:** In India people prefer cars with less cost of maintenance as there are already a lot of expenses attached with a car like insurance, road tax, fuel cost etc.
14. **Features:** Luxury features are more preferred nowadays like sunroof, 4x4 ,projector headlamps with LED DRL's, automatic transmission, UV cut glass, wireless mobile charging, touch screen infotainment system, reverse parking camera/sensors, driving modes(city/sports/eco) automatic parking, voice recognition, GPS & navigation, smartphone integration, automatic tailgates, cruise control, ventilated seats, keyless entry, push button start/stop, automatic emergency braking system, automatic climate control a/c, automatic wipers etc.

Results-

After examining the relationship between independent variables and dependent variables. It is modelled by the least square function which is called a linear regression equation. Regression Analysis for determining the factors influencing the purchase decision of the customer. Regression analysis can be used to examine the effect of independent variables on the dependent variable using SPSS. The Regression analysis for Purchase Intention against Brand, Price, Design, Availability of Service, Prestige, Fuel Economy, Performance, Safety, Family Size, Space, and Roads is analyzed, and the results are presented in the tables given below. The results are subject to statistical analyses.

Table No.1: Model Summary – Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737[a]	.600	.575	.75120
a. Predictors: (Constant), Price, Design, Service, Prestige, Fuel Economy, Performance, Safety, Quality, Family Size, Resale value, Space, Brand, Roads				

The above table 1 represents R-value as 0.737 which is the Pearson Correlation between predicted and observed values of purchase intention. R square can be explained by independent variables such as Brand, Price, Design, Availability of Service, Prestige, Fuel Economy, Performance, Safety, Family Size and Space/Comfort. This is the collective measure of strong association of independent variables but not specific to any independent variable. The model summary shows the R-square (Coefficient of determination) value = 0.600 which indicates that the model is having a medium effect on dependent variables. The R square value of the above table indicates that 60% is the collective measure of strong association of the independent variables, but not specifically to any independent variable. Hence, the model is fit. The above table indicates the adjusted R square as 0.575.

The UC is used in the regression equation. By using the values for the UC in the table 2, the following equation for regression analysis can be written as Y (Purchase intention) = 0.725 -0.208 Price + 0.140 Design +0.215 Prestige - 0.182 Fuel Economy + 0.237 Performance + 0.163 Safety + 0.126 Space + 0.297 Brand.

The Standardized Coefficients penalize the inclusion of the other variables and that can be compared with UC. The coefficient for the price (-0.208) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for design (-0.140) is significantly different from 0 because its p-value is 0.032, which is smaller than 0.05. The coefficient for the prestige (0.215) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for fuel economy

Table No.2: Co-efficient of Regression Analysis

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.725	.557		1.301	.195
	Price	-.208	.055	-.191	-3.760	.000
	Service & Quality	.140	.065	.114	2.167	.032
	Design	.114	.059	.101	1.918	.057
	Performance	.215	.058	.196	3.690	.000
	Fuel Economy	-.182	.057	-.180	-3.205	.002
	Prestige	.237	.066	.201	3.581	.000
	Roads & Safety	.163	.062	.141	2.603	.010
	Resale value	-.073	.064	-.064	-1.139	.257
	Space & Comfort	.126	.067	.096	1.993	.043
	Brand	.297	.067	.290	4.468	.000
	Family Size	.068	.061	.066	1.114	.267
a. Dependent Variable: Purchase Intention						

B values are used to check the predictability level of the dependent variable from independent variables. The equation for regression can be represented in many ways. (-0.182) is significantly different from 0 because its p-value is 0. 002,which is smaller than 0.05. The coefficient for performance (0.237) is significantly different from 0

because its p-value is 0.000, which is smaller than 0.05. The coefficient for safety (0.163) is significantly different from 0 because its p-value is 0. 010, which is smaller than The coefficient for space (0. 126) is significantly different from 0 because its p-value is 0.043, which is smaller than 0.05. The coefficient for the brand (0.297) is significantly different from 0 because its p-value is 0. 000, which is smaller than 0.05.

Findings-

This study has developed a conceptual framework that may help us to understand the attitude and preferences of purchase decisions and consumer behavior in luxury cars. The analyses of the data present result to discuss the influence of Brand, Prestige, Price, Built quality, Durability, Availability of service, Fuel economy, Space, Road, Maintenance cost, Performance, Safety, Space and comfort, Design, Technology, Resale value and Features of car on purchase intention of luxury cars. The findings show that there is a significant influence of Brand, Price, Prestige, Performance, and Safety on purchase intention of luxury cars. On the other hand, factors such as Design, Space, Fuel economy, Availability of service, Family Size and Roads have no significant influence on the purchase intention of luxury cars. This study revealed that Price, Brand, Prestige, Fuel economy, Performance, and Safety are the most critical predictors of purchase intention of luxury cars. These results would help businesses formulate better marketing strategies to position their luxury car brand and communicate with targeted consumers.

Conclusion

- This study revealed that price has always been a constraint for buying cars but nowadays the buyers extend their budget for feature packed luxury cars.
- The study says that brand is an important factor for consumers and imported cars are always preferred over local brands.
- The study says that a car is now a status symbol in the Indian society and people buy foreign brands for getting the feel of prestige which is associated with the brand/product.
- The study says that the consumers prefer to buy fuel efficient cars, but they ignore it when it comes to luxury cars and their focus is on performance, safety and build quality.
- The study says that resale value and technology(petrol/diesel/CNG/EV/Automatic transmission et) is an important factor for car buyers nowadays.
- The study shows that the consumers are now brand conscious as well quality conscious.
- The rise in disposable income, wide choice of car models and easy availability of finance has boosted sales in premium/luxury car segment in India.
- The increased usage of vehicles in households and business has increased the consumption of cars i.e passenger/ commercial vehicles.
- Due to growth in roads and infrastructure need for safety features have been felt to avoid causalities during travel.

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THE RISING AFFLUENCE OF SOCIAL MEDIA PROMOTION: AN EMERGING PERSPECTIVE TO RISE ABOVE THE CLUTTER

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Abstract

AbstractThe way Digital transformation is reshaping the dynamics of the economy is quite interesting when it comes to the love and affection being found among the promotional managers of big multinationals across the globe. There is a paradigm shift in way promotional strategies are adapted and is a major area of concern towards the organisation's promotional strategy. Newer digital platforms have brought in scope for reaching out to the masses with a renewed outlook and a greater concern for accountability to capitalise upon. The role of the promotional manager has become multifarious and is willing to experiment to rise above the clutter in the intense competitive market scenario.

Social media platforms have come to the rescue of marketers towards establishing the desired customer engagements with the brand, creation of brand communities, encouraging them to share their real time experiences to a wider audience with maximum reach within the shortest span of time with the most optimal usage of funds. Thus paving way for mass adoption by all due to its pervasiveness.

The platforms are offering the option of engagement with the customer by involving them in a continuous dialogue and encouraging them to share their experiences with the brand and acting as the brand testimony. Thanks to the transformative digital technology, faster communication channels, mass scale individualisation of content and networking capabilities coupled with usage of artificial intelligence technologies has fuelled the adoption of the Digital media platform among all. Today's managers want quick results in very short period as the consumer's preference is changing and getting transformed rapidly not by choice but by compulsion and adaptability and usability. Organisations are willing to take risks and test the untested turfs of the different digital platforms to have an edge.

Firms are experimenting to gain attention and effectiveness for their promotional campaigns. Setting up of brand specific microsites as well as online communities is a step towards it while trying to leverage the power of different social media platforms. Itis like playing with fire, one wrong move and it may backfire also. But Organisations had to embark on taking risk during Covid-19 uncertainty as there were no options for the customer engagement the traditional way. Thus the rising affluence of Social media promotions have evolved under compulsion and is finding wider acceptance starting from small companies to big multinationals as part of their overall promotional programs with higher budget allocation. Now they are talking about the customer engagement and influencing the customer's behaviour to shop more online.

Keywords: *Digital media, Social media promotion, Digitalisation, Social networks, customer engagement*

1. Introduction

The way Digital transformation is reshaping the dynamics of the economy is quite interesting when it comes to the love and affection being found among the promotional managers of big multinationals across the globe. There is a paradigm shift in way promotional strategies are adapted and is a major area of concern towards the organisation's promotional strategy. Newer digital platforms have brought in scope for reaching out to the masses with a renewed outlook and a greater concern for accountability to capitalise upon. The role of the promotional manager has become multifarious and is willing to experiment to rise above the clutter in the intense competitive market scenario.

The ability of promotional programs to deliver specific messages to target audiences has gained attention among all organisations. The consumer needs are created or aroused for the product offering at a price made available through different channel and promotional tools are used to create the awareness and interest in the respective product offering. Thus, the communication program warrants the need for achievement of the communication objectives in a timely manner. Marketers have now realised the importance of integration of different promotional tools towards the achievement of communication objectives.

The challenge to build brands online and forge a network of association by building brand communities and engaging the customer for an interactive dialogue is helping in building a stronger relationship with the consumer. Individual brand or product categories are promoted with a distinct brand image and the product category should stand out for itself in the light of this changing consumer preferences. The advent of new age digital media has opened newfound opportunities fortoday's managers who are taking risks. For the rewards are also equally promising. Companies are continuously reviewing and monitoring their promotional plans quickly for its effectiveness.

Consumers are processing information from different media interactions. Communication flow that was largely

unidirectional has now changed with the advent of the networking and digital capabilities. Now there is dyadic bidirectional exchange of information on a real time basis with live customer engagement and involvement. In this context we need to introspect, what is fuelling this transformation in the promotional sphere.

The reasons could be attributed to the new found digital platform, digital media, networking capabilities, mass adaptation on a rapid scale, need for accountability, understanding consumer psychology, newer forms of consumer engagement. Behavioural research has led to understand the response pattern of consumers belonging to different age groups, sex, region, income etc. being exposed through different media platforms and their reaction patterns with respect to location being physical or online, purchase situation being on cash or credit, purchase frequency, timing, offers etc.

The bombardment of information has led to intense competition among advertisers offering similar products vying for the consumer's attention. To reach the target consumers, promotional planning needs to be carried out with the newer digital tools for effectiveness and efficiency of the promotional programs. The changing turfs of the digital technology is fuelling this drive. The traditional promotional tools are there but the effectiveness lack in the light of the new changes in the digital platform. People said that print will be dead but it's not so, thanks to the digital technology, we have online digital editions. Companies are still using customer relationship management software's like SAP but deploying artificial intelligence, machine learning and analytics to understand the consumer reaction patterns. When we buy any product online from Amazon, Flipkart or Policybazaar, pizzahut, domino, swiggy, zomato, we create our online profile and based on what we search for and purchase the firms imply analytics to influence the behaviour of consumers on real time with specific promotional codes and offers. These offers are applicable to select group of target customers. Each offer is customised to individual customers browsing,buying and ordering history.

But newer Social media platforms like Facebook, Youtube, Instagram etc. are very unique in their capabilities of enhancing the brand experience and engaging the customer on an ongoing continual basis making the experience richer and vivid with increasing number of interactions, prompting them to engage with the brand more and more. It is this addictive nature of social media platforms which is engaging and based on the network of networks and any information communicated through it spreads like wildfire.

2. Review of literature on Social Media Promotion:

Social media marketing is "using social media channels to promote your company and its products" (Barefoot & Szabo, 2010, p. 13). Another definition is "a process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels" (Weinberg, 2009, p. 3). The communication with a community is highlighted above. Hunt (2009) also emphasis that social media marketing is synonymous with community marketing. Lazer and Kelly□s (1973) define social marketing as "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities". Social Media Promotion is one of the tool of integrated marketing communication and in recent years has garnered the attention of all promotional managers in leading organisations. In 1990's Integrated Marketing Communication was an important topic to be discussed in the field of marketing. According to Kliatchko (2005)Integrated Marketing Communication is the process of strategically managing audience-focused, channel-centred, and results-driven brand communication programs over time. McGrath (2005) says that Integrated Marketing Communication is based on three theoretical foundations. It is an on-going dynamic two-way dialogue between consumers and marketers, with marketers seeking ways to strengthen their brand's relationship with the consumer, and with consumers using their own resources to develop a relationship with the brand.

A company's message originates at three different levels namely, corporate level, marketing level and marketing communication level. Branding expert Kevin Lane Keller says "Building and properly managing brand equity has become a priority for companies for all sizes, in all type of Industries, in all type of markets". Social media is one such platform which is engaging and helping in creation of favourable, strong, unique association in the minds of consumer. It is this social media that has gained the attention of marketers and used to experiment with the new emerging concepts to come out of the clutter in this highly information overloaded scenario.

Brendan James Keegan and Jennifer Rowley (2017) contributes to knowledge regarding social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. The research paper has developed a Social Media Marketing Evaluation

framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation and management decision making.

Edelman (2010) in a study for Harvard Business Review, discusses how the Internet and social marketing has changed not only the way businesses operate but also how consumers choose their products. It takes the reader through the funnel metaphor that was previously being used by marketers to understand how consumers select their products and how this has moved to a more open-ended approach whereby consumers no longer follow a methodical approach of selecting products.

Social media communications are more credible among users as it is coming from the network of engaged customers who are sharing their genuine experience. Social media helps in capturing and analysing the customer response pattern and behaviour much faster and accurately than any other promotional platform.

3. Objective of the study:

a. To explore the affluence of Social Media tools in marketing communication that has changed the promotional strategies of companies.

b. To study the factors leading to adaptation of Social Media Promotion as the preferred tool in emerging markets like India.

c. Social media promotion as the new tool to rise above the clutter for competitive advantage during Covid-19 pandemic.

4. Research methodology:

For the purpose of the study exploratory research has been undertaken. Data has been collected through various sources such as journals, articles, books, dissertations, websites and newspaper. It allows the researcher to familiarize him/herself with the problem or concept to be studied. It is the initial research, before more conclusive research is undertaken. It helps determine the best research design, data collection method and selection of subjects. This study seeks to examine the newer forms of Social Media platforms that have evolved in the recent years and the reason for its rising affluence among social Media promotional managers in Organisations. This study also examines the reasons for wider adoption and popularity of the specific social media platforms as preferred promotional tool among consumers for customer engagement and building brand salience in emerging economies like India among organisations during the Covid-19 pandemic.

5. Growing importance of Social media promotion

The social media platforms like Facebook, YouTube, Twitter, WhatsApp have become the most preferred choice of promotional tools among the promotional managers due to the dynamic growth of interactive media i.e. internet. One-way traditional form of media communication is bygone. Social media is the new in thing and buzzword among all. Both small and big organisations are providing the latest information allowing some degree of involvement and engagement with the target audience. Thus internet as an effective marketing communication tool is being used as part of the Integrated Marketing Communication program and the rising affluence of social media is inevitable. Digital revolution has taken the world by storm, creating a quintessential need, amongst youth, to 'always' stay connected to the virtual world.

One of the common social media platform Facebook has crossed 350 million users in emerging countries like India by end of December 2021. Instances of social media promotion in the different sector by different organisations like Tata Motors having 4,051,044 followers, Amul India - 2,053,500 followers, MI India – 3,443,357 followers, Samsung India – 161,901,330 followers, Sony India– 2,106,952 followers, Maruti Suzuki - 542,858 followers, Toyota India – 907,948 followers, Pepsico India – 241,725 followers speak about the rising affluence of social media. The world's largest live recipe show on Amul's Facebook page is a classic example of ongoing customer engagement during the corona pandemic being extended on a continual basis till now. On Twitter, Amul has a massive fan base of over 335K followers given that Twitter is a very different platform when compared to other social media platforms. #AmulbutterCookie challenge is one example. During the start of the lockdown, Amul came up with a campaign called #SimpleHomeMadeRecipes. They chefs from all over India were invited fromHORECA segment like, Hotels, Bakeries, Caterers etc., and were provided the live digital platform to showcase their culinary skills among the target audiences.On April 17, 2020, Amul started its campaign of live recipes with two chefs on Amul's Facebook page (https://www.facebook.com/amul.coop/). It's been more than twenty monthssince then and by January 19, 2021 it completed 2,000 live shows making it is the world's longest and biggest live recipe event. Live cooking is a very immersive experience and facilitates live Q&A. During corona pandemic people were feeling isolated and lonely. This live engagement opportunity between the chefs and their audience strengthened the Brand association of Amul

and has been the most engaging activitymakingAmul's show unique in itself and Facebook scored over other platforms such as YouTube, Instagram or Twitter.

Similarly, PepsicoLay's brand campaign, 'The Real Flavours of Life' continues to strike a chord with 'living the magic of now'.The campaign film concludes with the phrase "Lay's khaaaur life ke real maze utha".http://www.facebook.com/laysindia. Even large hotel chains like ITC, JW Mariott were live in social media platforms posting recipes by their chefs with objective of customer engagement. Swiss Multinational Nestle also started an online 'recipe service' campaign to help customers cook food at home during pandemic. Brands like Tata Motors, Sony, Toyota, Maruti Suzuki, MI India, Samsung, Pepsi, Coca Cola, MTV, Mahindra & Mahindra, Ford, LG, Whirlpool, Airtel, JIO, Nike etc. are effectively making use of social media to connect with the target audience. The testimony to the fact is that PepsiCo's spends 50 % of allocated budget for Frito-lays promotion to social media platforms and networking sites. A few successes from the recent initiatives are one by IKEA's 'Co-Create IKEA', a digital platform where customers will have the possibility to develop and test new products. Social media also made its debut in electioneering way back in 2014 Lok Sabha elections in India and is currently embraced by all parties to have a closer connect with the target audience.

6. Social Media and its rising affluence:

The innate nature of humans to flatter is already prevalent but Social media has added wings and given the impetus to nurture personal connections and commit flattery online on a continual scale by engaging the consumer in ways that prompt for more interaction and ultimately landing in the vicious cycle trap. Thanks to the advanced digital communication media for making communication seamless across all channels. Thanks to the government's thrust for Digital India initiative, that has resulted in increased internet penetration and mass adoption. The result is, the digital user base of India growing rapidly with over 680 million active internet users. Also Government initiatives in Kerala like bringing high-speed internet to every household, who would get service for free will aid in growth of potential internet users. Technology is an integral part of customer engagement. the factors that influence the effectiveness of social media is based on the very nature of technology enabled customer engagement platforms available across cross cultural markets and reference group. The growth of internet as a communication tool has fuelled the growth of customised real time message delivery, real time customer feedback and engagement. All this has led to the renewed thrust on a new media platform i.e. the social media. Newer forms of engagement involving the social media has altogether been beneficial for organisations who are trying to capitalise on the power of different social media platforms. Organisations are able to come out of the clutter and having a distinct positioning in the mind of the consumer.

Customer engagement activities carried out through different social media platforms are helping organisations to forge deeper connections and relationships having a long lasting association with the consumers and consumer is associated with the brand as part of their Social community. Median age of Indian population is 27.1 years. The major contributors of social media usage in India are Millennials and Generation Z. Indians connected online have 97 % share watching videos online. In 2021, the most used social media platform in India was YouTube with 85.80% enrolled subscribers. India is the second-biggest market for YouTube, after the United States. It is this engaging nature of content that has led to garnering million and billion likes by social media users. This has led to the evolution of social media content creators, social media influencers commonly referred to as YouTubers.79% of the users in India have profiles on Facebook and that makes it the second most popular platform. Among the commercial entities, the political class as well as the masses in India, Facebook is most favoured and will remain a dominant force for many years to come. Facebook has been used by many top brands to engage with their fans.Facebook faces competition from its own acquired company Instagram which has 70.60% of social media users in India who are young people, especially teenagers. Instagram has become a great sales channel for businesses and opened new source of income for creators. Few other social media platforms popular in India are Twitter with 50.6%, LinkedIn with 37.7%, Pinterest with-34.3% and Reddit with-22.1% penetration.In 2021, the most dominant device in India was the Mobile Phone with a share of 76.6%. The Falling smartphone priceswas one of the reasons for mass adoption coupled with cheaper data access. The next device on the list is Laptop & Desktop with 22.9% followed by tablet with 0.50%.The top mobile apps in India are Whatsapp followed by Facebook, Truecaller, Facebook messenger and Amazon.

The digital user base of India is growing rapidly with over 680 million active internet users. As of January 2021, Mobile Internet users, 572 million out of which 444 million were social media users. What was initially limited to email exchanges, has now culminated to the vast digital universe

of social networking with big players like Google, Facebook and Twitter etc. vying for the market share. It has become inevitable part of lives to remain connected with each other with engaging content. The web traffic is largely dominated by mobile internet users. The annual growth of Internet users is 8.2% with another 44 million new users. The annual growth in active social media users is 31.2% with more than 78 million new users added last year. The average daily time spent using Internet is 6 hours 36 minutes, out of which 2 hours 25 minutes is spent using social media.As of May 2021, Facebook's share in social media across India was 77 %. On an average, about 2.25 hours is being spent daily by an individual user in India on different social media platforms. Now, social media has become one of the most essential parts of daily internet usage in India. The second largest online market is India followed by China and by 2023, it is estimated to be 650 million internet users across the country. The internet penetration rate signifies that 50 % of the population had access to internet in the year 2020. Due to the intense competition among the service providers and launching of 4G and 5G technology enabled ecosystem with affordable pricing, the growth story is to remain in future and help in increase in penetration among users not only in urban areas but also in rural areas. Smartphones have become more affordable across India. YouTube, Facebook and WhatsApp usage is high due to the increased prevalence of faster internet connectivity along with unique user experiences and is one of the reasons that it has surged past all other competitors and established a unique niche. The number of internet users had increased over the years in rural as well as the urban areas. It seemed likely from previous trends that the launch of the Jio fixed line broadband service called Gigafiber might aid in the already increasing internet penetration across the country.

Social media acts as a platform to engage the customer according to his interests and voice his opinion with the likeminded community and allow for an interactive dialogue for a longer duration. The discussion topics starts trending on social media like wildfire and is able to grab the attention very quickly along with eliciting response simultaneously. Many hashtags became viral in recent times like #BoycottHyundai etc. prompted for an immediate response giving clarification from the parent company.Its throwing a deeper insight about the consumer's engagement with the brand in India.

7. Limitation/ Scope for future work:

The study is based on the recent instances during the Covid-19 pandemic and relates to new happenings in the emerging economies like India by leading Global as well as small National companies and their promotional plan effectiveness and its adoption with special reference to the widely adopted social media platforms like Facebook, YouTube etc. as a new promotional tool for customer engagement in the current Covid-19 fuelled uncertain business environment in emerging economy. Future years have yet to witness how newerforms of digital media capabilities shall shape the promotional tools as is happening with the digital currencies replacing traditional physical currencies. Viewpoints of the agency people, Social media managers, organisational objectives may vary under situations at different point of time and even with selected target group of audience based on product offering. Future study can be made in respect of the mass adoption of specific Social Media platform and analysing its adoption among the largest user base in emerging economies like India.

8. Conclusion:

The technological advancements in the Digital arena is transforming the dynamics of the promotional strategies being adopted by organisations. There is a paradigm shift in mass adoption of different promotional strategies adapted. Newer digital platforms have brought in the much awaited scope for reaching out to the masses with a renewed outlook and a greater concern for accountability to capitalise upon. Today's promotional manager has become multifarious and is willing to experiment to rise above the clutter in the intense competitive market scenario.

Social media platforms offer the desired customer engagements with the brand, creation of brand communities, encouraging consumers to share their real time experiences to a wider audience with maximum reach within the shortest span of time, and with the most optimal usage of funds. Customers are engaged in a continuous dialogue helping them to share their rich vivid experiences with the brand and testifying the brand experience to a mass audience with authenticity. All these have happened due to the transformative digital technology, faster communication channels, mass scale individualisation of content and networking capabilities coupled with usage of artificial intelligence technologies.

Firms are experimenting to gain attention and effectiveness for their promotional campaigns by setting up of brand specific microsites as well as online communities, thereby trying to leverage the power of different social media platforms. Organisations had to embark on during Covid-19 uncertainty as effectiveness for customer engagement the traditional way was not feasible. Thus the rising affluence of

Social media promotions have evolved under compulsion and is finding wider acceptance starting from small companies to big multinationals as part of their overall promotional programs with higher budget allocation. Now they are talking about the customer engagement and influencing the customer's behaviour to shop more online.In terms of promotional effectiveness of different campaigns specifically in emerging countries with the highest social media adoption among the youths who are in age group of 25 years and are spending an average of 2 hours in different social media platforms; the social media has become the undisputed choice on account of richer engagement opportunities, providing a platform for customers to talk, express and exchange opinions both inside and outside with an on-going conversation among the company offerings.Organisations are hiring social media managers to achieve desired objectives on different social media platforms like Facebook, YouTube, WhatsApp, twitter, Instagram etc. Different Social media platforms are allowing companies to forge relationship with tomorrow's potential customers. The three general purpose technologies namely digitalisation, networking and individualisation is fuelling this growth. The mass adoption of smartphones with faster 4G & 5G network integration capabilities has been one of the major drivers. Social media is a direct, interactive and engaging medium and success lies with adoption of right social media platforms, desired level of engagement and information credibility. Organisations shall be able to capitalise newer opportunities by forging higher customer engagement levels through different social media platforms and shall definitely be able to rise above the clutter in emerging markets like India.

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ROLE OF DEMOGRAPHIC FACTORS IN MAKING CUSTOMER AWARE REGARDING CORPORATE SOCIAL RESPONSIBILITY IN BANKING INDUSTRY

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Abstract

Banks is an important part of our society, it is very important for banking sector to maintain the reputation in the market because they manage the borrowing of individuals and also financial risk. Corporate Social Responsibility is an idea whereby organizations/banking foundations concede the compensations of society. This paper focuses on giving a survey of quantitative and subjective exploration regarding customer awareness about banking corporate social responsibility. By doing this, we will in general raise a few rising and missing issues that are gotten from observational practices. The new research heading proposed during this paper could work with to create an improve comprehension of CSR and empower CSR execution in the banking area. It has been found that customers know very well about different programs as under CSR run by their respective banks. The other main objective is to investigate the effect of selected demographic factors (gender, marital status and residential status) on the CSR awareness of banking customers. It has been found that the select demographic factors play a vital role in the awareness of the customers towards their banking CSR activities. Further in the present study a significant difference has been found between the CSR awareness of male and female respondents. It has also been found that a significant difference exists between the CSR awareness of married and unmarried respondents. Significant difference exists between the CSR awareness of respondents belonging to rural and urban area.

Keywords: *Corporate Social Responsibility, Customer awareness, consumer behaviour*

Introduction

Banks is an important part of our society, it is very important for banking sector to maintain the reputation in the market because they manage the borrowing of individuals and also financial risk. For maintaining good reputation in the society they spend huge amount into different activities related to CSR (McDonald & Rundle-Thiele 2008).The word CSR firstly used by Bowen in 1953.Corporate Social responsibility plays a very important role for competing in the market. Now a day this term is very familiar to most of individual because of globalization, completion and technology(Wagner & Hansen, 2004). Customers are not interested in those company's products which are not involve in CSR(Farah and Newman, 2010; Kalyar et al., 2013), and customers only supports those organization which are involve in CSR activities (Olsen, 2006; Brown &Dacin, 1997; Bhattacharya & Sen, 2004).Changes in friendly framework conditions, have made new friendly requests and prerequisites of organizations. The consideration of organization social duty is habitually saw as a potential gadget for dealing with social requests and reaction as organizations deliberately accept accountability for society. Corporate Social Responsibility is an idea whereby organizations/banking foundations concede the compensations of society consequently, the earth by forward obligation regarding the effect of their activities on accomplices, workers, financial backers, clients, climate rather than their benefits and advancement.

Literature review

Shabhaz Khan et al. (2017) concluded in his research that the Corporate social responsibilities was favorable for banking sector. They target 300 banks to identify that banks were also judged by the community. They investigate the perception of banking customer towards the corporate social initiatives taken by banks of Pakistan. The study basically focused on three initiative first customer centric, second philanthropic and third was environmental as per the result obtained. Rama Shankar Yadav et al. (2018) inferred in his research that the role of CSR create a sense of trust among the employees towards the organization and also create a good reputation in the corporate market. In this study the data was collected through a well structured questionnaire from 210 employees belong to an automobile organization. Gond, ElAkremi, Swaen, & Babu, (2017) focused on three parameters and these were drivers, evaluations, and reactions. The third parameter i.e reaction (individual reactions) explained by the CSR initiatives.Edson Roberto Scharf, Josiane Fernandes and Bruno Diego Kormann (2012) were concentrated on the Corporate social responsibility initiatives for financial institutions branding and also identify the role of CSR in strengthen the brand Image of Brazilian bank. Unmana Barkakati et al. (2016) observer that, how the activities of CSR influences the buying behaviour of consumers with special context to FMCG companies. They concluded that, if the company is socially active then the consumer is positive towards the company. J. Scott Armstrong (2013) concluded that It isn't sufficient that a few groups think today that a few firms ought to carry on in ways that they respect as more socially mindful. It is important to give

proof that proposed changes would expand government assistance by and by, and to give a convincing contention that demonstrated advantages legitimize any decrease in opportunity. Magdalena Öberseder (2013) showed that corporations and consumers distinguish carefully and differently among CSR domains. Employee, customer, environmental, and supplier domains are the most relevant for marketing management. Companies that plan the use of CSR as a part of their differentiation strategy should especially consider these domains in their communication campaigns, positioning, and even market segmentation.Denis G. Arnold (2013) argued that the study don't uphold the more grounded end that the TNCs have an obligation to embrace adventures on their own that serve the MEP (or the BOP) as clients. TNCs have various abilities, experience, and information on various business sectors. Not all TNCs are all around arranged to serve the MEP market. Some TNCs might be in a superior situation to band together with NGOs and governments to bring suitable innovation, for example, fundamental medical care, running water, power, or improved disinfection, to the MEP.Previous research were focused on the western culture and western perception towards CSR, this research basically focus on the awareness among individuals who belongs from Asian country

Objectives

Following are the objectives of the present study:

1. To study about the awareness of bank customers towards CSR activities.
2. To investigate the effect of selected demographic factors (gender, marital status and residential status) on the CSR awarenessofbanking customers.

Hypothesis

Following are the hypothesis of the present study:

Null Hypothesis 1: There is no significant difference between the CSR awareness of male and female respondents.

Null Hypothesis 2: There is no significant difference between the CSR awareness of married and unmarried respondents.

Null Hypothesis 3: There is no significant difference between the CSR awareness of respondents belonging to rural and urban area.

Research Methodology

The present study design is descriptive and exploratory in nature. Non probability convenience sampling method is used for this research. A total of 170 questionnaires were circulated among the respondents via online medium out of which a total of 154 questionnaires were filled by the respondents that is showing a response rate of 90.58% which is good and out of 154 questionnaires 10 were incomplete so those were dropped from the data analysis part. So the sample size of the study is 144 where the population was all the customers of the banking institutions. The questionnaires were circulated in the online mode with the help of social networking sites like whatsapp and facebook, and also sent via e-mails due to the pandemic personal interactions was avoided by the researcher and the respondents too Secondary data has been collected via different journals, research papers, books, online articles etc.In total there were seven questions related to demographic background of the respondents and 7 items in the questionnaire were related to CSR awareness of the respondents. The total of all the dimensions have been used to compute the final results separately. The instrument has high reliability and validity as the value of Cronbach alpha test is .953 of CSR awareness scale. The questions under the instrument were ranging from 1 to 5 on a five point based Likert scale ranging from strongly disagree to strongly agree. The data has been coded by the researcher and analysed with the help of SPSS 20 version. The effects of the factors have been analysed via mean, standard deviation, percentage and independent sample – t test

Data analysis and interpretation

Table – 1, Demographic Background of respondents (n=144)

Demographic Factor		Percentage (%)
Gender	Male	41
	Female	59
Marital Status	Married	67.4
	Unmarried	32.6
Age Group	21-30	20.8
	31-40	43.1
	41-50	25
	Above 50	11.1
Qualification	Graduate	26.4
	Post Graduate	48.6
	Professional	11.1
	Secondary	13.9
Working field	Student	9.7
	Services	61.1
	Business	16.7
	Others	12.5
Residential area	Rural Area	26.4
	Urban Area	73.6
Bank	Public	56.9
	Private	43.1

The above table 1 gives a descriptive statistics of the studied sample. It can be seen from the table 1 that 59% of the total respondents were females while 41% respondents were male under the study, 67.4% of the respondents were married while 32.6% respondents were unmarried, majority of the respondents 43.1% belonged to 31-40 years age group bracket, majority of the respondents 48.6% were post graduated by qualification and 61.1% of the respondents were from service industry by profession, majority of the respondents i.e.73.6% belonged to urban area resident and 56.9% of the customers in the study belonged to public sector banks.

Customer Awareness towards Banks' CSR activities

Table – 2, Customer Awareness of Banks' CSR

Do you know	Mean	Std. Deviation
Meaning of the term "Corporate Social Responsibility".	4.03	1.452
Your bank is a socially responsible bank	4.12	1.361
Your bank organize some health campaigns like mobile clinic, eye camp etc.	4.25	1.303
Your bank supports financially to the social projects such as sponsorship and youth projects.	4.01	1.287
Your bank protects environment by initiating green banking.	4.03	1.292
Your bank offers a high-quality of customer services.	4.03	1.248

The primary objective of this research is to determine the general awareness of customers towards CSR activities, whether the customers are aware about CSR or not, do they know about the CSR activities, policies of their respective banks or not. The data has been collected on the scale ranging from strongly disagree to strongly agree and assigned a numeric value of 1 to 5 whereas a neutral point is also there which has given the numeric value of 3. As per as the result of the survey is concerned it has been seen that the highest mean score is 4.25 for the statement yourbank organize some health campaigns like mobile clinic, eye camp etc.

This means that the customers agreed and very much concerned about the health campaigns run by the banks. From the other mean scores for other statements it is very much cleared that the customers are very much agreed to the statements regarding CSR activities done by the banks. The least mean score is 4.01 for the statement your bank supports financially to the social projects such as sponsorship and youth projects which mean that in comparison to other statements customers are not very much concerned about the sponsorship projects done by their banks.

Hypothesis Testing

Null Hypothesis 1: There is no significant difference between the CSR awareness of male and female respondents.

Table – 2, Group Statistics on the basis of Gender

Group Statistics				
Gendeрf respondent		N	Mean	Std. Deviatio1
CSR	male	59	26.5254	4.19505
	Female	85	24.3882	5.87183

Table – 3, Summary of Independent Sample t-test

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2 tailed)	95% Confidence Interval of the Difference	
							Lower	Upper
CSR	Equal variances assumed	23.503	.000	2.401	142	.018	.37790	3.89648
	Equal variances no assumed			2.547	141.863	.012	.47865	3.79573

Here table 2 gives us a clear picture about the customer awareness of CSR and their satisfaction on the basis of gender. We can see that the mean values of CSR awareness for male and female respondents are 26.525 and 24.388 respectively which are supporting that a significant difference exists between male and female respondents awareness which is also supported by the result of t-test for equality of means (see table-3) that is showing the p value .018 which is smaller than the required p value i.e. .05. So the null hypothesis (1) is rejected here and we can say that a significant difference exists between the CSR awareness of male and female respondents ($F_{(142)}$=23.5.3, t=2.401, p=.018).

Null Hypothesis 2: There is no significant difference between the CSR awareness of married and unmarried respondents.

Table – 4, Group Statistics on the basis of Marital Status

Group Statistics				
marital		N	Mean	Std. Deviation
CSR	unmarried	45	22.2667	6.16220
	married	99	26.6263	4.30611

Here table 4 gives us a clear picture about the customer awareness of CSR and their satisfaction on the basis of their marital status. We can see that the mean values of CSR awareness for married and unmarried respondents are 22.266 and 26.626 respectively which are far away from each other and supporting that a significant difference exists between married and unmarried respondents awareness which is also supported by the result of t-test for equality of means (see table-5) that is showing the p value .000 which is

Table – 5, Summary of Independent Sample t-test

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2 tailed)	95% Confidence Interval of the Difference	
							Lower	Upper
CSR	Equal variances assumed	21.843	.000	-4.893	142	.000	-6.12102	-2.59817
	Equal variances no assumed			-4.293	64.278	.000	-6.38802	-2.33117

smaller than the required p value i.e. .05. So the null hypothesis (2) is rejected here and we can say that there is a significant difference between the CSR awareness of married and unmarried respondents (F(142)=21.843, t=-4.893, p=.000).

Null Hypothesis 3a: There is no significant difference between the CSR awareness of respondents belonging to residing area (rural and urban area).

Table – 6, Group Statistics on the basis of Residential Area

Group Statistics					
Rural and urban		N	Mean	Std. Deviation	Std. Error Mean
CSR	rural area	38	20.1579	4.47532	.72599
	urban area	106	27.0943	4.35240	.42274

Table – 7, Summary of Independent Sample t-test

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
							Lower	Upper
CSR	Equal variances assumed	2.514	.115	-8.367	142	.000	-8.57533	-5.29756
	Equal variances not assumed			-8.257	63.762	.000	-8.61487	-5.25802

Table 6 gives us anapparentrepresentation about the customer awareness of CSR and their satisfaction on the basis of their residential status or area of living. We can see that the mean values of CSR awareness for respondents belonging to rural and urban area are 20.157 and 27.094 respectively which are supporting that a significant difference exists between the CSR awareness of respondents belonging to rural and urban area which is also supported by the result of t-test (see table-7) that is showing the p value .000 which is smaller than the required p value i.e. .05. So the null hypothesis (3) is rejected here and we can say that a significant difference existsbetween the CSR awareness of respondents belonging to rural and urban area (F(142)=2.514, t=-8.367, p=.000).

Conclusion:

The aim of this paper is to examine the general awareness of the banks' customers towards CSR activities, which is perhaps the most searched and popular subject in Asia today.It has been found in the study that customers are very much aware of companies' different CSR activities and management should address the idea of CSR with a strategic intent. CSR activities towards healthcare are the most eye catching activity for the customers. It has been found that customers know very well about different programs as under CSR run by their respective banks.The other main objective is to investigate the effect of selected demographic factors (gender, marital status and residential status) on the CSR awareness of banking customers. It has been found that the select demographic factors play a vital role in the awareness of the customers towards their banking CSR activities. Further in the present study a significant difference has been found between the CSR awareness of male and female respondents. It has also been found that a significant difference exists between the CSR awareness of married and unmarried respondents. Significant difference exists between the CSR awareness of respondents belonging to rural and urban area.So we can say that the awareness of customers towards CSR activities depends on their gender, marital status and their residing area as the attached exposure to different facilities with the demographic factor varies accordingly.

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Ram Murti Puram, 13 KM. Bareilly-Nainital Road, Bareilly-243202, Uttar Pradesh, India
Ph : 0581-2582246, 2582249, E-Mail : bizcraft@srmscet.edu

ISSN : 2231- 0231

SRMS
College of
Engineering &
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Published by :

Faculty of Management Science

Shri Ram Murti Smarak College of Engg. & Tech., Bareilly (U.P.) India