

Su GyaanTM

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Management Journal of Siva Sivani Institute of Management

ISSN : 0975-4032

Volume: XV

Issue - 1

Jan - June, 2023

Global Impact Factor (GIF) for 2012 - 0.421 & 2013 - 0.493

ARTICLES

Anurag Shanker

Flexible Work Arrangements and Work-Life Balance :
A Review of their Relationship

S. V. Jayapal Reddy,
Rachna Chaturvedi &
S. Anand Reddy

Factors Contributing to Employee Intention to Quit:
A Study in a Pharmaceutical Company

S.Kannan

Perceived Internet Banking Security among Select Customers
of Indian Overseas Bank

A. Radhakrishnan
Chethan. S
K.V. Ramarao

Preference for Social Media Platform among
Users a Preliminary Study

Karlapudi Preethi
Gaddam Naresh Reddy

Mutual Fund Investments in India During Covid-19 Pandemic

B.Nalini
T. Swarna Lakshmi

Technological Innovation and Business Management

Ravi Rachapudi
B.C. Lakshmana

Social Media Marketing and Consumer Buying Behaviour:
A Descriptive Study

K. Viswa Mohan Reddy

Digital Marketing in the Rayalaseema Region of Andhra Pradesh

Prarthana Kumar

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CONTENTS

Sl. No.	Title	Page #
ARTICLES		
1)	<i>Flexible Work Arrangements and Work-Life Balance : A Review of their Relationship</i>	5
	Anurag Shanker	
2)	<i>Factors Contributing to Employee Intention to Quit: A Study in a Pharmaceutical Company</i>	15
	S. V. Jayapal Reddy, Rachna Chaturvedi & S. Anand Reddy	
3)	<i>Perceived Internet Banking Security among Select Customers of Indian Overseas Bank</i>	24
	S. Kannan	
4)	<i>Preference for Social Media Platform among Users a Preliminary Study</i>	38
	A. Radhakrishnan, Chethan. S. & K.V. Ramarao	
5)	<i>Mutual Fund Investments in India During Covid-19 Pandemic</i>	48
	Karlapudi Preethi & Gaddam Naresh Reddy	
6)	<i>Technological Innovation and Business Management</i>	62
	B. Nalini & T. Swarna Lakshmi	
7)	<i>Social Media Marketing and Consumer Buying Behaviour: A Descriptive Study</i>	69
	Ravi Rachapudi & B.C. Lakshmana	
8)	<i>Digital Marketing in the Rayalaseema Region of Andhra Pradesh</i>	79
	K. Viswa Mohan Reddy	
9)	<i>You Have Seen My Descent, Now Watch Me Rise – Lessons from an Eagle for Entrepreneurs</i>	89
	Prarthana Kumar	
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EDITORIAL : JANUARY - JUNE 2023

This journal edition presents a diverse range of research articles covering various aspects of organizational dynamics, industry practices, and technological advancements.

Anurag Shanker's article focuses on the significance of flexible work arrangements in progressive organizations, highlighting how they contribute to employee well-being and work-life balance.

Jayapal Reddy and colleagues examine employee attrition in a pharmaceutical company, shedding light on the factors influencing employees' decisions to resign and proposing effective mitigation strategies.

S. Kannan's study evaluates internet banking security measures, with a focus on the Indian Overseas Bank, aiming to enhance customer safety during online transactions. A. Radhakrishnan and team explore content preferences for social media platforms, emphasizing the importance of engaging and relevant content to attract and retain audiences.

Karlapudi Preethi and Gaddam Naresh Reddy investigate the impact of sustainability scores on the returns of ESG mutual funds in India during the Covid-19 pandemic, revealing a positive correlation and advocating for sustainable business models.

B. Nalini and T. Swarna Lakshmi discuss technological innovations in business education, highlighting the importance of leveraging modern technologies to drive growth and success.

K. Viswa Mohan Reddy and Kamma Ramanjaneyulu delve into the influence of social media marketing on consumer buying behavior, emphasizing the power of social networks in shaping customer perceptions and preferences.

Ravi Rachapudi and B. C. Lakshmanan analyze the impact of digital marketing on customer satisfaction and engagement, drawing implications for both marketers and consumers.

Finally, Prarthana Kumar presents a thought-provoking case that compares an entrepreneur to an eagle, exploring the implications for future survival. This edition offers valuable insights and practical implications for researchers, practitioners, and industry professionals across various domains.

Readers will immensely benefit from this editorial, which offers diverse research articles providing valuable insights and practical implications across various domains, including flexible work arrangements, employee attrition, internet banking security, social media marketing, sustainability in investments, technological innovations, digital marketing impact, and entrepreneurial inspiration.

Wishing you all an enlivening and thought-provoking experience.

Happy Reading!

S.F. Chandrasekhar

Editor

SUGYAAN

FLEXIBLE WORK ARRANGEMENTS AND WORK-LIFE BALANCE : A REVIEW OF THEIR RELATIONSHIP

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ABSTRACT

“Flexible work arrangements” is a strategic part of the ecosystem of progressive organizations. There has been exponential increase in organizations that offer flexible work arrangements to their employees. Flexible work arrangements encompass various components which individually and collectively help in improving the overall wellbeing of the employees. The relaxations provided under flexible work arrangements improve the work-life balance of the employees significantly.

Keywords: *Flexible Work arrangements, Benefits, Work-Life Balance, Stress, Wellbeing*

Introduction

Many organizations are offering their employees “flexible work arrangements” [1]. Scholars claim that flexible work practices facilitate work-life balance for the employees [2, 3, and 4]. In this paper, “flexible work arrangements” will be dissected into its various components and an effort will be made to establish their impact on employees’ work-life balance. In the conclusion, an inference will be drawn how “flexible work arrangements” holistically impact “work-life balance” of the employees.

Flexible Work Arrangements

“Flexible work arrangements” mean an employee’s ability to change the schedule and place of his work shift. It also entails flexi-time working, compressed working hours, job sharing, sabbaticals, telecommuting and childcare provisions [5 and 6]. Each of the arrangement could be used individually; or they can be combined to complement each other [7].

Flexible Work Arrangement Components

1. Flexi-time working empowers employees to decide their check-in and check-out time of their work shifts.

2. Part-time working is one of the most common types of methods in which employees are agreeing to work less number of hours than the full-time.
3. Compressed working hours allows employees to work his hours over four days in a week instead of five.
4. Job-sharing is a mechanism under which two employees having the same job share the job and split the hours so that each one has a part-time position. They also split the remuneration, holidays and fringe benefits.
5. Sabbaticals allow employees to take career breaks for various purposes.
6. Telecommuting allows employees to do their job by using information and communication technology without being physically present at the workplace.
7. Childcare options are a means to help employees' with adequate care of their children when both the parents are at the workplace away from home. This may include crèche facility and day nursery for the children.

Benefits For The Organizations

Organizations introduce “flexible work arrangements” as part of their work-life balance policy. Flexible working helps organizations in attracting, recruiting, and retaining highly qualified employees [8]. Flexible working leads to increased productivity, increased profitability, reduced employee turnover and absenteeism rate [9].

Benefits For The Employees

The various components of “flexible work arrangements” benefit employees in different ways. Flexi-time helps an employee to look after his personal activities without having to take time-off from work. Compressed working hours lead to additional free time for the employee during the working week. Job-sharing allows employees sufficient time to attend to their personal chores. Sabbaticals give employees career breaks and help them achieve work-life balance. Telecommuting allows employees to work from their home by using information and communication technology. This helps employees to look after their family and other personal chores. Childcare measures extended by employers help their employees achieve work-life balance, particularly in the backdrop of dual earning families. Therefore, all the benefits flowing from different components of the “flexible work arrangements” help employees in achieving work-life balance [10].

Work-Life Balance

Work-life balance can be defined as “satisfaction and good functioning both at work and at home with a minimum of role conflict”. Work-life balance is a wide ranging concept

involving proper prioritization work and personal life. It is essentially balancing between responsibilities at workplace, family responsibilities and leisure. It is, however, challenging to achieve work-life balance in this unpredictable and rapidly changing world today [11, 12 and 13].

Components of Work life balance

Work-life balance refers to the equilibrium between an individual's professional and personal life. Its components typically include:

1. **Work commitments:** These encompass the responsibilities and tasks associated with one's job or career.
2. **Personal commitments:** These encompass activities, relationships, and responsibilities outside of work, such as family, friends, hobbies, and personal well-being.
3. **Time management:** Efficiently allocating time to work and personal activities is crucial. This involves setting priorities, managing schedules, and establishing boundaries to ensure a balanced distribution of time and energy.
4. **Flexibility:** Having the ability to adapt work hours, location, or workload can contribute to work-life balance. Flexible arrangements, such as remote work or flexible working hours, allow individuals to meet personal obligations while fulfilling work responsibilities.
5. **Boundaries:** Establishing clear boundaries between work and personal life is essential. This includes setting limits on working hours, avoiding excessive overtime, and avoiding the intrusion of work-related matters during personal time.
6. **Well-being and self-care:** Prioritizing physical and mental well-being is crucial for maintaining work-life balance. Engaging in activities that promote relaxation, self-care, and stress management, such as exercise, hobbies, and downtime, helps prevent burnout and fosters overall well-being.
7. **Support systems:** Having a strong support system, both at work and in personal life, plays a significant role in work-life balance. Supportive colleagues, understanding supervisors, and a network of friends and family can provide assistance, understanding, and encouragement during challenging times.

These components, when integrated effectively, contribute to a healthier and more fulfilling work-life balance, promoting overall satisfaction and improved quality of life.

What organisations are doing about worklife balance ?

Many organizations are recognizing the importance of work-life balance and taking steps to support their employees in achieving it. Here are a few examples of what organizations are

doing, supported by evidence:

1. Flexible work arrangements: Many companies are implementing flexible work arrangements, such as remote work options or flexible working hours. A study by the International Journal of Environmental Research and Public Health found that employees with flexible work arrangements experienced better work-life balance, reduced stress levels, and increased job satisfaction.
2. Wellness programs: Organizations are implementing wellness programs to support employee well-being. These programs may include activities such as yoga classes, mindfulness sessions, and access to fitness facilities. A study published in the Journal of Occupational and Environmental Medicine found that wellness programs positively impacted work-life balance and improved employee health outcomes.
3. Paid time off policies: Offering generous vacation and paid time off policies helps employees recharge and attend to personal obligations. A survey conducted by the Society for Human Resource Management revealed that organizations with flexible paid time off policies had higher employee satisfaction levels and reported better work-life balance.
4. Parental leave and family-friendly policies: Companies are implementing parental leave policies that provide adequate time off for new parents. Additionally, family-friendly policies, such as on-site childcare facilities or subsidies, help employees manage their work and family responsibilities. A study by the National Bureau of Economic Research found that access to paid family leave positively impacted work-life balance for parents.
5. Employee assistance programs (EAPs): EAPs offer counseling and support services to employees facing personal challenges or work-related stress. Research published in the Journal of Occupational Health Psychology showed that employees who utilized EAP services reported improved work-life balance and reduced levels of stress and depression.
6. Training and education: Some organizations provide training and education programs to help employees develop time management skills, resilience, and work-life balance strategies. These programs equip employees with the tools and knowledge to better manage their work and personal responsibilities. A study published in the Journal of Applied Psychology found that training interventions positively influenced work-life balance and reduced work-family conflict.

These examples demonstrate that organizations are taking proactive measures to support work-life balance, recognizing the positive impact it has on employee well-being, job satisfaction, and overall organizational performance.

Outcomes of work-life balance

Organizations that actively support work-life balance can experience several positive outcomes. Here are some key outcomes associated with organizations that prioritize and implement measures to support work-life balance:

1. **Increased employee satisfaction and morale:** When employees are able to achieve a better balance between their work and personal lives, their overall job satisfaction and morale tend to improve. They feel valued and supported by their organization, leading to higher levels of engagement and commitment.
2. **Improved employee retention:** Organizations that prioritize work-life balance often experience higher employee retention rates. Employees are more likely to stay with a company that understands and supports their personal needs, reducing turnover and the costs associated with recruiting and training new employees.
3. **Enhanced productivity and performance:** Supporting work-life balance can lead to improved productivity and performance. When employees have the opportunity to rest, recharge, and address personal obligations, they return to work with increased focus and energy, leading to higher levels of performance and efficiency.
4. **Reduced absenteeism and presenteeism:** Work-life balance initiatives can help reduce absenteeism (employees being absent from work) and presenteeism (employees being physically present but not fully engaged or productive). By addressing employees' personal needs and promoting well-being, organizations can create a healthier work environment, resulting in fewer sick days and improved overall attendance.
5. **Attraction of top talent:** Organizations that prioritize work-life balance are often more attractive to top talent in the job market. Prospective employees value employers who understand the importance of work-life integration and offer supportive policies and programs. This can give organizations a competitive advantage in attracting and retaining skilled individuals.
6. **Positive employer brand and reputation:** Companies that demonstrate a commitment to work-life balance can build a positive employer brand and reputation. This can attract not only employees but also customers, partners, and other stakeholders who appreciate and support organizations with a strong focus on employee well-being.
7. **Decreased stress and burnout:** Supporting work-life balance can help reduce stress levels and prevent burnout among employees. By providing resources, flexibility, and a supportive culture, organizations create an environment that promotes employee well-being and reduces the risk of excessive work-related stress.

Overall, organizations that prioritize and support work-life balance tend to experience a range of positive outcomes, including increased employee satisfaction, improved retention, enhanced productivity, and a positive employer brand. These outcomes contribute to a healthier and more productive work environment and can positively impact the organization's overall success.

Relationship Between Flexible Work Arrangements And Work-Life Balance

In the foregoing part of this paper, an attempt has been made to define broad components of “Flexible work arrangements”. However, flexible work arrangements may mean different things to different people. In general, flexibility in one’s work schedule typically depends on the life stage of the person. Employees who ask for flexibility in their work schedules include mothers with young children, people reaching retirement age, but who do not want to quit completely yet, and adults who are caring for their aging parents. People also ask for flexible work schedule who are going through major life change. For example, someone who is dealing with a loss of close family member or someone who is sick and needs accommodations for doctor’s appointments and treatments may need to have a flexible schedule for a short period or indefinitely. The idea of having a flexible work schedule is seen as a positive motivating factor that can lead to increased happiness and overall wellbeing which in turn promotes better work-life balance. It may therefore be fair to infer that implementation of flexible work arrangements have a positive relationship with work-life balance. Opportunity for flexible work arrangement influence productivity, performance, job satisfaction as well as organizational commitment on the part of employees [14].

Flexi time give opportunities to the employees to accommodate their personal needs [15].

Part-time working empowers employees to work continuously while increasing their leisure time [16]

In compressed working, the employee can start work early and finish late so that they can build up additional hours and get a leave for a day from the work. This helps an employee enjoy a longer weekend / more time away from work without a reduction in pay. This promotes their mental and physical well being, which in turn leads to work-life balance [17].

In job-sharing, two employees share a job and split the remuneration as well as other fringe benefits proportionately. In case of personal exigencies, either one has the leeway to remain absent from work [18].

In telecommuting, all or part of the duties, tasks and responsibilities of the employees are carried out by them from their home using information and communication technology.

It helps employees save on travelling cost and time, allow more flexibility in the working hours and consequently leads to increase in the job satisfaction [19].

Wellbeing And Work-Life Balance

Wellbeing refers to an individual's overall state of health, happiness, and fulfillment. When it comes to work-life balance, prioritizing wellbeing is crucial as it directly impacts an individual's ability to effectively manage their professional and personal life. Here's an expansion on how wellbeing and work-life balance are interconnected:

1. **Physiological wellbeing:** Flexible work arrangements, such as remote work or flexible working hours, can positively impact an individual's physiological wellbeing. By having the flexibility to adapt their work schedule to fit their personal needs, employees can prioritize activities that promote physical health, such as exercise, proper nutrition, and sufficient rest. This, in turn, can lead to improved physical wellbeing, including increased energy levels, reduced stress, and better overall health.
2. **Mental wellbeing:** Work-life balance plays a vital role in supporting mental wellbeing. When employees have the opportunity to allocate time and energy to personal activities, relationships, and self-care, they are better equipped to manage stress, maintain emotional resilience, and prevent burnout. Flexible work arrangements provide employees with the autonomy to engage in activities that enhance their mental wellbeing, such as pursuing hobbies, spending quality time with loved ones, or engaging in mindfulness practices.
3. **Work-life integration:** Promoting wellbeing through work-life balance allows individuals to integrate their professional and personal lives in a harmonious way. By providing the flexibility and support needed to fulfill both work and personal responsibilities, organizations enable employees to create a cohesive and fulfilling lifestyle. This integration helps reduce conflicts between work and personal life, leading to increased satisfaction, decreased stress levels, and a greater sense of overall wellbeing.
4. **Positive spillover effect:** When employees experience high levels of wellbeing and work-life balance, it often extends beyond their personal lives. Research suggests that individuals who have positive experiences outside of work, such as engaging in fulfilling personal relationships or pursuing hobbies, tend to bring that positivity back into the workplace. This positive spillover effect can lead to increased job satisfaction, higher levels of motivation, and improved overall performance.

Overall, prioritizing wellbeing is a key factor in promoting work-life balance. By supporting employees' physiological and mental health, organizations create an environment that fosters a healthy work-life integration, reduces stress, and enhances overall wellbeing. This, in turn, contributes to higher job satisfaction, improved performance, and a more positive work

culture. Researchers have suggested that physiological and mental wellbeing significantly help to promote work-life balance [20 and 21].

Discussion

Flexible work arrangements have been introduced in various organizations from time to time to improve the overall wellbeing of its employees so that their productivity increases and consequently the profitability of the organization. Research reveals that workplace flexibility empowers employees to control when, where, and how much time they should spend working so that they get adequate time to satisfy their non-work needs. This kind of arrangement induces a sense of mental peace and propels them to give their best to the organization. Each and every component of flexible work arrangement contributes to satiate those human needs, which leads to improved work-life balance of the employees.

Conclusion

This paper examined the relationship between flexible work arrangements and work-life balance. It showed that flexible work arrangements improve physiological and mental wellbeing of the employees. This helps employees to strike an optimum work-life balance which leads to greater output, commitment and loyalty towards the organization. It may therefore be inferred that prevalence of flexible work arrangement creates a positive impact on work and non-work lives of the employees. Looking to the benefits that accrue from a healthy work-life balance, the policy of flexible work arrangement is a win-win situation for the employees as well as for the organization.

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FACTORS CONTRIBUTING TO EMPLOYEE INTENTION TO QUIT: A STUDY IN A PHARMACEUTICAL COMPANY

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ABSTRACT

This research study examines the causes of employee attrition in a pharmaceutical company located in Hyderabad. The primary focus is to identify the factors influencing employees' decisions to resign from the company. The study considers 11 key indicators that may contribute to employee attrition. Furthermore, the research aims to investigate the significant factors affecting attrition and propose effective methods to mitigate it. To gather data, a questionnaire was developed based on a comprehensive understanding of various aspects related to attrition. Given the high demand for skilled manpower in the pharmaceutical manufacturing and pharmaceutical sector, retaining talent poses a significant responsibility for HR departments. Therefore, this study holds great value not only for the company under investigation but also for the industry as a whole. Since the cultural aspects of pharmaceutical companies in Hyderabad are largely similar, the suggested recommendations are likely to be relevant and applicable to other companies in the region as well.

Keywords: *Job Factors, Pharma, Intention to Quit*

Introduction

Since 2000, IT and ITES sector has seen a huge growth in terms of business and revenues. With the emergence of BPO and KPO, most of the companies started hiring undergraduates if their English communication is good. Due to this most of the students stopped their regular studies and started doing part time bachelor's degree while working in these sectors. As there is quick money even before completing their studies, there was less interest in studying regular studies and therefore there was least attraction towards the science subjects. Over a period, the demand for science has come down and most of the colleges have stopped these courses. On the contrary during this time lot of pharma companies have emerged. This gap between decrease in manpower and increase in companies have led to shortage of skilled manpower in the pharmaceutical companies. In addition to this during

Covid, most of the IT companies have given work from home which attracted most of the young generation as it had work from home, and gig work style. On the contrary Pharma companies had to do more work even in the critical times without bothering about their lives from the deadly disease to bring the required medicine to save the lives of people from the deadly decease. It may be hospitals or vaccine manufactures or medicine manufacturers, all of them have put in tremendous efforts to beat the pandemic situation. With all these, there is fierce competition among the companies for the available resources. This may be leading to high movement among the freshers. Though the industry is highly valued, recognized and ever growing, but surprisingly the craze for the industry is not increasing rather it is going day by day. It is surprising to understand why there is decrease in such value driven and highly important industry in terms of human life and wellbeing.

About Pharmaceutical Industry

In contrast, the pharmaceutical industry witnessed a surge in growth during this period. However, the increased number of pharmaceutical companies combined with the declining availability of skilled manpower resulted in a shortage of talent in the sector. Additionally, during the COVID-19 pandemic, IT companies introduced remote work options, attracting younger individuals with its work-from-home and gig work style. In contrast, pharmaceutical companies had to work tirelessly, even during the critical times, to develop lifesaving medicines and vaccines

This created intense competition among companies for available resources, which may have contributed to high attrition rates among freshers. Despite being a highly valued and essential industry for human life and well-being, there has been a surprising decrease in interest and craze for the pharmaceutical industry.

The pharmaceutical industry focuses on the preparation of drugs used as medicine, involving the identification of chemicals for treatment and the development of generic drugs. The industry faces challenges such as finding new drug targets, obtaining regulatory approval, and improving drug discovery and development techniques.

Pharmaceutical Industry in India

The Indian Pharmaceuticals industry plays a prominent role in the global pharmaceutical Industry. India ranks 3rd world wide for production by volume and 14th by value. India is the largest provider of generic medicines across the globe and in terms of volume, India has 20% of the market share in global supply. India is also largest vaccine manufacturer globally. India has highest number of US- FDA compliant pharma plants outside of USA and has more than 3000 pharma companies with 10,500 registered manufacturing facilities. India offers 60,000 generic brands across 60 therapeutic categories with major segments of

generic drugs, OTC medicines, Bulk drugs, Vaccines, contract Research , Biosimilars and biologics.

About the company

In India, the pharmaceutical industry holds a prominent position globally, ranking third in production by volume and 14th by value. India is the largest provider of generic medicines and vaccines, with a significant market share globally. The country has a large number of FDA-compliant pharma plants and a vast range of pharmaceutical companies offering various products and services. The Indian pharmaceutical market is projected to reach substantial market value, driven by factors such as cost competitiveness, good quality, and a vast array of offerings.

Review of Literature

Drucker (1999) explains that employee attrition can be voluntary or involuntary and functional or dysfunctional. Voluntary turnover occurs when an employee chooses to leave the organization, while involuntary turnover happens when the employer terminates the employee. Functional turnover refers to low performers leaving the organization, while dysfunctional turnover involves high performers leaving, which incurs costs for the organization. Terence et al. (2001) state that employees leave organizations voluntarily for various reasons, including personal factors and organizational factors. Personal reasons may include family situations, career growth, and attractive job offers, while organizational factors may involve a lack of promotional opportunities, unfair treatment, and a mismatch of values. Employee retention remains a crucial aspect, and talent management and development are essential, as highlighted by Tiwari, Batra, and Naidu (2008). Taylor (2010) discusses pull and push factors influencing turnover, where pull factors involve employees seeking alternative job opportunities despite being satisfied, and push factors refer to dissatisfying circumstances that push employees to leave. The allocation of roles and responsibilities is important for employee retention, as mentioned by Morgan (2004). Pandit (2007) emphasizes the need to nurture employee talent and provide growth opportunities. Chary (2002) quotes N. R. Narayana Murthy, highlighting the importance of rejuvenating employees each day. Michelman (2003) stresses the value of employee quality in building company value and the need for retention strategies that offer career development, recognition, and rewards. The Harvard Management Update newsletter discusses the importance of employee satisfaction, creating a great work environment, offering great jobs, and soliciting feedback to enhance retention. Sinha et al. (2013) emphasize the significance of a proactive approach and employee-related benefits in retaining talented employees in the pharmaceutical industry. Based on the provided review, there are several research gaps that emerge in the context of employee attrition and retention. These gaps can be addressed through further research to

enhance our understanding of the subject. Here are some potential research gaps:

1. **Quantifying the Costs of Dysfunctional Turnover:** The review mentions that dysfunctional turnover involves high performers leaving the organization, which incurs costs. However, the specific costs associated with dysfunctional turnover are not discussed in detail. Further research can focus on quantifying these costs and assessing their impact on the organization's performance and productivity.
2. **Identifying Effective Retention Strategies:** While the review mentions the importance of retention strategies, it does not delve into specific strategies that have proven to be effective. Future research can investigate and evaluate different retention strategies implemented by organizations to identify which approaches yield the best results in terms of employee satisfaction, engagement, and long-term retention.
3. **Understanding the Role of Organizational Factors:** The review briefly mentions some organizational factors that may contribute to voluntary turnover, such as a lack of promotional opportunities, unfair treatment, and a mismatch of values. Further research can delve deeper into these factors and explore their individual and combined effects on employee retention. This can provide insights into the specific organizational aspects that need improvement to enhance employee satisfaction and reduce turnover.
4. **Exploring Industry-Specific Retention Challenges:** The review mentions the significance of a proactive approach and employee-related benefits in retaining talented employees in the pharmaceutical industry. However, it does not discuss the unique challenges faced by other industries. Future research can investigate industry-specific factors that contribute to attrition and develop tailored strategies to address those challenges effectively.
5. **Assessing the Long-Term Impact of Retention Initiatives:** The review highlights the importance of talent management, development, and retention strategies. However, it does not explore the long-term impact of these initiatives on organizational performance. Future research can focus on evaluating the effectiveness of talent management practices and assessing their impact on employee performance, productivity, and overall organizational success.
6. **Examining Cross-Cultural Differences in Employee Attrition:** The review does not discuss the influence of cultural factors on employee attrition and retention. Further research can investigate how cultural differences impact turnover rates, the reasons behind voluntary turnover, and the effectiveness of retention strategies across different cultural contexts. This can help organizations develop culturally sensitive approaches to attract and retain employees from diverse backgrounds.

These research gaps provide potential directions for future studies in the field of employee attrition and retention, allowing for a deeper understanding of the factors influencing turnover and the development of effective strategies to mitigate it.

Problem statement

Research on factors contributing to employee intention to quit in pharma companies is important for several reasons. First, the pharmaceutical industry relies heavily on skilled and knowledgeable employees, and the loss of talented individuals can have significant implications for productivity and innovation. Understanding the factors that lead employees to consider leaving their jobs can help companies identify areas for improvement and implement strategies to enhance employee satisfaction and retention.

Second, the pharma industry is highly competitive, and attracting and retaining top talent is crucial for maintaining a competitive edge. By studying the factors that influence employee intention to quit, companies can develop targeted retention programs and initiatives that address specific concerns and increase overall job satisfaction.

Third, the cost of employee turnover is substantial, both in terms of financial resources and the loss of institutional knowledge. Researching the factors contributing to employee intention to quit can help companies estimate the potential costs associated with turnover and develop effective retention strategies to mitigate these expenses.

Overall, research on factors contributing to employee intention to quit in pharma companies enables organizations to proactively address issues, enhance employee satisfaction, and ultimately retain valuable talent in a highly competitive industry.

Objectives of the study

The objective of the study is

1. To identify various factors that are prompting the employees to look out for another job
2. To know which factor has highest influence for attrition among all the factors available.
3. To understand the challenges and propose remedial actions to reduce the attrition rate by improving the gap areas.

Methodology

The Study area is a largescale bulk drug manufactuter in the greater Hyderabad city the name of which is anonymous due to privacy concerns. To address the problem and achieve the objectives, a question was posed to understand the reasons that prompted employees to search for new job opportunities. The question was administered to around 90 samples

providing complete information. The question included 11 options and was sent through the internal HRMS portal to employees on notice period, while those who had already left were contacted via phone.

The question aimed to gain insights into the basic intentions of resigned employees. The options included workplace dissatisfaction, location constraints, desire for a career change, health reasons, lack of recognition, compelling family reasons, inadequate salary, issues with reporting manager, pursuit of higher studies, influence from others, and an option for any other reasons not mentioned.

This approach helped identify various factors contributing to employee turnover and provided first hand information from employees who recently left or were in the process of leaving the organization.

Sample

A simple random sampling technique was employed to choose the sample. The data from the past six months, spanning from June 2022 to January 15th, was taken into consideration. The selection process involved including all employees on the notice period, totaling around 90 individuals, along with those who had resigned.

Scope of the study

This study is limited to only one organization and that corporate office. The study was done on those who have resigned in last six months.

Results and Discussion

The participants were requested to express the factors that impacted their decision to resign from their positions. These factors have been gathered and are now presented in the subsequent table.

Table 1: Factors Influence Intention To Quit The Job

S.No.	Factors	Frequency	Percentage
1	Workplace dissatisfaction	4	4.67
2	Location Constraint	2	2.80
3	Desire career Change	39	40.19
4	Health Reasons	2	3.27
5	Lack of Recognition	2	3.27
6	Compelling Family Reason	13	13.55

7	Inadequate Salary	7	8.41
8	Issue reporting	1	1.87
9	Higher Studies	1	2.34
10	Others relating to organisational	1	1.87
11	Other relating to community	18	17.76
	Total	90	100.00

Desire of career change: Out of the 90 respondents 40.19% that is 36 respondents said that desire for career change has prompted which is the highest of all while employees leaving the organization. This shows that the employees are in high need of career change as they might be feeling stagnated or not able to move up the ladder as per their expectations.

Others: out of the 90 respondents 17.76% of the respondents that is 18 respondents are not willing to express their reasons or their reason is not in the list that is mentioned. Those who are not interested to express their reason might be not comfortable or may be worried that something might go wrong

Compelling family reasons: out of the 90 respondents 13.55% that is 29 of the respondents said that they are leaving or left the organization because of the compelling reasons from their family. The reasons could be may be because they are away from their families or may be some other commitments from their families.

Inadequate Salary: out of the 90 respondents 8.41% of the respondents that is 7 of them said that they are getting inadequate salaries and therefore they are leaving the organization.

Work place dissatisfaction: out of the 90 respondents 4.67% of the respondents that is 4 of them said they are leaving the organization because of the work place dissatisfaction. The work place dissatisfaction refers to may be culture of the organization or physical environment of the work place or may be adequate support in right to the employees.

Health Reasons: out of the 90 respondents 3.27% of the respondents that is 3 of them said that they are leaving the organization or leaving because of the health reasons. The health may be impacting because of work place or may be in general.

Lack of recognition: out of the 90 respondents 3.27% of the respondents that is 3 of them said that they are leaving the organization or leaving because of lack of recognition in the office. The work of the employee may not be identified and recognized properly or the due recognition was given to someone else.

Location Constraint: out of the 90 respondents 2.80% of the respondents that is 6 of them said that they are leaving the organization or leaving because of location constraint. The office may be far from their living location or there may be transportation issues, or they might want to work in a better location.

Higher Studies: out of the 90 respondents 2.34% of the respondents that is 5 of them said that they are leaving the organization or leaving because of their higher studies. They want to pursue their studies to improve their career opportunities.

Issues with the reporting officer: out of the 90 respondents 1.87% of the respondents that is 4 of them said that they are leaving the organization or leaving because of their boss. Though this was one of the major factors in most of the places, in this organization it is negligible.

Others influence: out of the 90 respondents 1.87% of the respondents that is 4 of them said that they are leaving the organization or leaving because of others influence. This shows that employees are not influenced by the others.

Suggestions

1. There is a lot of need to desire for career change. The employees are wanting to have stronger and trajectory careers. The organization should focus on developing the career paths and showing to the employees how their career path would look like. This might help the employees to stay back in the company rather than looking out for the other jobs.
2. Most of the employees are saying that they are leaving due to compelling reasons from the families. The organization should ensure that the employee is free of these reasons either by providing the required facilities for the family members or ensure do not induct if such repeated reasons are observed.
3. Inadequate salary is one of the reasons why employees are leaving. If the organization is paying on par with the industry or better than the industry standards, the organization should educate the employees about the same at the time of joining. Or else the organization should scale up salaries. If not the organization should have better benefits when compared to the other organizations from the same industry.

Conclusion

The scope of this study can be broadened to include manufacturing units, providing insights into the overall functioning of the organization. A thorough analysis of this research can incorporate demographic factors such as age, gender, years of experience, and job designation to gain a deeper understanding.

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PERCEIVED INTERNET BANKING SECURITY AMONG SELECT CUSTOMERS OF INDIAN OVERSEAS BANK

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ABSTRACT

The Internet has revolutionized banking, allowing people to bank conveniently anytime and anywhere without visiting a physical branch. While Internet banking is fast and convenient, it poses security challenges. To ensure customer safety during online transactions, banking institutions, including Indian Overseas Bank in Bangalore, have implemented security measures. This study evaluates the Internet banking security measures of the Indian Overseas Bank, aiming to benefit its customers. A research instrument was used to collect responses from 50 customers, and their feedback was analyzed to provide suggestions for improvement.

Keywords: *Internet Banking, Mobile Banking, Internet Security*

Introduction

With the third-largest internet population in the world, India holds immense potential for internet development in the upcoming years, following only China and the United States. The banking sector is a significant beneficiary of this internet revolution, witnessing remarkable growth in banking technology products. Internet banking offers numerous advantages, allowing people to conveniently pay for services from the comfort of their homes without visiting a physical branch. This enables customers to swiftly complete transactions, saving them time and effort. Internet banking systems are highly versatile, facilitating activities such as balance inquiries, withdrawals, and deposits, viewing bank statements, and accessing transaction records. Despite these advantages, ensuring the security of customers' financial information remains a top concern for all banks.

Types of E-Banking

A. There are several types of e-banking services that cater to the diverse needs of customers. These services include:

1. Deposits, withdrawals, inter-account transfers, and payment of linked accounts at an ATM: With this service, customers can conveniently perform various banking activities

at an automated teller machine (ATM). They can deposit funds, withdraw cash, transfer money between their accounts, and make payments to linked accounts, all without visiting a physical branch.

2. Buying and paying for goods and services using debit cards or smart cards: This type of e-banking service enables customers to make purchases and payments electronically using their debit cards or smart cards. It eliminates the need to carry cash or a chequebook, offering a secure and convenient method of transaction.
3. Using a telephone for direct banking: This service allows customers to perform banking transactions using a telephone. They can make a balance inquiry, transfer funds between accounts, and make payments to linked accounts, all by simply dialing a designated phone number. This feature provides customers with a quick and hassle-free way to manage their finances remotely.
4. Using a computer for direct banking: With the advent of online banking, customers can use their computers to access a wide range of banking services. They can check their account balances, transfer funds between accounts, and pay bills or make payments to linked accounts. This service offers customers the flexibility to perform banking activities from the comfort of their own homes or offices, at any time that suits them.

These various types of e-banking services provide customers with greater convenience, efficiency, and accessibility in managing their financial transactions. They offer a seamless digital banking experience that aligns with the evolving needs and preferences of modern-day customers.

Advantages of E-Banking

- i. Account Information: This e-banking service provides customers with real-time access to their account balances and a summary of their daily transactions. They can quickly and conveniently check the status of their funds, ensuring they have up-to-date information on their financial activities.
- ii. Fund Transfer: With this service, customers can efficiently manage their supply-chain network by utilizing an online fund transfer mechanism. They have the flexibility to transfer funds in real-time across various bank locations, enabling smooth and timely transactions between accounts.
- iii. Request: This e-banking feature allows customers to make banking requests online. Whether it's applying for a new account, requesting a loan, or seeking assistance with a specific banking service, customers can conveniently submit their requests electronically, saving time and effort.

iv. Downloading of Account Statements: Customers have the option to download their account statements in different formats, such as Excel files or text files. This enables them to easily access and organize their financial data, facilitating better financial planning, analysis, and record-keeping.

These e-banking services enhance the overall banking experience by providing customers with real-time access to their account information, efficient fund transfer capabilities, convenient online request submission, and the flexibility to download and manage account statements digitally. This technology-driven approach offers convenience, transparency, and empowerment to customers in managing their financial affairs.

Limitation of E-Banking

E-banking, while offering numerous benefits also comes with certain limitations and potential risks that users should be aware of. One limitation is related to safety concerns surrounding ATMs. Users may encounter situations where their personal safety is at risk while using ATMs, especially in secluded or poorly lit areas. Another limitation is the potential abuse of bank cards by fraudsters at ATMs. Criminals may employ various tactics to steal card information or manipulate the ATM to gain unauthorized access to accounts. Additionally, there is a risk associated with providing card numbers when making online purchases. Users need to be cautious about sharing their card details on unsecured websites, as it increases the likelihood of their information being compromised. These limitations highlight the importance of adopting security measures, being vigilant while conducting e-banking transactions, and ensuring the use of secure platforms to mitigate potential risks and protect personal and financial information.

Impact of E-Banking on Traditional Services

E-banking transactions offer cost advantages compared to branch or phone transactions, potentially causing traditional banks with extensive branch networks to face a competitive disadvantage. This phenomenon, often referred to as the "beached dinosaur" theory, suggests that e-banks can undercut brick-and-mortar banks. The ease of setting up e-banks attracts numerous new entrants unencumbered by legacy systems, cultures, and structures, enabling them to be adaptable and responsive. E-banking provides consumers with greater choice, potentially reducing customer loyalty. Portal providers may capture a significant share of banking profits, acting as intermediaries connecting buyers and sellers or payers and payees, while specialized providers offer specific products. Traditional banks may be left primarily with payment and settlement business, and even this role could face uncertainty.

The evolution of traditional banks will be challenging, as they may face difficulties in making cash acquisitions and attracting additional capital from the stock market, unlike internet

firms that seem to have an easier time attracting investments. E-banking is essentially a new delivery channel for banking services, similar to the introduction of ATMs. Experiences in Scandinavia, a highly advanced e-banking region, suggest that the future lies in "clicks and mortar" banking, where customers desire comprehensive banking services across multiple channels. This concept aligns with "Martini Banking," enabling banking anytime, anywhere, anyhow.

Traditional banks are beginning to counterattack, but the startup costs of establishing an e-bank are high. Building a trusted brand necessitates substantial advertising expenditure and investment in advanced technology to ensure security and privacy, which are crucial for gaining customer approval. E-banks have discovered that retail banking becomes profitable only after achieving a large critical mass, prompting many to focus on providing tailored services to wealthier clientele. E-banking transactions require interfaces to communicate with banking customers, and these electronic devices serve as delivery channels interacting with customers and connecting with other banking systems.

Review of Literature

Multiple studies have emphasized the significance of security in the realm of Internet banking. Broderick and Vicharapornpuk (2002) conducted a study that focused on the importance of customer involvement in designing and delivering high-quality service in Internet banking. Guraau (2002) examined the current state of online banking and its associated services, with particular attention given to the virtual banking system. Karjaluoto, Mattila, and Pento (2002) aimed to identify the factors that shape consumers' attitudes toward electronic banking. Hutchinson and Warren (2003) investigated the financial services of electronic commerce, specifically Internet banking, and the benefits it offers to customers. This study also delved into internet banking security measures and various techniques for safeguarding customers' data privacy. Rotchanakitumnuai and Speece (2003) discovered that corporate customers were not readily embracing electronic banking, which could help banks improve the efficiency of self-service technology in various banking transactions. Lympero and Chaniotakis (2004) evaluated the allusion of internet banking technology and its impact on the market, considering different factors affecting its adoption. Li and Worington (2004) explored the relationship between internet banking and electronic activities in business and industrial settings.

Pikkarainen, Pikkarainen, Karjaluoto, and Pahlila (2004) emphasized how electronic banking expertise has given rise to new banking practices, particularly through online banking. They employed a technology acceptance model to manage the online environment. Singh (2004) studied the influence of online banking and internet banking trends, with a focus on the latest banking technology products and services for economic growth. Gupta

(2006) analyzed the potential of Internet banking and highlighted its ability to penetrate every corner of the world, particularly in a country like India. Flavián, Guinalíu, and Torres (2006) investigated how customers' trust in traditional banks influenced their adoption of internet banking services. Lichtenstein and Williamson (2006) elucidated the factors influencing consumer decision-making when choosing internet banking services in the Australian context. Ndubisi and Sinti (2006) discussed the impact of internet banking on customers' attitudes, needs, and activities, with a particular focus on adoption in Malaysia.

Abu-Shanab and Pearson (2007) examined the key determinants of internet banking adoption in Jordan. Kamakodi and Khan (2008) observed a significant transformation in Indian banking services over a 15-year period since the liberalization of the banking sector. Uppal (2008) described how the post-liberalization, privatization, and globalization era, combined with the advent of information technology, revolutionized Indian banking by transitioning from traditional banking to e-banking. Lifan, Zhao, Koenig Lewis, Hanmer Lloyd, and Ward (2010) explored the influence of trust and perceived risk on clients' and customers' usage of banking services. Khare (2010) emphasized the importance of technology in enhancing customer service levels, with service organizations increasingly embracing technological advancements. Trends emerging from the mentioned studies on Internet banking include:

1. Emphasis on security and data privacy.
2. Customer involvement in service design.
3. Focus on virtual banking and online services.
4. Factors shaping consumer attitudes toward electronic banking.
5. Benefits and transformation of traditional banking services.
6. Challenges in adoption and acceptance, especially among corporate customers.
7. Importance of trust and managing perceived risks.
8. Integration of technology to enhance customer service.

These trends highlight the growing significance of security, customer-centric approaches, digital platforms, consumer attitudes, technological advancements, adoption challenges, trust-building, and improved customer experiences in the field of Internet banking.

Statement of Problem

In the current landscape, the banking sector has made significant progress, particularly in the realm of e-banking services and their associated products. This advancement has resulted in a substantial increase in the number of internet banking transactions, offering customers a faster and more convenient mode of conducting their banking activities. The

banking industry has effectively harnessed the power of information technology to facilitate transactions, enhance banking services, and provide greater opportunities to customers. These facilities have empowered millions of customers to effortlessly, expeditiously, and flawlessly perform their transactions anytime and anywhere. However, engaging in banking transactions through the internet requires a basic understanding of computers and the internet, which poses a limitation for individuals who lack familiarity with these technologies. Many people who are not comfortable with computers and the internet encounter difficulties when attempting to utilize this service.

It is imperative to conduct research to comprehend various aspects of e-banking, such as its different types, the advantages and disadvantages it offers, its influence on traditional banking services, customers' perceptions and awareness concerning internet banking security, the challenges encountered by customers when using internet banking services, and the impact of internet banking security measures on selected customers.

Objectives of the Study

The objectives of the present study are -

1. To know the different types of E-Banking
2. To know the advantages and disadvantages of e-banking
3. To study the impact of e-banking on traditional banking services
4. To analyze the customers' perceptions and awareness towards Internet banking security;
5. To understand the problems faced by customers while using internet banking services; and
6. To know impact of the internet banking securities among the selected.

Hypothesis of the Study

The major hypotheses of the study are as follows:

H01: Internet banking has no significant relationship with traditional banking system. H02: Internet banking security has no significant impact on the customers

Scope of the Study

This study serves as a comprehensive guide that explores the existing framework of internet banking security, shedding light on the level of awareness among customers regarding its usage. It further delves into customers' perceptions and satisfaction concerning internet banking, particularly in relation to emerging technologies and its operational mechanisms. By examining these aspects, the study aims to provide detailed insights into the advancements

witnessed in the banking industry due to technological progress. Furthermore, it seeks to enhance our understanding of the diverse range of services available in internet banking. Ultimately, the study strives to unravel the numerous benefits that internet banking offers to both customers and the banking industry as a whole, thereby contributing to a more comprehensive understanding of this transformative financial landscape.

Research Methodology

The study area is Vignan Nagar Branch of Indian overseas bank, Bangalore city. The customers of the bank were the units of Sampling. Using non probability sampling method with convenient sampling 50 customers was contacted to collect information from them regarding the objectives of the study.

Method and Tool of Data collection

The awareness of, perception towards, satisfaction of Internet banking security is studied with the help of a structured questionnaire. The primary data has been collected, through a separate pre-tested Questionnaire from 50 Internet banking customers, in Karnataka division of Bangalore Urban District.

Statistical Tools and Techniques

To analyze the collected data, various statistical techniques and tools such as averages, frequency distribution tables, and normal distribution were used. The study also uses other suitable statistical tools such as mean, median, standard deviation with co-efficient of variation, correlation. SPSS 20.0 version software was used for the analysis.

Analysis and Interpretations

The respondents have an average age of 45.363 years, with a standard deviation of 9.2034 years. A significant portion of the respondents (58%) identify as female, while the remaining respondents are male. The majority of them have obtained a graduate degree. Additionally, a large majority of the respondents are employed in the private sector. On average, their income is Rs. 25000.5. Furthermore, a majority of the respondents are married (54%), and the average family size is 5 members. A significant portion of the respondents (72%) possess a savings account, while the remaining respondents have a current account.

Table 2: Internet Banking Awareness Level of Indian Overseas Bank Customers, Bangalore

S. No.	Become Aware through various Modes	No. of Respondents	Percentage of Respondents
01.	Advertisement	16	32
02.	News Paper	04	08
03.	Parents	04	08
04.	Relatives	06	12
05.	Television	05	10
06.	Friends	06	12
07.	Bankers	09	18
	TOTAL	50	100

According to Table 2, the awareness level of Internet banking among Indian Overseas Bank customers in Bangalore is presented. The data shows that 32% of the respondents were made aware of Internet banking through advertisements. Additionally, the table reveals that 18% of the individuals in Bangalore Urban became aware of Internet banking through bankers. Furthermore, 8% of the customers gained awareness through newspapers and parental influence, while another 8% became aware through television. Moreover, 12% of the respondents became aware of Internet banking due to the influence of relatives and friends.

Table 3: Awareness Level of Internet Banking Security among the Selected Customers

Sl. No.	Types of Security / Protection Mode	SA		A		N		D		SD	
		No	%	No	%	No	%	No	%	No	%
01.	Security Code	19	38	21	42	05	10	03	06	02	04
02.	Password protection	23	46	21	42	05	10	01	02	00	00
03.	Transaction Security	14	28	20	40	09	18	05	10	02	04
04.	Confidentiality	06	12	12	24	07	14	15	30	10	20
05.	Authentication Security	04	08	09	18	10	20	16	32	11	22
06.	Hardware Security	05	10	09	18	08	16	14	28	14	28
07.	Database Security	09	18	16	32	02	04	12	24	11	22
08.	Memory Protection	07	14	20	40	04	08	13	26	06	12
09.	File Security	10	20	22	44	06	12	05	10	07	14

(Note: SA – Strongly Agree, A – Agree, N – Neutral, D – Disagree, SD – Strongly Disagree)

Based on Table 3, the awareness level of Internet banking security among the selected customers at Vignan Nagar Branch is presented. The data reveals that 42% of the respondents are aware of the security code required for using Internet banking. Additionally, 46% of the respondents are aware of the importance of password protection. Moreover, 40% of the respondents have knowledge about transaction security, while 24% are aware of confidentiality security. Furthermore, 18% of the respondents understand the significance of hardware security, and 32% are aware of database security. Additionally, 40% of the respondents have knowledge of memory protection, and 44% are aware of file security. Notably, the data indicates that the highest percentage of customers (46%) are knowledgeable about password protection security.

Table 4: Benefits of Traditional Banking System

S. No.	Banking Services / Facilities	SA		A		N		D		SD	
		No	%	No	%	No	%	No	%	No	%
1.	Interaction with Banker	07	14	21	42	02	04	18	36	02	04
2.	Easy Deposit and Withdrawal	03	06	12	24	04	08	22	44	09	18
3.	Collection Of Cheque	08	16	22	44	01	02	13	26	06	12
4.	Demand Draft	14	28	25	50	01	02	09	18	01	02
5.	Security	10	20	32	64	03	06	04	08	01	02
6.	Security Lockers	17	34	20	40	02	04	06	12	05	10

According to Table 4, the benefits of the traditional banking system are highlighted. The data reveals that 42% of the respondents agree with the advantages of interacting with a banker. Conversely, 44% of the respondents disagree with the benefits of easy deposit and withdrawal. Additionally, 44% of the respondents agree with the benefits of the collection of cheques, while 50% agree with the advantages of using demand drafts. Furthermore, 64% of the people agree with the benefits of security provided by traditional banking, and 40% of the respondents agree with the benefits of security lockers. The data indicates that a significant number of individuals have benefited from the secure nature of traditional banking.

Table 5: Benefits of Internet Banking System

S. No.	Internet Banking Benefits	SA		A		N		D		SD	
		No	%	No	%	No	%	No	%	No	%
1.	Time Saving	47	94	03	06	-	-	-	-	-	-
2.	Any Time Banking	41	82	09	18	-	-	-	-	-	-
3.	Any Where Banking	39	78	09	18	02	04	-	-	-	-
4.	Easy Accessibility	38	76	10	20	02	04	-	-	-	-
5.	No Queue	14	28	36	72	-	-	-	-	-	-
6.	Ease of Monitoring	05	10	33	66	09	18	03	06	-	-
7.	Friender Rates	05	10	11	22	08	16	25	50	01	02

(Note: SA – Strongly Agree, A – Agree, N – Neutral, D – Disagree, SD – Strongly Disagree)

Based on Table 5, the benefits of the Internet banking system are highlighted. The data reveals that a significant majority of respondents strongly agree with various advantages. Specifically, 94% of the respondents strongly agree with the benefits of time saving. Moreover, 82% strongly agree with the benefits of banking anytime, while 78% strongly agree with the benefits of banking from anywhere. Additionally, 76% of the respondents strongly agree with the benefits of easy accessibility, and 72% agree with the benefits of avoiding queues. Furthermore, 66% of the respondents agree with the benefits of ease of monitoring. However, 50% of the respondents disagree with the benefits of friendlier rates. It is evident from the data that the maximum number of respondents has experienced the benefits of time saving through Internet banking.

Table 6: Usage of Internet Banking Services

S.No.	Usage of Internet Banking Services	SA		A		N		D		SD	
		No	%	No	%	No	%	No	%	No	%
1.	Secured Transaction	-	-	02	04	03	06	25	50	20	40
2.	Quick Settlement	21	42	28	56	01	02	-	-	-	-
3.	Electronic Fund Transfer	13	26	33	66	02	04	02	04	-	-
4.	Electronic Clearing Services	12	24	31	62	03	06	04	08	-	-
5.	Electronic Payment Services	11	22	22	44	02	04	11	22	04	08
6.	National Electronic Fund Transfer	16	32	24	48	04	08	03	06	03	06
7.	Real Time Gross Settlement	11	22	25	50	06	12	04	08	04	08
8.	Core Banking System	03	06	13	26	02	04	17	34	15	30

(Note: SA – Strongly Agree, A – Agree, N – Neutral, D – Disagree, SD – Strongly Disagree)

Based on Table 6, the usage of Internet banking services is analyzed. The data indicates that 50% of the respondents disagree with the usage of secured transactions, while 56% agree with the usage of quick settlement. Additionally, 66% of the respondents agree with the usage of electronic fund transfers, and 62% agree with the usage of electronic clearing services (ECS). Furthermore, 44% of the respondents agree with the usage of electronic payment services, while 48% agree with the usage of national electronic fund transfers. Moreover, 50% of the respondents agree with the usage of real-time gross settlement (RTGS). On the other hand, 34% of the respondents disagree with the usage of the core banking system. It can be concluded from the data that a significant number of respondents have accepted and embraced the usage of electronic fund transfers.

Table 7: Factors Influencing the Internet Banking Facility

S. No.	Description	SA		A		N		D		SD	
		No	%	No	%	No	%	No	%	No	%
1.	Convenience	43	86	07	14	-	-	-	-	-	-
2.	Friends / Relatives Advice	31	62	18	36	-	-	01	02	-	-
3.	Personality of Bank Manager	05	10	34	68	07	14	04	16	-	-
4.	Popularity Of Banks	07	14	36	72	07	14	-	-	-	-
5.	Quality Of Service	07	14	34	68	06	12	03	06	-	-

(Note: SA – Strongly Agree, A – Agree, N – Neutral, D – Disagree, SD – Strongly Disagree)

Table 7 shows the factors influencing the Internet banking facilities. It shows that 86% of respondents strongly agree with the influencing factor of convenience; 62% of respondents strongly agree with the factor of friends and relatives; 68% of respondents strongly agree with the factor of personality of bank manage; 72% of respondents strongly agree with the factor of popularity of banks; 68% of respondents strongly agree with the factor of quality of services. It is clear that most of the respondents are influenced by the factor of convenience.

Table 8: Internet Banking Users by Application of Various Browsers

S. No.	Type of Browser	MP		P		MLP		LP		NAP	
		No	%	No	%	No	%	No	%	No	%
1.	Internet explorer	02	04	03	06	05	10	33	66	07	14
2.	Google Chrome	05	10	28	56	03	06	12	24	02	04
3.	Mozilla Firefox	41	82	08	16	-	-	01	02	-	-
4.	Opera	01	02	09	18	01	02	33	66	06	12
5.	Netscape	01	02	03	06	03	06	22	44	21	44
6.	Safari	-	-	-	-	11	22	02	04	37	74

(Note: MP - Most Preferred, P – Preferred, MLP – Most Likely to Preferred, LP – Least Preferred, NAP – Not At All Preferred)

Based on Table 8, the usage of various browsers among Internet banking customers is displayed. The data reveals that Internet Explorer was the least preferred browser, with 66% of the respondents indicating their preference against it. On the other hand, 56% of the respondents preferred Google Chrome, while a significant majority of 82% preferred Mozilla Firefox. Opera and Netscape were the least favored browsers, and Safari was not preferred at all. From the data, it is evident that the most preferred browser for Internet banking among the respondents was Mozilla Firefox.

Table 9: Operating System Used for the Internet Banking Transaction and Security

S. No.	Type of Operating System	MP		P		MLP		LP		NAP	
		No	%	No	%	No	%	No	%	No	%
1.	Window7	17	34	29	58	02	04	01	02	01	02
2.	Window8	11	22	28	56	01	02	10	20	-	-
3.	Linux Mint	04	08	13	26	05	10	25	50	03	06
4.	Linux Live CD	02	04	07	14	02	04	19	38	20	40
5.	Mac	15	30	10	20	01	02	08	16	16	32
6.	Ubuntu (Operating system for Desktop)	02	04	01	02	03	06	31	62	13	26
7.	Windows XP Professional	11	22	28	56	03	06	06	12	02	04
8.	Macintosh OSX	-	-	-	-	-	-	25	50	25	50
9.	Windows 8.1	03	06	09	18	02	04	16	32	20	40
10.	Windows XP	36	72	12	24	-	-	02	04	-	-
11.	Fedora	01	02	08	16	05	10	19	38	17	34
12.	Android	05	10	04	08	10	20	15	30	16	32

(Note: MP - Most Preferred, P – Preferred, MLP – Most Likely to Preferred, LP – Least Preferred, NAP – Not At All Preferred)

Based on Table 9, the various operating systems used for Internet banking transactions and security are presented. The data indicates that 58% of the respondents prefer to use Windows 7, while 56% prefer Windows 8. However, Linux Live CD, Mac, Macintosh OSX, Android, and Windows 8.1 operating systems were not preferred by the respondents. Additionally, Linux Mint, Ubuntu, and Fedora were the least preferred operating systems. Interestingly, 72% of the respondents showed a strong preference for using Windows XP. From the data, it is evident that the majority of the respondents preferred using Windows XP for Internet banking purposes.

Table 10: Technical Problems and Difficulties While Using Internet Banking Facility

S. No	Description	SA		A		N		D		SD	
		No	%	No	%	No	%	No	%	No	%
1.	Hacking Attacks	10	20	25	50	04	08	06	12	05	10
2.	Phishing	15	30	25	50	03	06	03	06	04	08
3.	Malware	12	24	19	38	06	12	07	14	06	12
4.	Illegal Activities	04	08	13	26	08	16	14	28	11	22
5.	Transaction Activities	05	10	11	22	01	02	08	16	25	50

(Note: SA – Strongly Agree, A – Agree, N – Neutral, D – Disagree, SD – Strongly Disagree)

According to Table 10, the technical problems and difficulties faced by users while using Internet banking are presented. The data reveals the following issues encountered by the respondents: 50% experienced hacking attacks, 50% faced phishing attacks, and 38% encountered malware-related problems. From the data, it can be concluded that a significant number of respondents faced the challenges of hacking attacks and phishing incidents while using Internet banking services. The implications for banking management can be summarized as follows:

1. Enhancing security measures to protect customer information and prevent cyber-attacks.
2. Providing customer education on online security best practices.
3. Ensuring compliance with regulatory standards and guidelines for Internet banking security.

Conclusion

In conclusion, this study examined Internet banking customers in the Bangalore Urban district, aiming to explore various aspects of Internet banking services and consumer concerns regarding security measures. The research outcomes shed light on the precautionary measures that individuals should consider in the era of Internet banking. It is crucial for banks to adopt robust security policies and for local or state governments to enforce appropriate legislation to enhance security in Internet banking systems. Moreover, banks should offer advanced security measures such as Internet scam protection, hacking detection, and anti-virus protections to ensure improved security for both existing and potential Internet banking customers. These advancements can provide customers with better confidence and security when engaging in Internet banking transactions.

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PREFERENCE FOR SOCIAL MEDIA PLATFORM AMONG USERS A PRELIMINARY STUDY

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ABSTRACT

Content helps to improve the reach of the audience on digital platforms it attracts, engages, and retains the audience through creating and sharing ideas in blog articles, posts, info graphics, videos, and other media. Content development happens in various stages at different levels; there is content creation and putting the content in a good effective way was the audience gets attracted and wishes to see the content again and again; there can be various types of content which could be humorous, educational, value-based and these contents interact effectively with the users understanding the audience, selecting the best format to reach the content to the audience, choosing a schedule and continuing to do with best practices is the effective ingredients to keep the audience engaged.

Keywords: *Instagram, Facebook, social media, engagement, interaction, creativity, content marketing, Users*

Introduction:

Social media platforms have evolved into dynamic and subjective spaces for content creation and consumption. Engaging the audience has become crucial for these platforms, as the quality and reach of content determine its effectiveness. Content can be generated by individuals, groups, or organizations to enhance their network and recognition. The ability of content to reach a wider audience translates to a broader consumer base for organizations.

Various types of content exist, such as blog posts, emails, social media content, guides, e-books, videos (including webinars and case studies), and more. Content creators with a large following or subscriber base often receive higher compensation for product promotion.

However, social media platforms encourage diverse content, including educational materials like documentaries, subject videos, course-related content, current affairs, infographics, educational posts, and entertainment-related content like movies, music, jokes, memes, food video logs, travel video logs, makeup channels, and gaming channels.

Different types of content cater to specific audience segments, with priorities shifting according to individual preferences. Content is accessible through various platforms such as websites, web applications, e-newspapers, traditional media, and social media platforms. This paper specifically focuses on popular social media platforms, namely Facebook, Instagram, YouTube, and Twitter.

Facebook is a renowned social networking site that facilitates online content sharing and communication among family and friends. Originally designed for college students in 2004, it has now grown into the world's largest social network, boasting over 1 billion users. Creating a Facebook profile and providing personal information serves as a reminder and tool to connect with people in our surroundings. Facebook also serves as a platform for sharing content from across the globe.

Instagram, operated by the American business Meta Platforms, is a social media platform primarily used for sharing pictures and videos. Users can upload media, apply filters, categorize posts using hashtags, and associate them with specific locations. Posts can be shared with public or pre-approved followers. Users can view trending material, follow other users to curate a personal feed, and explore content based on tags and locations.

YouTube owes its success to user-generated videos. Rather than relying solely on movies produced by major television networks and film studios, YouTube offers a platform for incredibly talented and inventive individuals to showcase their creations. It is not a one-way street; users can join the community by recording and sharing their videos.

Twitter started as a web platform but maintained its 140-character limit, which aligns with its brand identity. Twitter aims to provide easily digestible content for our tech-heavy, attention-deficit era. Over the years, Twitter has grown significantly, with its primary objective being the rapid dissemination of information, even if not necessarily serious. Twitter holds eternal significance and potential, allowing users to connect with people worldwide and curate their feeds with industry professionals, news sites, celebrities, comedians, or friends.

The aforementioned social media platforms are just a few examples where content is created and consumed. This paper will explore users' preferences and behaviors on social media platforms, focusing on the possibilities these platforms offer.

Especially after the Covid era, the mind-set of the users has changed, and consumption of content online and shift towards the digital channel has increased; there is a "Historic and

dramatic shift in consumer behaviour", according to the latest research of PwC users are expecting quality and engaging substance in online platforms.

If there is no substance given for digital users from the digital platforms, users may likely leave the digital platforms, which is now happening with Facebook; according to a recent meta report, there is a loss of 5 00,000 users every day on an average there are various reasons for this loss it can be the monotonous features by Face book over the years by not giving the necessary ingredients for users it all comes down to creativity and engagement on the social media platform

Review of literature

Dave, K. (2021). Exploring the Impact of Social Media Marketing on Consumer Brand Preference. Branding plays a crucial role in consumer decision-making as it helps consumers in their search for alternatives. Social media serves as an extended medium that aids customers in recognizing and recalling brands. It provides channels for effective brand reminders, user acknowledgment, and brand engagement. Through the free flow of content, ideas, information, opinions, and reviews, social media facilitates rapid and effective brand creation. This inclusivity promotes social media marketing engagement strategies that converge cognitive factors across demographic groups. Additionally, social media serves as a rich source of consumer knowledge, allowing businesses to gather information about consumer habits, demographic profiles, targeting, segmentation, and product placement. Increasingly, businesses rely on social media for brand development and have achieved measurable success. This study aims to shed light on how social media marketing and brand-related activities positively and negatively influence consumer brand preference and how intelligent online social media marketing enhances brand preference and customer base.

Chintan, R. (2017) examined Users Behaviour towards Social Media. The growth of the online and social media population can be attributed to constant technological advancements, improved wired and wireless infrastructure, the increasing popularity of smartphones, and the affordability of accessing the internet. To maximize the potential of social media platforms for brand promotion and influencing purchase decisions at a lower cost, more businesses should establish a strong presence on various social media platforms. In the future, we can expect significant effects resulting from the rapid evolution of online and social media across multiple industries and in our daily lives.

Sharma, S. (2014) conducted Social Media Analysis. Marketers must actively engage customers on social media platforms to shape consumer dialogues, as these platforms provide uncontrolled spaces for interaction. This study builds upon relationship marketing and customer engagement research by identifying four social media engagement characteristics: cognitive, behavioural, emotional valence, and activation. Analyzing

consumer social media involvement helps marketers enhance the online experience and improve marketing campaign efficacy through better communication and targeting strategies. The study recommends considering different social media platforms to meet diverse needs and communication preferences. It also highlights the role of social media at each significant step of the consumer decision-making process, emphasizing the need for a unique communication strategy for each stage.

Joshi, N. (2019) conducted a Study of Well-being among Teenagers about Social Media. Social media platforms offer numerous advantages, such as facilitating quick global connections. However, it is crucial for health professionals, including those working with children, teenagers, parents, educators, and families, to recognize the spectrum of difficulties associated with excessive reliance on social media. The addictive nature of social media usage poses challenges for diagnosis and treatment. Screening, prevention, and treatment for social media addiction require expertise due to the wide range of manifestations and its coexistence with other mental health conditions. Addressing social media addiction and its associated mental health conditions should be approached by professionals, as research in this area is still in its early stages.

Duhan, P. (2020) examined Influence of Social Media on Consumer Decision-Making Process. As users become increasingly concerned about the authenticity of digital content, social network developers should focus on improving platform credibility. Credibility enhances virtual footfalls, big data availability, profitability, and attracts more marketers to utilize the platform for promotion. Marketers should target social media channels that customers trust and employ distinct techniques for highly engaged and less engaged clients. To effectively engage Delhi social media users, marketers should provide relevant, current, exclusive, functional, informative, thought-provoking, branded, entertaining, and remunerative content through experiential, interactive, and visually appealing images across multiple platforms. Campaigns should incorporate slang, jargon, and culturally relevant images and media. Marketers can foster personalized conversations, sponsor customer-initiated activities, create brand communities, hold contests and polls, and provide rewards and incentives to encourage easy interactions, prompt responses, and engagement.

Research Gap

The statement highlights the objective and scope of a particular study, which aims to investigate the age of digital users and their preferences on social media platforms. Here's an elaboration of the key points:

1. Digital User Engagement: The study recognizes that the level of engagement and interaction of digital users is influenced by the specific digital platform they use and the content they prefer within those platforms. Different social media platforms offer

varying features, functionalities, and content types, which can impact user behaviour and engagement.

2. **Content Consumption:** The study acknowledges that content consumption patterns differ according to both age and the social media platform being used. Different age groups may have distinct preferences and interests when it comes to consuming and interacting with content on social media. Moreover, the nature of content on various platforms can also shape user preferences and behaviours.
3. **Insight into Gaps:** By focusing on the relationship between age and social media platforms, the study aims to provide valuable insights into the gaps or differences that exist between different age groups in terms of their social media preferences. It seeks to identify and understand the variations in user behaviour, content consumption patterns, and engagement levels across different age brackets.

In summary, the study aims to explore how the age of digital users influences their preferences on social media platforms. By examining the interplay between age, digital platforms, and content consumption, the study seeks to uncover valuable insights into the gaps that exist in terms of age-related preferences on various social media platforms.

Objectives:

The aim of this study is to analyze and examine the social media presence of individuals, companies, and institutes across different platforms. Through careful observation, we intend to provide a comprehensive explanation of their usage patterns. Furthermore, we seek to gain insights into the features offered by digital platforms and evaluate their current standing. By analyzing user requirements and preferences, particularly in relation to age and social media platforms, we aim to better understand user engagement on these platforms.

Research Method

The study employed a survey methodology to gather data, and the analysis and interpretation of this data were carried out systematically. The process can be broken down into the following steps:

1. **Data Collection:** The researchers collected data through a survey, which allowed them to gather information directly from the participants. The survey included questions that aimed to understand the participants' social media usage patterns and preferences. Additionally, the survey also captured demographic information to create a profile of the participants.
2. **Demographic Profile:** The first section of the study presents a demographic profile of the participants. This profile provides an overview of the characteristics of the individuals

who took part in the study, such as their age, gender, location, or any other relevant demographic information. Understanding the demographic composition of the sample helps in interpreting the findings and drawing accurate conclusions.

3. **Data Presentation:** The subsequent section of the study presents the collected data. This includes the responses and information provided by the participants in the survey. The data is likely to include details about social media usage patterns, such as the frequency of usage, preferred platforms, types of content consumed, or specific activities performed on social media.
4. **Data Analysis:** To analyze the data, the researchers employed statistical software tools such as SPSS (Statistical Package for the Social Sciences) and Excel. These software tools offer various analytical capabilities to derive meaningful insights from the data. In this study, a non-parametric approach was used, specifically chi-square analysis. The analysis focused on examining the relationship between age and social media platform usage.
5. **Variable of Age and Social Media Platform:** The researchers investigated how age, as a variable, influences social media platform preferences and usage patterns. Given that respondents belonged to different age groups, it was acknowledged that they may not exhibit similar behaviours or attributes when it comes to social media usage. By analyzing the data using the chi-square analysis, the researchers aimed to uncover any associations or significant differences between age and social media platform preferences.

In summary, the study used a survey to collect data, which was then analysed using statistical software. The analysis focused on the relationship between age and social media platform preferences. By applying a non-parametric approach and utilizing the chi-square analysis, the study aimed to identify any variations or associations between different age groups and their behaviours related to social media usage.

Data collection

The sample for this study consisted of participants from five different age categories: 16-20, 21-25, 26-35, 36-45, and above 45. A total of 105 participants were included in the sample. The study focused on determining the top three social media platforms that were most commonly used by the participants, namely Facebook, Instagram, and YouTube.

While WhatsApp, a cross-platform instant messaging application, was also considered, it was noted that engagement on WhatsApp primarily relies on contacts rather than content. Twitter, on the other hand, is a social media and online news platform known for short-text messages. However, the study found that respondents from the below demographic categories had limited usage of Twitter. As a result, the analysis was narrowed down to Facebook, Instagram, and YouTube.

Out of the initial 109 respondents, only the sample of 105 respondents was considered for the analysis. The primary question posed to the participants was to determine their most preferred social media platform. Participants were instructed to select only one social media platform and provide details regarding their content consumption from that particular platform.

It is important to acknowledge a limitation of the study, which pertains to the scope of respondents' selection of social media platforms. The focus of the research, however, was content-oriented. The objective was to examine the potential considerations for creators when developing content across different social media platforms.

In summary, the study collected a sample of 105 participants from different age categories and identified Facebook, Instagram, and YouTube as the top three preferred social media platforms. The analysis focused on content consumption within these platforms. The limitation of the study was the restricted selection of social media platforms by respondents, which was mitigated by the research's main objective of exploring content creation across various platforms.

Results and Discussions

In this section, the preference for social media type by the users is analysed according to the age and gender. Results interested in the following sections

Table 1: Age, gender and preferrece for social media Type

Age by Gender	Preference For Social Media			
	Facebook	Instagram	You Tube	Grand Total
16-20	1	17	8	26
Female		11	4	15
Male	1	6	4	11
21-25	3	37	13	53
Female		19	7	26
Male	3	18	6	27
26-35	2	7	12	21
Female	1	3	2	6
Male	1	4	10	15
36-45	2			2
Male	2			2
Above 45	1		2	3
Female	1			1
Male			2	2
Grand Total	9	61	35	105

The analysis of the data collected from 109 respondents reveals that Twitter was chosen as the preferred social media platform by only 3 respondents (2.8%). Due to the small sample size, the study did not consider Twitter for further content analysis and excluded it from the analysis. Instagram emerges as the dominant platform, with 61 respondents (57.8%) selecting it as their preferred social media platform. This dominance can be attributed to a higher number of respondents belonging to the age group of 21-25, closely followed by the 16-20 age groups. This suggests a preference for Instagram among college-going students. The accompanying table and graph illustrate the total number of respondents and their preferred social media platforms categorized by age. Notably, Instagram exhibits a clear majority with 61 respondents (57.8%).

In contrast, the data reveals a decline in the usage of Facebook, making it the least preferred social media platform among the respondents. However, male respondents above the age of 25 specifically prefer YouTube, with 35 respondents (29.4%) selecting it as their preferred platform. YouTube emerges as the second most dominant platform. These findings indicate that as age increases, preferences for social media platforms also change.

Based on the above information, a qualitative analysis was conducted, considering the association between age and preferred social media platforms. The data collected on the relationship between age groups and social media usage was subjected to a chi-square analysis using SPSS. The results of this analysis, along with the detailed findings, are presented below.

Based on the above analysis, it is evident that the obtained p-value is less than 0.005, indicating that the alternative hypothesis is accepted. This implies that there is an association between the age group of respondents and their preference for social media platforms.

The cross-tabulation table reveals a clearer pattern between the age groups of 16 to 20 and 21 to 25, where over 50% of respondents prefer Instagram. Conversely, respondents aged 25 to 45 shows a preference for spending time on YouTube. Facebook emerges as the least utilized social media platform based on the collected data. However, due to a smaller representation of respondents above the age of 45, the usage pattern among this age group remains unclear from the analysis. Nonetheless, it can be inferred that respondents aged between 16 and 35 are more active on digital platforms compared to those above the age of 45.

Moving on to content preferences, the provided image illustrates the data collected from Facebook, indicating that 18% of respondents prioritize education and history, while another 18% prefer travel-related content. Meanwhile, on Instagram, respondents exhibit different preferences, with 23.8% favouring memes and jokes, 12.7% showing interest in travel-related videos, and 11.1% engaging with music-related content. Notably, Instagram's

content format, such as reels, receives greater attention compared to photos, posts, or videos.

In contrast, YouTube showcases a more focused content preference, with over 50% of respondents favouring educational videos, followed by comedy and video blogs. This highlights how social media platforms are utilized for distinct purposes based on different age groups.

Overall, the analysis establishes an association between age groups and social media preferences. Furthermore, it underscores the varying content preferences across platforms, shedding light on the diverse usage patterns observed within different age brackets.

Suggestions and conclusions

In summary, social media marketing involves utilizing social media platforms and websites to promote products or services. Its primary objective is to achieve marketing and branding goals by creating and sharing content across various social media networks. Goals may include enhancing brand awareness, driving website traffic, generating leads or sales, and improving customer service.

There is a wide range of social media platforms available for businesses to utilize in their marketing efforts, such as Facebook, Instagram, Twitter, LinkedIn, and Pinterest. Each platform possesses unique features and caters to distinct audiences. Consequently, it is crucial to select the appropriate platforms for your business and develop a cohesive marketing strategy that spans across all chosen platforms.

To effectively engage in social media marketing, it is essential to have a comprehensive understanding of your target audience. This understanding enables the creation of compelling and relevant content that resonates with the intended audience. Furthermore, it is vital to monitor and analyze the performance of social media marketing campaigns to continually optimize and enhance the overall strategy.

Additionally, content creation plays a pivotal role in social media marketing. Each social media platform has a unique audience with specific requirements that may vary according to age and generation. Consequently, social media platforms face the challenge of adapting and evolving to meet the distinct needs of their users. Content creators must therefore tailor their content to suit the requirements of different social media platforms in order to achieve success.

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MUTUAL FUND INVESTMENTS IN INDIA DURING COVID-19 PANDEMIC

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ABSTRACT

This research delves into the influence of sustainability scores and ranks on the returns of ESG (Environmental, Social, and Governance) mutual funds in the context of India, while also making a comparative analysis with the Nifty 100 index. Additionally, it examines the factors contributing to the increased adoption of ESG funds amidst the Covid-19 pandemic, revealing a robust positive correlation and substantial impact of sustainability scores and ranks on mutual fund returns. The findings underscore the exceptional performance of ESG-based indices and propose that enterprises embracing ESG principles represent the forthcoming paradigm for sustainable and economically advantageous models.

Key words: *Environmental, Social, Governance, Sustainable Investing, Responsible Investing, Nifty 100 index, ESG Index, Sharpe ratio, Treynor ratio*

Introduction

The imperative to preserve the environment has gained increasing recognition in recent years, driven by the irreversible consequences of climate change that are affecting various aspects of our lives. This heightened sense of accountability has significantly influenced responsible investing, where companies are actively ensuring the sustainability of their operations. Presently, sustainable impact investing is not only regarded as an ethical choice but also as a pathway to unlocking numerous opportunities for long-term returns.

ESG investing, which involves integrating Environmental, Social, and Governance principles into investment decisions, has experienced a surge in popularity in recent years. While most mutual funds and ETFs worldwide suffered asset losses during the first two quarters of 2020,

funds focused on investing in companies committed to ESG principles showcased higher returns. This shift in investor focus toward ethical and sustainable investment philosophies has spurred increased interest in environmental, social, and governance issues. As a result, sustainable funds in India attracted Rs 3,686 crore in 2020-21, representing a substantial increase of 76 percent compared to Rs 2,094 crore in 2019-20. Notably, the Covid-19 crisis has further accelerated the demand for sustainable investing, leading to a significant influx of sustainable funds.

According to data published by EPFR, socially responsible investing (SRI) or ESG investments received record inflows of \$168.74 billion in 2020, compared to \$63.34 billion in 2019. An analysis report by S&P's Global Market Intelligence reveals that out of 17 exchange-traded and mutual funds, 14 ESG funds outperformed the S&P 500 in 2020. Although the concept of ESG funds is relatively new in India, it has gained widespread acceptance and experienced rapid growth during the COVID-19 crisis. This is evident in the emergence of several ESG thematic funds in recent years, with a total of 10 ESG funds currently operating in India.

According to Morningstar data, ESG funds in India witnessed a net inflow of Rs 3,749 crore in the quarter ending December 2020, followed by a net inflow of Rs 576 crore in the quarter ending March 2021. As of April 30, 2021, ESG funds in India manage assets worth Rs 10,377 crore. Globally, ESG assets are projected to surpass \$53 trillion (approximately ₹ 4,028 lakh crore) by 2025, out of a total projected assets under management worth \$140.5 trillion (approximately ₹ 10,678 lakh crore), as reported by Bloomberg.

While ESG investing is still in its nascent stage in India compared to international markets like the US, China, and the European Union (EU), fund managers assert that the ESG index not only outperforms the traditional equity index in India but also provides downside risk protection. According to the NSE Indexogram, as of April 30, annual returns for companies listed on the Nifty100 ESG Index reached 54.08 percent, surpassing the 49.23 percent returns of the Nifty100. Furthermore, the five-year total returns stood at 16.3 percent for the ESG Index and 14.64 percent for the Nifty100.

Overview of ESG Funds

The following provides an overview of ESG funds:

Sustainable Investing: Sustainable investing, also known as ESG investing, involves investing in companies that adopt a sustainable and comprehensive approach to their business operations.

Environmental (E): This factor focuses on the impact of a company's activities on the environment. It encompasses initiatives to reduce carbon emissions, effective water and

waste management, energy and water conservation efforts, and other environmental considerations, with a strong emphasis on creating a greener environment.

Social (S): The social factor emphasizes the welfare of a company's employees and society at large. A socially responsible organization takes into account factors such as employee well-being, gender equality, pay equity, and regular contributions towards relevant social causes.

Governance (G): Corporate governance is at the core of this factor, highlighting regulatory compliance, tax transparency, effective whistleblower practices, grievance redressal mechanisms, ethical conduct, board composition and diversity, management involvement in mitigating ESG risks, and robust internal controls to prevent wrongdoing.

ESG Funds: ESG mutual funds are thematic mutual funds that invest in socially responsible companies, basing their investment process on environmental (E), social (S), and governance (G) practices. These funds invest in companies that are ESG compliant and prioritize sustainable growth.

Background of ESG Funds in India:

The framework for ESG investing originated in 2006 with the launch of the UN Principles for Responsible Investment (PRI). Currently, there are over 3,000 such schemes globally. In India, ESG-focused regulations have a relatively shorter history. The Companies Act 2013 made corporate social responsibility (CSR) mandatory for businesses, requiring them to spend 2 percent of their average net profit from the previous three years on CSR activities. In 2020, SEBI (Securities and Exchange Board of India) mandated that the top 1000 listed entities (by market capitalization) include a business responsibility report in their annual reports. The first ESG fund in India was launched in May 2018, and currently, there are 10 ESG funds in the country.

Need for the Study:

In light of the Covid-19 pandemic, natural disasters, and unpredictable weather events, it is crucial for institutional investors to consider ESG criteria when making investments. Companies, too, must integrate ESG practices into their business operations. ESG encompasses more than just climate change and aligns with the broader term of Socially Responsible Investing (SRI). While there is substantial literature on what ESG is, there is relatively less information on how it is linked to value creation for stakeholders and society as a whole. Therefore, it is necessary to investigate why ESG funds outperformed broader markets even during the global pandemic in 2020.

Review of Literature

The key findings from relevant studies on this topic are as follows:

Anis Akthar Sulthana Banu, Bhuvaneswari, Sajida Begum (2021): This study focuses on the SBI Magnum Equity Mutual Fund, which offers long-term capital gains to investors through investment management in a diversified portfolio of companies that meet ESG requirements. The study suggests that SBI should create a more diversified portfolio and conduct detailed analysis of ESG-compliant companies to attract more buyers to ESG funds.

Usha Kiran and Gattaiah Tadoori (2021): This study concludes that ESG indices performed on par with traditional indices during the pre-Covid period but outperformed them in the post-Covid period. The analysis also highlights that ESG indices serve as efficient portfolio risk management tools. Stocks with high ESG scores demonstrate strong resilience, low volatility, and improved long-term financial performance. The study emphasizes the rising inflow of funds into ESG-related assets as investors recognize ESG investment as a risk management tool. Post-pandemic, stakeholders will seek companies with strong ESG performance, making it crucial for companies to define, evaluate, and communicate their ESG practices effectively.

Gagan Deep Sharma, Aviral Kumar Tiwari, Gaurav Talan, Mansi Jain (2021): This study emphasizes the importance of long-term responsible investing for rational investors to fulfill their fiduciary duties and align their interests with broader societal objectives. It highlights the need for a deep understanding of integrating ESG criteria into investment processes to fully harness the value-enhancing potential of ESG factors. The study identifies areas for future research, including the interaction of different ESG criteria in portfolios and the relevance of specific ESG sub-criteria for company financial performance.

Henry Mynhardt, Inna Makarenko, and Alex Plastun (2017): This study suggests that sustainability indices should be more efficient than traditional indices, but the research findings indicate that sustainability indices are generally less efficient. However, in emerging markets, sustainability indices exhibit higher efficiency, making investments in socially responsible companies, especially in emerging markets, more attractive.

Sudha (2014): This study reveals that investors benefit from investing in socially responsible companies while aligning with their ethical values. Socially responsible companies attract domestic and foreign capital inflows at a lower cost of capital compared to companies that are not socially responsible. This study highlights the potential for investors to exert pressure on socially "irresponsible" companies and encourage them to implement strategies that perform well in ESG parameters, thereby promoting sustainable economic development.

Research Gap

Globally, many research studies have been conducted in the area of ESG funds. However, limited research that has been conducted in India, is about the framework of ESG, advantages of ESG investing, costs of socially responsible investing, socially responsible investing and its impact on company's financial performance. Sufficient research is not done about ESG mutual funds and performance of ESG indices versus Nifty index during the Covid-19 pandemic. Therefore, a research in this direction is necessary.

Objectives of the Study

The important objectives formed for this study are as follows

- To study the relationship between select ESG mutual fund returns and its sustainability score and sustainability rank during Covid-19 pandemic.
- To compare the performance of ESG indices with Nifty 100 during covid 19 pandemic.
- To find out the reasons for growing popularity of ESG funds during Covid-19 pandemic.

Hypotheses

The objectives are tested with the help of following hypotheses

- H01: There is no significant impact of sustainability score on Semi-annual returns of ESG mutual funds.
- H02: There is no significant impact of sustainability rank on Semi-annual returns of ESG mutual funds.

Research Methodology

The research methodology employed in this study is structured and can be outlined as follows:

Firstly, the data type utilized for the study is secondary data. This means that the researchers did not directly collect the data themselves but instead relied on existing information and sources.

Secondly, the data sources for this study encompassed various channels. The researchers gathered the necessary data from published annual reports of Mutual Fund companies, the National Stock Exchange (NSE), and the Morningstar website. These sources were selected due to their reliability and relevance to the study's objectives.

By utilizing secondary data from these reputable sources, the researchers were able to access a wealth of information pertaining to Mutual Fund companies. This approach provided a

comprehensive view of the subject matter, enabling a thorough analysis of the factors and variables under investigation.

The reliance on secondary data has its advantages, including accessibility and cost-effectiveness. By leveraging pre-existing data, the researchers were able to save time and resources that would have been required for primary data collection. Furthermore, the use of established sources such as annual reports and financial websites ensured the accuracy and credibility of the data utilized in the study.

Overall, the research methodology employed in this study demonstrates a thoughtful and systematic approach to data collection. The utilization of secondary data from reputable sources contributes to the validity and reliability of the findings, thereby enhancing the overall quality of the research.

Sample funds: 8 funds are used to conduct the study, they are

- a) SBI Magnum Equity ESG Fund: SBI mutual fund that invests in environmentally and socially responsible companies.
- b) Quantum India ESG Equity Fund: Quantum mutual fund that focuses on investing in companies with good ESG practices.
- c) Axis ESG Equity Fund: Axis mutual fund that follows an ESG investment approach.
- d) ICICI Prudential ESG Fund: ICICI Prudential mutual fund that invests in companies with strong ESG practices.
- e) Quant ESG Equity Fund: Quant mutual fund that focuses on sustainable and responsible investments.
- f) Mirae Asset ESG Sector Leader ETF: Mirae Asset ETF that tracks the performance of an ESG sector leader index.
- g) Aditya Birla Sun Life ESG Fund: Aditya Birla Sun Life mutual fund that invests in sustainable and responsible companies.
- h) Kotak ESG Opportunities Fund: Kotak Mahindra mutual fund that focuses on companies with strong ESG practices.

Sample justification: In the context of this study, a sample of 8 out of the total 10 ESG mutual funds existing in India was selected. The exclusion of the remaining 2 funds is attributed to their incorporation during the first quarter of 2021, subsequent to the data collection phase. As a result, it is important to note that the analysis and conclusions drawn from this sample may not provide an entirely comprehensive representation due to the absence of these recently incorporated funds.

Period of Study:

- a) The study examines the relationship between the returns of selected ESG mutual funds and their sustainability score and sustainability rank, utilizing data from the first two quarters of 2021. This period is chosen to analyze recent trends and performance in the context of sustainability metrics.
- b) In order to compare the returns and volatility of ESG indices with the Nifty 100 index, historical data spanning the past 5 years is employed. Additionally, quarterly returns of all indices from January 2020 to June 2021 are utilized to calculate the Sharpe and Treynor ratios, providing insights into risk-adjusted performance over a specific timeframe.

Research Tools: In this study, various research tools have been employed to analyze the data and derive meaningful insights. Correlation analysis is utilized to examine the relationships between different variables, while regression analysis is applied to assess the impact of independent variables on the dependent variable. Furthermore, ANOVA (Analysis of Variance) is employed to analyze the differences between multiple groups or categories. Additionally, percentages are utilized to present and interpret the data in a meaningful and comprehensible manner.

Financial Ratios: To evaluate and compare the performance of the indices under investigation, specific financial ratios are employed. The Sharpe ratio, a widely used measure, is utilized to assess the risk-adjusted returns of the indices. The Sharpe ratio considers the excess return earned per unit of risk taken. Additionally, the Treynor ratio is employed to evaluate the risk-adjusted returns relative to the systematic risk of the indices. These financial ratios provide valuable insights into the relative performance and risk profiles of the indices being analyzed.

Results and Discussions

The study focuses on investigating the relationship between the returns of select ESG mutual funds and their corresponding sustainability score and rank. By examining this relationship, the aim is to gain insights into how the sustainability metrics of these funds relate to their financial performance.

Table 1 :Select Mutual fund returns and Sustainability ranks and scores

Name of the fund	Quarterly Returns of 2021		Average Semi-Annual returns (Q1+Q2/2)	Historical sustainability score percent rank	Sustainability score
	Q1	Q2			
SBI Magnum Equity ESG fund may 2018	5.01	8.78	6.895	8	25.52
Quantum India ESG Equity fund July 2019	9.09	8.95	9.02	10	26.25
Axis ESG Equity Fund February 2020	1.27	8.39	4.83	3	23.31
ICICI Prudential ESG Fund October 2020	3.54	10.86	7.2	5	24.96
Quant ESG Equity Fund October 2020	12.51	19.82	16.165	82	34.64
Mirae Asset ESG Sector Leaders ETF November 2020	3.89	7.21	5.55	4	24.89
Aditya Birla Sun Life ESG Fund December 2020	5.18	8.33	6.755	2	22.71
Kotak ESG Opportunities Fund December 2020	3.65	9.06	6.895	15	26.79

Source: <https://www.morningstar.in>

Correlation Analysis

Pearson's correlation coefficient is used to study the relationship between Sustainability score, sustainability rank and Semi-annual returns. The dependent variable is semi-annual returns and independent variables are sustainability scores and sustainability rank.

The result of correlation analysis is presented as follows.

Table:2 Correlation Coefficients among the Study Variables

		Sustainability score	Semi-annual returns	Sustainability rank
Sustainability score	Pearson Correlation	1	.943**	.970**
	Sig. (2-tailed)		.000	.000
	N	8	8	8
Semi-annual returns	Pearson Correlation	.943**	1	.954**
	Sig. (2-tailed)	.000		.000
	N	8	8	8
Sustainability rank	Pearson Correlation	.970**	.954**	1
	Sig. (2-tailed)	.000	.000	
	N	8	8	8

Source: Computed values based on data taken from Morningstar

The Pearson Correlation figure which in this case is 0.943 and 0.954 shows a high positive correlation between Sustainability score, sustainability rank and Semi-annual returns. The 2-tailed significance value which is in both cases is 0.000 and is less than the standard alpha value which is 0.05, which means that our correlation is highly significant, not just a function of random sampling error, etc.

Regression Analysis

To study the impact of sustainability scores and ranks on semi-annual returns, regression analysis is conducted. ANOVA table results indicate the significance of results. And coefficients table indicate the extent of impact of independent variables on dependent variable. The results of regression analysis are presented below.

Table:3 Sustainability score and semi-annual returns: ANOVA results

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	78.512	1	78.512	47.973	.000b
	Residual	9.819	6	1.637		
	Total	88.332	7			

Source: Computed values based on data taken from Morningstar

For this study, a significance level of 5% or a confidence level of 95% is selected. Consequently, the p-value should be less than 0.05 to establish statistical significance. Upon examining the provided table, the obtained p-value is 0.000, indicating a highly significant result.

The use of the F ratio is beneficial in enhancing prediction accuracy by accounting for inherent inaccuracies. An F ratio greater than 1 indicates an efficient model. In the given scenario, the calculated F ratio is 47.973, indicating a favorable level of efficiency in the model.

Table:4 Sustainability score and semi-annual returns: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-15.745	3.446		-4.570	.004
	Sustainability score	.905	.131	.943	6.926	.000

Source: Computed values based on data taken from Morningstar

Table:5 - Sustainability rank and semi-annual returns: ANOVA results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	80.431	1	80.431	61.080	.000b
	Residual	7.901	6	1.317		
	Total	88.332	7			

Source: computed values based on the data taken from Morningstar website

F-ratio is 61.080 which says it is an efficient model. The p-value is 0.000 which indicates that the result is significant.

Table:6 Sustainability rank and semi-annual returns: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.886	.482		12.223	.000
	Sustainability rank	.126	.016	.954	7.815	.000

Source: computed values based on the data taken from Morningstar

Based on the presented table, it is observed that the t-values are significant at a level of significance of 0.000, as they are lower than 0.05. Consequently, the null hypothesis is rejected, indicating that there is a significant impact of the sustainability score on the semi-annual return of mutual funds. Specifically, a 1% increase in the sustainability score corresponds to a 0.905% increase in the semi-annual returns, as indicated by the B value.

Similarly, the significant value is 0.000, which is below the threshold of 0.05. Consequently, the null hypothesis is rejected, indicating a significant impact of the sustainability rank on the semi-annual return of mutual funds. With a 1% increase in the sustainability rank, the semi-annual returns are projected to increase by 0.126% as represented by the B value.

Comparison of Performance of ESG Indices with Nifty 100 Index

To compare the performances of Nifty 100 index and ESG indices, returns and standard deviations are collected and presented as follows.

Table: 7 Nifty 100 Index and ESG Indices: Returns

Period	Nifty 100 ESG Index	Nifty 100 Enhanced ESG index	Nifty 100 ESG sector leader index	Nifty 100
QTD	9.69	9.51	7.29	8.22
YTD	16.25	15.99	11.90	13.97
1Yr	59.90	59.88	50.74	54.02
5Yr	17.06	16.88	15.74	15.09
Since inception	13.48	13.56	15.65	17.84

Source: www1.nseindia.com

ESG indices have demonstrated a slight outperformance compared to the parent index, specifically the Nifty 100 index. As of June 30, 2021, the Nifty 100 ESG Index achieved a 10.80% return over a five-year period, while the Nifty index delivered an 8.99% return, both calculated as compound annual growth rates (CAGR). Notably, an initial investment of Rs 1 lakh in the Nifty 100 ESG Sector Leaders Index at its inception on January 1, 2014, would have nearly tripled to Rs 2.59 lakh as of May 21, 2021, with a 13.7% CAGR. In contrast, a similar investment in the general equity index would have grown to approximately Rs 2.47 lakh, reflecting a 13% CAGR. These figures indicate the potential for favorable growth and returns in the ESG sector compared to traditional equity investments.

Table: 8 Nifty 100 Index and ESG Indices: Standard Deviation

Period	Nifty 100 ESG Index	Nifty 100 ESG enhanced index	Nifty India ESG sector leader index	Nifty 100 index
One year	15.68	15.71	15.45	16.30
Five years	17.81	17.84	17.27	18.00
Since Inception	17.61	17.61	16.70	22.49

Data based on average daily rolling returns for the period ended June 30, 2021

Source: www1.nseindia.com

The ESG theme is not only outperforming general equity, but also doing so with lower volatility. Since inception, the standard deviation of ESG indices has been low compared to Nifty 100 index. This showcases the stability of the underlying stock movement compared with broad equity benchmarks.

Analysis of Sharpe and Treynor Ratio

Sharpe and Treynor ratios are calculated to further compare the performance of Nifty 100 index and ESG indices.

Sharpe ratio is the measure of risk-adjusted return of a financial portfolio. Sharpe ratio is a measure of excess portfolio return over the risk-free rate relative to its standard deviation. A portfolio with a higher Sharpe ratio is considered superior. Sharpe ratio is calculated as $(\{R(p) - R(f)\})/(s(p))$ where $R(p)$: Portfolio return, $R(f)$: Risk-free rate of return and $s(p)$: Standard deviation of the portfolio.

Treynor ratio determines how much excess return is generated for each unit of risk taken. It uses systematic risk (beta). A portfolio with a higher Treynor ratio is considered superior. Treynor ratio is calculated as

$(\{R(p) - R(f)\})/(B(p))$ where, $R(p)$: Portfolio return, $R(f)$: Risk-free rate of return and $B(p)$ is beta of the portfolio.

The results of Sharpe and Treynor ratio are presented as follows

Table:9 Sharpe ratio and Treynor ratio

	Sharpe Ratio	Treynor Ratio
Nifty 100 index	0.3047	5.84347079
Nifty 100 ESG index	0.40219	8.04047619
Nifty 100 Enhanced ESG index	0.42054	8.71813187
Nifty 100 Sector Leader Index	0.36786	6.83037037

Source: computed values based on the data taken from Morningstar

The Sharpe ratio of the ESG based indices are better than the Nifty 100 index indicating a superior performance during Covid-19. Treynor ratio of ESG based indices are higher compared to benchmark index proving that ESG indices performed better during Covid-19.

Reasons for Growing Popularity of ESG Mutual Funds During Pandemic

The growing popularity of ESG mutual funds can be attributed to the following reasons:

1. Higher growth potential and long-term existence: Companies with high ESG scores are more likely to have a sustainable long-term existence and exhibit higher growth potential. Investors recognize the value of investing in companies that prioritize environmental, social, and governance factors.
2. Enhancement of goodwill: Companies that demonstrate social responsibility and actively contribute to the welfare of society tend to gain goodwill. Investors appreciate and value companies that prioritize social impact, which in turn contributes to their overall reputation and attractiveness.
3. Strong employee and customer relations: ESG practices play a crucial role in building robust relationships with employees and customers. Such practices enhance employee satisfaction, increase productivity, reduce unidentified costs, and ultimately lead to higher profits. Additionally, customers are more inclined to engage with companies that align with their values and prioritize sustainability.
4. Regulatory compliance: Companies that address environmental issues, such as carbon emissions, climate change, and pollution, are less likely to face regulatory compliance challenges. By proactively integrating ESG considerations into their operations, companies can mitigate regulatory risks and ensure compliance with evolving environmental standards.
5. Transparent and ethical dealings: Good corporate governance practices ensure transparency and ethical conduct in all interactions with stakeholders. Companies that uphold strong corporate governance principles gain the trust and confidence of investors, creating a favorable investment environment.

6. Risk management tool: ESG investing is recognized as a risk-management tool by fund managers. ESG funds have demonstrated lower volatility compared to their counterparts, providing more stable returns. Additionally, ESG funds often outperform benchmarks, offering the potential for higher returns while considering sustainability factors.

These factors collectively contribute to the increasing popularity of ESG mutual funds, as investors recognize the value of investing in companies that prioritize sustainability, social responsibility, and ethical practices.

Conclusion

This paper investigates the impact of sustainability scores and sustainability ranks on the returns of different ESG mutual funds in India. Additionally, it analyzes the performance of ESG-based indices and the Nifty 100 index during the Covid-19 pandemic, while also exploring the reasons for the growing popularity of ESG funds in India amidst this period.

The findings of the study indicate a strong positive correlation between sustainability scores, sustainability ranks, and mutual fund returns. Furthermore, the study reveals a significant influence of sustainability scores and sustainability ranks on semi-annual mutual fund returns. The examination of Sharpe ratios and Treynor ratios demonstrates that ESG-based indices outperform the Nifty 100 index in terms of performance.

During the Covid-19 pandemic, the reasons behind the increasing popularity of ESG mutual funds in India are identified as the longevity of businesses, enhanced goodwill, and improved customer and employee relationships. Additionally, sustainable investing is viewed as a risk-management tool.

These findings highlight that businesses are no longer solely focused on meeting legal requirements for sustainability. Instead, they recognize the potential for positive customer perceptions and higher returns associated with sustainable business models. Companies that adhere to ESG principles are seen as the future of business and wealth creation.

Limitations

The study has identified the following important limitations:

1. Limited availability of data: One significant limitation is the newness of the concept of ESG funds in India, which results in insufficient data for conducting a comprehensive study. The scarcity of relevant and extensive data poses challenges in obtaining a complete understanding of the subject matter.
2. Incomplete sample selection: Out of the 10 ESG mutual funds present in India, only 8 funds were selected for this study. Consequently, the results obtained may lack precision

and comprehensive representation due to the exclusion of the remaining 2 funds. The limited sample size may restrict the generalizability of the findings.

These limitations need to be acknowledged when interpreting the results and drawing conclusions from the study. Further research and data accumulation are necessary to overcome these limitations and provide more robust insights into the subject of ESG funds in the Indian context.

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TECHNOLOGICAL INNOVATION AND BUSINESS MANAGEMENT

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ABSTRACT

Innovation is a crucial factor in driving growth and success in businesses by introducing new ideas, products, and processes. It enables companies to expand their market share, increase revenue, and enhance customer satisfaction. Often, innovation is employed to upgrade business operating systems and adopt modern technologies for automation. Technological innovations open doors for entrepreneurs to establish new organizations and gain competitive advantages over established players. Small business owners can leverage technology to reduce costs and streamline their operations. Business technology facilitates the automation of office functions and supports the creation of secure environments for managing sensitive business information, while also providing valuable consumer insights. The effective utilization of innovation and technology can significantly contribute to the success and competitiveness of businesses in today's dynamic market landscape. In this paper a conceptual framework of innovations like data analytics, artificial intelligence, cloud computing, remote sensing and social media are discussed in view of their applications in solving problems of management.

Key Words: *Data Analytics, Artificial Intelligence, Cloud Computing, Remote Sensing, Social Innovation.*

Introduction

Technological innovation plays a vital role in driving progress by introducing new or improved products and processes that have significantly different technological characteristics. This innovation creates opportunities for entrepreneurs to establish new organizations and gain competitive advantages, while also posing uncertainty and risk for existing incumbents. Technologies have revolutionized various aspects of business operations such

as manufacturing, communication, purchasing, sales, and advertising, making them more efficient and effective. Successful implementation of innovation requires a well-defined innovation strategy, encompassing decision-making, activities, and practices within an organization.

Innovation is essential for economic development and addressing the critical challenges faced by society. Technological innovation has led to a significant increase in the utilization of electronic information resources. Cutting-edge advancements like data analytics, artificial intelligence, cloud computing, remote sensing, and social media have shed new light on complex social systems, reshaping our understanding of risk, fragility, and resilience. However, these innovations also present society with major challenges. Given limited resources for innovation and experimentation, government agencies often rely on businesses to solve social problems through technological advancements. Start-ups, in particular, serve as examples of social innovation, going beyond commercial success to tackle societal issues.

This paper examines the impact of technological innovations in business management, highlighting their potential to drive positive changes in society and address social problems.

The role of technological innovation in business management is multifaceted and has numerous benefits. Some key aspects are highlighted below, along with examples:

1. **Enhancing Management Efficiency:** Technological innovation enables businesses to streamline their management processes, leading to improved efficiency and productivity. For instance, the implementation of customer relationship management (CRM) software allows businesses to better manage customer interactions, track sales activities, and enhance customer satisfaction. This technology automates various tasks, reducing the manual effort required and improving overall management efficiency.
2. **Improving Operating Efficiency:** Technological innovation plays a crucial role in optimizing and improving operational processes within businesses. For example, the adoption of advanced manufacturing technologies such as robotics and automation can significantly enhance production efficiency. These technologies enable faster and more accurate manufacturing processes, reducing errors, minimizing waste, and increasing overall output.
3. **Facilitating Long-Term Development:** Technological innovation is essential for the long-term growth and development of enterprises. By embracing new technologies and adapting to changing market dynamics, businesses can stay competitive and relevant in their respective industries. A notable example is the integration of e-commerce platforms by traditional brick-and-mortar retailers. This innovation allows them to expand their

customer reach, tap into online markets, and ensure sustainable growth in an increasingly digital world.

Technological innovation empowers businesses to improve their overall performance, stay ahead of the competition, and meet the evolving needs of customers. By leveraging innovative solutions and technologies, organizations can achieve greater operational efficiency, strategic growth, and long-term success.

Objectives

- To Study Business Management with new Technological Innovations.
- To examine various new Technologies in Business Innovations.
- To understand the impact of new technologies in Social Innovation for solving social problems.

Technological Innovations

Technological innovations, such as data analytics, artificial intelligence (AI), cloud computing, remote sensing, and social media, are reshaping the landscape of business management. These advancements offer unique opportunities for organizations to enhance efficiency improve decision-making, gain a competitive edge, and foster innovation. Data analytics enables organizations to derive valuable insights from their data, while AI revolutionizes processes and decision-making. Cloud computing provides flexible resources and cost savings, while remote sensing offers operational awareness. Social media facilitates effective communication and customer engagement. This article explores the role and impact of these technological innovations in business management.

1) Data Analytics:

In today's market, data plays a pivotal role in driving organizations. Trends such as data science, big data analytics, and artificial intelligence have gained prominence. As more organizations adopt data-driven models to streamline their processes, the data analytics industry is experiencing tremendous growth. Utilizing progressive data analytics techniques can assist organizations in effectively navigating changes and uncertainties.

Business data analytics involves a set of techniques, competencies, and procedures applied to continuously explore and analyze past and current business data, with the goal of gaining insights that lead to improved decision-making. It encompasses aspects such as movement, capability, data-centric activity sets, decision-making paradigms, and a range of practices and technologies. Making analytics an innovation center offers several benefits to organizations, including selling high-quality products to skeptical audiences, gaining a

competitive advantage, facilitating product development, and supporting not only product design but also internal workflows and processes.

2) Artificial Intelligence (AI):

AI has been leveraged for a considerable time, enabling technology interactions and facilitating the collection of customer data. With its high processing speed and access to vast data, AI has become deeply embedded in various aspects of life. From voice and language recognition (e.g., Alexa and Siri) to predictive analysis and autonomous vehicles, AI is rapidly growing, fostering innovation, providing businesses with a competitive edge, and transforming operational practices. AI serves as a versatile tool, enabling organizations to reimagine information integration, analyze data, and utilize results to enhance decision-making processes. Its impact on business is extensive, enabling task automation, optimization of routine processes, time and cost savings, increased operational efficiencies, and the use of cognitive technologies for informed decision-making. Businesses of all sizes are recognizing the significance of implementing AI to achieve short and long-term goals, as it has the potential to revolutionize work efficiency, improve customer satisfaction, and reduce overall costs.

3) Cloud Computing:

Cloud computing refers to the on-demand availability of computer system resources, such as data storage and computing power, without direct user management. Cloud services are often distributed across multiple locations, with each location functioning as a data center. In simple terms, cloud computing delivers computing services over the internet (the cloud), offering faster innovation, flexible resource allocation, and economies of scale. It encompasses a wide range of services, from consumer services like Gmail and cloud backup to hosting all data and applications for large enterprises. Today, cloud computing has become the default option for many applications, with software vendors shifting towards delivering applications as services over the internet. Cloud computing solves various business problems, including operational flexibility, cost reduction, increased transparency, enhanced risk management, and improved security.

4) Remote Sensing:

The combination of AI, remote sensing, and location intelligence provides operational awareness, enables managers to cover vast areas without physical presence, and facilitates crucial business decision-making. Strengthening the formal relationship between the technical aspects of remote sensing and the business side is essential for capitalizing on their tangible benefits. For example, integrating management control systems with remote sensing and geospatial technologies enhances the realization of objectives derived from

strategic direction. Management control systems monitor the practical implementation of strategies, transforming them into operational programs. The synergy of AI, remote sensing, and location intelligence empowers organizations to enhance operational efficiency, gather valuable insights, and align business decisions with strategic objectives.

5) Social Media:

Social media technology enables the sharing of ideas, thoughts, and information through virtual networks and communities. With over 4.5 billion users worldwide, social media has become a powerful tool for firms to act on business opportunities, reconfigure resources, and leverage network effects and knowledge flows. It enhances innovative capabilities and fosters business value creation. Social media facilitates easy interaction between businesses and customers, allowing for improved portrayal of products and services, as well as effective communication and engagement.

These technological innovations, including data analytics, artificial intelligence, cloud computing, remote sensing, and social media, are revolutionizing business management practices, driving innovation, and providing businesses with new opportunities for growth, efficiency, and customer engagement.

Discussions

1. **Data Analytics:** Data analytics empowers managers to make informed decisions based on insights derived from large volumes of data. For example, managers can utilize data analytics to identify customer preferences, trends, and patterns, allowing them to tailor marketing strategies and improve customer satisfaction. They can also analyze operational data to optimize processes, identify bottlenecks, and enhance efficiency. Data analytics tools such as dashboards and reports provide real-time information, enabling managers to monitor key performance indicators and make data-driven decisions swiftly.
2. **Artificial Intelligence (AI):** AI technologies aid managers in automating routine tasks and extracting meaningful insights from complex datasets. For instance, AI-powered chatbots can handle customer inquiries, freeing up managers' time to focus on strategic initiatives. AI algorithms can also analyze customer behavior and preferences, facilitating personalized marketing campaigns. Furthermore, AI-based forecasting models enable managers to predict demand, manage inventory, and optimize resource allocation. By leveraging AI, managers can enhance productivity, streamline processes, and improve decision-making.
3. **Cloud Computing:** Cloud computing provides managers with seamless access to critical business resources, data, and applications from any location. It enables collaborative work, allowing managers and their teams to share and collaborate on documents and projects

in real time. Cloud-based project management tools enable efficient task allocation and tracking. Managers can also leverage cloud-based analytics platforms to perform data analysis and generate insights without the need for extensive IT infrastructure. Cloud computing offers flexibility, scalability, and cost-efficiency, enabling managers to focus on their core responsibilities.

4. **Remote Sensing:** Remote sensing technologies, such as satellite imagery and aerial surveys, provide managers with valuable data for decision-making. For instance, managers in agriculture can utilize remote sensing data to monitor crop health, identify irrigation needs, and optimize resource allocation. In the logistics sector, remote sensing can help track and optimize fleet operations by monitoring routes, fuel consumption, and vehicle performance. By leveraging remote sensing, managers can gather critical information, assess risks, and make informed decisions based on real-time and accurate data.
5. **Social Media:** Social media platforms offer managers a valuable channel for engaging with customers, gathering feedback, and monitoring brand reputation. Managers can utilize social media analytics tools to track customer sentiment, identify emerging trends, and tailor marketing campaigns accordingly. Social media platforms also facilitate direct communication with customers, enabling managers to address concerns, provide timely support, and build brand loyalty. Additionally, social media provides a platform for competitor analysis and monitoring industry trends, enabling managers to stay ahead of the competition.

These technological advancements are invaluable tools for managers in their day-to-day work, enabling them to gather and analyze data, automate tasks, collaborate efficiently, and make data-driven decisions. By leveraging these technologies, managers can enhance productivity, optimize processes, and achieve their organizational goals effectively.

Conclusion

Innovation plays a pivotal role in driving growth and success by introducing new ideas and improvements to existing product lines or processes. This leads to increased market share, revenue, and customer satisfaction. In some cases, innovation is utilized to upgrade business operating systems or implement modern technologies for automation purposes. Technological innovations provide entrepreneurs with opportunities to establish new organizations and gain a competitive edge, serving as a source of advantage over incumbents. Small business owners can leverage technology to reduce costs and streamline their operations. Business technology aids in automating office functions, ensuring secure environments for sensitive business information, and providing valuable consumer insights.

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SOCIAL MEDIA MARKETING AND CONSUMER BUYING BEHAVIOUR: A DESCRIPTIVE STUDY

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ABSTRACT

Social Media Marketing is the method of using social networks as a tool to reach a wide range of customers. This method creates a sudden attention of a particular product to a large group of people. Nowadays, this mode of marketing has captured a bigger space than the traditional marketing means. Now people seek followers and subscribers by providing information on social media about purchasing goods and services online without wasting time.

Through social media, customers can get information about the company and its products, and at the same time, the company can get information about customers for their needs. Marketing through social networks can change the perception and buying behaviour of customers. In this study, the social media marketing and buying behaviour are analysed.

Keywords: *Consumer perception, Buying behaviour, Modern channel and Traditional channel various channels preferred.*

Introduction

Social media marketing has emerged as a vital tool and technique in the field of marketing. One of the key factors contributing to its success is the speed with which it enables businesses to reach their target audience. Unlike traditional marketing methods, social media marketing allows companies to connect with their desired customers in a significantly shorter period of time. Moreover, it offers a cost-effective approach, as advertising through social media platforms is generally more affordable compared to other marketing channels.

The effectiveness of social media marketing lies in its ability to attract customers and influence their purchasing decisions. Advertisements displayed on social media platforms have the potential to captivate users' attention and entice them to engage with the brand or

make a purchase. Companies now recognize the significance of social networks as valuable tools to boost the sales of their products or services.

The ever-evolving nature of technology plays a significant role in shaping consumer buying behaviour. Social networks facilitate the exchange of information and communication between various stakeholders, including businesses and customers. This enables customers to gather insights, read reviews, and interact with others who have already experienced the product or service. Consequently, customers are empowered to modify their purchase decisions based on the information and feedback they find online.

Overall, social media marketing has revolutionized the way businesses approach their target audience and promote their offerings. With its ability to reach customers quickly, cost-effectively, and with impactful content, social media marketing has become an indispensable tool for companies aiming to drive sales and build a strong online presence.

Statement Of The Problem

In today's modern world, characterized by rapid technological advancements, social media marketing has become an integral part of the marketing landscape. Social media platforms and various networking sites continue to evolve and attract a large customer base. As customers' perspectives and attitudes are subject to constant change, social media plays a crucial role in shaping their thinking processes.

The emergence of social media has transformed the traditional concept of marketing and has become a powerful tool for influencing customers' mind-sets. It serves as a dynamic platform that enables businesses to engage with their target audience, share information, and cultivate brand perception. Through targeted marketing campaigns, businesses can leverage social media to shape customers' thoughts, preferences, and buying behaviour.

The present study aims to explore the impact of social media networks on customers' thinking patterns within the Kurnool district. By analyzing the influence of this marketing method, the study seeks to uncover how social media has changed customers' perceptions and decision-making processes. It investigates the extent to which social media marketing has influenced customers' attitudes, preferences, and ultimately, their purchasing behaviour.

By examining the relationship between social media marketing and customers' mind-set, the study endeavours to shed light on the transformative power of social networks in the realm of marketing. Understanding the impact of social media on customers' thinking processes is essential for businesses to effectively tailor their marketing strategies, engage with their target audience, and drive desired consumer behaviours.

Through this research, valuable insights will be gained regarding the role of social media marketing in shaping customers' perceptions and behaviours. These findings will provide

businesses with actionable information to refine their marketing approaches, enhance customer engagement, and ultimately drive business success in the Kurnool district.

Scope Of The Study

The advent of social media has revolutionized communication, providing a convenient and efficient platform for individuals and businesses to interact. This transformation has greatly influenced the medium of communication between buyers and sellers. Particularly, in the context of consumer buying behaviour, social media has emerged as a powerful influencer.

Customers' purchasing decisions are significantly shaped by the influence of social networks and group communication. As individuals engage with various social media platforms, they are exposed to a wealth of information, opinions, and experiences shared by their peers and influencers. This exchange of knowledge and perspectives has a profound impact on customers' perceptions, preferences, and ultimately, their buying behaviour.

Social networks have transformed into dynamic platforms where individuals can gather and exchange information about products and services. They have become virtual marketplaces, facilitating discussions, reviews, and recommendations among consumers. Customers now rely on these online communities to seek advice, conduct research, and make informed decisions about their purchases.

Understanding the impact of social media marketing on consumer buying behaviour in the Kurnool district is of utmost importance. By delving into the dynamics of how social networks influence consumer decisions, businesses can gain valuable insights into the factors that shape customer preferences and drive their purchasing behaviours.

It is imperative to recognize that social media marketing has created a new realm of interaction between buyers and sellers. Businesses must acknowledge the significance of social networks as channels for information exchange and leverage them effectively to connect with their target audience. By understanding the impact of social media marketing on consumer buying behaviour in the Kurnool district, businesses can tailor their marketing strategies to effectively engage customers, build brand loyalty, and drive sales growth.

Objectives Of The Study

The objectives of the study are:

1. To analyze the perception of customers about marketing in social networks.
2. To examine the influence of social media marketing on consumer buying behaviour.
3. To analyze the best social networks preferred by consumers in their purchasing decisions.
4. To give suitable suggestions based on the study

Literature Review

Lempert (2006) emphasizes that modern customers are shifting away from traditional media channels like radio and newspapers, and instead rely on online platforms to gather information about products. These customers actively search for product-related information on various social networks.

Mangold and Faulds (2009) highlight the importance of communication among consumers in their study. While companies may not have direct control over these conversations, they can influence consumer interactions through effective social media marketing strategies.

Hensel and Deis (2010) stress the significance of carefully evaluating the advantages and disadvantages before adopting a social media marketing approach. Their study suggests that organizations should choose strategies that enhance their brand image.

Flannery's (2010) examination of youth's social media usage reveals that the majority of young individuals are active internet users, with social media platforms serving various purposes for them.

Cox's (2010) study uncovers a relationship between age and attitude towards online advertising platforms. Different age groups exhibit distinct attitudes towards these platforms.

Chu's (2011) research reveals that social media marketing and related advertisements attract a significant portion of Facebook users, particularly those who join specific Facebook groups.

Heinonen (2011) argues that consumer behaviour, production, and participation are influenced by diverse motivations rather than a single aspect. Different factors attract consumers to engage with social media content.

Benjamin Ach's (2013) examination of business marketing and communication strategies within an Australian marketing company emphasizes the importance of social networks for companies of all sizes in today's competitive world.

Ramsunder's (2019) study explores how online brands influence shoppers' decisions. The opinions expressed by one consumer can significantly impact the purchasing decisions of others, driving customers to seek more information through online media.

Chowdhury et al. (2020) investigate the impact of Facebook on young people and find that the platform's features effectively engage them, enabling them to expand their social connections.

These studies collectively illustrate the growing influence of social media on customer behaviour and decision-making processes. From searching for product information to engaging with other consumers and broadening social connections, social media platforms

have become essential channels for businesses to connect with their target audience and shape their purchasing decisions.

The cited studies collectively emphasize the growing impact of social media on consumer behaviour and marketing strategies. Customers are increasingly turning to online platforms, such as social networks, to gather product information and engage in conversations with other consumers. Companies can influence these interactions through effective social media marketing, which requires a careful evaluation of its advantages and disadvantages. Different age groups exhibit varying attitudes towards online advertising platforms, underscoring the need for tailored approaches. Social media platforms, especially within specific groups like Facebook, attract a significant user base and provide opportunities for businesses to enhance their brand image. Moreover, online brands significantly influence shoppers' decisions, driving them to seek more information through online media. The studies highlight the importance for businesses of all sizes to leverage social media strategically in order to connect with their target audience and shape their purchasing behaviour.

Study Of Methodology

The study was conducted in the Kurnool district of Andhra Pradesh, employing a talk show as the primary data collection method to obtain precise results. Secondary data was gathered from published books, reports, and journals. The study utilized a convenient sampling technique, with a sample size of 150 participants. The collected data was analysed using tabular and percentage methods. The study spanned duration of one year, specifically from 2021 to 2022.

Table: 1 General Profile Of The Respondnets

Particulars	Classification	No. of Respondents	Percentage
Gender	Male	61	40.66
	Female	89	59.33
Age	Below 18	29	19.33
	18-30	34	22.66
	31-45	46	30.66
	46-60	20	13.33
	Above 60	21	14
Marital status	Single	43	28.66
	Married	65	43.33
	Widow	28	18.66
	Divorced	14	9.33

Source: Primary data

The general profile of the 150 respondents is presented in Table 1. The data reveals several key insights about the sample group. Firstly, the table indicates that the majority, accounting for 59.33% of the respondents, are women. This suggests a significant female representation within the sample population. Secondly, the age distribution of the respondents highlights that the highest proportion, comprising 30.66% of the participants, falls within the age range of 31 to 45 years old. This indicates a significant presence of individuals in their prime working and family-building years. Additionally, the table demonstrates that the largest segment, encompassing 43.33% of the respondents, is married, suggesting a significant proportion of respondents who are in committed relationships or have established households. These findings provide valuable demographic insights into the composition of the respondent pool and offer a foundation for further analysis and interpretation of the study's results.

Table 2: Preference For Social Media

Particulars	No. of Respondents	Percentage
Social networking sites	43	28.66
Image-sharing and messaging sites	24	16
Video sharing sites	37	24.66
Social blogging sites	21	14
Social community and discussion sites	25	16.66
total	150	100

Source: Primary data

Table 2 presents an analysis of the responses from the 150 participants, shedding light on their usage of different online platforms before making purchase decisions. Among the respondents, the highest proportion, accounting for 28.66%, reported using social networking sites as their preferred platform for gathering information prior to making a purchase. Following closely behind, 24.66% of the participants indicated a preference for utilizing video sharing sites, while 16.66% mentioned relying on social communities and discussion platforms. In addition, 16% of the respondents reported using image and message sharing platforms, while 14% expressed a preference for social blogging sites. In summary, the data suggests that a considerable number of respondents, specifically 43 individuals, demonstrate a clear interest in utilizing social networking sites as a key resource for gathering information before making their purchase decisions. These findings provide valuable insights into the preferred online platforms that influence consumer behaviour and highlight the importance of social networking sites in shaping purchase decisions.

Table 3: Perception About Social Media Marketing

Particulars	Strongly Agree		Agree		Neutral		Disagree		Strongly disagree	
	F	%	F	%	F	%	F	%	F	%
Source of Information	50	33.33	32	21.33	18	12	21	14	29	19.33
Living standard	56	37.33	38	25.33	16	10.66	21	14	19	12.66
Credible	59	39.33	37	24.66	13	8.66	21	14	20	13.33
Essential	31	20.66	28	18.66	59	39.33	18	12	14	9.33
Updating information	62	41.33	36	24	21	14	14	9.3	17	11.3
Recommend to Others	56	37.33	38	25.3	11	7.33	24	16	21	14

Source: Primary data

Table 3 provides insights into the perception of consumers about marketing in social networks based on responses from 150 participants. The data reveals that a significant proportion, comprising 33.33% of the respondents, strongly agree that social media marketing serves as an important source of information. Additionally, 37.33% of the participants strongly agree that social media marketing contributes to an improved standard of living. Moreover, 39.33% of the respondents agree that social media marketing is credible, while the same percentage neither agrees nor disagrees with the essentials of social media marketing. Furthermore, the data indicates that 41.33% of the participants strongly agree that social media marketing helps in updating their information, and 37.33% of the respondents would recommend it to others. These findings suggest a generally positive perception of social media marketing among the respondents, emphasizing its significance as an information source and its potential to enhance the standard of living. It also underscores the importance of credibility and the role of social media in updating information and garnering recommendations from users.

Table 4: Buying Behaviour

Particulars	Number of respondents (F) and percentage (%)									
	Strongly Agree		Agree		Neutral		Disagree		Strongly disagree	
	F	%	F	%	F	%	F	%	F	%
Purchase preference	36	24	56	37.33	14	9.33	21	14	23	5.33
Fetch information	33	22	48	32	21	14	17	11.33	1	0.66
Seek opinion	45	30	32	21.33	34	22.66	1	0.66	18	12
Rate products	21	14	51	34	29	19.33	8	5.33	21	14
Online review and blog	51	34	21	14	21	14	30	20	27	18

Source: Primary data

Table 4 provides insights into the influence of social media marketing on consumer buying behaviour based on the responses of 150 participants. The data reveals that a considerable proportion, accounting for 37.33% of the respondents, agrees that their initial purchase preference can change after encountering social media marketing. Additionally, 32% of the participants indicate that they rely on social media marketing to gather information about various products and services. Furthermore, 30% of the respondents strongly agree that they actively seek out product reviews, while 34% mentioned that they rate products online. The data also indicates that 34% of the participants strongly agree that they frequently encounter online reviews and blogs related to products and services. These findings highlight the significant impact of social media marketing on consumer buying behaviour, showcasing its ability to influence purchasing preferences, provide information, and shape consumer perceptions through online reviews and blogs. The results underscore the importance of leveraging social media platforms as a means to engage with consumers and influence their purchasing decisions.

Discussions

Demographics valuable insights into the demographic characteristics of the respondents. The data reveals that the majority of the participants are women, indicating a significant female representation within the sample population. Furthermore, a substantial proportion of respondents, belonging to the age categories of 31 to 45 years, are observed, suggesting a concentration of individuals in their prime working and family-building years. Additionally, it is noteworthy that a considerable percentage, approximately 43.33%, of the respondents are married, indicating a significant presence of individuals in committed relationships or with established households.

With regard to the preferences of the respondents when it comes to making purchasing decisions. The data indicates that most of the respondents favour utilizing social networking sites as their preferred platform for gathering information before making a purchase. This underscores the influence and significance of social networking platforms in shaping consumer behaviour and decision-making processes.

Moving on to social networks, it provides insights into the respondents' perception of marketing in social networks. The majority of the participants consider social media marketing as an important source of information and believe that it enhances the standard of living. Moreover, a significant percentage of respondents find social media marketing to be credible and rely on it for updating their information. They are also inclined to recommend it to others, emphasizing the positive perception and potential influence of social media marketing on consumer behaviour.

As regards the impact of social media marketing on consumer buying behaviour. The data reveals that a majority of the respondents indicate a change in their initial purchase preference after encountering online advertisements. Additionally, most respondents rely on the internet to obtain information and seek opinions about products. They actively engage with online reviews and blogs, highlighting the role of user-generated content in influencing consumer perceptions and purchase decisions.

These findings collectively demonstrate the significant role of social media marketing in shaping consumer behaviour, decision-making processes, and the acquisition of information and opinions about products and services. The results underscore the importance of leveraging social media platforms as effective tools for reaching and engaging with consumers, ultimately influencing their purchasing preferences and decisions.

Suggestion

To effectively engage consumers through social media marketing, it is crucial to present the content in an appealing and captivating manner. Consumers should perceive that the products and services being promoted have the potential to enhance their standard of living, creating a strong value proposition. Additionally, social media marketing should leverage all available online platforms to reach large and diverse audiences, maximizing the potential impact of the campaigns.

The information shared through social media marketing must be comprehensive and detailed, addressing the needs and expectations of the viewers. By providing in-depth information, organizations can build trust and credibility among consumers, instilling confidence in their offerings. It is important to recognize that online advertising is a dynamic field, constantly evolving. Therefore, businesses need to embrace and adapt to these changes to effectively connect with customers and stay relevant in the digital landscape.

Targeted marketing is also essential in social media marketing. By tailoring the marketing efforts to specific groups, businesses can effectively resonate with their intended audience, ensuring that the content and messaging are aligned with their preferences and needs. This targeted approach enhances the likelihood of capturing the attention and interest of the desired customer segments, optimizing the impact of the marketing campaigns.

In summary, successful social media marketing requires presenting content attractively, demonstrating the potential to improve consumers' standard of living. It involves utilizing various online platforms to reach a wide audience, delivering detailed and comprehensive information that satisfies viewers. Adapting to the evolving nature of online advertising is crucial, and targeted marketing ensures that the message resonates with specific consumer

groups. By following these principles, businesses can harness the power of social media marketing to effectively engage and influence their target customers.

Conclusion

The study conducted in the Kurnool district of Andhra Pradesh reveals that social media serves as a cost-effective platform with a broad reach for brands. The findings indicate that social media marketing has a significant impact on consumer purchasing behaviour. Consumers have a positive perception of social media marketing and view it as a beneficial tool. With the increasing number of internet users, social networks have emerged as a new dimension integrated into business strategies.

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DIGITAL MARKETING IN THE RAYALASEEMA REGION OF ANDHRA PRADESH

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ABSTRACT

Digital marketing is an essential communication channel employed by marketers to promote products and services in the market. It aims to prioritize consumer satisfaction and facilitates customer engagement with high-quality digital media. This editorial emphasizes the significance of digital promotion for both customers and marketers. Through an analysis of company sales, we assess the impact of digital marketing. The study gathers the opinions of 100 respondents to provide a comprehensive understanding of the current research. Mixed results found regarding use of online formats for purchases by the respondents. Implications are drawn for practice.

Keywords: Digital marketing, Promotion, Consistent, Interact.

Introduction

Digital marketing, also known as online marketing, internet marketing, or web marketing, has gained widespread recognition and usage across different countries. In the United States, it is often referred to as online marketing; while in Italy it is known as web marketing. However, the term digital marketing has become more prevalent, especially after 2013, not only in the UK but also globally.

Digital marketing encompasses the promotion of products or services using digital technologies, primarily on the internet but also through mobile phones, display advertising, and other digital media platforms. The evolution of digital marketing since the 1990s and

2000s has revolutionized how brands and businesses utilize technology for their marketing efforts. With the increasing integration of digital platforms into marketing strategies and the widespread use of digital devices, digital marketing campaigns have become more frequent, efficient, and integral to both marketing plans and everyday life. This shift has transformed the way people interact with brands and make purchasing decisions, as they rely on digital devices instead of visiting physical stores.

Conducting research on the previous theme of digital marketing is important for several reasons.

1. **Understanding Consumer Behaviour:** Research helps in gaining insights into how consumers interact with digital marketing channels and technologies. It helps identify their preferences, behaviours, and attitudes towards online advertising, social media, and other digital platforms. This knowledge can guide marketers in developing effective strategies to reach and engage their target audience.
2. **Evaluating Marketing Effectiveness:** Research allows for the measurement and evaluation of the impact of digital marketing efforts on business outcomes. By collecting and analyzing data on sales, customer engagement, website traffic, and other key metrics, researchers can assess the effectiveness of various digital marketing campaigns and tactics. This information helps marketers refine their strategies and allocate resources more efficiently.
3. **Identifying Trends and Innovations:** The field of digital marketing is dynamic, with new technologies, platforms, and trends emerging regularly. Research helps in identifying and understanding these changes, enabling marketers to stay updated and adapt their strategies accordingly. By keeping abreast of industry developments, marketers can leverage new opportunities and stay ahead of competitors.
4. **Improving Targeting and Personalization:** Research contributes to improving the precision and effectiveness of targeting and personalization in digital marketing. By studying consumer data and behaviour patterns, researchers can identify segments, preferences, and interests, allowing marketers to tailor their messages and offerings to specific audiences. This level of customization enhances customer experiences and increases the likelihood of conversion.
5. **Enhancing Return on Investment (ROI):** Research helps marketers make data-driven decisions, leading to better allocation of resources and improved ROI. By understanding the impact of different digital marketing channels, strategies, and tactics, marketers can optimize their campaigns, reduce costs, and maximize the returns on their investments.

Overall, conducting research on digital marketing is crucial for marketers to make informed decisions, improve their strategies, and achieve their business goals in the rapidly evolving digital landscape.

Objectives of the study

- The main objective of this work is to recognize the usefulness of digital marketing In the competitive market.
- To study the impact of digital marketing on consumer purchases

Research Methodology

In this research study, both primary and secondary data are utilized to gather comprehensive insights into the topic of digital marketing. Primary data collection is conducted through observation and the use of questionnaires, allowing researchers to directly interact with respondents and obtain their opinions and experiences related to digital marketing. On the other hand, secondary data is collected from various sources such as newspapers, books, and magazines. This secondary data serves as a valuable resource for developing and enhancing the theoretical framework of the study.

The sample size for this research study consists of 100 respondents who are current customers actively engaged in purchasing products through digital marketing in the Rayalaseema region of Andhra Pradesh. By selecting a sample from this specific region, the study aims to gain insights that are relevant to the local context and reflect the experiences of consumers in this area. The sample size is carefully determined to ensure that a representative number of respondents are included, providing a sufficient basis for analysis and drawing meaningful conclusions from the collected data.

Overall, this research employs a combination of primary and secondary data, as well as a well-defined sample size, to comprehensively explore the topic of digital marketing and its impact on consumer behaviour in the Rayalaseema region of Andhra Pradesh. The following table lists a few points that differentiate digital marketing from traditional marketing.

Table 1 - Traditional Marketing vs. Digital Marketing

Traditional Marketing	Digital Marketing
Correspondence is unidirectional. Implies, a business conveys about its items or administrations with a gathering	Correspondence is bidirectional. The client additionally can get some information about the business items and administrations
Medium of correspondence is by and large calls, letters, and Messages	The medium of correspondence is for the most part through virtual entertainment sites, visits, and Email.

Battling sets aside some margin for planning, getting ready, and sending off.	There is consistently a quick method for fostering an internet-based mission and complete changes along its turn of events. With computerized devices, crusading is more straightforward.
It is completed for a particular crowd all through from creating effort thoughts up to selling an item or a help	The substance is accessible to the overall population. It is then made to contact the particular crowd by utilizing web search tool procedures.
It is the traditional approach to showcasing; best for contacting nearby customers	It is best for reaching a global audience.
It is difficult to measure the effectiveness of a campaign.	It is easier to measure the effectiveness of a campaign through analytics.

Advantages of Digital Marketing to Consumers and Analysis

Digital marketing technologies have revolutionized the way customer's access and interact with company information. In today's digital era, customers have the convenience of accessing the Internet from anywhere at any time, enabling them to stay informed about companies' products or services. Companies continuously update their online platforms to provide customers with the latest information. Customers can easily visit a company's website, browse through the available products or services, and make purchases online. Furthermore, digital marketing facilitates customer feedback, allowing consumers to provide valuable insights and reviews.

One of the key advantages of digital marketing is that it empowers consumers with comprehensive information. Customers can access detailed product descriptions, specifications, and reviews, enabling them to make informed decisions and compare offerings with other related products in the market. This transparency empowers customers to evaluate their options thoroughly and select the best fit for their needs.

Another significant aspect of digital marketing is its availability and accessibility. With digital platforms, businesses can provide round-the-clock service, allowing customers to make purchases at any time that suits them. This convenience enhances customer satisfaction and loyalty, as consumers can engage with companies on their own terms and at their preferred pace. Additionally, digital marketing ensures transparency in pricing, as prices are clearly displayed; enabling customers to make informed purchasing decisions based on their budget and preferences.

In summary, digital marketing technologies have transformed the way customer's access company information, providing them with comprehensive product details, comparisons, and transparent pricing. This has resulted in increased convenience, improved customer

engagement, and enhanced decision-making capabilities for consumers in the digital marketplace.

Table 2: Profile of the Online Buyers

	Category	Number of Respondents	Percentage of Respondents
Gender	Male	70	70%
	Female	30	30%
	Total	100	100%
Age	Below 18 years	17	17%
	19-30 years	25	25%
	31-45 years	33	33%
	Above 45 years	25	25%
	Total	100	100%
Profession	Housewife	11	11%
	Employee	50	50%
	Business	23	23%
	Students	8	8%
	Any other	8	8%
	Total	100	100%
Monthly family income (in Rs.)	Below 10000	21	21%
	10001- 20000	49	49%
	20001 - 40000	25	25%
	Above 40000	05	05%
	Total	100	100%

The analysis of the table reveals key findings about the respondents. It can be observed that the majority of the respondents, 70%, are male, indicating that male customers dominate the online buying behaviour. On the other hand, 30% of the respondents are female online buyers.

In terms of age distribution, 17% of the respondents are below 18 years old, while 25% fall in the age group of 19-30 years. A larger proportion, 33%, represents the 31-45 years age group, and 25% of the respondents are above 45 years old. This demonstrates that online buying behaviour is prevalent across various age groups.

When considering the respondents' professions, it is notable that the highest percentage, 50%, consists of employees who engage in online purchasing. Following that, 23% of the respondents are from the business profession, 11% are housewives, 8% are students, and the remaining 8% are categorized as "other."

Regarding monthly family income, the highest percentage, 49%, falls within the range of 1, 00,001 to 2, and 00,000. The second-highest percentage, 25%, represents a monthly income of 2, 00,001 to 4, and 00,000. Additionally, 21% of the respondents have a monthly income below 1, 00,000, while only 5% have a monthly income above 4, 00,000.

These findings provide valuable insights into the demographic characteristics of the respondents, including their gender, age groups, professions, and monthly family income. Understanding these demographics can assist businesses in tailoring their online marketing strategies to effectively target and cater to the preferences and needs of different customer segments.

Table 3: Awareness of Online Shoppers

Particulars	Number of Respondents	Percentage of Respondents
Having knowledge about	100	100%
online shopping		
Not having knowledge about	-	-
online shopping		
Total	100	100%

The analysis indicates that all respondents, representing 100% of the sample, possess knowledge about online shopping. This finding suggests that there is a high level of awareness among the customers regarding online shopping. The fact that every respondent in the study has knowledge about online shopping highlights the widespread adoption and familiarity with this mode of shopping. This indicates a significant shift in consumer behaviour, where online shopping has become a widely recognized and accepted practice. The high level of awareness among customers about online shopping presents opportunities for businesses to leverage this growing trend and tailor their marketing strategies to effectively target and engage online shoppers.

Table 4: Availability of Online Information about the Product

Particulars	Number of Respondents	Percentage of Respondents
Excellent	54	54%
Good	38	38%
Average	7	7%
Poor	1	1%
Total	100	100%

The analysis of Table 4 reveals that the majority of respondents, comprising 54%, possess excellent knowledge regarding accessing online information about products. This suggests

that these individuals have a high level of understanding and familiarity with using digital platforms to gather information about various products. Additionally, 38% of respondents are classified as having good knowledge, indicating a reasonable understanding of online information. Only a small proportion, approximately 7%, perceives their knowledge of online information as average, while only one respondent considers it to be poor. These findings demonstrate that the surveyed individuals have generally acquired a satisfactory level of competence in accessing and utilizing online product information. This highlights the significance of digital platforms as effective channels for disseminating information to customers and emphasizes the importance of businesses maintaining a strong online presence to cater to the information-seeking behaviour of consumers.

Table 5: Reasons for Choosing Online Shopping

Particulars	Number of Respondents	Percentage of Respondents
Wide variety of Products	23	23%
Easy buying Procedures	38	38%
Lower Prices	19	19%
Various Modes of Payments	14	14%
others	6	6%
Total	100	100%

The results depicted in the analysis indicate that there are several compelling reasons why individuals should opt for online shopping when making a purchase. Among the respondents, a significant percentage of 38% acknowledged the convenience of the buying procedure as a primary factor influencing their decision to choose the online option. This highlights the ease with which orders can be placed and deliveries can be scheduled to specific locations worldwide. Additionally, 23% of respondents emphasized the wide variety of products available online, indicating the extensive range of options accessible through digital platforms. Furthermore, 19% of respondents identified lower prices as a motivating factor, underscoring the cost-effectiveness of online shopping. Another significant aspect is the flexibility of payment methods, with 14% of respondents mentioning the ability to use various modes of payment when making purchases online. Collectively, these findings reinforce the notion that online shopping offers numerous advantages, making it a compelling choice for consumers when making purchase decisions. It can be concluded that online shopping is a highly favourable option that individuals should consider each time they intend to make a purchase.

Table 6: Frequency of Online Purchasing

Particulars	Number of Respondents	Percentage of Respondents
Purchase once Annually	12	12%
2 - 5 Purchases Annually	46	46%
6-10 Purchases Annually	26	26%
11 Purchases and above Annually	16	16%
Total	100	100%

Findings

The findings with specific numbers:

1. The study confirms that digital marketing has a promising future in the present market, indicating its importance and potential for growth.
2. A high level of consumer satisfaction is evident, with respondents expressing contentment with their purchases made through digital marketing.
3. The ratio of male customers in online shopping is significantly higher, accounting for 70% of the respondents, suggesting a preference or greater engagement of men in this mode of purchasing.
4. 100% of the respondents are aware of online shopping, indicating widespread awareness and acceptance of this method of purchasing.
5. A substantial proportion of respondents (49%) fall within the income range of Rs. 10,001 to Rs. 20,000, highlighting the significance of this income bracket in online purchasing behaviour.
6. Employees from various companies emerge as the primary purchasers through online shopping, representing 50% of the respondents, indicating the active engagement of professionals in utilizing digital platforms for their purchases.
7. In terms of convenience and preferences, 38% of respondents find online shopping to have simple buying procedures, while others appreciate the broad variety of products, lower prices, and multiple payment options available.
8. 54% of the respondents consider the availability of online information about products and services to be outstanding, emphasizing the importance of detailed and accessible information for informed decision-making.
9. The frequency of product purchases among respondents shows that 46% make 2 to 5 purchases annually, indicating a moderate level of engagement with online shopping.

These specific numbers provide a more detailed and quantified understanding of the findings, highlighting the trends and patterns observed in the study.

Suggestions

Here are some of the suggestions to the marketing professionals.

1. Focus on specialized advancements in digital marketing: Continuously strive to stay updated with the latest advancements and trends in digital marketing. This includes embracing new technologies, platforms, and strategies that can enhance the effectiveness and reach of digital marketing campaigns.
2. Collect and address customer feedback effectively: Actively seek feedback from customer and ensure their concerns or suggestions are addressed promptly and appropriately. Utilize feedback to improve products, services, and overall customer experience in digital marketing.
3. Provide seamless and excellent customer support: Prioritize customer support during the online purchasing process. Offer responsive and efficient assistance to customers, addressing any queries or issues they may encounter. This will enhance customer satisfaction and build trust in the digital marketing experience.
4. Increase awareness about digital marketing: Conduct awareness campaigns to educate individuals about the benefits and opportunities offered by digital marketing. This can be achieved through various channels, such as social media, online advertising, and educational programs, to reach a wider audience and promote digital marketing as a valuable tool for businesses and consumers.
5. Ensure comprehensive product descriptions for online customers: Provide detailed and accurate descriptions of products or services on digital platforms. This includes highlighting key features; specifications, pricing, and any other relevant information that can help online customers make informed purchasing decisions. Clear and concise product descriptions contribute to a positive online shopping experience.

By implementing these suggestions, businesses can enhance their digital marketing strategies, improve customer satisfaction, and promote the growth and effectiveness of online purchasing experiences.

Conclusion

Digital marketing has emerged as an integral part of the business strategies for many organizations. In today's digital age, entrepreneurs have a cost-effective and powerful tool at their disposal to effectively promote their products or services to the general public. Unlike traditional marketing methods, digital marketing has no limitations in terms of the devices and platforms it can utilize. Companies can leverage a wide range of devices such as tablets, smartphones, TVs, laptops, and various digital media channels including virtual entertainment and email to enhance their brand presence and reach their target audience. To maximize the effectiveness of digital marketing, it is crucial to prioritize customer expectations and preferences, tailoring marketing efforts to meet their needs. By adopting a customer-centric approach, businesses can unlock the full potential of digital marketing and achieve meaningful results.

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YOU HAVE SEEN MY DESCENT, NOW WATCH ME RISE – LESSONS FROM AN EAGLE FOR ENTREPRENEURS

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ABSTRACT

Eagle is an unusual bird. Entrepreneur is also unusual in a sense. This paper draws parallels between the majestic qualities of eagles and the lessons they offer to entrepreneurs. The eagle's unwavering vision, audacity, regal leadership, perseverance, trust evaluation, continuous learning, and self-care provide valuable insights for entrepreneurs. By embracing these qualities, entrepreneurs can soar to new heights of success in their ventures. Moreover, the eagle's commitment to continuous improvement encourages entrepreneurs to embrace self-reflection and rejuvenation. The paper also highlights the significance of trust evaluation in partnerships. Just as eagles test their potential mates' commitment, entrepreneurs must be cautious when choosing collaborators, ensuring alignment in goals and values to avoid pitfalls in the business journey.

Keywords: *Eagle & Entrepreneur, Innovation Success*

In the Eagle there is all the wisdom of the world.

Throughout the annals of time, our hearts have been captivated by the mesmerizing allure and awe-inspiring leadership qualities exhibited by these magnificent creatures—eagles. With their resplendent beauty, indomitable power, and unwavering fearlessness, they have ensnared our imaginations and taken flight in the realm of legends.

The mere mention of eagles conjures images of colossal hunters, gracefully soaring through boundless expanses with their wings outstretched wide. Revered as living embodiments of supremacy, liberty, and transcendence, these majestic beings are believed, in certain faiths, to brush against the visage of the divine.

For countless ages, mankind has regarded eagles as emblematic of unrivaled splendor, unwavering courage, noble honor, resolute pride, unyielding determination, and exquisite grace. Familiar are the unique attributes that set the eagle apart, compelling nations, militaries, and esteemed entities to adopt this regal creature as their emblem, for it embodies the very essence of their aspirations.

In the United States, the bald eagle has ascended to the exalted status of a national bird, embodying the spirit of a resolute nation. In ancient Rome, the symbol of the eagle adorned the standards of valiant warriors, signifying not only their strength but also their unyielding bravery. Thus, it becomes clear that this noble avian is not only significant but also deeply symbolic to humanity at large.

Just as nations and illustrious institutions discern greatness within the eagle's noble visage, so too can an entrepreneur glean profound wisdom. From the eagle's soaring majesty, lessons can be extracted and skillfully employed in the pursuit of business endeavors.

Like the eagle, an entrepreneur must possess an unwavering vision and the ability to soar to great heights, casting their gaze upon the expansive horizons of opportunity. They must harness the eagle's audacity, daring to venture into uncharted territories, defying conventional limitations, and conquering their fears with unflinching resolve.

Moreover, the eagle imparts valuable insights into the art of leadership. Just as the eagle guides its flock with an authoritative presence, entrepreneurs must inspire and rally their teams with charisma and conviction. They must embody the eagle's regal bearing, fostering an environment that nurtures growth, encourages innovation, and empowers individuals to unleash their fullest potential.

Furthermore, the eagle's meticulous approach to life offers a profound lesson in perseverance. With its tireless determination and unswerving focus, the eagle demonstrates the importance of unwavering dedication and the relentless pursuit of excellence. Through this relentless pursuit, entrepreneurs can surmount insurmountable obstacles, surging ahead in the pursuit of their ambitions.

In the tapestry of life, the eagle weaves a tale of magnificence, resilience, and indomitable spirit. It beckons us to channel its essence, transforming our dreams into soaring realities. As entrepreneurs, let us learn from the timeless wisdom of this majestic creature, spreading our wings and ascending to new heights of success, with unwavering grace and unyielding strength. The following Eagle principles could be a taken home for the all the entrepreneurs.

Eagles soar alone and high

Upward, soaring to heights of up to 10,000 feet, the eagle becomes an ethereal figure in the vast expanse of the heavens. At such altitudes, where the air is thin and the sky stretches boundlessly, no other avian companion can be found to share its lofty domain. Like a silent testament to the adage "Birds of a feather flock together," the eagle maintains its solitary dominion, never succumbing to the allure of a collective flight.

Unmoved by the company of sparrows, ravens, and pigeons, the eagle holds itself aloof from the bustling camaraderie of the smaller avian denizens. In the eloquent words of Dr. Myles Munroe, it is said that "Pigeons scavenge upon the earth, perpetually grumbling and complaining. Eagles, however, shun such trivialities. They soar through the boundless expanse, their wings cutting through the currents of the tempest, making nary a sound. They wait with poised patience, ever vigilant for the opportune moment to strike their prey or glide effortlessly along the gusts of the storm."

In the realm of entrepreneurship, the great founders of startups emerge as paragons of problem-solving prowess. They inhabit a realm uniquely their own, a league where ambitions soar to the loftiest of summits. Their hearts beat with an unyielding desire to ascend to ever-greater heights, guided by an unwavering aim and a resolute spirit.

For as the adage rings true, "Man is known by the company he keeps," it becomes paramount for these visionary entrepreneurs to steer clear of the company of narrow-minded souls and those shrouded in negativity, those who would drag them down from the celestial heights they strive to reach. With discernment and wisdom, they carefully select their companions, surrounding themselves only with those who inspire, uplift, and share their boundless hunger for success.

In this pursuit of greatness, they shun the counsel of those who have not treaded the path they aspire to traverse. They understand that guidance and advice are best sought from those who have reached the pinnacle of achievement, whose footsteps trace the path they yearn to follow. Thus, they become guardians of their own destiny, seekers of knowledge and wisdom from those who have already conquered the peaks they seek to conquer.

Therefore, let it be etched in the annals of aspiring entrepreneurs: to emulate the eagle, to rise above the clamor of mediocrity, and to navigate the boundless skies with grace and purpose. Surround yourself with the noble few who share your passion, your vision, and your unwavering determination. With unwavering resolve, keep your gaze fixed upon the luminous horizon of success, for it is there that the eagle's spirit resides, beckoning you to join its celestial dance. #KeepGoodCompany

Entrepreneurs can apply this quality by cultivating a sense of independence and self-reliance. They must be willing to take risks and make decisions on their own. For instance, an entrepreneur starting a new business may need to rely on their own skills and judgment to navigate challenges and make critical decisions, rather than relying solely on others.

Eagles have an accurate Vision

Immersed in the study of the eagle, one cannot help but marvel at the meticulousness of its senses, particularly its unparalleled vision and unwavering focus. Among all its faculties,

sight reigns supreme, an attribute that distinguishes the eagle in its pursuit of greatness. Its eyes, expansive and commanding, claim nearly half the expanse of its regal head, weighing as much as a human eye. These eyes, marvelously crafted, possess the extraordinary ability to fixate upon distant horizons with remarkable precision and clarity. They can discern the elegant silhouette of a fellow eagle soaring effortlessly from a distance of five miles—a testament to the eagle's extraordinary focus, concentration, and swiftness. Nothing diverts the eagle from its purposeful hunt; its gaze remains unwavering until the mission is triumphantly accomplished.

Does this characteristic not stir something deep within our souls? Undoubtedly, it does. Across the tapestry of our world's most remarkable entrepreneurs, a common thread emerges—vision. The essence of an empire, a business endeavor of grand proportions, cannot be constructed without the foundation of a profound vision. This vision must be expansive, far-reaching, and resolutely fixed upon a distant horizon. Entrepreneurs must forge ahead undeterred, their focus unwavering in the face of adversity. They must scale the peaks of challenges, never resorting to coercion or manipulation, but rather inspiring others to follow willingly. By cultivating a crystal-clear vision, entrepreneurs beckon others to join them on the journey to their desired destination.

As entrepreneurs, we must possess a long-term vision that bestows upon us invaluable insights, serving as a compass that guides and propels our teams and companies toward organizational and societal aspirations. Without the guiding light of vision, the entrepreneur finds themselves adrift, destined to languish amidst the tides of uncertainty. Thus, we must summon forth laser-like focus and unwavering concentration, directing our energies toward the achievement of critical business goals and objectives with a sense of urgency. Our enterprise must surge forth with unwavering speed and indomitable power, for time is a formidable adversary that cannot be trifled with.

Let the eagle's resolute vision and unyielding focus serve as beacons of inspiration. As we embark upon our entrepreneurial odyssey, let us summon the clarity of sight, perceiving the vast possibilities that lie beyond the horizon. With unwavering resolve, let us channel our energies, striving for greatness with unwavering focus and resolute determination. It is in the realm of profound vision and resolute focus that our dreams shall take flight, propelling us toward triumphant success.

Entrepreneurs need to have a clear vision for their business. They must define their goals, identify their target market, and articulate their unique value proposition. This vision serves as a guiding force and helps entrepreneurs stay focused amidst uncertainties. An example could be a tech startup founder who envisions developing a groundbreaking software solution to solve a specific problem in the market. Therefore, let us not give up on mission,

for a focused vision will surely produce big results.

The market requires our dependability. Patience, risk-aversion, and efficient decisions can all be achieved with extended vision.

Eagles do not eat carcasses

The eagle, a magnificent apex predator, reigns supreme atop the intricate web of the natural world. It is a creature untouched by the art of scavenging, for it abstains from partaking in the consumption of lifeless remains. Unlike the vulture, which feeds upon the decaying flesh of the deceased, the eagle exclusively feasts upon the flesh of its own conquests, the fruits of its own skillful hunts.

In the realm of business, let us tread with utmost caution, mindful of what we allow to nourish our eyes and ears. The company we keep and the information we ingest hold the power to shape the very essence of the entrepreneurs we become. We must steer clear of the stagnation brought forth by outdated and archaic knowledge, for it is in the pursuit of innovation that our true potential lies.

With unwavering resolve, let us embark upon diligent research, unearthing the gems of wisdom that lie beyond the boundaries of our past successes. The allure of nostalgia should not hold us captive, for our past must remain precisely where it belongs—behind us. A genuine entrepreneur devotes their time to seeking out individuals who possess vitality, vibrancy, an active disposition, and a liberated mind. These are the catalysts of change, the architects of a society that thrives on informed decisions and proactive actions.

Beware the perilous trap of basking in the fading glory of yesteryears, allowing our yesterday to overshadow the potential of today and tomorrow. Such a path leads only to the realm of extinction, where the spark of innovation dwindles, and our entrepreneurial spirit begins to wither. Like the eagle, we must not rest on the laurels of our past triumphs. Instead, our gaze must remain fixed upon the horizon, seeking fresh perspectives and dynamic methodologies to achieve our desired results.

As Tony Buzan, the advocate of Mind Mapping and mental literacy, proclaims, these transformative individuals are known as change thinkers and change makers. It is they who shall guide us as we navigate uncharted waters, conquering new frontiers and unlocking unexplored avenues. The past is but a transient abode, unfit for prolonged habitation.

In the symphony of entrepreneurship, let us emulate the eagle's unwavering determination, forsaking the realm of the obsolete and embracing the realm of possibility. With every breath, let us seek out the vibrant melodies of change, orchestrating a harmonious composition that echoes through the corridors of progress. For it is in the pursuit of novelty and vitality that

we shall transcend the limitations of the past, soaring high on the wings of ingenuity and ushering in a new era of triumphant entrepreneurship.

Entrepreneurs should be selective in their pursuit of opportunities. Instead of jumping on every potential venture, they need to evaluate the viability and potential of each opportunity. For instance, an entrepreneur might assess the market demand, competition, and growth potential before deciding to invest time and resources into a new business idea.

Eagles are Tenacious

In the realm of avian wonder, the eagle stands alone, a creature that embraces the tumultuous tempest with an unwavering ardor. While other birds scatter in fear, seeking shelter and security, the eagle unfurls its majestic wings, its heart alight with anticipation. It is in the midst of the storm's fury that the eagle finds its moment of transcendence. What others perceive as peril, the eagle seizes as an opportunity, harnessing the very force that threatens to tear it asunder. With grace and determination, it rides the currents of the tempest, ascending to even greater heights.

In light of these profound truths, the words of Les Brown resound within our souls: "There is greatness within you." Let us discard the shackles of fear, removing the letter 'F' from the word 'fearless' and unveiling a new truth—a spirit that is 'earless', a spirit that refuses to lend an ear to the whispers of doubt and trepidation. We must cultivate an attitude of audacity, stepping forward with hope, faith, and unwavering belief, embarking on a journey to accomplish our loftiest goals.

As entrepreneurs, we must cast aside the allure of security, for it is in the audacity to tread where others dare not venture that we shall unlock unparalleled achievements. Challenges, like the stones strewn upon our path, are abundant in the life of an entrepreneur. It is our duty to connect these seemingly disparate dots, forging a path that leads to growth and transformation. Embracing these challenges head-on, we shall emerge fortified, soaring to greater heights. For it is during the most arduous trials that the true essence of an entrepreneur shines brightest, birthing monumental success from the crucible of adversity. The intrepid entrepreneur fears neither the pursuit of greater heights nor the formidable obstacles that line their path. Instead, they relish each challenge, transforming it into a profitable opportunity. Every hurdle becomes a catalyst for evolution, presenting us with a myriad of paths to resolution.

As observers devote precious time to studying the eagle, so too shall our endeavors be scrutinized if we refuse to surrender. We must summon forth unwavering strength and unwavering courage, for it is through our unyielding persistence that the world shall bear witness to our triumphs. Let our success become a subject of study, a testament to the

indomitable spirit that resides within us. In a world teeming with uncertainty, we shall stand tall, unyielding in our pursuit of greatness.

With unwavering resolve, let us take flight, defying the constraints of fear and doubt. Like the eagle, we shall embrace the storms that threaten to engulf us, transmuting their fury into the winds that propel us ever higher. Our path shall be marked by strength and audacity, our hearts aflame with the relentless pursuit of our dreams. In this grand symphony of entrepreneurship, let our every note resound with unwavering courage and unshakable determination.

Entrepreneurship often involves facing numerous obstacles and setbacks. To succeed, entrepreneurs need to be resilient and persistent. They must be willing to learn from failures, adapt their strategies, and keep pushing forward. An example could be an entrepreneur who faced multiple rejections while seeking funding for their startup but continued to refine their pitch and approach until they secured investment.

The Eagle tests before it trusts.

In the realm of love and devotion, eagles hold an exquisite example of unwavering commitment. These noble creatures, bound by a sacred monogamy, pledge themselves to a lifelong union. However, before sealing their fate in the embrace of eternity, the female eagle subjects her chosen mate to a test—a test of commitment that transcends words and actions.

She plucks a humble twig from the earth's embrace and ascends into the heavens, her suitor close behind. With each successive ascent, the female eagle releases the twig, allowing it to plummet toward the earth. In a display of unwavering dedication, the male eagle swoops down, catching the twig before it finds its final resting place. This delicate dance between the heavens and the earth repeats itself, soaring to ever-greater heights. The female eagle, her heart seeking the essence of true commitment, observes with unwavering intensity. Hours pass, marked by the rising altitudes at which the twig is released. It is in this celestial choreography that the female eagle finds solace, for it is only through the male's unwavering mastery of catching the twig that her doubts are dispelled, and she knows that his commitment is steadfast. Only then does she surrender herself to the eternal bond of partnership.

In the tapestry of both private life and business ventures, we would do well to emulate the eagle's discerning wisdom. Before embarking on relationships or partnerships, it is crucial to test the commitment and dedication of those who seek to join us on our journey. The foundation of a good relationship is forged through sacrifice, hard work, consistency, and unwavering dedication to one another. In the realm of business, seek out partners or associates who complement your strengths and fortify your weaknesses. Together, like

a symphony of harmonious melodies, you shall create a perfect partnership, where each individual's unique gifts blend seamlessly, propelling you towards shared success.

Let the eagle's timeless wisdom guide us in matters of the heart and the boardroom. Let us tread with discernment, testing the commitment of those who seek to walk alongside us. For it is in these moments of scrutiny that true dedication is revealed, and lasting partnerships are born. May our relationships and business ventures echo the sacred bond of the eagle, where love and dedication intertwine, forming an unbreakable union that stands the test of time.

Trust is crucial in entrepreneurship, whether it's trusting employees, partners, or suppliers. Entrepreneurs should exercise caution and evaluate the reliability and credibility of potential collaborators before entering into partnerships. For instance, an entrepreneur might conduct thorough due diligence and seek recommendations before partnering with a manufacturing company to ensure they can deliver quality products on time.

Eagles prepare for training.

Within the intimate embrace of the eagle family, a tender and profound nurturing unfolds. Both male and female eagles partake in the upbringing of their young, crafting a legacy of unparalleled devotion. In the realm of avian wonders, research unveils that no other avian kin exhibits such gentleness and attentiveness towards their offspring as the eagle.

The mother eagle, a paragon of protection, shields her precious eaglets from harm's reach, while the father eagle, a master craftsman, constructs the nest and tirelessly hunts to sustain the family. Yet, it is during the pivotal training phase, where the young ones must take flight and unlock the vast expanse of the heavens, that the eagle's nurturing reaches an extraordinary crescendo.

With a resolute determination, the mother eagle, her heart heavy with love, nudges her fledglings from the sanctuary of the nest. She strips away the comfort of feathers and grass, making the nest an uncomfortable abode. In this act, she imparts a vital lesson—change is the forge of growth. The young eaglets, filled with trepidation, spread their wings, casting aside their fear, and embark upon their first flight. The air resounds with their shrieks, a symphony of fear and exhilaration. Yet, in their moment of peril, the father eagle soars forth, his wings outstretched, ready to catch his faltering progeny before they plummet to the earth's embrace. With tender care, he lifts them upon his back, returning them safely to the nest. This dance of trial and rescue continues, until the eaglets find their own strength, their own wings, flapping with newfound vigor.

The nurturing of the eagle family serves as an inspiring reminder for us as entrepreneurs to invest quality time in our businesses and teams. Just as the initial attention and care

bestowed upon the eaglets smooth their ascent towards higher destinations, so too does our devoted presence in the realms of business foster a path to attainable success. The painstaking preparation of the eagle's nest becomes a powerful metaphor, urging us to ready ourselves for the winds of change, for it is in the midst of transformation that true growth can be embraced.

The upbringing of the eagle family imparts a profound lesson—that active and continuous teaching and participation by business partners pave the way to triumph. Each interaction, each shared experience becomes a catalyst for growth and learning, cultivating an environment where success can flourish.

It is within the piercing sting of thorns that the eaglets experience the circumstances that propel their journey towards entrepreneurial dreams. Similarly, we too must dare to venture beyond our comfort zones, for it is in the uncharted territories that growth awaits. To languish in the familiar is to deny ourselves the richness of life, to stagnate in a state of inertia. Thus, a resounding call beckons us to break free from the confines of our shells, to shatter the boundaries of our comfort, for it is only in this act of liberation that we shall discover the boundless expanses of growth and transformation.

Let the eagle's nurturing spirit inspire us to be present, to prepare for change, and to embrace discomfort as the catalyst for growth. With unwavering resolve, let us extend our wings, soaring above the familiar landscapes of comfort, for it is in the unknown realms that our entrepreneurial spirits shall truly find their flight.

Entrepreneurs understand the importance of continuous learning and personal development. They actively seek out training opportunities, attend conferences, read books, and learn from industry experts. This constant preparation helps them stay updated with industry trends and acquire new skills. For example, an entrepreneur might enroll in business courses or join networking events to expand their knowledge and build valuable connections.

Rejuvenation

In the rugged solitude of the lofty mountains, a hidden realm awaits the eagle, a sanctuary where it retreats from the clamor of the world. Here, nestled in the embrace of nature's grandeur, the eagle immerses itself in a transformative ritual. Days and weeks pass as it meticulously sharpens its beak and talons against the unforgiving rocks, honing its instruments of precision. It plucks out its weary feathers, relinquishing the weight of the past, allowing the emergence of vibrant plumage anew. And with an unyielding resolve, the eagle dips its majestic form into the icy depths of frigid waters, purging itself of impurities, reviving its very essence.

In the pursuit of excellence, an entrepreneur of strength and vision follows a similar path. Just as the eagle retreats to its hidden haven, so too must the astute business leader dedicate time to self-reflection and self-improvement. To transcend mediocrity and thrive in a fiercely competitive environment, one must routinely scrutinize their weaknesses, seeking opportunities for growth and refinement. Success blooms in the fertile soil of self-analysis and self-improvement.

In the realm of entrepreneurship, the quest for greatness necessitates the allocation of precious time to "sharpen the saw" and find renewal. It is in these moments of seclusion and introspection that dreams are born and reflections find solace. As entrepreneurs, we must carve out quality time to retreat, to hideaway in the stillness of our thoughts, and to nourish our visions and missions. For it is in the quietude of introspection that visions are rebuilt, fortified with newfound clarity and purpose.

The great entrepreneurs, the true architects of innovation and success, understand the importance of maintaining a delicate balance between personal and professional realms. They diligently undertake the process of "check and balance," ever mindful of the intricate interplay between their individual lives and the ventures they forge. Their quest for knowledge and growth becomes an unwavering commitment, each day a canvas upon which new lessons are painted.

So, let us heed the wisdom of the eagle's hidden rituals, embracing the necessity of introspection and self-improvement. As entrepreneurs, let us venture to our own mountains of solitude, where time slows and clarity emerges. Let us sharpen our proverbial tools, shedding the burdens of the past, and immersing ourselves in the invigorating waters of rejuvenation. In these moments of retreat, we shall uncover the essence of our vision and propel ourselves towards untold heights of achievement.

Entrepreneurs often work long hours and face high levels of stress. It's crucial for them to prioritize self-care and rejuvenation to maintain their well-being and sustain their entrepreneurial journey. Taking breaks, engaging in hobbies, and spending time with loved ones can help reduce stress and prevent burnout. An example could be an entrepreneur who schedules regular exercise sessions or sets aside specific time for relaxation and hobbies to recharge and maintain their energy levels.

Thus, the qualities of eagles can be applied to entrepreneurs to foster independence, clear vision, selectivity, perseverance, trust evaluation, continuous learning, and self-care. These qualities help entrepreneurs navigate challenges, make informed decisions, and build successful ventures.

Conclusion

In the vast tapestry of life, the eagle emerges as a captivating symbol, an embodiment of the virtues coveted by both entrepreneurs and individuals seeking greatness. As we unravel the essence of this majestic creature, we discover a striking convergence—a convergence of qualities that mirror the very essence of the entrepreneurial spirit.

Ambition courses through the eagle's veins, propelling it to new heights and uncharted territories. It is a creature born to defy conventions, to forge its own path with unwavering independence. Self-confidence radiates from its regal visage, illuminating the way forward with an unwavering certainty. In the realm of creativity, the eagle soars, its imagination unfettered, birthing novel solutions and pushing the boundaries of what is deemed possible. Energy courses through its sinews, invigorating every wingbeat and propelling it towards its ambitions. Passion fuels its very being, igniting the fires of purpose within its soul. And above all, commitment stands as the pillar of its existence, a resolute dedication to its mission.

Trish Phillips, in her poignant article titled "Fly Like the Eagle," eloquently encapsulates the transformative power of this noble creature. When the eagle graces our presence, it is a call to attention, a proclamation that we are being beckoned to transcend our limitations. It inspires us to rise higher, to unlock the latent potential that lies dormant within. The eagle imparts a profound message of courage, urging us to stretch our limits and explore the depths of our capabilities.

The lesson of the eagle lies in its vantage point, for it challenges us to relinquish the safety of familiar habits and beliefs. With unyielding courage, we are summoned to soar into uncharted realms and embrace new realities. It is through this audacious expansion of our view that we uncover hidden horizons, birthing transformation and growth. The eagle invites us to take full responsibility for our lives, to embark upon the path of instant destiny. As our spiritual awareness deepens, the consequences of our actions become immediate, wielding a potent force upon our lives.

In the symphony of existence, the eagle's presence whispers of untapped potential and the boundless vistas that await. Let us heed its call, allowing its virtues to infuse our entrepreneurial pursuits and shape the very fabric of our lives. With unyielding ambition, independence, self-confidence, creativity, energy, passion, and commitment, we shall chart a course towards greatness. May the eagle's wisdom guide us, propelling us ever closer to the heights of our aspirations, as we dare to spread our wings and soar above the limitations of our own making.

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