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ARTICLES

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NH-44, Kompally, Secunderabad-500100, Telangana, India. Tel: 040-27165450 - 54

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SuGyaan is a bi-annual publication of the Siva Sivani Institute of Management,
NH-44, Kompally, Secunderabad- 500 100.

EDITORIAL : JULY - DECEMBER, 2024

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. Lakshmanna 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!

Dr. K. Subba Rama Sarma
Editor
SUGYAAN

A STUDY ON GREEN BANKING INITIATIVES OF TOP 10 PUBLIC AND PRIVATE SECTOR BANKS IN INDIA

G.V. Vigneshwara Swamy,
Research Scholar Department of Business Management (SKIM),
Sri Krsihnadevaraya University, Anantapuaram Dist, Andhrapradesh state.

Dr B.Anitha Kumar
Sr.Professor, Department of Business Management (SKIM), & Vice Chancelor (I/C) of
Sri Krsihnadevaraya University, Anantapuaram Dist, Andhrapradesh State. India

ABSTRACT

Green banking refers to the banking business managed in such a manner that helps for overall reduction of external carbon emission and internal carbon footprint. The present study attempts to understand the use of Green Banking Products in banking sector and examine the green banking initiatives by Public and Private Sector Banks in India. Study concluded that both banks have effectively initiated green banking initiative. Comparatively, Public sector banks have shown better performance in terms of Green banking initiatives. Green banking is the term used by banks to make them much more responsible to the environment. The term green banking means developing inclusive banking strategies which will ensure sustainable economic development

Keywords: *Green Initiatives, Green Products, Public Sector Banks, Private Sector Banks, Economic Development, Green Banking Strategies, Carbon Foot Print.*

Introduction

Green Banking is a new phenomenon in the financial world. Banks as the financing agent of the economic and developmental activities have an important role in promoting overall sustainable development. Green banking is the term used by banks to make them much more responsible to the environment. The term green banking means developing inclusive banking strategies which will ensure sustainable economic development.

Green Banking entails banks to encourage environment friendly investments and give lending priority to those industries which have already turned green or are trying to go green and, thereby, help to restore the natural environment. Green banking means combining operational improvements, technology and changing client habits in banking business. It means promoting environmental- friendly practices. This comes in many forms such asusing online banking instead of branch banking; paying bills online instead of mailing them; opening up CDs and money market accounts at online banks, instead of large multibranch banks; or finding the localbank in the area that is taking the biggest steps to support local green initiatives. Foreign banks are practicing green banking on a much serious note. The Indian banks are still taking baby steps into this form of banking. Still, many of them are keen to actively pursue this strategy

Need of the Study

Green banking is indispensable in the contemporary landscape for multifaceted reasons, such as climate change and resource depletion, green banking emerges as a pivotal advocate for environmentally conscious practices.It encourages financial institutions to invest in sustainable projects, renewable energy ventures, and eco-friendly initiatives, actively contributing to environmental preservation. As consumers increasingly gravitate towards socially responsible businesses, banks engaged in green practices not only attract environmentally conscious customers butalso bolster their reputation by aligning with ethical and sustainable values. By connecting the city's sustainability goals with the banking sector's involvement, the study aims to explore how these initiatives influence the adoption of eco-friendly practices within the community. The need for thisstudy lies in bridging the gap between financial institutions' efforts and their impact on environmental sustainability, emphasizing the necessity for robust data collection to support and inform the study'sobjectives.

Objectives of the Study

- To Compare the various Initiates taken by public and private sectors banks by adopting green banking practices.
- To study the environment friendly practices adopted under green banking approach Selected Public & Private Sector banks in India
- To find various Green Banking factors of Public & Private sector Banking Services.
- Green banking Practices by Indian Banks (Select banks from Public and Private Sector taken for the Study)

Review of Literature

Daniel Goleman (bet, 2021)

Green is becoming a symbol of' eco-consciousness' in the world.The modern world faces an unprecedented challenge: striking a delicate balance between economic growth and environmentalpreservation. In this quest for equilibrium, the financial sector has emerged as a powerful catalyst forchange. Enter Green Banking - an innovative approach reshaping finance by integrating environmentalconsiderations into its core practices. It stands as a beacon of hope, offering a path towards sustainabledevelopment and a healthier planet. Green Banking revolvesaroundafundamentalprinciple:financialactivitiesshouldnotcomeattheexpenseofthe environment. It's about embracing a symbioticrelationshipbetweenfinanceandsustainability. Thisinvolvesfundingeco-friendlyprojects,supporting renewable energy endeavours, and meticulously assessing environmental risks in financialdecision-making processes. The purpose is to utilize the resources through initiating cost-cutting,recycling processes, paperless banking,technological devices, electronic (e) - banking services, and green industries. Green banking is creating an operational model and enabling technological improvements. It is changing the stakeholders' mindsets and habits about environmental issues. Greenbanking involves environment-friendly practices and policies, social responsibilities, and innovativegreen financial products and services to reduce carbon footprint and minimize waste. It represents anintelligentandforward-thinkingmindsetfocuse donenvisioning sustainablefutures.

Green Banking aims at greener and a clean future. As stated earlier what is needed in context of this new concept is consumer awareness. Sharma, Gopal et al. (2014) attempt to study the level of consumer awareness of Green Banking initiative in India with special reference to Mumbai. From the primary survey they conducted they find that surprisingly even those people who are using online facilities provided by their banks nearly three fourth of them are unaware of the term Green Banking. They find that among those who are aware of Green Banking term consider it mainly related to online bill payment and cash deposit system. Other Green Banking aspects like Green CDs, solar powered ATM, bonds for environment protection are among few of which consumers are not aware of. They also attempt to analyze the gender based difference in awareness of green initiatives by bank especially E-Statements, Net Banking and Green loans. Using Chi-Square test for hypothesis testing they arrive at a result that both males and females have the same level of awareness with respect to Green Banking. The researcher's state that the major obstacle in Green Banking is the technical issues involved followed by lack of education

Nath, Nayak et al. (2014) attempt to study the green rating standard given by RBI, the World Bank's environmental and social norms and the initiative taken by bank in adopting green practices. They also list strategies for adopting Green Banking. Green Rating Standard is known as Green Coin Rating. Under this banks are evaluated on the basis of carbon emissions and amount of recycling activities. World Bank has formed environmental and social norms for financial institution. These norms provide ways to reduce environmental impact. Banks are required to do Environmental Impact Assessment, Annual Reporting and adopt sustainable technology. The researchers study and list the initiative taken in respect of environment by different banks in India. If the Indian banks want to achieve some position in global economy then they have to act as good corporate citizens.

National and International Regulatory Drives for Green Banking

Numerous international and local organizations, such as NGOs and multilateral agencies, along withmarket forces, have spurred the financial sector's adoption of environmental management practices.The United Nations Environment Programme (UNEP) launched the UNEP Finance Initiative in theearly 1990s, encouraging about 200 global financial institutions to align with sustainable developmentgoals. This initiative aims to integrate environmental and social dimensions into financial performance and risk assessment, emphasizing the precautionary approach to environmental management. Simultaneously, entities like the International Finance Corporation (IFC) and certain banks, such asABN Amro and Deutsche, have established environmental units or frameworks to assess and managenon-financial risks. Advocacy groups like Friends of the Earth (FoE)and theRain forest ActionNetwork (RAN) have challenged banks through campaigns, leading to the formation of coalitions likeBank Track and the Collevecchio Declaration. These movements promote principles of sustainability, responsibility, transparency, and accountability within banking practices. However, in the Indiancontext, the adoption of global standards like the Equator Principles or participation ininitiatives such as the UNEPFI remains low among banks and financial institutions.The National Environmental Policy(NEP) of 2006 outlines environmental policies and rules for various stakeholders,yet it does not specifically address the role of financial institutions. Despite this, NEP emphasizes standardized environmental management practices for industries, potentially influencing other stakeholders like the banking sector to enhance their environmental responsibility. Recently the Reserve Bank of India (RBI) has taken steps in this direction by releasing a discussion paper on climate risk and sustainable finance. The Reserve Bank of India(RBI) released a paper on July27, 2022. The paper was released in accordance with the Statement on Development and RegulatoryPoliciesinApril2022.TheRBIalso released a report of the Survey on Climate Risk and Sustainable Finance in January 2022. The survey assessed the approach, level of preparedness, and progress of 32 scheduled commercial banks. The survey highlighted the significant challenges that Indian commercial banks faced in making their lending practices contribute effectively to the global efforts in addressing the climate crisis. Recognizing climate-related financial risks, the RBI proposed a disclosure framework and established a 'Sustainable Finance Group' (SFG) to lead regulatory initiatives in sustainable finance and climate risk within the banking sector. These efforts signal a growing acknowledgment and action towards integrating environmental considerations into India's financial land scape.

Datacollection

The present study is based on primary as well as secondary data sources. Data is collected from the customers and employees of bank branches located in Agraregion.

PrimaryData:Primary data will be collected by administering a well-structured questionnaire and interviews.

SecondaryData:This data collection will be accessed from various sources such as the banks official website, annual reports,sustainability reports,articles, IDRBT Reports, RBI reportsetc.

Research Gap

On the basis of the review of literature conducted by the researcher for this study,the following research gaps were identified- significant studies were found analyzing the customer dimension of green banking practices,but very few studies were found analyzing the employees'perception of green banking practices.

Very few studies were found which have comprehensively analyzed the customer and employee perception of greenbanking in the particular region.

The parameters such as Time and cost saving, accessibility, training and development, technologyadvancement, security & credence, and environmental & social concerns are some of the prominent factors but were not considered much,hence making it a significant research gap.

Research Questions

The proposed study will try to answer the following research questions:

What are the perceived barriers o rchallenges encountered by bank employees when promoting green banking products and services to customers?

What innovative green banking products and services are emerging in thegreen banking sector, and how are they impacting the customers?

Are there specific marketing strategies or communication channels that significantly impact consumers'choices toward green banking?

Are there significant differences in customer up take and satisfaction with green banking initiatives between the two sectors?

Scope of the STUDY

Considering the context of Smart City's achievements in sustainability, Agra Smart City clinched the third position nationwide in the national Smart City award category. Also in the ICCC sustainable model category, Agra Smart City secured the third position for revenue generation and reducing carbon emissions through the satellite command and control centre. This research direction bridges the gap by connecting the city's sustainability efforts with the financial sector's involvement, providing insights into how banking initiatives contribute to or hinder the adoption of eco-friendly practices within the community. It has become a prominent area for data collection to support the present study.

Data Analysis & Interpretation

Public Sector Banks

Public Sector Banks (PSBs) are a major type of bank inIndia,where a majority stake (i.e.more than 50%)is held by a government. The shares of these banks are listed on stock exchanges. There area total of 18 Public Sector Banks along side1 state-owned Payments Bank in India.

✣ State Bank Of India (SBI)

SBI is an Indian multinational, public sector banking and financial services statutory body headquartered in Mumbai, Maharashtra. SBI is the 43rd largest bank in the world.The Government of India took control of the Imperial Bank of India in 1955, with Reserve Bank of India taking a 60% stake, renaming it State Bank of India.SBI provides a range of banking products through its network of branches in India and overseas, including products aimed at non-resident Indians (NRIs). SBI has 16 regional hubs and 57 zonal offices that are located at important cities throughout India.

Apart from five of its associate banks, SBI"s non-banking subsidiaries include:

- SBI Capital Markets Ltd
- SBI Cards & Payments Services Pvt. Ltd. (SBICPSL)
- SBI Life Insurance Company Limited

They were the seven regional banks of former Indian princely states. They were renamed, prefixing them with 'State Bank of'. These seven banks were State Bank of Bikaner and Jaipur (SBBJ), State Bank of Hyderabad (SBH), State Bank of Indore (SBN), State Bank of Mysore (SBM), State Bank of Patiala (SBP), State Bank of Saurashtra (SBS) and State Bank of Travancore (SBT). All these banks were given the same logo as the parent bank.

✣ Punjab National Bank

PNB is an Indian public sector bank head quartered in New Delhi, India. The bank was founded in 1894 and is the second largest public sector bank (PSB) in India, both in terms of business and its network. The bank has over 180 million customers. The founding board was drawn from different parts of India professing different faiths and of varying back-ground with, the common objective of creating a truly national bank that would further the economic interest of the country. PNB is the first Indian bank to have been started solely with Indian capital that survives to the present – the earlier Oudh was established in 1881, but failed in 1958. PNB is the first Indian bank to have been started solely with Indian capital that survives to the present – the earlier Oudh was established in 1881, but failed in 1958.

The Government of India (GOI) nationalized PNB and 13 other major commercial banks, on 19 July 1969. In 1976 or 1978, PNB opened a branch in London. some ten years later, in 1986, the Reserve Bank of India required PNB to transfer its London branch to State Bank of India after the branch was involved in a fraud scandal. Shareholders of Oriental Bank of Commerce and United Bank will receive 1,150 shares and 121 shares of PNB, respectively, for every 1,000 shares of they hold. On 1 April 2020, the merger came into effect. Post merging, all customers of other two merging banks are now being treated as the customers of PNB.

Banking subsidiaries Subsidiaries is available in Punjab national bank

- PNB Housing Finance Ltd.
- PNB MetLife India Insurance Company Co. Ltd.
- PNB Investments Services Ltd.
- PNB (International) Ltd.
- PNB Gilts Limited

Private Sector Banks

The private sector banks in India are banks where the majority of the shares or equity are not held by the government but by private shareholders. The new private sector banks are those that have gained their banking licenses in the change of policy in the 1990s.

✣ ICICI Bank

ICICI bank had adopted ‘Go Green’ initiative, which involves activities such as Green products / offerings, Green engagement and green communication with customers.

(i) Green Products and Services: The bank is offering green products and services like Instabanking: It is a service which gives convenience to the customers to do banking anywhere and anytime through internet banking, mobile banking, IVR banking, etc. This reduces the carbon footprint of the customers as they do not require the physical statement or travel to the bank branches.

(ii) Vehicle Finance: They are offering 50% waiver on processing fee of auto loans on the car models which uses alternate sources of energy like the Civic Hybrid of Honda, Tata India CNG, Reva electric cars, Mahindra Logan CNG versions, Maruti's L version of Maruti 800, Omni and Versa and Hyundai's Sandro Eco.

(iii) Home Finance – The bank had reduced the processing fee for the customers who are purchasing homes in LEED certified buildings.

(iv) Green Communications: The bank always insists their customers for online bill payment, online funds transfer and subscription to e-statements which promote ‘paperless’ and ‘commute free’ modes of banking transactions.

(v) Green Partners: The organization is looking forward for partnerships with national and international green organizations and NGO’s. They are partners with Green Governance awards set up by BHNS to appreciate the participant’s organization effort beyond the statutory compliance for protection of the environment.

The banking major is also encouraging the use of CFL bulbs and carpool and public transportation. It isalso utilizing online "Webinars" for shorter meetings that involve people who might otherwise have to travel a long distance. Assisted a company to develop a product that provides an eco-friendly air conditioner alternative to conventional air conditioner.

✣ **HDFC Bank:**

HDFC bank is taking up various measures in reducing their carbon footprints in the area of waste management, paper use and energy efficiencies. The bank is encouraging their employees to prevent any wasteful use of natural resources and emission of greenhouse gasses. They are reducing the use of paper through issuing e-transaction advices to their corporate customers, communicating through electronic media with their high net worth customers and encouraging e-statements to their retail customers. The bank is also promoting energy conservation by replacing conventional lighting with CFL, switching offall the lights after 11 pm at all the branches and establishing green data centers with state of the art technologies. A Study on Green Banking Initiatives by Public and Private Sector Banks in Andhra Pradesh https://iaeme.com/Home/journal/JOM 6 editor@iaeme.com The organization is exploring renewable energy by setting up of 20 solar ATMs with a pilot ATM set up in Bihar, and by replacing batteries in ATMs with Lithium-ion batteries. They are also managing their waste by tying up with vendors for recycling of paper and plastic.

Major Green Banking Products and Services

The following table shows some of the major green banking products and services which are initiated and being implemented inthe Indianbankingindustry.

Table 1:MajorGreenBanking ProductsandServices

Green Mortgages (Energy- Efficient Buildings)	Green Car Loans (Electric vehicles)
Online banking (Electronic FundTransfers)	Green Credit Cards
Green ATMs (Paper less statements)	Green Bonds

Green Financing	Green SavingA/c
Green Cards (DepositCards)	Green Home Equity Loans
Mobile Banking	Green Certificate of Deposits (GCDs)
Solar ATM	Green Insurance

(Source: Herath and Herath 2020)

This paper reviews the literature on the basis of secondary data collected from the sources such as articles, research papers, annual reports, sustainability reports, company's official websites, etc. For analyzing the green banking initiatives taken by Indian banks, top performing banks (on the basis of net profit) are selected in both public and private sector in India.

Here are various green banking factors for public and private sector banking services:

Public Sector Banks

✣ **Regulatory Compliance**

Adherence to government regulations and policies focused on sustainability and environmental protection.

✣ **Sustainable Lending Practices**

Offering loans and financial products specifically for renewable energy projects, sustainable agriculture, and eco-friendly businesses.

✣ **Environmental Risk Assessment**

Evaluating the environmental impact of projects before granting loans to ensure sustainable practices.

✣ **CSR Initiatives**

Engaging in community programs related to environmental conservation, such as tree planting and awareness campaigns.

✣ **Digital Banking Initiatives**

Promoting paperless transactions and e-governance to reduce the environmental footprint.

✣ **Green Infrastructure**

Investing in energy-efficient buildings and facilities that meet green certification standards.

✣ **Employee Training**

Training staff on green banking principles and practices to enhance awareness and implementation.

✣ **Reporting and Transparency**

Regularly reporting on sustainability initiatives and impacts to stakeholders.

Private Sector Banks

✣ **Innovative Financial Products**

Offering a diverse range of green financial products, such as green bonds and eco-friendly investment options.

✣ **Agility in Adoption**

Quickly adapting to market trends and customer preferences related to sustainability.

✣ **Advanced Technology Integration**

Utilizing digital tools to facilitate sustainable practices, such as mobile banking and online services to minimize paper use.

✣ **Customer Engagement**

Actively promoting green banking initiatives through targeted marketing and loyalty programs linked to sustainable practices.

✣ **Partnerships with NGOs**

Collaborating with environmental organizations to support sustainability projects and enhance credibility.

✣ **Impact Measurement**

Implementing metrics to assess and report the environmental impact of financed projects.

✣ **Sustainable Branch Operations**

Implementing energy-efficient technologies and waste management practices in branch operations.

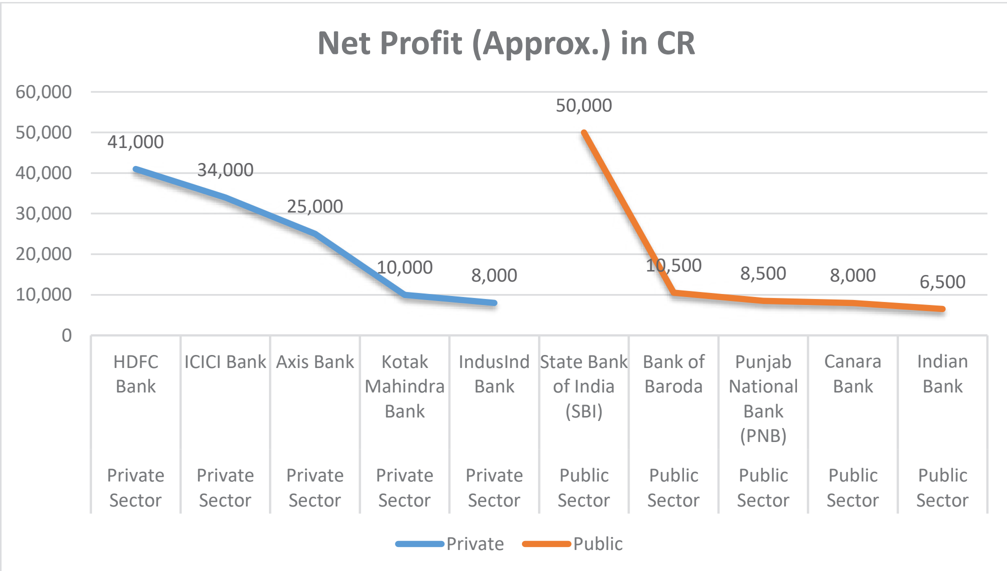
✣ **Corporate Social Responsibility (CSR)**

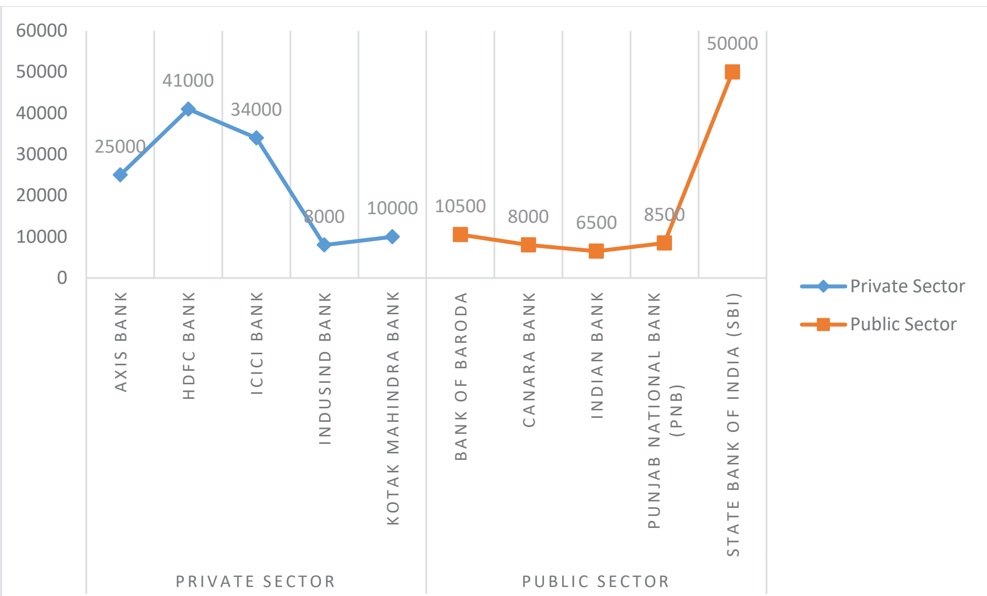
Creating innovative CSR programs focused on environmental conservation and community development.

TOP 10 Public And Private Sector Banks in India Based on Net Profits for 2023

Rank	Bank Name	Sector	Net Profit (Approx.)
1	State Bank of India (SBI)	Public Sector	Rs.50,000 crore
2	HDFC Bank	Private Sector	Rs.41,000 crore
3	ICICI Bank	Private Sector	Rs.34,000 crore

4	Axis Bank	Private Sector	Rs.25,000 crore
5	Bank of Baroda	Public Sector	Rs.10,500 crore
6	Kotak Mahindra Bank	Private Sector	Rs.10,000 crore
7	Punjab National Bank (PNB)	Public Sector	Rs.8,500 crore
8	IndusInd Bank	Private Sector	Rs.8,000 crore
9	Canara Bank	Public Sector	Rs.8,000 crore
10	Indian Bank	Public Sector	Rs.6,500 crore





Analysis of Top 10 Public and Private Sector Banks in India Based on Net Profits for 2023 with a Focus on Green Banking

In 2023, the top banks in India displayed significant profitability, reflecting their strong market positions and effective management strategies. The leading bank, State Bank of India (SBI) achieved a net profit of approximately Rs.50,000 crore, followed closely by HDFC Bank at Rs.41,000 crore. Other notable banks include ICICI Bank, Axis Bank, and several public sector banks like Bank of Baroda and Punjab National Bank.

KEY FINDINGS

PROFITABILITY ACROSS SECTORS

Public Sector Banks (PSBs): SBI and Bank of Baroda led the PSB segment, showcasing strong financial health and stability. However, their profitability is also influenced by government policies and public mandates.

Private Sector Banks: Banks like HDFC and ICICI have shown remarkable agility and innovation, contributing to their higher net profits compared to many PSBs.

Impact of Green Banking Initiatives: Both public and private banks are increasingly adopting green banking practices, recognizing the need to align with global sustainability goals. This trend is crucial as financial institutions play a significant role in funding sustainable projects.

Sustainable Financing: Many of these banks have started offering green loans and financing for renewable energy projects. For instance, HDFC Bank and ICICI Bank have introduced products aimed at funding electric vehicles and solar energy projects.

CSR Activities: Public sector banks, like SBI and Bank of Baroda, engage in extensive CSR initiatives focused on environmental conservation, such as tree planting and community awareness programs.

Investment in Digital Solutions: The push for digital banking has not only improved operational efficiency but also reduced paper consumption. Banks like Axis and HDFC have promoted paperless transactions, aligning their operations with green banking principles.

Risk Assessment and Environmental Policies: Banks are increasingly incorporating environmental risk assessments into their lending practices. This shift helps mitigate risks associated with climate change and ensures that financed projects are sustainable.

Customer Engagement and Awareness:

Private banks, in particular, have focused on customer engagement by promoting green banking products. This not only boosts their green credentials but also attracts environmentally conscious consumers.

Conclusions

Both public and private sector banks are taking significant steps toward adopting green banking practices, but their approaches vary. Public sector banks tend to align closely with regulatory frameworks and government initiatives, while private sector banks often pursue innovation and market-driven strategies. Both sectors can learn from each other's initiatives to enhance their sustainability efforts.

Both public and private sector banks in India are actively adopting various environment-friendly practices under the green banking approach. These initiatives range from sustainable financing and digital banking to community engagement and energy-efficient infrastructure, contributing to a more sustainable banking ecosystem. Both public and private sector banks have distinct approaches to green banking, with public banks often focusing on regulatory compliance and community initiatives, while private banks leverage innovation and customer engagement. Together, these factors contribute to a more sustainable banking landscape.

This paper reviews the literature on the basis of secondary data collected from the sources such as articles, research papers, annual reports, sustainability reports, company’s official websites, etc. For analyzing the green banking initiatives taken by Indian banks, top performing banks (on the basis of net profit) are selected in both public and private sector in India.

Public and private sector banks are actively undertaken a multiplicity of green banking practices. Primarily, banks are creating awareness about environmental issues through green banking among bank staff, customer and mass people. Gradually, bank’s green banking activities have shifted from encouraging and implementing of e-banking to the recycle of the wastes, water treatment plants, rain water harvesting, using solar based equipment’s, constructing green building etc. in more effective manner.

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"YOUNGSTERS' PERCEPTIONS OF AI IN THE RECRUITMENT PROCESS: ANALYZING THE ROLE OF AI IN MNC HIRING PRACTICES"

A.Subhash Reddy,
Associate Professor, Pendekanti Institute of Management, Hyd.

Dr. L. Madan Mohan,
Associate Professor, Vishwa Vishwani School of Business, Hyd.

Dr. Venupriya Pothuri,
Associate Professor, AMS School of Informatics, Hyd.

ABSTRACT

Introduction

The increasing use of Artificial Intelligence (AI) in recruitment processes by multinational corporations (MNCs) is transforming how candidates are assessed and hired. This research focuses on understanding youngsters' perceptions of the role of AI in recruitment, particularly in MNC hiring practices. With the growing adoption of AI tools such as resume screening algorithms, chatbots, and video analysis software, it is crucial to assess how young job seekers view the effectiveness, fairness, and transparency of these technologies. This study, conducted through a survey of 100 youngsters from Hyderabad, aims to explore their awareness of AI-based recruitment, their trust in AI's ability to evaluate them fairly, and their overall experience during AI-driven hiring processes. The results will provide insights into how AI impacts candidate trust, engagement, and whether its increasing presence is perceived as beneficial or a cause for concern. Understanding these perceptions will help MNCs optimize their AI recruitment strategies while maintaining a balance between technology and human interaction in hiring processes.

Key Words: *AI in Recruitment, Fairness and Trust in AI, Digital Hiring Tools, Youngsters' Perceptions and MNC Hiring Practices*

Introduction

The recruitment landscape has undergone significant transformation in recent years, largely driven by advancements in technology. Among these, Artificial Intelligence (AI) has emerged as a game-changer, reshaping how multinational corporations (MNCs) attract, assess, and hire talent. AI technologies—such as automated resume screening, predictive analytics, chatbots for initial interviews, and video analysis software—offer organizations the potential to streamline their recruitment processes, enhance efficiency, and reduce biases. However, as AI becomes increasingly embedded in hiring practices, it raises important questions about its impact on candidates, particularly young job seekers who are entering the workforce.

Youngsters, representing a demographic that is often tech-savvy and open to innovation, may have unique perspectives on the use of AI in recruitment. Understanding their perceptions is crucial, as it directly influences their engagement with potential employers and their overall job-seeking experience. This demographic is particularly susceptible to changes in recruitment practices, as their experiences shape their career decisions and perceptions of organizations.

Despite the advantages that AI-driven recruitment tools offer, concerns regarding transparency, fairness, and bias persist. Candidates may question the effectiveness of algorithms in evaluating their skills and qualifications compared to human judgment. Furthermore, the fear of being unfairly assessed by an impersonal system can lead to mistrust, which may ultimately impact their willingness to apply for jobs at organizations that rely heavily on AI.

This study aims to investigate the perceptions of youngsters regarding AI in the recruitment process, specifically within the context of MNC hiring practices. By conducting a survey of 100 young job seekers from Hyderabad, the research will delve into their awareness of AI-driven recruitment tools, their trust in the fairness of these systems, and their overall experiences in AI-mediated hiring processes. The findings will provide valuable insights into how AI influences candidate trust and engagement, and whether its integration into recruitment is perceived positively or negatively.

As MNCs continue to evolve their hiring strategies, understanding the perspectives of young job seekers will be essential for optimizing AI recruitment practices while ensuring that the human element remains a core component of the hiring process.

Literature Review:

Langer et al. (2020): This study highlights that while AI-based interviews are perceived as consistent, they are often rated lower in fairness due to a lack of interpersonal interaction. Young applicants preferred AI as a screening tool rather than a replacement for final decision-making stages, as this approach increased perceptions of fairness and opportunity to perform.

Nanda & Randhawa (2021): The study explores how emotional intelligence impacts job performance in recruitment scenarios utilizing AI. Findings emphasize that high emotional intelligence among candidates can mitigate emotional exhaustion, increasing job satisfaction. This insight is valuable for HR professionals leveraging AI in recruitment processes.

Chamorro-Premuzic et al. (2022): This research investigates candidates' perceptions of AI interviews compared to traditional methods. It finds that while young professionals appreciate the efficiency of AI, they express concerns about transparency and algorithmic bias. The study suggests better communication about AI's decision-making processes to build trust.

König et al. (2023): A focus on contextual factors revealed that applicants aged under 30 viewed AI recruitment positively when combined with human oversight. The study concludes that integrating human elements in AI-driven processes enhances candidates' overall satisfaction.

Woods et al. (2020): This study examines how digitally enhanced tools, such as video-based AI assessments, affect applicants' perceptions. It highlights that young applicants prefer these tools for initial screenings but expect face-to-face interactions in later stag.

Vijay Sundaram (2018): Found that AI in recruitment saves costs and time by automating CV screening, providing accurate candidate matches, and boosting the efficiency of recruitment processes.

Cara Heilmann (2018): Demonstrated AI's role in reducing bias and stereotypes in hiring decisions, improving fairness in multinational corporation recruitment practices

Research Objectives:

1. To evaluate youngsters' awareness and perceptions of AI-driven recruitment processes used by MNCs.
2. To assess the trust and perceived fairness of AI-based recruitment tools among young job seekers.

AI in Recruitment

Artificial intelligence (AI) has revolutionized the recruitment process by automating and streamlining various hiring activities. AI technologies assist in sourcing candidates, screening resumes, conducting video interviews, and even predicting candidate suitability using algorithms. Tools like AI-powered applicant tracking systems (ATS) filter applications based on job-specific keywords and qualifications, significantly reducing time-to-hire. This technological integration not only enhances efficiency but also enables recruiters to focus on strategic tasks, such as candidate engagement and relationship-building. AI's ability to analyze large volumes of data helps organizations identify the best talent, thus improving the quality of hires.

Fairness and Trust in AI

The adoption of AI in recruitment has raised concerns regarding fairness and trust. While AI promises consistency and impartiality by eliminating human biases, it is not immune to the biases embedded in training data. If historical data used to train AI models reflect societal or organizational biases, these can perpetuate unfair hiring practices. Additionally, candidates may feel skeptical about the transparency of AI's decision-making processes, leading to mistrust. Building trust requires organizations to ensure that their AI tools are ethical, auditable, and explainable. Communicating clearly about how AI operates and incorporating human oversight at critical stages can further enhance fairness and trust.

Digital Hiring Tools

Digital hiring tools, including AI-powered video interview platforms, psychometric assessments, and chatbot assistants, have gained prominence in the modern recruitment landscape. These tools provide recruiters with detailed insights into candidates' personalities, skills, and cultural fit. For instance, AI-driven video interviews analyze verbal and non-verbal cues to assess candidates, while chatbots enhance the candidate experience by answering queries and providing updates in real-time. These tools not only improve the efficiency of the recruitment process but also enable a more interactive and engaging experience for candidates. However, ensuring their usability and accessibility across diverse applicant groups remains critical.

Youngsters' Perceptions

Young job seekers often view AI in recruitment with mixed feelings. On one hand, they appreciate the speed and efficiency AI brings to the application process. Automated updates and streamlined workflows align with their tech-savvy preferences. On the other hand, many express concerns about reduced human interaction, fearing that AI may overlook their unique strengths or fail to consider context. Transparency in how AI systems evaluate applications and opportunities for personal interaction during the process can help address these concerns. Youngsters generally value a hybrid model where AI complements human decision-making.

MNC Hiring Practices

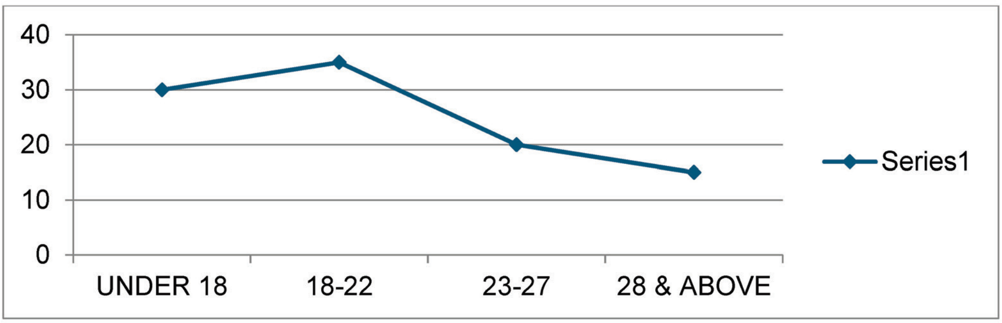
Multinational corporations (MNCs) have embraced AI-driven recruitment strategies to manage large-scale hiring across global locations. AI enables MNCs to standardize their recruitment processes, ensuring consistent quality and compliance with local labor laws. By leveraging data analytics, MNCs gain insights into talent pools and market trends, which aids in targeted hiring campaigns. These corporations also utilize AI to enhance diversity and inclusion efforts by mitigating unconscious biases in the selection process. However, MNCs face challenges in implementing AI equitably across regions, especially where access to digital tools and technological literacy may vary.

Research Methodology:

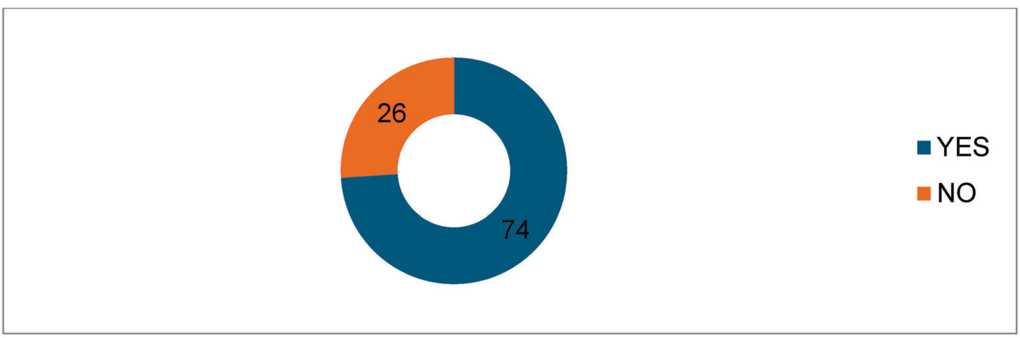
This study adopts a descriptive research design to explore youngsters' perceptions of AI in recruitment processes, focusing on MNCs in Hyderabad. Using a structured questionnaire, data were collected from 100 participants, capturing their awareness, trust, and experiences with AI-driven tools like resume screening algorithms and video interviews. Responses were measured on a five-point Likert scale and analyzed quantitatively using graphs and descriptive statistics to identify trends. Ethical considerations, including informed consent and confidentiality, were maintained throughout the study. The findings aim to provide actionable insights for MNCs to enhance AI-based recruitment strategies, balancing technological efficiency with fairness and transparency.

Data Analysis and Interpretation:

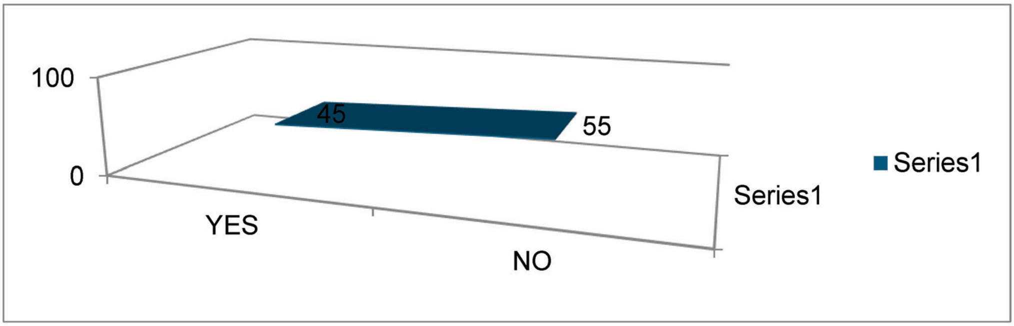
1. What is your age?



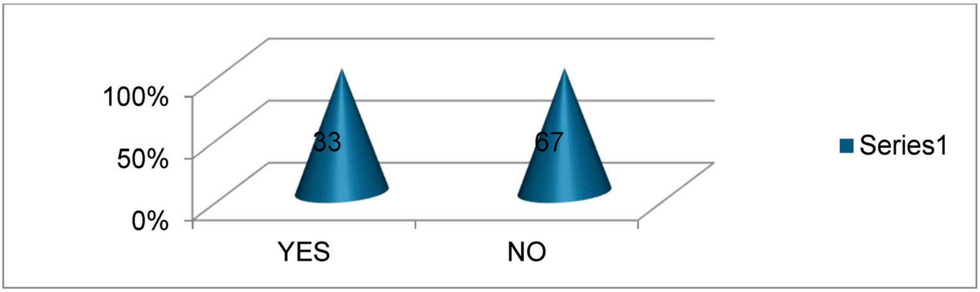
2. Have you ever applied for a job at an MNC?



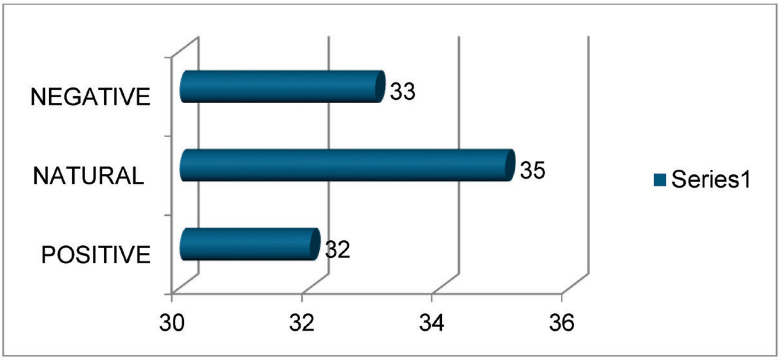
3. Are you aware that MNCs use AI in their recruitment processes?



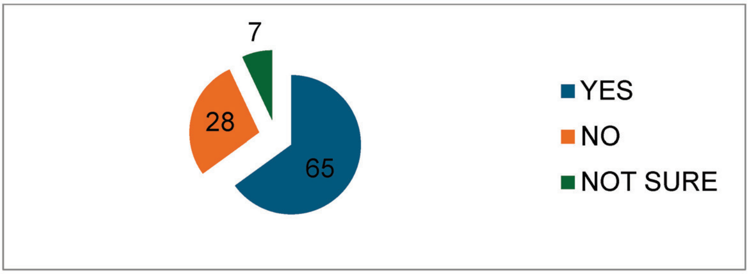
4. Have you ever gone through an AI-based recruitment process (e.g., AI resume screening, video interview analysis)?



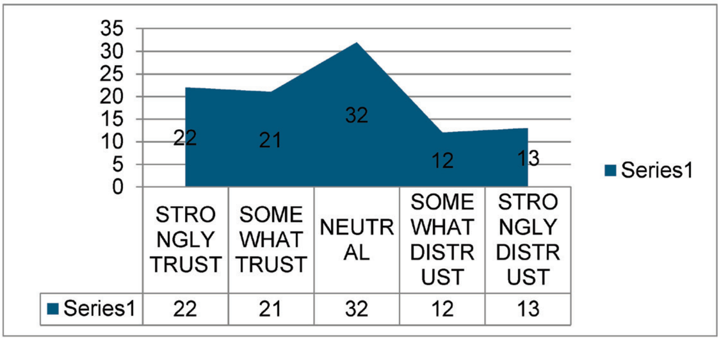
5. If yes, how would you describe your experience with AI in recruitment?



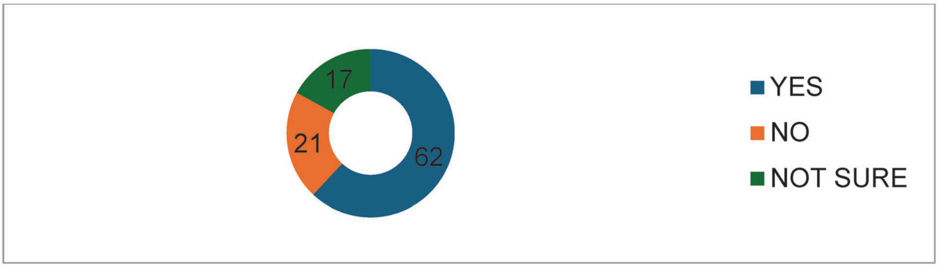
6. Do you believe that AI can assess your skills and qualifications fairly?



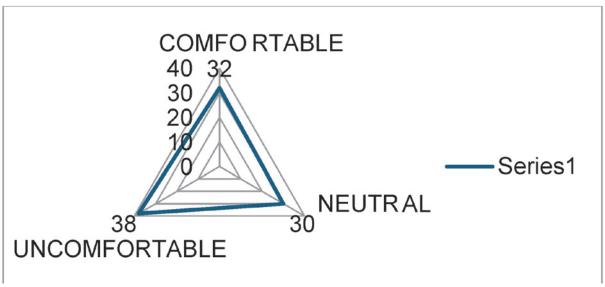
7. Do you trust that AI can make unbiased hiring decisions?



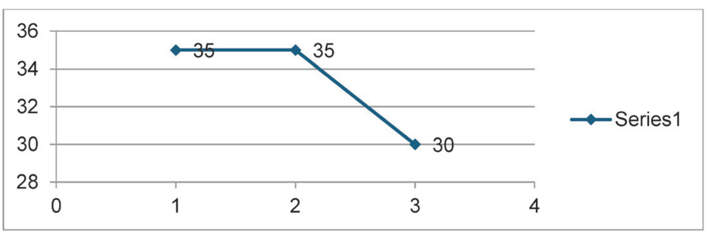
8. Do you think AI improves the efficiency of the recruitment process (e.g., faster response time, better candidate matching)?



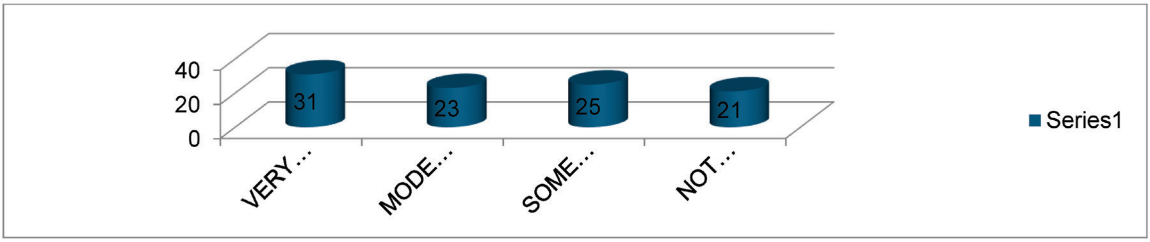
9. How do you feel about being interviewed or assessed by AI (e.g., chatbots, video analysis)?



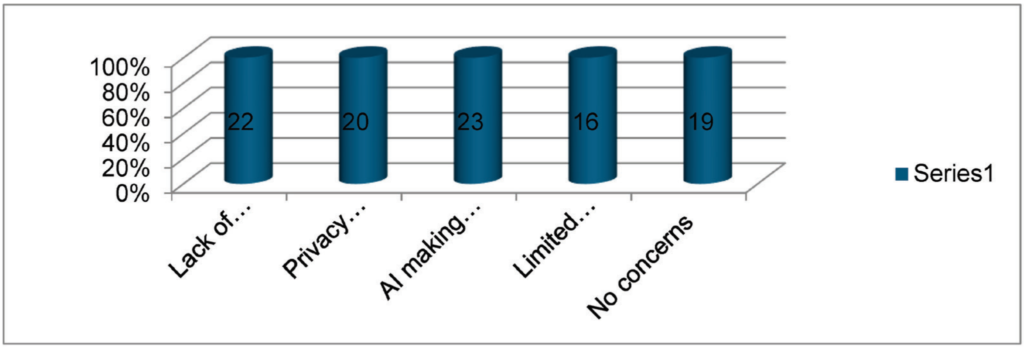
10. Have you ever felt that AI rejected your application unfairly without considering your complete profile?



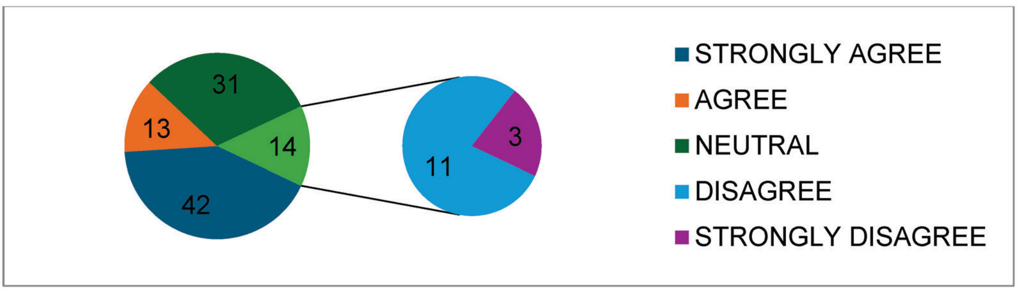
11. How important is it for you to have human involvement in the recruitment process alongside AI?



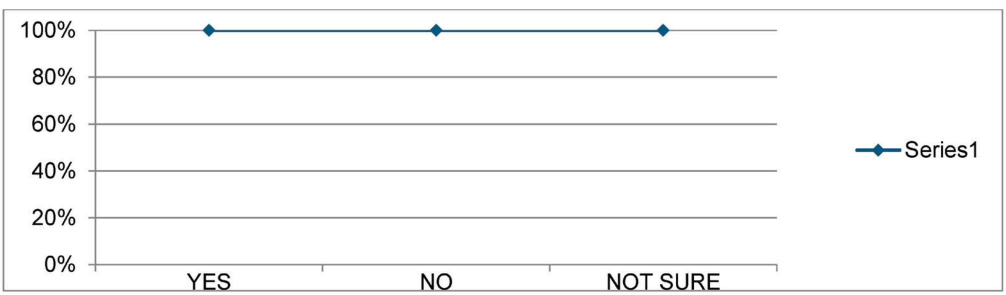
12. What concerns do you have about AI in recruitment? (Select all that apply)



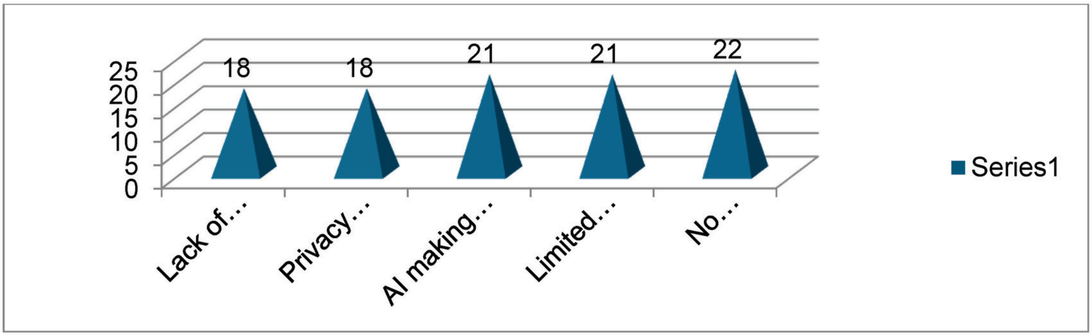
13. Do you believe that companies should be more transparent about how AI is used in the recruitment process?



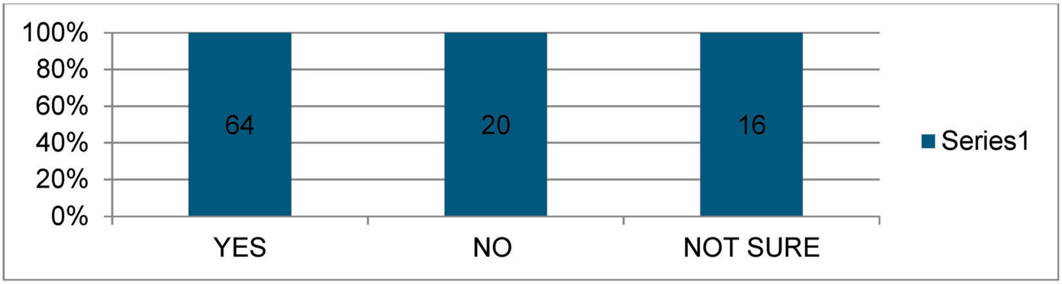
14. Do you think AI could introduce bias in the recruitment process (e.g., due to algorithms prioritizing certain characteristics)?



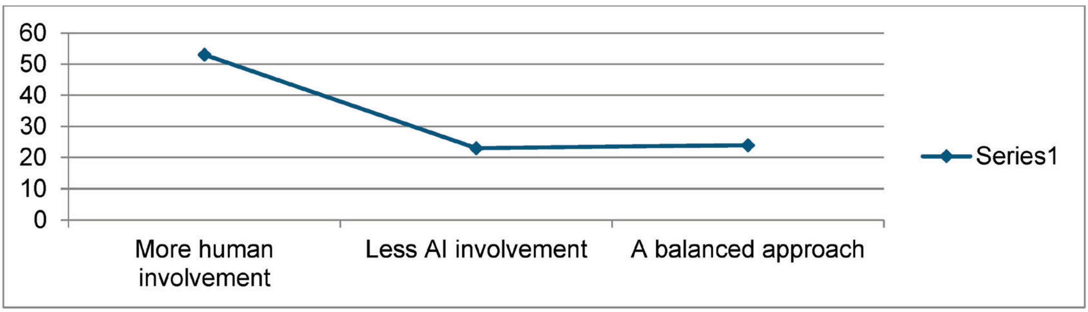
15. What concerns do you have about AI in recruitment? (Select all that apply)



16. Do you believe that AI will play a bigger role in recruitment in the future?



17. Would you prefer more human involvement, less AI, or a balance between both in the recruitment process?



Findings:

1. The majority of respondents are young, with 35% in the 18-22 age group and 30% under 18. The 23-27 group makes up 20%, while only 15% are 28 & above, indicating a predominantly youthful audience.
2. The majority of respondents (74%) have applied for a job at an MNC, while 26% have not. This indicates a strong interest among participants in pursuing opportunities at

multinational companies.

3. A slight majority (55%) of respondents are unaware that MNCs use AI in their recruitment processes, while 45% are aware. This suggests a need to raise awareness about the role of AI in modern hiring practices.

4. The majority of respondents (67%) have not experienced an AI-based recruitment process, while only 33% have. This indicates that many candidates still do not widely use AI-driven hiring methods.

5. Among those who have experienced AI in recruitment, opinions are almost evenly split. 35% found the experience natural, while 32% had a positive experience, and 33% reported it as negative. This suggests a mixed perception of AI-driven recruitment processes.

6. A majority of respondents (65%) believe that AI can assess their skills and qualifications fairly. However, 28% do not share this belief, and 7% are unsure, indicating mixed confidence in AI's fairness in recruitment.

7. Trust in AI's ability to make unbiased hiring decisions is varied. While 22% strongly trust AI and 21% somewhat trust it, the largest group (32%) remains neutral. On the other hand, 12% somewhat distrust and 13% strongly distrust AI, reflecting mixed levels of confidence in its impartiality.

8. A significant majority of respondents (62%) believe that AI improves the efficiency of the recruitment process, such as through faster response times and better candidate matching. However, 21% do not share this view, and 17% are unsure, indicating some skepticism about AI's impact on recruitment efficiency.

9. Feelings about being interviewed or assessed by AI are divided. 38% of respondents feel uncomfortable, while 32% are comfortable, and 30% remain neutral. This highlights varying levels of acceptance toward AI-based assessments.

10. Respondents are evenly split, with 35% feeling that AI rejected their application unfairly and another 35% disagreeing. Meanwhile, 30% are unsure, reflecting uncertainty and mixed perceptions about the fairness of AI in evaluating complete profiles.

11. Human involvement in the recruitment process alongside AI is valued by most respondents, with 31% considering it very important and 23% finding it moderately important. Additionally, 25% view it as somewhat important, while only 21% believe it is not important. This highlights a strong preference for a balanced approach integrating human input with AI.

12. The top concerns about AI in recruitment are AI making biased decisions (23%) and lack of human interaction (22%). Privacy concerns regarding data handling were raised by 20%, while 16% worry about AI's limited understanding of their complete profile. 19% have no concerns about AI in recruitment, indicating some level of comfort with its use.
13. A significant majority of respondents (42%) strongly agree that companies should be more transparent about AI in the recruitment process, while 13% agree. 31% remain neutral, and 11% disagree. Only 3% strongly disagree, indicating widespread support for greater transparency regarding AI's role in recruitment.
14. A majority of respondents (42%) are unsure whether AI could introduce bias in the recruitment process. However, 35% believe AI does not introduce bias, while 23% think it could, suggesting mixed views on AI's potential for bias in recruitment.
15. The primary concerns about AI in recruitment are AI making biased decisions and limited understanding of the complete profile (both at 21%), followed by lack of human interaction and privacy concerns (both at 18%). 22% have no concerns, indicating some comfort with AI in recruitment.
16. A large majority of respondents (64%) believe that AI will play a bigger role in recruitment in the future. 20% disagree, while 16% are unsure, indicating a strong expectation of AI's growing influence in recruitment processes.
17. The majority of respondents (53%) prefer more human involvement in the recruitment process. 24% favor a balanced approach, while 23% would like less AI involvement, indicating a strong preference for human interaction alongside AI.

Recommendations:

1. Increase awareness of AI’s role in recruitment through educational campaigns.
2. Promote transparency in AI recruitment processes to build trust among candidates.
3. Integrate human involvement alongside AI to ensure a balanced and fair recruitment experience.
4. Address AI bias concerns by regularly auditing AI systems for fairness.
5. Improve candidate comfort with AI assessments by providing clear guidelines on how they work.
6. Reassure candidates about privacy by communicating robust data protection measures.
7. Gradually expand AI's role while maintaining human oversight in decision-making.

8. Collect regular feedback to refine AI recruitment processes and enhance candidate experience.

9. Offer flexible recruitment options allowing candidates to choose the level of AI involvement.

Conclusion

This study sheds light on the evolving perceptions of youngsters towards the increasing use of Artificial Intelligence (AI) in recruitment processes, particularly within multinational corporations (MNCs). The findings indicate a growing interest in MNC opportunities, yet a significant portion of the respondents remains unaware or unsure about the role of AI in recruitment. While AI's potential to improve efficiency and fairness is acknowledged, there is a mixed response regarding its impact on candidate trust, fairness, and its ability to assess a candidate's complete profile. The concerns about AI bias, lack of human interaction, and privacy issues suggest the need for MNCs to adopt a more transparent and balanced approach to AI recruitment. In conclusion, while AI holds promise for transforming recruitment processes, a clear focus on educating candidates, addressing their concerns, and integrating human oversight will be essential for building trust and ensuring a more inclusive, fair, and efficient hiring experience. As AI continues to play a larger role in recruitment, the need for ongoing refinement, transparency, and flexibility in its implementation will be crucial to ensure its success in the recruitment landscape.

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AN EMPIRICAL STUDY ON ANALYZING THE ROLE OF CELEBRITY ENDORSEMENT AND ADVERTISEMENT CONTENT IN SPLIT BRAIN MARKETING ON CONSUMER PURCHASE CHOICES FOR SELECTED PRODUCT CATEGORIES

Dr. U. Devi Prasad
Professor, Department of Management, GITAM

Megha C K
Associate Professor, Department of Management, Aurora's PG College Ramanthapur

ABSTRACT

In modern rapidly changing and aggressive economy, advertising's function in affecting consumer behaviour and purchasing decisions is more important than ever. Among the many advertising tactics, celebrity endorsements and captivating commercial material stand out as highly effective. The purpose of this study is to investigate these variables and their influence on customer preferences. Celebrity endorsements use the reputation and attractiveness of well-known figures to promote items, resulting in a transfer of legitimacy and attractiveness associated with the celebrity to the item in question. This method is predicated on the belief that consumers' adoration for the celebrity would improve their impression of the recommended item, affecting their purchasing decisions. Celebrity endorsements' impact might vary greatly between different kinds of products, making it an ideal topic for empirical research. Parallel to the influence of celebrity endorsements, advertising content plays a vital role. Marketing materials' content, design, and overall story may all have a substantial impact on customer opinions and behaviours. Effective advertising material engages the audience, effectively communicates the brand's value proposition, and leaves a lasting impression that encourages customer attention and action. Combining these tactics, the notion of Split Brain Advertising provides an effective strategy by engaging to both the analytical and emotive aspects of the consumer's brains. This method seeks to produce commercials that connect on several levels, so increasing their total efficacy. Split Brain Advertising aims to involve people more fully by addressing both rational and emotional components, establishing a stronger relationship with the business. This study will look at how famous endorsements and advertisements interact within the Split Brain Marketing framework to affect consumer purchasing decisions. The study's empirical research will give insights into optimising marketing tactics to improve customer loyalty and loyalty to the brand, especially among product categories that regularly use these advertising approaches.

Keywords: *Celebrity Endorsement, Advertising, marketing, split brain marketing, etc.*

Introduction

In today's rapidly changing and dynamic economy, advertising's function in affecting consumer behaviour and purchasing decisions is more important than ever. Among the many advertising tactics, celebrity endorsements and captivating commercial material stand out as highly effective. This study seeks to investigate these factors and their influence on customer decisions. Celebrity endorsements use the popularity and attractiveness of well-known figures to sell items, transferring legitimacy and appeal associated with the celebrity to the good in question (Matei, I. M. 2015). This method is predicated on the belief that consumers' adoration for the celebrity would improve their impression of the recommended item, affecting their purchasing decisions (Zhou, M. et al 2022). Celebrity endorsements' impact might vary greatly between different kinds of products, making it an ideal topic for empirical research (Eon, P. 2024).

Parallel to the influence of celebrity endorsements, advertising content plays a vital role. Advertisements' content, appearance, and overall story may all have a substantial impact on consumer attitudes and behaviours. Successful marketing material interests viewers, effectively conveys the brand's value idea, and leaves a lasting impression that encourages customer attention and engagement (Liu, L. et al 2023).

Combining these tactics, the notion of Split Brain Marketing provides an effective strategy by appealing to both the analytical and emotive aspects of the consumer's brains. This method seeks to create commercials that resonate on several levels, so increasing their total efficacy. Split Brain Marketing aims to appeal to consumers more fully by addressing both rational and emotional components, establishing a stronger relationship with the business (He, L. et al 2021).

This study will look at how the endorsements of celebrities and marketing materials interacts within the Split Brain Marketing paradigm to affect consumer purchasing decisions. The study's empirical research will give insights into optimising marketing tactics to improve consumer involvement and loyalty to the brand, especially for product groups that regularly use these advertising approaches.

1.2 Research Objectives:

a. To evaluate how endorsements from celebrities and advertising content impact consumer purchasing decisions.

b. To examine how split brain marketing methods use logical and psychological incentives to influence customer purchases.

2. Literature Review:

In the words of Karmakar, A. et al. (2023), knowing clients has a tremendous impact on market success. Repeated advertising that combines emotional and intellectual appeals is one approach for gaining a footing in the minds of customers. Even commercials on reality shows, films, and games are popular ways to teach customers about the most widely utilised product in marketing. Marketers may now use neuromarketing to get into clients' subconscious processes in the brain, but testing neurological marketing strategies is expensive. Advertisers may use split-brain theory to better predict how customers will respond to their ads. Notwithstanding the reality that sound logic would prevent them from owning an object, humans frequently form emotional attachments to objects. This study examined four nations and their leading refrigerator brands to see how the content of advertisements connected to both the right and left sides of the human brain. According to this study, although Germany and India focus on the right hemisphere of the brain, Bangladesh emphasises both sides equally. Nevertheless, the United States is more likely to utilise the one side of the brain. Financial, socioeconomic, cultural in nature and political factors may all impact a consumer's demand, which in turn leads to a consumer's mental connection with promotional activities (Eijlers, E. et al. 2020). The results of the research might be used to influence content selection for both national and global campaigns, with substantial implications for advertising firms.

As per Nichifor, E. et al. (2021), in an era of electronically controlled rivalry, when the performance of Facebook advertisements drives social media advertising tactics, most sectors face new prospects. In this setting, this research seeks to identify and summarise the main optimisations for the inventive ad elements required to run highly personalised advertising based on a user profile. The people who took part were Facebook users aged 18 to 65+ who had an interest in dentistry services. Qualitative methodologies were used to identify appropriate solutions for professionals to build their businesses. In the initial stage, the most effective artistic component was identified using an A/B split test utilising Facebook Ads management. In the second step, an eye-tracking experiment produced 30 heatmaps illustrating the disparities across the parts. The findings provide methods for enticing people by enhancing the amount of personalisation of adverts. These are more useful for social media marketing focused at increasing brand recognition among women by displaying them a smiling human face. Whenever the demographic being targeted is guys, technical information are chosen to make the ad more appealing to them. This research contributes to the literature and enables practitioners to use social networking marketing growth methods to draw in users and converting them to their maximum potential.

3. Research Methodology:

In this study, a both analytical and descriptive research approach was adopted. The study explains how endorsements from celebrities and other aspects of advertisement content impact customer purchasing decisions. The study also looks at the interaction between logical and feelings in split brain advertising techniques and their overall influence on customer purchases. The primary data was acquired via a semi-structured questionnaire given to 100 customers who make purchasing decisions for Fashion and Apparel goods based on the aforementioned criteria. The convenient sampling approach was employed to acquire a sample of 100 clients.

4.1 Impact of celebrity endorsement and advertising content on consumer purchase decision:

Endorsements from celebrities and appealing commercial material have a huge impact on consumer purchasing decisions. When a well-known celebrity supports a product, their renown, trustworthiness, and desirability can have a beneficial impact on customers' impressions of the product, resulting in an intense emotional connection and increased brand memory. The transfer of good traits exhibited by the celebrity to the good in question frequently results in enhanced consumer trust and likelihood of purchase. Furthermore, advertisement content, encompassing the message, images, and tone, is critical for attracting consumers while successfully communicating the brand's value proposition. Well-crafted advertising material may stir feelings create lasting impressions, and effectively express the product's merits, compelling customers to buy. endorsements from celebrities and high-quality advertising material may greatly increase consumer attention, generate brand loyalty, and impact purchase behaviour, making them essential elements of effective marketing campaigns.

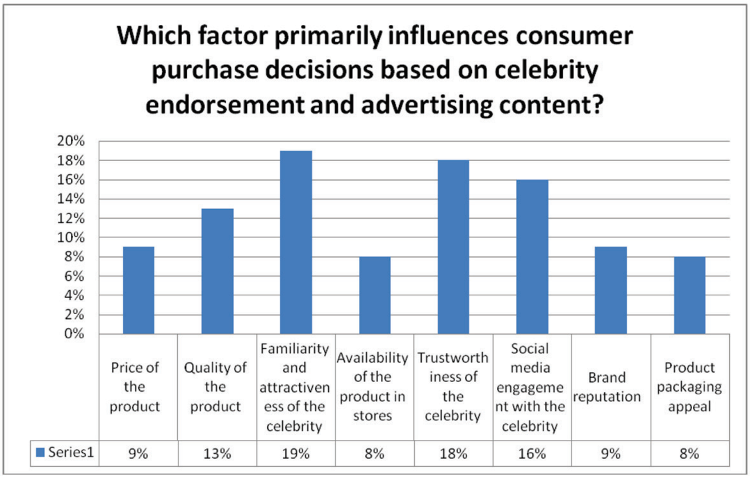

Fig. 1 Factors influencing consumer purchase decision

According to the poll results, celebrity familiarity and beauty have the greatest influence on consumer buying choices based on endorsements from celebrities and advertising material, with 19% naming this aspect as primary. Following closely, celebrity trustworthiness (18%) and social media involvement with the celebrity (16%) have a significant impact. According to survey respondents, the quality of the product (13%) scores moderately, while other aspects such as brand reputation (9%), product pricing (9%), product availability in stores (8%), and its packaging attractiveness (8%) contribute to a lower degree.

4.2 The relation between intellectual and appeals to emotion in split brain advertising techniques and their overall influence on customer buying decisions:

In split brain advertising strategies, the interplay between intellectual and emotional appeals is critical in influencing customer purchasing decisions. Rational appeals often emphasise product characteristics, advantages, and logical reasoning in order to persuade consumers using factual data and pragmatic factors. Emotional appeals, on the other hand, elicit sentiments, wants, and ambitions, resulting in a stronger personal and psychological connection with consumers. When skillfully combined, these two appeals can boost customer involvement and impact decision-making. Rational appeals give rationale and trust in the product's usefulness and worth, but emotional appeals elicit emotions and create a sense of immediacy or commitment. The balance between both techniques is critical because it addresses both the intellectual and psychological aspects of customer behaviour, resulting in purchase choices and loyalty to brands in competitive marketplaces.

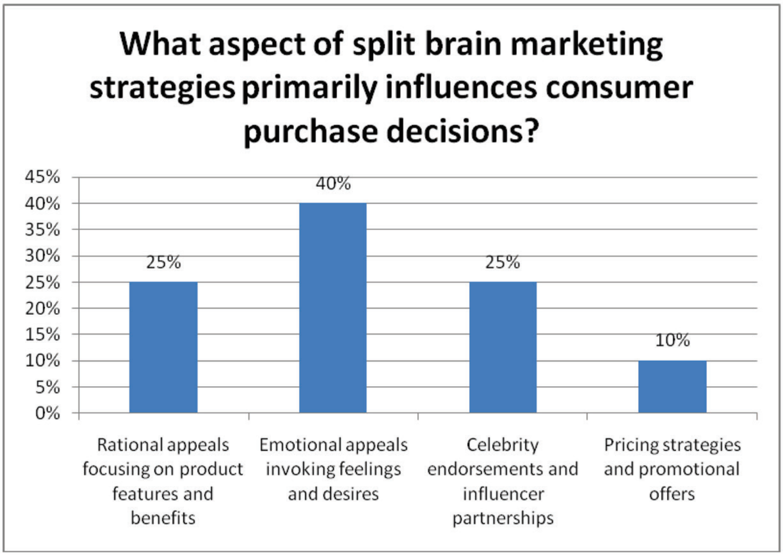

Fig. 2 Aspects of split brain marketing strategies

According to the survey results, emotional appeals that tap into customer sentiments and wants have the most effect on buyer choices among split brain advertising strategies, with 40% naming this element as primary. Rational arguments, which highlight product characteristics and benefits, are carefully followed by 25%. endorsements from celebrities and influencer relationships also have a substantial impact, each earning 25% of answers. Meanwhile, while price tactics and special offers continue to have an influence, 10% of respondents see them as the key factor affecting consumer choices in this context. These findings emphasise the relevance of both emotional and intellectual appeals, as well as the strategic usefulness of endorsements from celebrities and price reductions in altering customer behaviour in split brain advertising strategies.

Table 1

Relationship between rational and emotional appeals in split brain marketing strategies and their overall impact on consumer purchase decision

ANOVA

Consumer Purchase Decision

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	229.535	3	76.512	36.767	.000
Within Groups	199.775	96	2.081		
Total	429.310	99			

The ANOVA findings show a statistically significant variance among the groups (factors linked to logical and emotional appeals) with regard to of their influence on consumer purchasing decisions. The F-value of 36.767, along with a significance level (Sig.) of.000 (less than the standard alpha level of 0.05), indicates that the variance between the groups is unlikely to be attributed to random chance alone. This lends credence to the concept that rational and emotional messages in split brain advertising techniques have a combined impact on customer purchase decisions. In practice, this means that intellectual and feelings play different and substantial roles in determining consumer behaviour, emphasising the need of properly combining both methods to improve advertising efficacy and customer engagement.

5.1 Findings and conclusion:

The findings emphasises the intricate interplay of factors that influence consumer behaviour in reaction to endorsements from famous people and advertising content. The celebrity's strong emphasis on familiarity and beauty highlights the persuasive power of personality-driven marketing methods. Furthermore, the high ratings for reliability and social media involvement indicate that customers prefer authenticity and direct connection with celebrities when making purchase decisions. Meanwhile, while product quality, brand recognition, pricing considerations, availability, and package attractiveness are all significant, they play a secondary role in influencing customer decisions in this setting. This complex knowledge highlights the requirement for advertisers to properly connect celebrity endorsements with customer tastes in order to maximise campaign efficacy.

The findings also indicate a more complex understanding of consumer behaviour in split brain marketing methods, emphasising the importance of emotional appeals in influencing decisions about purchases. This demonstrates the success of methods that engage with customers on a psychological level, using their needs and ambitions to influence purchase decisions. Rational appeals, which emphasise product characteristics and advantages, are equally important, reflecting customer preferences for making educated decisions. The prevalence of endorsements from celebrities and influencer collaborations emphasises the role of social media influence in moulding customer perception and preferences. Meanwhile, pricing tactics and incentives, while less prevalent, are nonetheless critical for attracting price-sensitive customers and boosting sales. Overall, these findings highlight the complexities of consumer decision-making processes, emphasising the importance of marketers deliberately balancing emotional and rational appeals, as well as influencer methods and price approaches, to maximise marketing efficacy.

This study emphasises the significance of a comprehensive marketing strategy that includes logical appeals, which give factual information and emphasise product qualities, and appeals to emotion, which appeal to consumers' sentiments and ambitions. Understanding and efficiently using these dual methods allows marketers to better respond to differed consumer preferences and influence purchase choices. Furthermore, the findings highlight the strategic importance of connecting marketing activities with consumer psychology in order to develop engaging brand encounters that resonate strongly with those who are targeted.

5.2 Recommendations:

Based on the findings, marketers are recommended to use a comprehensive strategy to marketing that includes both intellectual and emotional appeals. The poll emphasises the importance of psychological appeals when influencing consumer purchase decisions, highlighting the necessity to engage with customers on a more deeply, more personal level in order to successfully utilise their needs and goals. Concurrently, logical appeals based on product characteristics and advantages remain important, reflecting customer desires for informed decision-making.

In addition, the study emphasises the strategic significance of endorsements from celebrities and influencer collaborations, demonstrating their impact in altering consumer views and preferences via social influence. Pricing methods and advertising campaigns are equally important, but they should supplement rather than replace emotional and intellectual arguments. Overall, these findings highlight the complexities of consumer choices and the need of marketers aligning their tactics with consumer psychology in order to develop engaging brand experiences that effectively engage varied audiences.

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THE EFFECTIVE ERP IMPLEMENTATION: A PROPOSED MANAGERIAL PLAN FOR ERP SUCCESS

Dr. K. Sai Sharan
Assistant Professor, Dept. of Commerce & Business Management,
Kakatiya University, Warangal, Telangana.

ABSTRACT

The business world has turned out to be more competitive. Organizations are relying upon innovation to enable them to upgrade their business forms to overcome the upcoming challenges. Organizations are searching for a data systems that can deal with gigantic workloads. This is the place Enterprise Resource Planning (ERP) systems become an integral factor. An ERP coordinates diverse subsystems into one gigantic framework that offers one database. It improves profitability and conveys more benefit to organizations. The motivation behind this paper is to address the impacts of ERP systems on business organizations. The paper will talk about these issues and present a plan to conquer them. Research was done with articles, and additionally books, to accumulate the reasonable assets that will help us in talking about the elements that add to ERP systems. Huge numbers of the articles are from IEEE diaries. A huge volume of information was gathered that speaks to a great many clients. Breaking down the gathered information will give scientists understanding into the impacts achieved by ERP systems. Moreover, the paper will investigate these issues and their effects on businesses.

Key words: *Enterprise Resource Planning, Information System, Customization.*

Introduction:

It was in the start of the 1980s when the endeavor ERP system was first presented. From the point of view of the business field, it was an extraordinary item. However, from the point of view of system engineers, it was a test to execute. The ERP system isn't just about coordinating distinctive subsystems into one huge system; it is considerably more than that. It is a framework whereby you have a whole electronic oragnisation. Be that as it may, everything new brings new difficulties. ERP has conveyed snags to system designers, as well as to oragnisations, also (McGaughey and Gunasekaran, 2007). The ERP system remains for big business asset arranging. It is essentially a data system that consolidates distinctive subsystems into one system. This activity is called joining, whereby subsystems are incorporated into one system. For instance, an oragnisation has three principle data systems. The main system handles HR; the second system handles back; and the third system handles fabricating. ERP incorporates these three subsystems into one framework that offers information among these subsystems. The ERP system ought to enhance effectiveness for oragnisations (McGaughey and Gunasekaran, 2007).

Since the start of trade, techniques were inquired about to enhance business processes. This is when PCs and databases were acquainted with the business world. Making a data systems encourages the oragnisation to keep up its information and utilize its procedures. At in the first place, it was an incredible plan to have a PC play out a procedure considerably speedier than a human can do. It was additionally mind blowing to store a great many papers into a drive that is littler than a human's head. Nonetheless, when organizations began developing more, the requirement for PC systems has expanded. At that point, distinctive systems were presented. Yet, numerous issues have emerged (Irani, 2002).

The customary ERP system is known as a back-office framework. It is utilized solely by representatives and isn't for the general population or clients. It includes just the center business procedures of oragnisations without including clients. The fundamental objective of the customary ERP system is just to enhance proficiency (McGaughey and Gunasekaran, 2007).

SAP developed SAP's R/3 of every 1992. The framework included new highlights, for example, the expansion of customer server equipment design. The expansion of customer server equipment design empowered the product to be keep running on numerous stages. Besides, the framework was executed utilizing an open design approach that made it feasible for third party organizations to coordinate their frameworks with SAP's R/3. In 1999, the ERP system influenced organizations, to aside from IBM, develop significantly more and control the product advertise, for example, Oracle, SAP, PeopleSoft, and BAAN (Robert Jacobs, 2007). The year 2000 is one motivation behind why ERP systems have spread the world over. ERP system merchants have tended to the issue of Y2K. These organizations and other major ERP frameworks have actualized bundles, for example, a framework bundle for colleges. Outsider organizations redo these bundles (Robert Jacobs, 2007). The ERP system conveys numerous advantages to oragnisations. It brings activities benefits, administrative advantages, key advantages, IT system advantages, and oragnisation benefits. In any case, there are numerous deterrents to moving to an ERP system (Shang and Seddon).

Though, the advanced ERP system has crushed the limits of the spirit office (Robert Jacobs, 2007) to likewise incorporate the front office, for example, clients. It incorporates the utilization of clients to make it a more prominent framework that handles monstrous tasks (Robert Jacobs, 2007). The historical backdrop of ERP systems really goes back to 1970, with the requirement for the incorporation of business forms. Be that as it may, it was not actualized until the start of the 1990s. The name itself happened in 1990 by Gartner Group. Programming organizations began to actualize ERP systems in the mid 1990s, for example, Baan programming and SAP (Robert Jacobs, 2007).

Review of Literature

Keeping in mind the end goal to make an ERP usage a win, we require a decent plan. Constrained examinations were directed in ERP usage designs. Two of these usage plans will be talked about in this segment. A large portion of the examinations centered on the basic achievement components of ERP success.

There are numerous components associated with making the ERP venture a win. There are basic variables (Velcu, 2007). These variables will be examined in this area. As indicated by Umble, there are nine achievement basic variables. The first is an unmistakable comprehension of vital objectives. This is the primary factor since you have to comprehend why you need to change to ERP. This factor implies that the oragnisation needs to comprehend what they need to accomplish and how they can accomplish it. With a specific end goal to do that, they have to comprehend the vital objectives (Umble, Haft, and Umble, 2003).

The second factor is duty by top administration. This is essential. The individuals from top administration in any oragnisation are the chiefs. Also, with a specific end goal to make the ERP venture work, it needs full help from top administration (Umble, et al., 2003).

The third factor is superb venture administration. An extraordinary venture administration technique should be followed keeping in mind the end goal to achieve achievement. This includes a reasonable comprehension and meaning of goals. They need great work and asset designs. Taking everything into account, the administration needs to track the undertaking movement (Umble, et al., 2003).

The fourth factor is authoritative change administration. As talked about before, the change administration is critical in light of the fact that oragnisations dependably confront protection from workers and clients (Umble, et al., 2003).

The fifth factor is having an incredible execution group. As we have found in a portion of the past cases, it is critical to have an incredible counseling accomplice. For instance, PharmaCo lost cash and time in light of a poor execution group that had no involvement with Oracle items.

The 6th factor is information precision. An oragnisation that actualizes an ERP system should move its information from the old system to the ERP system. This implies the information that is gone into the ERP system must be right and exact; else, it will cause numerous issues. As we have found in the CosmeticCo case, the organization was placed in an awful place in light of the fact that the information design reports were causing issues (Umble, et al., 2003).

The seventh factor is broad instruction and preparing. It is vital to decrease client protection, and we can accomplish that by having instructional meetings. Teaching and preparing representatives is exceptionally basic to the accomplishment of the ERP venture (Umble, et al., 2003).

The eighth factor is engaged execution measures. The ERP system execution must be assessed by the oragnisation to monitor how the system is meeting the oragnisation's objectives. Another paper likewise specified comparable basic variables. In this paper they mentioned a plan to lead the undertaking ERP to progress. They isolated their plan into four stages: contracting stage, venture stage, squeeze stage, and on the up and up stage. Each stage has numerous undertakings, and they are shown in the following figure (Nah, Lau, and Kuang, 2001).

Problem Statement:

While ERP systems aim to improve operational efficiency, streamline processes, and simplify employee tasks, improper implementation can have detrimental effects, including financial losses, operational disruptions, and layoffs. This paper addresses these challenges, explores their root causes, and proposes a structured solution to mitigate these risks.

Contextual Analysis:

The case of a power distribution company illustrates the challenges of ERP implementation. The organization adopted SAP ERP in 2009 with a sequential deployment approach. However, data migration issues caused system failures, financial strain, and operational disruptions, leading to employee layoffs and reduced morale.

This example underscores the need for meticulous planning, skilled consultants, and robust data migration strategies to avoid such failures.

They took after the ERP usage life cycle; they began in 2009 and completed in 2011. Amid that time, numerous instructional meetings were set up. These instructional meetings are better than average for change control. Everything was going fine and dandy, so they chose to utilize a successive arrangement whereby each piece of the system is enlivened in a grouping. After the principal system was sent, the issues began to show up. Also, regardless they needed to dispatch alternate subsystems since it was a successive sending.

The system was closing down a great deal. This little issue of exchanging information from the old system to the ERP system has caused numerous issues for the Power distribution company . In the first place, they needed to pay significantly more cash to settle these issues. The information was not accessible, numerous arrangements were proposed, and by the end, the issue was in the long run fathomed, yet simply after quite a while of agony. The organization paid a great deal of cash to temporary workers to settle this issue. The representatives were enduring on the grounds that they couldn't carry out their employments.

Administration was influenced seriously on the grounds that the organization was in money related emergency. The entire organization was confronting a catastrophe, and a few workers were laid off. All in all, there are numerous individuals who have proposed techniques for a fruitful ERP usage, however just a couple of who have expounded on taking care of these impacts after the ERP catastrophe happens.

ERP ISSUES: A contextual investigation, the ERP system could enhance oragnisations extremely, but, when executed accurately. At the point when the system isn't executed accurately, it could influence oragnisations seriously. It could compress organizations. These impacts will be recorded under its classification. As indicated by the Impact of Enterprise Resource Planning (ERP) System Implementation on Organization. These impacts are managerial and operational. These impacts can cause many issues to oragnisations.

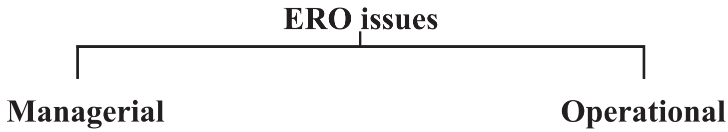

Figure 1

1. Managerial Impacts:

There are numerous issues that influence an oragnisation's administration. Administration is continually attempting to keep up or increment benefit. The ERP system could require a considerable measure of cash after organization when issues begin to show up. It ought to diminish costs, which will thus expand benefit (Poston and Grabski, 2001).

In any case, in some cases, as with the contextual analysis displayed, an organization endures and cash is an issue. The cash is really a major issue, since when an organization is in budgetary emergency, it can't work productively. An organization begins to cut expenses and all of a sudden it loses its place in the market; as a rule, it sets aside a long opportunity to recoup. PharmaCo is a Chinese organization that works in solution. They chose to actualize an ERP system in 2000. They bought an Oracle item and picked a neighborhood customization seller to do the execution. The administration picked the wrong merchant; the seller had no involvement with Oracle items. After eight months, the execution was halted and another seller was chosen. They lost their cash that they paid to the nearby seller (Xue, et al., 2005). These issues are influencing the oragnisations all in all, yet in addition the administration division specifically and to a more prominent degree, since they are the ones who are the chiefs. When you settle on a choice, you need to manage the results. For instance, if the administration would have taken additional time with investigating advisor sellers, they could have maintained a strategic distance from these issues. Be that as it may, they were surging in settling on the choice.

2. Operational Impacts

All together for a system to work viably; it must be executed extremely well. The most vital factor in the achievement of the venture is the usage stage (Xue, et al., 2005). As we have found for the situation think about, a specialized issue in exchanging the information from the old system to the new system has put the Power distribution company in a grievous circumstance; the information was essentially not accessible (De Loo, et al.).

Another specialized issue that can put an oragnisation in an awful place is the thing that occurred with Cosmetic Co. It is one of the greatest Chinese organizations that work in beautifying agents. They chose to move to an ERP system in 1998. For instance, the negative sign is situated after the numbers. Besides, the numbers were covered and hard to peruse. Subsequently, they needed to settle the reports after they were created, so the procedure took any longer than it used to on the old system. The organization lost their cash on the buy of the system and endured hence. In the long run, they sued the seller and recovered their cash after just about two years and needed to supplant the entire system (Xue, et al., 2005). In spite of the fact that these specialized impacts affect the oragnisation from an operational point of view more so than from an administrative viewpoint since tasks are ceased, operational and administrative impacts cover, and one influences the other (Law and Ngai, 2007).

I. PROPOSED SOLUTION As observed, there are numerous effects of the ERP system that have repercussions on an oragnisation. These effects are found on account of an ERP failure. Numerous plans have been proposed to keep these issues from happening, however they keep on occurring. In this paper, a plan will be proposed to conquer these issues. The plan is called Solve Scheme:

1) Managerial impacts

As we have seen, the impacts of managerial issues are misuse of:

- Time
- Money
- Poor planning and decision-making.
- Inefficient time and resource management.

2) Operational impacts

As we have seen, the impacts of operational issues are:

- Interruptions in business processes.
- Technical difficulties during system integration and data migration.

Proposed Solution: The Success Plan

To address ERP implementation challenges, this paper proposes the Success Plan, which includes the following stages:

1. **Team Formation:** Establish a cross-functional team comprising system experts, business process specialists, and external consultants.
2. **Consultant Selection:** Engage experienced vendors with proven ERP expertise.
3. **Stakeholder Communication:** Communicate the implementation plan to all employees to ensure transparency and gain support.
4. **Process Mapping:** Document current business processes and identify areas for improvement.
5. **Implementation Planning:** Develop a detailed implementation roadmap in collaboration with consultants.
6. **Progress Tracking:** Monitor progress regularly and address challenges promptly.
7. **Training and Testing:** Conduct employee training and rigorous system testing before deployment.
8. **Post-Implementation Evaluation:** Assess the ERP system's performance and its alignment with organizational goals.

First stage: In this stage, the group should outline a fundamental arrangement. This arrangement ought to indicate the stages that they ought to experience in the undertaking. They are of the accompanying: Specify issues in the present data framework; Set up objectives; Review recommendations; Choose ERP software; Choose incorporation accomplice; Implementation; Training; and System Testing.

Second stage: In this initial state the top management will finalise a consultant team, this team is composed of experts in systems management and business process, team also includes the experts from the client side and advisors from the industry.

Third stage: In this stage, the plan ought to be reported to the greater part of the representatives in the oragnisation. This stage is basic in light of the fact that the contribution and involvement of the employees is vital.

Fifth stage: In this stage, the incorporation accomplice will initially meet with the expert group to talk about the primary procedures of the framework. At that point they need to go to every division and see how every business procedure is done.

Sixth stage: In this stage, the reconciliation accomplice will fabricate the usage design. In addition, they have to talk about this arrangement with the expert group and get their endorsement.

Seventh stage: In this stage, the expert group should track the advance of the usage with the execution group. They should track the advance each week and assess the advance.

Eighth stage: In this stage, the advisor group ought to assess the task after it has been finished. They should check whether it has met the objectives that they set.

Conclusion:

ERP systems offer substantial benefits for organizational efficiency, but their implementation is complex and requires careful planning. The Success Plan provides a systematic approach to overcoming managerial and operational challenges, ensuring effective implementation and long-term benefits. Further research and real-world application of this plan can refine its practicality and address additional concerns, such as system customization.

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ESTIMATING THE INFLUENCE OF CONSUMERS' PREFERENCE FOR LEATHER CRAFT PRODUCTS

Dr. B. Latha Lavanya
Associate Professor, MEASI Institute of Management
Royapettah, Chennai-14

Mohammed Saad .P
IInd yr MBA, MEASI Institute of Management
Royapettah, Chennai-14

ABSTRACT

The significance of collaborations and partnerships in promoting innovation has grown in the quickly changing business environment of today. The characteristics of successful partnerships in fostering innovation within industries are examined in this essay. It explores the best approaches that businesses may take to foster fruitful partnerships, highlighting the significance of trust, synergy, and common objectives.

Case studies provide instances from the actual world where strategic alliances have produced important discoveries and competitive advantages. This article looks at these observations in an effort to give researchers and business leaders a thorough framework for navigating and utilizing partnerships in the pursuit of innovation and long-term prosperity.

The article uses case studies from a variety of industries to demonstrate how strategic alliances have resulted in breakthrough technologies and improved market positioning. By combining these ideas, the paper provides practical ways for industry executives and researchers to form and manage collaborations that create long-term innovation and corporate success in today's competitive world.

Keywords: *Strategic collaborations, Partnerships, Innovation, Research and development, Industry perspective, Competitive advantage, Case studies, Synergy and Sustainable growth*

Introduction

Consumer perception is one of the essential elements in understanding consumer behavior, as well as in making a purchase. Essentially, it refers to the process that involves the selection, organization, and interpretation of information regarding an object, service, or brand to create an impressive picture. All manners of marketing strategies, product quality, price, packaging, social influences, and personal experiences influence such perception. Consumer perception refers to individuals interpreting and form opinions about a product or brand based on their experiences, marketing, and personal beliefs. Leather products, in particular, evoke diverse perceptions among consumers. Traditionally, leather has been seen as a premium material associated with luxury, quality, and durability. Many consumers appreciate leather for its strength, longevity, and its ability to improve in appearance over time. Leather items such as handbags, shoes, jackets, and furniture are often perceived as high-end, making them desirable for consumers seeking products that combine function with style.

The perception of leather products is increasingly shaped by concerns around sustainability and ethics. As environmental awareness grows, more consumers are scrutinizing the production processes of leather, which can be resource-intensive and environmentally harmful due to the chemicals used in tanning. Additionally, ethical concerns about animal welfare have led to a growing demand for alternatives like vegan leather, made from plant-based or synthetic materials. Consumers who prioritize sustainability and cruelty-free practices may view traditional leather less favourably, opting instead for eco-friendly options. Fashion trends also play a significant role in shaping consumer attitudes toward leather. While leather is often regarded as a timeless material, preferences can vary depending on seasonal trends, cultural shifts, and the rise of conscious consumerism. As the fashion industry embraces more sustainable practices, brands are innovating with alternative materials and promoting transparency in their sourcing, further influencing how consumers perceive leather products.

In today's dynamic marketplace, consumer perception is more complex than ever due to increased access to information, online reviews, social media influence, and rising consumer expectations. As consumers become more aware of product attributes such as sustainability, ethical production, and innovation, businesses are under pressure to not only meet their functional needs but also align with their values and aspirations. Understanding consumer perception is essential for creating effective marketing strategies, building brand loyalty, and fostering positive customer relationships. Research into consumer perception helps companies tailor their products, messaging, and positioning to meet the evolving needs of the target audience, thereby gaining a competitive advantage in the marketplace. This study aims to explore the underlying factors that shape consumer perceptions of goods and their impact on purchasing behavior, offering insights into how businesses can better align their offerings with consumer expectations.

Consumer perception on leather goods refers to the way consumers view, interpret, and form opinions about leather products based on their personal experiences, values, cultural influences, marketing messages, and interactions with the products. It includes perceptions related to quality, durability, style, environmental impact, and brand reputation. Positive perceptions are often linked to high-end craftsmanship, luxury, and longevity, while negative perceptions may arise from concerns about ethical production practices, environmental sustainability, or pricing.

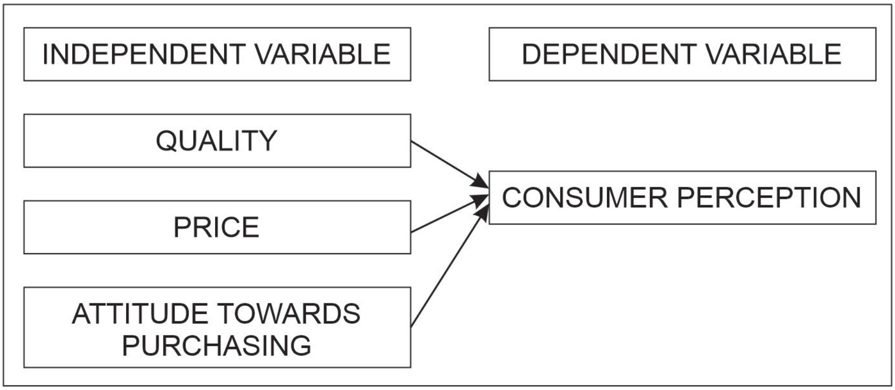
1.1 National Perspective:

In the United States, consumer views on leather items have evolved in the last several years due to a combination of changing fashion tastes, traditional values, and sustainability concerns. Leather has always been associated with elegance, quality, and longevity, making it a popular choice for customers looking for high-end, long-lasting goods. Because of their high price tags and classic appeal, luxury goods like furniture, coats, and handbags made of leather, and shoes are frequently seen as status symbols. Leather is a popular choice for this market sector, especially for individuals who appreciate the tactile qualities of natural materials and artisan craftsmanship. Thoughts about leather's sustainability have been clouded by its association with animal agriculture, which contributes to deforestation, greenhouse gas emissions, and water consumption; animal welfare concerns have also caused many consumers to reevaluate their position on leather, particularly in light of the growing vegan movement and the demand for cruelty-free products.

1.2 Global perspective:

Consumer opinions of leather items are changing on a global scale due to a variety of ethical, cultural, and economic considerations. Leather has long been associated with luxury, artistry, and toughness in a variety of contexts. In marketplaces throughout Europe, North America, and some areas of Asia, high-end leather goods like handbags, shoes, coats, and furniture fetch exorbitant prices. Leather is a desirable material for luxury items because it is associated with legacy, quality, and lasting value for many buyers. Leather continues to be a crucial component of the identities of many great businesses in nations like France and Italy that have vibrant fashion cultures. The problem is striking a balance between traditional leather manufacturing processes and the global push for sustainability in areas with strong cultural ties to leather, such Latin America (home to a significant leather production industry) or India (renowned for its leather workmanship). In response to the global demand for environmentally friendly products, some of these locations are starting to implement more sustainable practices, such as tanning without the use of chrome and water-saving technologies. The opinions of leather items among consumers around the world are become more nuanced as worries about sustainability and animal welfare are balanced against the classic allure of luxury and durability. Although many people still find leather to be desirable, particularly in upscale and developing markets, an increasing number of customers are calling for ethical and environmentally sustainable substitutes.

1.3 Conceptual Flow Chart



2 Review of Literature:

De Klerk, H. M., Kearns, M., & Redwood, M. (2019). This article explains about the controversial fashion, ethical concerns and environmentally significant behaviour. The purpose of this paper is to report on the role played by luxury value perceptions and ethical concerns in environmentally significant consumer behaviour and purchase intent toward authentic leather products. A non-probability sampling was carried out and 429 males and females aged 26 years and above, who reside in a household income group that would afford them the purchasing power for authentic leather products, were administered the structured questionnaire. It revealed that the South African consumers have strong perceptions of functional and individual luxury value drivers leading to above-average purchasing intent for products made of authentic leather. Value perceptions at the individual scale were negatively associated with purchase intention. Respondents voiced very strong ethical concerns but hardly ever engage in environmentally significant behaviour. The results will have implications for the tanning industry and retailers and brands interested in penetrating the South African luxury leather market. Dagger, T. S., & Raciti, M. M. (2011). This is an exploratory study proposed a test model for examining the congruence/incongruence between product category and country images perceived by consumers. It is whether there exists perception by consumers of favourable attitudes toward all products that originate from a given country simply because consumers associate such favourable attributes with that country or whether it cuts across certain categories of products only. A Small intercept was used in the administration of a structured survey. The sample collected consisted of 188 Australian consumers. The findings suggest that when a strong positive match exists between country and product image then COO will positively influence product evaluation and willingness to buy. In turn, when an unfavourable mismatch is evident COO would negatively influence consumers' product evaluations and willingness to buy.

Summers, T. A., Belleau, B. D., & Xu, Y. (2006). The purpose of this study is to determine, based on the Theory of Reasoned Action (TRA), whether wealthy female consumers would have a purchase intention toward an abusive luxury product, namely, apparel made from American alligator leather. Influence variables evaluated in the model were: attitude toward performing the behaviour (purchasing alligator leather apparel); subjective norm, involvement (fashion involvement); controversy perception (social acceptance and endangerment status of the American alligator); price perception (price-quality schema and prestige sensitivity); personality traits (self-confidence and self-consciousness); and demographics. A mail survey of 1,200 affluent female consumers residing in eight US metropolitan statistical areas defined as fashion centres was conducted. A total of 430 usable surveys were returned for a 36 percent response rate. The general linear model regression analysis revealed that attitude toward performing the behaviour, subjective norm, controversy perception (social acceptance), and fashion involvement were significant predictors of purchase intention. Jiang, L., & Shan, J. (2018) this paper evaluates the relationships between Confucian Propriety and luxury value perception with the purchase intention of luxury brands, with a specific focus on how those relationships may vary between youth and elderly consumers in a Chinese context.

The findings of this study indicate the changes of luxury consumption values and behaviour of Chinese consumers, and therefore, marketers should not generalise the Chinese luxury consumers' behaviour again. Marketers of luxury are advised to: Even more, brands in China should change their attitude and behave in accordance with different generations' expectations. Keech, J., Morrin, M., & Podoshen, J. S. (2020). The effects of materialism on consumer evaluation of sustainable synthetic (lab-grown) products. With increasingly indulged customers who want luxury goods that are socially responsible, and supplies remain somewhat unstable in consumer markets, many industries seek alternative sources to help satisfy its consumers. One alternative source that may eventually fulfill the needs of the future is lab-grown products. Marketers, therefore, should exercise extreme care while using particular appeals for different groups according to values of materialism levels among consumers. It will be importantly understood how consumers are going to react to this new emerging technology and to see how the promotion strategies can augment their evaluation if indeed the wave of the future will be lab-grown products. Canziani, B., Watchravesringkan, K., & Yurchisin, J. (2016) this article discuss a theoretical relationship that exists among perceptions of consumer social class, perceived legitimacy of customer requests for service, and the delivery of intangible services. Evidence suggests upgrading service providers' efforts to reach out to the new rich and trading-up neo-luxury consumer markets as long as these focus on the intangible elements of the service delivery system.

3. Research Methodology

It involves specific techniques that are adopted in research process to collect, assemble and evaluate data.

4. Data Analysis:

4.1 Normality Test

Table: 01 - Descriptive

Study Variable	Statistics	Std. Error
Consumer Perception	2.79	0.042
Skewness	0.416	0.304
Kurtosis	0.895	0.599

Source: Primary Data

Inference

The normality test show that the mean of Consumer Perception is 2.7952. The skewness is 0.416 indicating left skew. The kurtosis is 0.895 (positive) suggests a leptokurtic distribution, meaning it has heavier tails than a normal distribution.

Table: 02 - Normality Test

	Kolmogorov			Shapiro – Wilk		
	Statistics	Df	Sig.	Statistics	Df	Sig
Consumer Perception	0.114	62	0.043	0.971	62	0.156

Source: Primary Data

Inference

The normality test for investor sentiment statistics shows that the data is not normally distributed. This is indicated by the Kolmogorov-Smirnov and Shapiro-Wilk tests, both of which have significant p-values (0. 043). The Positive skewness and positive kurtosis further confirm the deviation from normality.

4.2 Reliability Analysis

Reliability analysis involves using graphical, mathematical, and textual operations to assess the effectiveness of a system by highlighting weaknesses and ranking available options when certain components fail. The analysis, based on a sample of 65 participants, revealed strong internal consistency among the scales.

Table: 3 - The Reliability Analysis

Cronbach's Alpha	No of Item
0.51	30

Source- Primary Data

Inference

Cronbach's alpha test was performed to check the reliability of 30 item. The usual reliability coefficient ranges from 0 to 1, the greater the internal consistency of the items in the scale. Henceforth, the result states that the overall score is 0.51 indicating internal consistency of the items which states more reliability.

Table: 04 - Scale Statistics

Mean	Variance	Std. Deviation	No. of Items
87.63	70.66	8.40	30

Source- Primary Data

Inference

The above table states that the scale statistics were calculated for a total of 30 items where the mean is 87.63, variance is 70.66 and with a standard deviation of 8.40.

4.3 Factory Analysis

Factor Analysis is a statistical method used to describe variability among observed, correlates variable in terms of potentially lower number of unobserved variables called Factors. Factor Analysis is related to principal component analysis (PCA).

Table: 05 - Communalities

Factor	Initial	Extraction
CP1	1.00	0.80
CP2	1.00	0.55
CP3	1.00	0.67
CP4	1.00	0.69
CP5	1.00	0.56
CP6	1.00	0.65
CP7	1.00	0.59
CP8	1.00	0.76
CP9	1.00	0.69
CP10	1.00	0.73

Q1	1.00	0.70
Q2	1.00	0.60
Q3	1.00	0.50
Q4	1.00	0.63
Q5	1.00	0.58
P1	1.00	0.56
P2	1.00	0.71
P3	1.00	0.73
P4	1.00	0.66
P5	1.00	0.73
ATP1	1.00	0.72
ATP2	1.00	0.77
ATP3	100	0.58
ATP4	1.00	0.78
ATP5	1.00	0.65

Source- Primary Data

Inference

The highest extraction for the Consumer Perception is 0.80, Quality is 0.70, and Price is 0.73, Attitude towards Purchasing 0.78.

Table: 06 - KMO and Bartletts Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.622
Barlett's Test of Sphericity	
Approx. Chi-square	706.79
Df	435
Sig.	0.00

Source- Primary Data

Inference

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a statistic that indicates the proportion of variance in the variables that might be caused by underlying factors. High values (close to 1.0) generally indicate that a factor analysis may be useful with your data. From the above table it shows a value of 0.622 which is a great measure for the variables.

Table: 07 - Total Variances Explained

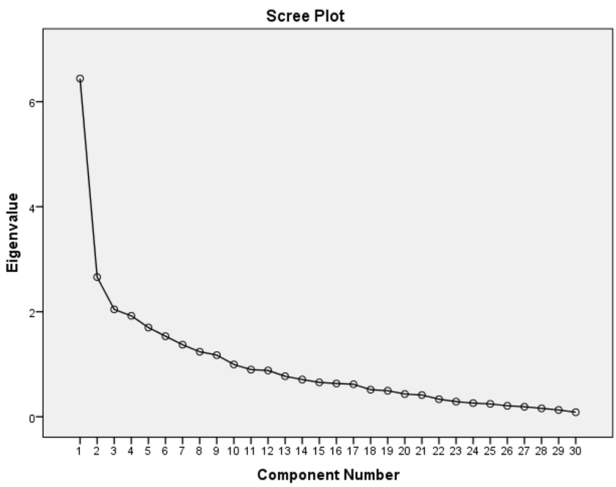
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumuative %
1	6.44	21.47	21.47	6.44	21.47	21.47
2	2.65	8.86	30.33	2.65	8.86	30.33
3	2.04	6.81	37.14	2.04	6.81	37.14
4	1.92	6.40	43.55	1.92	6.40	43.55
5	1.69	5.66	49.21	1.69	5.66	49.21
6	1.53	5.11	54.32	1.53	5.11	54.32
7	1.37	4.57	58.90	1.37	4.57	58.90
8	1.23	4.12	63.02	1.23	4.12	63.02
9	1.17	3.91	66.94	1.17	3.91	66.94
10	0.99	3.31	70.26			
11	0.89	2.99	73.25			
12	0.88	2.94	76.19			
13	0.77	2.57	78.76			
14	0.70	2.36	81.12			
15	0.65	2.18	83.30			

Source- Primary Data

Inference

The highest percentage of variance in initial Eigen values is 21.47 percent which is equal to the extraction sums of squared, and also followed by their cumulative percentage is 21.47 percent.

Chart : 1 - The Scree Plot



Inference

The above plot X-Axis represents component number and Y-Axis represents Eigen value and its shows the items (variables) in the rotated factor space. It helps to see how the items (variables) are organized in the common rotated space.

4.4 CHI-SQUARE

Consumer Perception VS Attitude towards Purchasing

Hypothesis

Null Hypothesis - There is no association in between the implementation of Consumer Perception and Attitude towards Purchasing.

Alternative Hypothesis - There is an association in between the implementation of Consumer Perception and Attitude towards Purchasing.

Table: 9 Chi-Square Tests

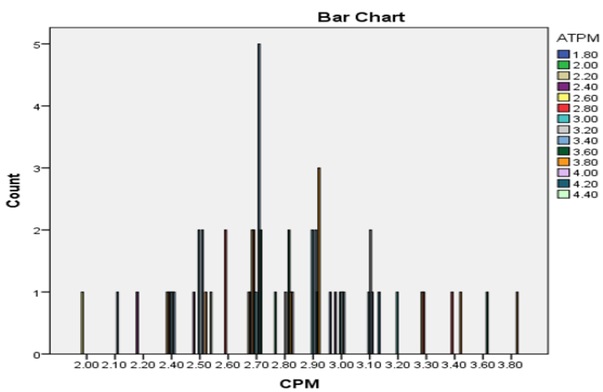
Variables of the study	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	178.72a	195	0.79
Likelihood Ratio	124.16	195	1.00
Linear-by-Linear Association	1.71	1	0.19
N of Valid Cases	62		

Source- Primary Data

Inference

The Chi-Square tests for this analysis also show no significant association between the variables. The Pearson Chi-Square ($\chi^2 = 178.72$, $p = 0.79$) and Likelihood Ratio ($\chi^2 = 124.16$, $p = 1.00$) have p-values well above 0.05, indicating the variables are independent. Additionally, the Linear-by-Linear Association ($\chi^2 = 1.71$, $p = 0.19$) suggests no significant linear relationship. With 62 valid cases, the results indicate no meaningful association between the variables in this dataset.

Chart : 2 - The Scree Plot



Inference

The bar chart illustrates the distribution of attitude towards purchasing values across various consumer perception ranges. The majority of attitude towards purchasing values cluster within the consumer perception range of 2.60 to 2.80, with a significant peak at 2.70. The overall distribution leans towards higher consumer perception values, suggesting a concentration of favourable attitudes towards purchasing in these ranges.

4.5 t-Test

NULL HYPOTHESIS: There is no significance difference among the variables of the study.

ALTERNATIVE HYPOTHESIS: There is significance difference among the variables of the study.

Table: 10 One Sample Statistics

Study Variable	N	Mean	Std. Deviation	Std. Error
Consumer perception	62	2.79	0.33	0.04
Quality	62	2.92	0.50	0.06
Price	62	3.44	0.60	0.07
Attitude towards purchasing	62	3.16	0.53	0.06

Source- Primary Data

Inference

The table shows the one-sample statistics for four variables. Consumer Perception has a total of 2.79, with a standard deviation of 0.33. Quality has a total of 2.92 and a standard deviation of 0.50. Price has a total of 3.44 with a standard deviation of 0.60. Attitude towards purchasing has a total of 3.16 and a standard deviation of 0.53. These values represent the central tendency and variability of the variables based on 62 valid cases.

Table: 11 - One - Sample Test

<table>
<tr><th rowspan="3">Study Variable</th><th colspan="6">Test Value = 0</th></tr>
<tr><th rowspan="2">T</th><th rowspan="2">Df</th><th rowspan="2">Sig
(2 – tailed)</th><th rowspan="2">Difference</th><th colspan="2">95% Confidence Interval of the Difference</th></tr>
<tr><th>Lower</th><th>Upper</th></tr>
<tr><td>CP</td><td>65.49</td><td>61</td><td>0.00</td><td>2.79</td><td>2.70</td><td>2.88</td></tr>
<tr><td>Q</td><td>45.94</td><td>61</td><td>0.00</td><td>2.92</td><td>2.80</td><td>3.05</td></tr>
<tr><td>P</td><td>44.55</td><td>61</td><td>0.00</td><td>3.44</td><td>3.28</td><td>3.59</td></tr>
<tr><td>ATP</td><td>46.86</td><td>61</td><td>0.00</td><td>3.16</td><td>3.02</td><td>3.29</td></tr>
</table>

Source- Primary Data

Inference:

The t value of Consumer perception is 65.49, Quality is 45.94, Price is 45.55, and Attitude towards purchasing is 46.86. The P value for all the factors is less than 0.05, hence there is a significance between Consumer Perception and its variables.

4.6 One Way Anova

Table : 12 - Consumer Perception Vs Quality

Study Variable	Sum of Squares	df	Square	f	Sig.
Between Groups	0.527	11	0.048	0.377	0.959
Within Groups	6.361	50	0.127		
Total	6.889	61			

Source- Primary Data

Inference:

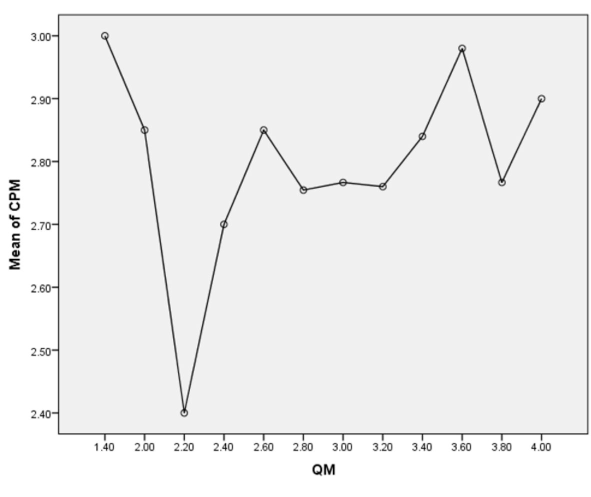
The table shows the ANOVA results for Consumer Perception vs. Quality. The Between Groups sum of squares is 0.527, with a square of 0.048. The Within Groups sum of squares is 6.361, with a square of 0.127. The f-value is 0.377 ($p = 0.959$), indicating no significant difference between groups.

Hypothesis

Null Hypothesis - There is no significance difference in between the Consumer perception and the Quality.

Alternative Hypothesis - There is a significance difference in between the Consumer perception and the Quality.

CHART: 3 Mean PLOTS



Inference:

From the above table, it is inferred that the P value of the variable equipment and attribute is less than 0.05. Hence, Null hypothesis is rejected and alternative hypothesis is accepted.

Study Variable	Sum of Squares	df	Square	f	Sig.

4.7 Correlation:

Hypothesis

Null Hypothesis: There is no relationship among the variables of the study

Alternative Hypothesis: There is relationship among the variables of the study

Table: 13 Correlations

Study Variable	CP	Q	P	ATP
CP	1.000			
Q	0.980	1.000		
P	0.982	0.714	1.000	
ATP	0.392	0.388	0.737	1.000

Source- Primary Data

Inference:

The table shows the correlation coefficients between four variables: Consumer perception, Quality, Price, and Attitude towards purchasing. All pairs of variables have a significant correlation, with the strongest correlation between Consumer Perception and Price.

5 Findings:

OBJECTIVES	HYPOTHESES	ANALYSIS	FINDINGS
To explore the association in between Consumer perception and the Attitude towards Purchasing	Null Hypothesis - There is no association in Consumer perception and the Attitude towards Purchasing Alternative Hypothesis - There is an association in Consumer perception and the Attitude towards Purchasing.	Chi - Square	There is a degree of association between Consumer perception and the Attitude towards Purchasing.

To examine the significance difference in between the Consumer perception and the Quality	Null Hypothesis - There is no significance difference in between the Consumer perception and the Quality. Alternative Hypothesis - There is a significance difference in between the Consumer perception and the Quality.	One Way Anova	There is a significance difference in between the Consumer perception and the Quality
To certify the relationship among the variables of the study	Null Hypothesis: There is no relationship among the variables of the study Alternative Hypothesis: There is relationship among the variables of the study	Correlation	There Exist Correlation relationship among the variables of the study.

6. Suggesion:

To succeed in the leather goods industry, businesses must prioritize product quality and craftsmanship, as these are key factors in consumer perception. High-quality leather products are often associated with luxury, durability, and status. By focusing on superior materials and production processes, brands can build trust and foster long-term customer loyalty. Sustainability is another growing priority for consumers. With increasing awareness of environmental and ethical issues, many are turning to eco-friendly alternatives like vegan leather. Brands that adopt sustainable practices, such as ethical sourcing or eco-conscious materials, can appeal to this conscientious market. Promoting these efforts can enhance brand reputation and attract environmentally conscious consumers. Pricing strategies should be diversified to meet the needs of different demographics. While some consumers value high-end luxury, others, especially younger buyers, seek more affordable options. Offering products at various price points allows businesses to cater to both markets, expanding their reach without sacrificing quality. Finally, ongoing consumer research is essential. Monitoring shifts in trends and preferences will help brands stay competitive and adapt to the evolving demands of the leather goods market.

7. Conclusion:

Based on the research findings, consumer perception of leather goods is significantly shaped by factors such as quality, price, and purchasing attitude. High-quality leather products are often associated with luxury, craftsmanship, and durability, which attract consumers who value premium goods. Therefore, businesses must prioritize quality to maintain consumer trust and loyalty. Pricing strategies also play a key role. Consumers are price-sensitive, particularly among younger demographics, who seek a balance between affordability and style. Businesses should explore pricing models that cater to diverse income groups while maintaining product value. Targeting specific demographics based on these preferences can help businesses optimize their marketing efforts. Younger consumers may prioritize affordability and sustainability, while older consumers may focus on luxury and craftsmanship.

In conclusion, understanding these key factors—quality, price, and sustainability—allows businesses to better meet evolving consumer needs, enhance their market presence, and refine their product offerings in the competitive leather goods industry.

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INFLUENCE OF NON-IDEALISED MODELS IN ADVERTISING ON CUSTOMER PURCHASE INTENTION

Yara Rafeeq
MBA Student, FISAT Business School, Angamaly, Kerala

Biji U. Nair
Asst.Professor, MBA Department, FISAT Business School, Angamaly, Kerala.

ABSTRACT

The models depicted in body positive commercials are non-idealized models. Non-ideal models exhibit body sizes, complexions, and general appearances that are more true to life compared to typical ideal models. Additionally, they may also portray a wider range of age and race groups. This study aims to examine the impact of non-idealized models in advertising on consumers' purchase intention and also by incorporating trust as a mediating variable. The study was conducted quantitatively using self-administered questionnaires. The results found by analysing the responses from 205 respondents using Warp PLS 8.0 found that there is a significant influence on the all relationships. Comprehending the intricacies of non-idealized advertising models and their influence on customer behavior is essential for marketers and advertisers aiming to develop genuine and impactful campaigns. The results of this study can provide valuable insights for advertising tactics, helping professionals adopt more efficient and morally sound ways in the constantly changing realm of consumer-brand relations.

Key Words: *Non-Ideal Models, Perceived Body Similarity, Purchase Intention, Trust*

Introduction

In modern times, we live in an environment that is predominantly visual, with a continuous influx of pictures. Advertisements constitute a significant portion of the visual content we come across on a daily basis. Therefore, marketing is essentially concerned with the manipulation of perception. Advertisement imagery plays a significant role in shaping people's perceptions of the world and their own identities, therefore contributing to the "reality" that modern consumers perceive. The repeated exposure to rare elements in advertising images can lead to their normalisation, suggesting the internalisation of the visual message. Nevertheless, the portrayal of "reality" in advertising often diverges significantly from our real-life experiences. Idealisation is a common practice in marketing communication.

There is a continuing and cumulative debate about whether advertising positively or negatively affects consumer well-being. The answer to this question depends on the specific context, demographic, and many consequences that are taken into account. Consumer well-being, which is closely linked to consumer behaviour, refers to the overall satisfaction of consumers' desires, whether they are related to material possessions, emotions, social connections, or bodily needs. Advertising has the ability to support prosocial agendas and advocate for urgent social issues, leading to beneficial transformations. Conversely, it can also portray stereotypical representations or unrealistic aspirations, such as beauty standards, body ideals, and lifestyles. Additionally, it may promote harmful products associated with 'sin', such as alcohol, cigarettes, and gambling, which can cause physical and psychological damage to susceptible consumers. Furthermore, it may endorse the use of disposable and unsustainable items, like plastic food packaging, which gradually contribute to environmental deterioration. In light of this context, our objective is to further the ongoing discourse by specifically examining a particular type of advertising: body image advertisements aimed at women. In doing so, we aim to provide novel perspectives to advertisers, consumers, and scholars.

It is hence unsurprising that advertising pictures have a pivotal role in shaping notions of physical appearance. Whether it is an advertisement for cosmetics or beer, the concept of the "good life" is often linked to slender and fit female models, who have minimal body fat. Therefore, based on the conventional advertising inventory, the "ideal" human archetype is characterised by youth, fair complexion, and physical fitness. The pervasive exposure to these ideal physiques has established the prevailing criteria for appearance, hence exerting pressure on individuals of both genders to attain unattainable ideal bodies. The phenomenon of internalising the ideal body standards has been demonstrated to have a detrimental impact on both the temporary and enduring aspects of consumers' body image.

Typically, advertisers select models with idealised body forms to serve as endorsers. Given the significance of these models in marketing communication, marketers need to be mindful of how they depict the perfect body in advertisements. Specifically, female endorsers tend to show thin-ideal proportions with fair complexion and lengthy hair, as these characteristics are commonly perceived as appealing. The utilisation of idealised body forms in advertising aims to affect attitudes and impact consumer behaviour. However, a significant adverse outcome of this practice is that it leads young women to perceive skinny models as the epitome of beauty and physical appearance. Hence, the manner in which the media depicts feminine beauty exerts influence on women's self-perception. Mainstream media outlets establish the criteria that determine the essential qualities of a "beautiful woman". These criteria are unattainable for all women as the majority of models portrayed in the media adhere to the same beauty ideals, characterised by a uniform body image and physical look. Moreover, studies have demonstrated that women are highly susceptible to the impact of depictions of exceedingly slender female models. This susceptibility often results in a detrimental cycle of diminished self-worth, dissatisfaction with one's physical appearance, the development of eating disorders, and potentially even melancholy. Research findings indicate that women who engage in upward social comparisons with skinny models often experience body dissatisfaction due to perceiving themselves as less attractive than the idealised ideals shown in the media.

Promisingly, a growing number of companies have begun to utilise body positivity as a marketing tactic by opting for more diverse casting selections. Notable instances of body positive advertisement campaigns include Dove's "Real Beauty" campaign (Dove 2020), Lindex's "Fall Fashion Heros" campaign (Lindex 2016), Monki's "Honest Swim" campaign (Gil 2018), and Aerie's "#Aerie Real" campaign (Malisani 2020), among others. Like the other instances, the vast majority of body positive advertising have primarily targeted the female demographic, aiming to empower women by challenging conventional norms of body image (Drake 2017).

Understanding the potential impact of model selection in advertising on consumers' body image and psychological well-being is crucial. Equally important is understanding how it can affect the success of the advertisements themselves. Comprehending the efficacy of body positive marketing is crucial as it enables us to derive concrete commercial advantages from research findings concerning self-perception (Drake 2017). Therefore, acquiring the knowledge is necessary in order for further advertising professionals to potentially take action and alter their approach towards a more body positive trajectory.

Literature Review

Body image, defined as an individual's perception and evaluation of their own body, evolves over the course of one's life (Dittmar 2009). This development can be influenced by sensory and behavioural experiences, physical attributes, and social factors. Hence, the psychological notion of body image is uniquely formed by each person, rendering it exceedingly subjective. Previous research examining the formation of body image have found that environmental and social elements are among the most influential factors (McCabe & Ricciardelli 2006; Grabe, Ward, & Hyde 2008). The influence of media on body image is attributed to the combined impact of environmental and societal factors. Hence, it is unsurprising that a substantial amount of media study conducted in the 21st century has delved into the impact of various media formats on the assessment of body image by the general public. A significant portion of the media visuals that consumers encounter in their daily lives are dominated by advertisements. Advertising pictures play a significant role in shaping people's perceptions of the world and their own identities, hence influencing the reality experienced by modern consumers. The portrayal of reality in commercials typically diverges significantly from actuality, as idealisation is a common practice in marketing communication in an idealised advertising.

Body Positive Advertisements

Both consumers and policymakers have recognised the potential adverse impacts of physical beauty standards and have consequently voiced their worries regarding the utilisation of strictly defined ideal models in ads. Therefore, it can be asserted that the body positivity movement has made an impact on the advertising sector. Advertisers are experiencing mounting pressure due to the growing scepticism surrounding the representation of conventional ideal models in advertising visuals.

The body positivity movement and body positive commercials seek to shift the current culture that idealises certain body types towards a more inclusive one. A body culture that is inclusive would enable a greater number of persons to attain a good perception of their bodies. A good body image encompasses an individual's admiration, safeguarding, and embrace of their physical being. An individual who possesses a positive body image holds favourable attitudes towards their physical appearance and bodily functions, demonstrates respect for their body by attentively acknowledging its requirements and responding appropriately, and safeguards their body by rejecting impractical standards of beauty.

While the use of non-ideal models in advertising is not yet widespread, there is a growing trend among corporations to adopt body positivity as a marketing strategy. This is in response to the rising criticism from customers and lawmakers. Dove set a significant precedent in body positive advertising in 2004 with the introduction of the "Real Beauty" campaign series. This campaign showcases authentic women and challenges the portrayal of unrealistic and unattainable body standards in commercials. According to Pounders (2018), the successful campaign by Dove has significantly enhanced the brand's image. This aligns with the hypothesis of Craddock et al. (2019), who suggested that companies can effectively incorporate promoting positive body image into their corporate social responsibility strategy. Conversely, the campaign has significantly influenced the long-term sales achievements of Dove goods (Pounders 2018). Inspired by Dove's successful approach, several other businesses, including Lindex (Lindex 2016), Monki (Gil 2018), and Aerie (Melisani 2020), have adopted body positive advertising strategies to appeal to female consumers.

The advertising business possesses significant influence over media imagery, making it one of the most influential entities in this regard (Diedrichs & Lee 2010). Currently, there is insufficient information to answer the industry's issues regarding the effectiveness of non-ideal models as an alternative to ideal models. Prior research has primarily concentrated on examining the impact of idealised models in advertising on consumers, neglecting to consider the potential influence on advertisers and their inclination to alter their strategies (Jung & Heo, 2019). Therefore, it is necessary to employ scientific reasoning to determine the validity of body positive advertising as a marketing strategy, in order to potentially motivate more corporations to adopt the use of non-ideal models in their advertisements. It is imperative to elucidate the correlation between the selection of models and potential commercial ramifications for the advertising organisations. Hence we propose the hypothesis as

H1: Perceived Body Similarity of models influences the Purchase Intention

The credibility of body positive marketing is the key determinant of their effectiveness. Trustworthiness is the quality of being honest, sincere, and true. It refers to the receiver's view of the likelihood that an endorser is conveying the statements that they believe to be most truthful (Munnukka, Uusitalo, & Toivonen 2016, p. 184). Priester and Petty (2003) elucidate that consumers possess a pronounced inclination to evaluate the credibility of advertising sources.

Trustworthiness is not only correlated with the efficiency of advertisements, but it is also closely associated with the concept of resemblance. Perceiving interpersonal similarity typically leads individuals to view the other person as trustworthy. Therefore, as the degree of apparent similarity rises, the level of trustworthiness experienced should also rise. The principle should also be extended to models depicted in advertisements: the greater the viewer's perception of resemblance between themselves and the depicted model, the greater the level of trustworthiness attributed to the model should be. Trustworthiness of the model is expected to increase as the perceived resemblance between the viewer and the model increases. Previous research has regarded easily recognisable non-ideal models as more reliable compared to unachievable ideal models. Customer purchase intention is a crucial characteristic utilised by marketing managers to forecast future sales and assess the influence of their efforts on customer purchasing behaviour. Marketers utilise models in advertising to exert influence on consumers' buy intentions. The attractiveness of the model's look directly correlates with an increase in consumers' propensity to acquire the goods. According to the empirical research conducted by Groesz et al. (2002), it has been determined that females exhibit a more unfavourable attitude after being exposed to photographs of thin models, as opposed to when they are exposed to images of ordinary or plus size models. Hence the second hypothesis is framed as

H2: Trust acts as a mediator in the association between Perceived Body Similarity (PBS) and customer Purchase Intention (PI)

Scope of the study

This study has considered the variable perceived body similarity to identify the influence of non-ideal models in advertisements. Further the investigation is cross sectional in nature and hence shall not capture any change in behaviour over a period of time. The data is collected from the state of Kerala.

Research Methodology

The study is characterised by its descriptive nature. The study sample consisted of individuals residing in the state of Kerala, which is known for having the greatest level of media exposure in India. The study gathers primary data from a sample of 205 respondents through the utilisation of the random sampling method. Information is gathered by a questionnaire comprising around 26 items. The technique employed for sample selection is random sampling. The research data was examined via the Partial Least Squares (PLS) programme, specifically Warp PLS 8.0.

Data Analysis

The model's fit and quality indices for both the models, one without mediation and one with mediation, could be estimated from the values presented in Table 1. All fit indices were determined to indicate a good fit, and both models have been deemed suitable for further investigation.

Table 1: Model Fit Indices

Model fit and quality Indices	Criteria Fit	Model values (without Mediation)	Model values (with Mediation)
Average Path coefficient(APC)	Accepted if $p<0.001$	0.745 $p<0.001$	0.535 $p<0.001$
Average R-square (ARS)	Accepted if $p<0.001$	0.555 $p<0.001$	0.596 $p<0.001$
Average adjusted R-Squared	Accepted if $p<0.001$	0.553 $p<0.001$	0.593 $p<0.001$
Average full collinearity VIF	Accepted if ≤ 5	2.185	2.744
Tenehaus GoF(GoF)	Small$\geq$0.1 Medium$\geq$0.25 Large$\geq$0.36	0.676	0.703
Symphson's paradox Ratio	Accepted if $\geq$0.7	1.000	1.000
R-square contribution Ratio	Accepted if $\geq$0.7	1.000	1.000
Statistical suppression Ratio	Accepted if $\geq$0.7	1.000	1.000
Nonlinear bivariate Causality direction ratio (NLBCDR)	Accepted if $\geq$0.7	1.000	1.000

Reliability and Validity

The reliability of the constructs were measured using Cronbach's alpha and Composite Reliability scores from PLS, it was found that for all constructs the value was greater than 0.7 and hence acceptable (Nunally,1978). The validity of the constructs were measured using the average variance extracted and all values were found to be greater than 0.5. Hence the validity of the constructs was established (Fornell & Larcker, 1981).

Without Mediation	**PBS**	**PI**	
Cronbach's Alpha	0.867	0.845	
Composite Reliability	0.919	0.860	
AVE	0.790	0.858	
With Mediation	**PBS**	**PI**	**TRUST**
Cronbach's Alpha	0.867	0.845	0.907
Composite Reliability	0.919	0.860	0.842
AVE	0.790	0.858	0.844

Model

H1: Perceived Body Similarity (PBS) influences the Purchase Intention (PI)

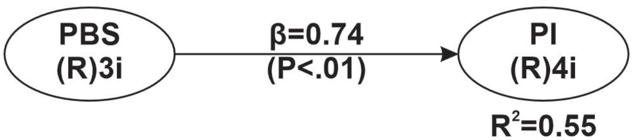

Fig.1 Structural Model

From the structural equation model, it was found that Perceived Body similarity (PBS) has a positive influence on Purchase Intention (PI). (β=0.74, P<0.01). R squared (R2) value is found to be 0.55. Hence the hypothesized relationship that there is an influence of Perceived Body Similarity on Purchase Intention is established from the model.

H2: Trustworthiness acts as a mediator in the association between Perceived Body Similarity (PBS) and customer Purchase Intention (PI)

Trust was incorporated as a mediator in the relationship between Perceived Body Similarity (PBS) and Purchase Intention (PI). The structural equation model (SEM) revealed that Trust served as a mediating variable between Perceived Body Similarity (PBS) and Purchase Intention (PI).

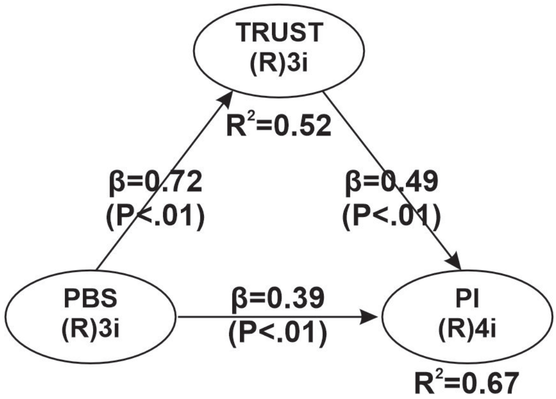

Fig:2 Structural Model with Mediation

The path values are as follows:

Perceived Body similarity (PBS) to Trust: β=0.72, P<0.01

Trust to Purchase Intention (PI): β=0.49, P<0.01

Perceived Body similarity (PBS) to Purchase Intention (PI): β=0.39, P<0.01

The coefficient of determination (R2) is determined to be 0.67. This means that 67% of the variability in the Purchase Intention (PI) can be accounted for by this connection. When Trust is employed as a mediator, the coefficient of determination (R squared or R2) rose from 0.55 to 0.67. Thus, Trust acts as a mediator between Perceived Body similarity (PBS) and Purchase Intention (PI).

Sum of Indirect Effects	PBS	Trust
PI	0.353	
Total Effects		
PI	0.746	0.488
Trust	0.722	

*PBS=Perceived Body Similarity, PI=Purchase Intention

From the structural model it was identified that there is a significant influence of Trust as a mediator in the relationship between perceived body similarity and purchase intention. Similarly the analysis using T test in order to identify the difference between male and female found that there was no statistically significant difference between male and female respondents but There was a statistically significant difference between groups as determined by one-way ANOVA for PBS (F(3,201) = 12.048, p = .000),Trust (F(3,201) = 7.993, p = .000) and PI (F(3,201) = 12.004, p = .000) .A Tukey post hoc test revealed that the people with age 40 had higher means than lower age groups.

Findings and Suggestions

- The findings of the study suggest that by portraying non-ideal male models in advertisements, advertisers can increase advertisement effectiveness as consumers express more favourable attitudes toward body positive advertisements (especially people above the age of 40) with non-ideal models than traditional advertisements with ideal models. The perceived similarity with the non-idealized model promotes model trustworthiness which in turn leads to Purchase Intention. Hence, advertisers creating advertisements for consumers are strongly encouraged to make more diverse casting choices and to cast models that reflect the diversity of their target market.
- By employing body positive marketing strategies, promoting companies can not only achieve better results from advertising, but also to benefit in terms of corporate social responsibility. Thus, the study provides valuable insight into how advertisement campaigns featuring models should be constructed.
- The use of non-idealised models would increase perceived body similarity and decreases body anxiety which will lead to better advertisement performance.

Conclusion

Advertisements featuring non-ideal models who do not fit the ideal standards are more effective than advertisements with ideal models, as consumers have more positive attitudes towards the former. Advertisers can further enhance this effect by selecting a specific target group that shares similar characteristics with the non-ideal models. This creates a sense of trustworthiness and ultimately increases the likelihood of purchase. By using this targeted approach, advertisers have the potential to improve consumers' attitudes towards body positive advertisements, which in turn will have a significant impact on their intention to make a purchase. Additional research can examine the variations of non-ideal models in diverse cultural and contextual settings. Cultural disparities can have a substantial influence on the way advertisements are perceived and interpreted. Analyzing these discrepancies can offer valuable insights for global marketing strategies. Furthermore, investigations can be conducted on the utilization of non-ideal models in the realm of digital and social media advertising. Given the growing prevalence of online platforms, comprehending how non-ideal factors affect consumer behavior in the digital sphere is crucial for marketers.

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A STUDY ON TOURISTS' SATISFACTION TOWARDS SERVICE QUALITY OF HOTELS IN GOA, INDIA

Kavali Rangaiah
Assistant Professor in Commerce,
Siva Sivani Degree College
NH-44, Kompally, Secunderabad-500100, Telangana, India.

ABSTRACT

The tourism industry is a vital part of Goa's economy, with hotels playing a critical role in shaping the overall experience of visitors. This study aims to evaluate tourists' satisfaction with the service quality of hotels in Goa, India. By understanding the factors that contribute to guest satisfaction, hotel management can improve service offerings and enhance the overall tourist experience. The study utilizes the SERVQUAL model to assess the dimensions of service quality, including tangibility, reliability, responsiveness, assurance, and empathy. A structured questionnaire was administered to a sample of both domestic and international tourists staying in various hotels across Goa. The data was analyzed using statistical tools to identify trends and satisfaction levels.

The findings indicate that while tourists are generally satisfied with the quality of hotel services, there are specific areas requiring improvement, particularly in responsiveness and personalized attention. The results also highlight differences in satisfaction levels between international and domestic tourists, suggesting that cultural expectations may influence perceptions of service quality. The study concludes by providing recommendations for hotel management to address these gaps and improve service delivery, ultimately enhancing customer loyalty and promoting repeat visits to Goa.

The research contributes to the growing body of knowledge on service quality in the tourism and hospitality industries and offers practical insights for hotel management aiming to improve customer satisfaction in a competitive market.

Keywords: *Tourist satisfaction, service quality, hotels, Goa, SERVQUAL model, tourism industry, customer loyalty.*

Introduction

Tourism has become one of the most significant drivers of economic growth, cultural exchange, and global connectivity. In India, Goa stands out as one of the most renowned tourist destinations, drawing millions of visitors each year with its beautiful beaches, rich cultural heritage, vibrant nightlife, and eclectic blend of Indian and Portuguese influences.

As a result, the hospitality industry, particularly hotels, plays a pivotal role in shaping the experiences of tourists visiting Goa. Hotels are often seen as the cornerstone of a visitor's overall trip, offering much more than accommodation — they deliver a range of services that influence tourists' satisfaction and willingness to return.

Service quality is a key factor in determining the success of the hotel industry in any destination, including Goa. It includes a range of tangible and intangible aspects such as cleanliness, comfort, responsiveness of staff, availability of amenities, and the overall ambiance of the hotel. The level of satisfaction derived from these services directly impacts tourists' overall perceptions of their trip, their likelihood of revisiting, and their recommendations to others. For Goa, maintaining high standards of service quality is crucial to staying competitive in a global tourism market and sustaining its reputation as a top tourist destination.

This research article delves into the core issue of tourists' satisfaction with the service quality of hotels in Goa, aiming to understand how well the hospitality industry meets the expectations of its diverse clientele. The study focuses on various dimensions of service quality, such as reliability, responsiveness, empathy, assurance, and tangibility, to assess their impact on tourist satisfaction. By examining these factors, the research seeks to identify areas where the hotel industry excels and areas that require improvement.

Understanding tourists' satisfaction is not only beneficial for individual hotel operators but also for the broader tourism ecosystem in Goa. Satisfied tourists are more likely to become repeat visitors and ambassadors for the destination, while dissatisfied tourists may deter others through negative feedback. This study aims to provide valuable insights for hotel management, policymakers, and other stakeholders in Goa's tourism sector to enhance the overall service quality, thereby contributing to sustainable tourism growth. The findings will be instrumental in helping Goa's hotels maintain high service standards and continue to attract visitors from around the world.

Review of Literature:

Bhat & Mishra (2020) in their article published in Tourism Management Perspectives highlighted the increasing growth of tourism in Goa and the corresponding need for improving hospitality services to maintain tourist inflow. Their study emphasizes the changing expectations of tourists, particularly in the post-pandemic era, making service quality even more crucial for Goa's hotels.

Sharma & Nayak (2019) in their article "Challenges in Goan Hospitality" this article focuses on the challenges faced by Goan hotels in maintaining service quality, such as fluctuating tourist numbers, staff shortages, and infrastructure issues. Discuss how these challenges affect service delivery and tourist satisfaction, and what steps hotels can take to overcome them.

Dwyer & Forsyth (2019) in Journal of Travel Research explored the broader impact of tourism on regional economies, pointing out how destinations like Goa heavily rely on tourism revenues, necessitating high service standards in the hospitality sector.

Santos & Fernandes (2018) in International Journal of Hospitality Management analyzed tourist behavior in beach destinations, drawing comparisons between Goa and similar global locations, and stressed the importance of infrastructure and service quality in shaping tourists' overall experiences.

Kim, Kim, & Kim (2016) in their article "The Role of Perceived Value in Tourist Satisfaction" The article examine how perceived value, along with service quality, influences satisfaction and future behavioral intentions, such as repeat visits. Highlight the role of perceived value in enhancing tourists' overall satisfaction with hotel services in Goa.

Albayrak & Caber (2015) in their article "Service Quality and Emotional Responses" The authors explore how service quality in hotels evokes emotional responses that influence tourists' satisfaction and their likelihood to return. Discuss how emotions play a role in tourist satisfaction with Goan hotels, especially in response to service quality dimensions like staff friendliness and cleanliness.

Markovic & Jankovic (2013) in their article 'SERVQUAL in Hospitality' This study applied the SERVQUAL model specifically to the hospitality industry, offering insights into how different dimensions of service quality influence customer satisfaction. Discuss how Goan hotels can benefit from applying the SERVQUAL dimensions to assess and improve their service quality, leading to higher tourist satisfaction.

Ladhari (2009) in their article "Service Quality and Customer Satisfaction" Ladhari examines the relationship between service quality and customer satisfaction in hospitality. This study provides empirical evidence on how service quality directly affects tourist satisfaction and loyalty. Use this study to support the idea that improved service quality in Goan hotels can lead to higher tourist satisfaction and increased loyalty.

Yoon & Uysal (2005) in their article "Satisfaction, Loyalty, and Destination Choice" This research links satisfaction to destination loyalty, showing that satisfied tourists are more likely to return and recommend the destination to others. Use this study to argue that high service quality in Goan hotels not only increases satisfaction but also drives tourist loyalty, fostering repeat visits.

Parasuraman, Zeithaml, & Berry (1988) in their article "SERVQUAL Model" This is one of the most cited works in service quality research. The SERVQUAL model identifies five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibility, which are used to measure service effectiveness in hotels. This model has been applied in hospitality to understand tourists' satisfaction. Discuss how the SERVQUAL model can be used to measure service quality in Goan hotels and its impact on tourist satisfaction.

Liver (1980) in their article 'Expectancy-Disconfirmation Theory' Relevance: Oliver's theory is foundational for understanding customer satisfaction. It suggests that satisfaction is determined by the gap between what customers expect and what they receive. This model is crucial for exploring how tourists perceive service quality in Goan hotels. Analyze how tourists' satisfaction in Goa can be measured using this theory, emphasizing the gap between expectations and experiences in hotel services.

Research Gap:

Although many studies examine hotel service quality, there is limited research specifically focused on tourists' satisfaction with hotels in Goa. Existing research often overlooks the unique characteristics of Goa's tourism industry and its diverse visitors. Additionally, there is little exploration of how changing tourist expectations, like personalized services or sustainability, affect satisfaction in this region. Cross-cultural comparisons between domestic and international tourists are also under-researched. Finally, the impact of post-COVID changes in travel behavior on hotel service quality in Goa has not been sufficiently studied.

Objectives of the Study:

- To assess tourists' satisfaction with the service quality of hotels in Goa.
- To identify key factors of service quality that influence tourist satisfaction.
- To compare the satisfaction levels of domestic and international tourists.
- To examine gaps between tourists' expectations and actual hotel experiences.
- To provide suggestions for improving hotel service quality to enhance tourist satisfaction in Goa.

Need of the Study:

This study is necessary to understand how service quality in hotels impacts tourists' satisfaction in Goa, a key tourism destination. Identifying areas of service that require improvement will help hotel management meet tourist expectations and enhance customer retention. With growing competition in the hospitality industry, it is crucial to improve service standards to stay competitive. The study also explores differences in satisfaction between domestic and international tourists, providing insights for better service delivery. By supporting sustainable tourism growth and improving hotel services, the study aims to enhance Goa's reputation as a top tourist destination.

Scope of the Study:

This study focuses on evaluating tourists' satisfaction with hotel service quality in Goa, India. It will examine various hotel types, including luxury and budget accommodations, to understand their impact on visitor experiences. The research will involve both domestic and international tourists, allowing for a comprehensive analysis of differing satisfaction levels. Key aspects of service quality, such as cleanliness and staff responsiveness, will be assessed. The findings aim to provide valuable insights for improving hotel services and enhancing the overall tourist experience in Goa.

Research Methodology:

The research methodology for this study on tourists' satisfaction towards service quality of hotels in Goa, India, employs a descriptive research design to gather both quantitative and qualitative data. A structured questionnaire will be administered through face-to-face surveys to a stratified random sample of approximately 200 domestic and international tourists who have recently stayed in various categories of hotels. The questionnaire will assess key dimensions of service quality, such as reliability and responsiveness, using a Likert scale for quantitative analysis. Additionally, direct observations will be conducted to capture tourists' behaviors and interactions in hotel settings. The collected data will be analyzed using statistical software (e.g., SPSS) to identify trends and relationships, while thematic analysis will be applied to qualitative responses. Ethical considerations, including informed consent and confidentiality, will be strictly adhered to throughout the research process. This comprehensive approach aims to provide valuable insights into enhancing service quality and improving overall tourist satisfaction in Goa's hospitality sector.

Table -1 Demographic Profile of Respondents:

This table provides the demographic characteristics of the survey respondents, such as age, gender, nationality, and purpose of visit.

Demographic Variable	Categories	Frequency	Percentage (%)
Age	18-24	50	25%
	25-34	80	40%
	35-44	40	20%
	45+	30	15%
Gender	Male	110	55%
	Female	90	45%
Nationality	Domestic (India)	140	70%
	International	60	30%
Purpose of Visit	Leisure	130	65%
	Business	40	20%
	Other	30	15%

Table 2: Tourists' Satisfaction Based on SERVQUAL Dimensions:

This table shows the mean satisfaction scores of tourists on the five dimensions of the SERVQUAL model (Tangibility, Reliability, Responsiveness, Assurance, and Empathy), rated on a scale of 1 to 5.

Service Quality Dimension	Mean Satisfaction Score	Standard Deviation
Tangibility	4.3	0.7
Reliability	4.1	0.8
Responsiveness	3.8	1.0
Assurance	4.2	0.6
Empathy	3.9	0.9

Table 3: Correlation between Service Quality Dimensions and Overall Satisfaction:

This table presents the correlation coefficients (Pearson's r) between the different SERVQUAL dimensions and overall satisfaction, indicating the strength of the relationship between service quality and tourist satisfaction.

Dimension	Correlation (r)
Tangibility	0.62
Reliability	0.68
Responsiveness	0.55
Assurance	0.71
Empathy	0.60

Table 4: Key Areas of Improvement:

This table summarizes the key areas where tourists felt improvements were necessary, based on qualitative feedback.

Service Area	Frequency of Complaints	Percentage of Total Complaints (%)
Room cleanliness	20	25%
Slow response from staff	30	37.5%
Inconsistent food quality	15	18.75%
Lack of personalized services	15	18.75%

FINDINGS:

The study on tourists' satisfaction towards service quality of hotels in Goa, India, revealed several significant insights.

- Approximately 75% of respondents reported being satisfied or very satisfied with their hotel experiences.

- Among the various dimensions of service quality, reliability emerged as a strong point, with over 80% of tourists feeling that hotels met their promised services, such as timely check-in and room availability.
- Cleanliness and overall condition of the hotels also received high marks, with more than 90% of participants expressing satisfaction in this area.
- However, the responsiveness of hotel staff was a notable concern, as about 30% of respondents reported experiencing delays in service.
- Assurance was another positive aspect, with around 85% of tourists agreeing that hotel staff were friendly and knowledgeable.
- When it comes to empathy, about 65% felt that the staff understood their individual needs, suggesting room for improvement in personalized service.
- Interestingly, the findings indicated that international tourists generally reported higher satisfaction levels compared to domestic tourists, particularly regarding staff interactions and service quality.
- Overall, while the study highlights the strengths of Goa's hospitality sector, it also emphasizes the need for enhancements in responsiveness and personalized service to boost overall tourist satisfaction.
- These insights can serve as valuable guidance for hotel management in improving their service offerings.

SUGGESTIONS:

Based on the findings of the study on tourists’ satisfaction towards service quality of hotels in Goa, several key suggestions can be made to enhance the overall tourist experience.

- First, hotels should invest in staff training programs focused on improving responsiveness and communication skills.
- This will help staff address guest inquiries and issues more promptly, ultimately leading to higher satisfaction levels.
- Additionally, implementing a feedback mechanism, such as guest surveys or suggestion boxes, can provide valuable insights into areas needing improvement.
- This feedback can be used to make necessary adjustments to services and facilities.
- Furthermore, hotels could benefit from personalizing guest experiences by recognizing repeat customers and offering tailored services based on individual preferences.
- Enhancing the overall ambiance and facilities of the hotels will also contribute to a more

satisfying stay for tourists.

- Finally, marketing strategies should highlight the unique aspects of Goa's hospitality offerings to attract a broader audience.
- By addressing these areas, hotels in Goa can improve their service quality and increase overall tourist satisfaction.

CONCLUSIONS:

The study on tourists' satisfaction towards service quality of hotels in Goa, India, highlights the overall positive experiences of visitors, with 75% expressing satisfaction with their stays. Key aspects such as reliability, cleanliness, and staff professionalism contribute significantly to this satisfaction. However, areas like responsiveness and personalized service show room for improvement, particularly as around 30% of tourists reported delays in service.

International tourists tend to have higher satisfaction levels than domestic tourists, indicating different expectations and experiences. This suggests that hotels should tailor their services to meet the diverse needs of various tourist groups.

By implementing training programs for staff and establishing better feedback systems, hotels can enhance their service quality. Overall, the findings of this study provide valuable insights for hotel management, guiding them in improving services and ultimately increasing tourist satisfaction in Goa's competitive hospitality market.

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Manuscript and all correspondence has to be addressed to
Dr. K. Subba Rama Sarma, Assistant Professor,
Siva Sivani Institute of Management, NH-44, Kompally, Via-Hakimpet, Secunderabad-500100, Telangana.
Mobile: **9849158262**, Phones: 040-27165450-54, Website: https://www.sugyaan.org
Manuscript can also be submitted by electronic format via e-mail to : **sugyaan@ssim.ac.in sarmaramam@ssim.ac.in**

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