SIGNIFICANCE OF LEADERSHIP AND MANAGEMENT IN ENHANCING EMPLOYEE SATISFACTION LEVEL: TAKING THE CASE OF INDIAN RETAIL INDUSTRY

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Abstract

The presented study researched about the significance of management and leadership in employee satisfaction level. This research study about the impact of management and leadership on the performance of management and the operation sector of the company. The employee satisfaction level of the employees is directly related to the profit and efficiency of the company operations and management. This study also included the significance of leadership and management practices that should be included in the company. Overall, by researching about the significance it can be concluded that leadership and effective management not only signifies the employee satisfaction or motivation level but also signifies the efficiency and organisational culture of the organisation. Leadership and management are both important to increase the satisfaction level of th e employees working in the company. The satisfaction level of employees will directly affect the overall result of the company and will also lead to an increase in the operating efficiency of the company. The operations are being done by the management but the operations are guided by the leader with significant leadership skills. The leader will only summarise the overall performance of the employees and guide all the performances in such a way as to achieve the overall performance of the company.

Keywords: Management Levels, Significance of Leadership, Employee Satisfaction, Employee Motivation.

Introduction

Research Background

Leadership and management are considered as most important pillars for the overall results of the company. A good leader guides the team on such a path which leads to achieving the overall result of the company. Good management works efficiently and effectively to achieve the overall result of the company. Both leadership and management are required for achieving the expected result and objective of the company.

Research Aim

The aim is "to analyze the significance of leadership and management in enhancing employee satisfaction levels". A case study based on Reliance Industry.

Research Objectives

- To identify the significance of leadership in enchasing employee satisfaction level
- To determine best practices of management used by the Reliance industry in enchasing employee satisfaction level.
- To examine different ways for enhancing employee stratification level in Reliance Industry.

Research Significance

This research can be used to analyze the impact of leadership and management on

the employees of the company. The impact can be analyzed and assessed to form significant policies and management structures to enhance the work culture which will lead to an increase in the motivation level of employees. Leadership and management play an important role in the mindset of employees which directly reflects on the performance of employees. Further research can also help the company to identify the impact of the employees on the efficiency of the company.

The research will also include the overall discussion of the retail industry of India and will try to make an understanding of the dynamics of the industry and the importance of employees in the company to survive in such a competitive environment. Reliance has the biggest share in the retail industry of India and thus would be like a benchmark for the new competitors in the market.

Literature Review

Significance of Leadership

According to Mawere et al. (2022), leadership is one of the most significant features for achieving the results of the company. A true leader always listens to every feedback and tries to come up with a solution which is acceptable to every member of the team. The team members indulge in all activities and try to sustain their work for limited time period, while a leader makes assure that all the work which is being done by the members is in lieu of the mission and objective of the company. If work is not in the lieu of company mission and objectives then it is the duty of a leader to guide the pathway to the members to achieve the results. Every company needs to achieve results efficiently and effectively and this can only be achieved if all the goals and objectives which are to be achieved by the employees are in order with the overall mission and goal of the company. Leadership also plays an important role in the motivation of the employees in the organisation as the work is divided among the employees equally and is rewarded with according to their performance in achieving the objective. A perfect leader always maintains order and decorum in the organisation culture which leads to an enhancement of the organisation culture and ultimately leads to an increase in the satisfaction level of employees.

Reliance is one of the leading companies in India with a significant market share in the retail industry. It is important for the company to maintain significant leadership within the management of the company. The leadership will help the employees to achieve their overall goals and achieve the overall mission and vision of the company.

Practices of Management

As stated by Cazeri et al. (2018), management is considered as the main and center pillar for the organization. To achieve the overall objective and mission of the organization it is important for the company to guide the overall management and process of management in such a way as to increase the overall result and efficiency of the company. There are certain practices that have to be followed by the company to improve the effectiveness of work systems and work culture in the organization. There are certain practices that can be included for example empowering staff, training staff, formulation of policies to improve the overall quality, and introducing new forms of technology in the business. These practices should be formed in just a way that will result in increased efficiency and effectiveness of the company.

In accordance with Radionic & Milosavljevic (2019), there are three levels of management which can be described as the top level, middle level, and low level. These types are defined as Strategic Level, Operational Level, and Tactical Level. Acknowledgment of strategic level can also be constructed as top and uppermost level in which all the strategies, goals, and objectives are formed for the company. The operational level is the middle level which acts as a communicator between the top level and the low level of management, the basic duty of the operational level is to bifurcate the operations and activities into the lower level of management. It can also be acknowledged as the tactical level of management is in charge of all the tactical activities that are conducted and operated by the lower level to reach and achieve the overall objective and mission of the company. As discussed above that Reliance has the biggest and most significant market share in India the company needs to manage all the management operations at different levels of activities. The company already adopts all the practices that have been discussed above which are empowering staff, training staff, formulation of policies, and many more. These practices which are adopted by the company to increase

the efficiency and effectiveness of the results and operations have to also focus on the satisfaction level of employees.

Employee Satisfaction Level

As opinionated by Kurdi et al. (2020), employees of the company are counted as the significant and key stakeholder of any organization as they hold the power to change the decisions and the results of the company. The key stakeholders of the company can be termed as the stakeholders who hold maximum power and it is required by the company to inform them regularly about the company plans and objectives. It is the basic need and duty of the company to inform key stakeholders regularly and keep them satisfied as they hold great power to manipulate the overall results of the company.

As per Kaiwiana et al. (2018), employee satisfaction is the basic and utmost duty of the company or the organization. Employee satisfaction can be termed as the extent to which an individual is happy with the job and the role he/she plays in the personal and work life. Employee satisfaction is one of the crucial and most important processes which have to be implemented by the company to efficiently and effectively achieve the overall result of the company. The overall mission and goal of the company are broken down into objectives which are distributed and assisted to each and every individual. Therefore, it can be said that employees 'objectives and their performance ultimately affect the overall vision and mission of the company. Employee satisfaction and motivation are directly related to their performance and thus drive the overall result of the company. The satisfaction level of the employee can be measured with their performance if the performance of the employee is decreasing then the employee satisfaction level of the employee will be low, if it is increasing then the satisfaction level is high and the employee is fully motivated towards the work and task were given to them.

Research Methodology

Research Philosophy

Research philosophy can be defined as the approach to understanding or investigating anything (Žukauskas et al., 2018). In other words, it can be described as a system of researcher's thought, from which new and reliable knowledge of the information is obtained.

This research is done with an approach of positivism. Positivism can be defined as a natural philosophy that highlights the importance of social beings.

Research Design

Research design can be defined as the preparation of overall strategy of the research that the researcher can choose to inherit different parts of the study in a coherent and logical way. In other words, it can be said that research design refers to the method of creating a strategy to carry out research of by a succinct plan and logical plan (Sileyew, 2019). The study has used exploratory type of research design. This research technique is a process of previously unknown problems in order to fetch a better view and description of the research topic (Tobi & Kampen, 2018).

Research Approach

Research approaches are described as the plans and procedures for research. The term defines the steps from assumptions to detailed methods like data collection, analysis, and interpretation of data.

The inductive approach is being used in this research study. This method includes grasping, analyzing, and monitoring the data.

Data Collection Method

Data collection can be described as the collection and processing of the data, the data is then further measured on the variables. In other words, the process of collecting the data and analyzing it with lieu of variables can be termed as data collection of the research.

In this research secondary data is being used for the collection of data that has been previously gathered and assessed by the researchers.

Data Analysis

The process of reviewing and evaluating the data which has been collected from different sources (Fagerland et al., 2018). Data collection and analyzing them using charts, graphs, and tables are some of the methods of analyzing the data.

Analysis and Discussion

Based on the above data and study it can be analyzed that management and leadership skills in the company plays a significant role in achieving the overall objective of the company. The Indian retail sector is highly dynamic and highly risky in nature due to low barriers for new entrants in the market.
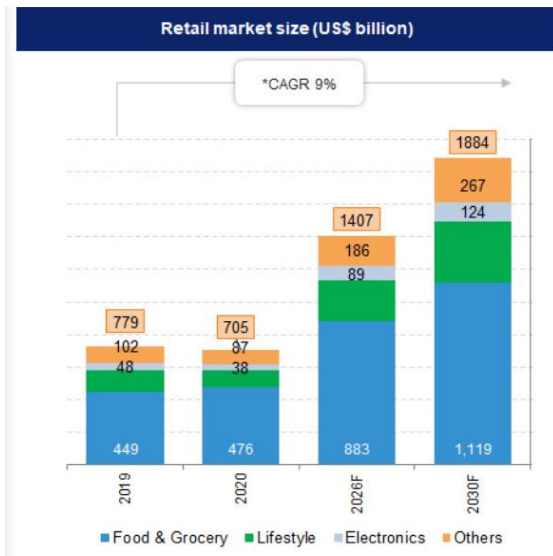
Regular training of employees would increase their skills as well as motivation level of the employees. The motivation level would lead to an increase of satisfaction level since the skills of the employees are enhancing and cultivating.

Increase in employee benefit plan can lead to increase in the sense of belonginess towards the company. The employee benefit can be matured after a particular time period which binds the employees in a contract to work for the company for a longer time thus increasing the retention rate of employees.

Launching employee stock options would increase the sense of belongingness towards the company and thus will motivate them to perform more leading to an increase in the total results of the company.

Conclusion

Based on the above facts and figures it can be concluded that Employee satisfaction level plays an important role in achieving the overall results for the company. The Indian retail industries are considered dynamic and fast-paced industries due to the new entrants. With dynamic in nature, it is important for the company to follow the process of retention of employees. The process is further considered as strategic actions taken by the company to keep employees motivated and focused, so the employees would elect to remain employed and fully productive in the further future. The productivity and their commitment will help the company to adapt to the dynamic changes which are going on in the market.

Indian retail industry is a very dynamic and fast-growing industry in the overall market, as discussed above the need for employees for the long term can be justified by the dynamic situations in the industry. There are many methods that can be used to increase the retention rate of employees in an organization. The methods have different impacts on the motivation level and on the overall result of the company.

The management and leadership play a significant role in increasing employee satisfaction and motivation level in the retail industry. Retail in India is facing a boom period and because of this the need for employees would be and the company has to find a way to retain the employees based on the recommendations above discussed.

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ROLE OF EMOTIONAL INTELLIGENCE ON ACADEMIC PERFORMANCE OF SCIENCE AND ENGINEERING RESEARCH SCHOLARS IN CHENNAI

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Abstract

The academic performance of the Ph.D. Research scholars are very important the development of countries economy to solve the basic problems prevailing in the society through different types of researches. The Government of India is spending the considerable amount of national income for the development of higher education in India. The research output of the country should be enrichment and must have quality for the contribution of betterment of the society. The positive emotional intelligence enables positive development in academic and quality of life of the students. Higher skills acquisition gives added advantage to the scholars in their research contribution. There has been substantial evidence proving that being emotionally intelligent can help individual excel through life transaction starting from college to University, after the research scholars are working in the different institutions. At the research level, emotional intelligence is seen as a valuable skill that helps researchers to management and copes with the demanding nature of the professions. A number of research scholar has studies already established the positive relationship between the researcher with their field towards the emotional intelligence and the researcher, citing reason is such as emotional intelligent science and engineering research scholar have better interpersonal and intrapersonal knowledge, it is more adaptable and more better managing stress. In other words, emotional intelligent scholars are more successful in living their filed in Universities. Thus, they are able to learn and perform in research. This study aims to investigate the role of emotional intelligence of science and engineering research scholars in Chennai.

Keywords: Emotional Intelligence, Academic Development, Interpersonal and Intrapersonal knowledge.

Introduction

Emotional Intelligence refers to a set of experiences, including self-awareness, mood management, self-motivation, empathy, and managing relationships. Emotional intelligence (EQ) is the ability to identify, use, understand, and manage emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges, and defuse conflict. Emotional Intelligence has gained popularity among the lay public, highlighting the importance of an individual's development in managing self relevant and others emotions. Researchers have conceptualized Emotion Intelligence both as the ability and as a trait. It includes the

ability to understand and regulate other as well as one's emotions. People who can have control over their life can manage their feeling and can read and deal effectively with other peoples' feelings while the people who cannot have control over their emotional life fight inner battles that sabotage their ability to focus work. Research is the profession in teaching that shapes educational institution. It is essential profession which makes all other profession possible. Well qualified researcher can improve curricula and research and development for their field, they will become a scientist and qualified professor in the world. It will ensure that scholars are prepared to face the challenges and utilize opportunities only when they have high Emotional Intelligence. There are a few professions which evaluate the totality of behavior and potentialities of the individuals.

Emotional Intelligence means making decisions or solving problems in every situation and to manage interpersonal relationships. It is an ability to perceive emotion and emotional knowledge and to reflectively regulate emotions as to promote emotional and intellectual growth. Emotional intelligence like general intelligence is the result of one's heredity and the interaction of environmental forces.

Importance of Emotional Intelligence Bar-on (1997) argued that various facts and components of emotional intelligence have claimed to contribute in the success and productivity in any work i.e. dealing, learning, etc. Emotional intelligence also has a significant effect on the social, as well as academic life of the students (Parker et al., 2004; Petrides, Frederickson, & Furnham, 2004; Rode et al., 2007; Narain, & Laxmi, 2010; Bhadouria, 2013). Researches as evidence revealed that emotional intelligence influences the life of researchers in the following ways:

- Research Performance: Because of Emotional intelligence scholars become more able to deal with and navigate the social complexities and it leads and motivates scholars towards excellence in their research work which is the outcome of reaction to professional goals.
- Physical Health: Emotional intelligence affects the physical health (blood pressure,

brain stroke etc.)
- Mental health of the individual and enables him to cope with stress and mood swings by controlling negative emotions.
- Inter and Intra Personal Relationship: By the understanding of one's' emotions, students can easily control and express emotions which will help students to communicate effectively and uphold both inter and intra personal relationships in life

Development of Emotional Intelligence Mayer and Salovey (1997) suggested that emotional intelligence seems to be largely learned and continues to develop through life experiences. They also alleged that emotional intelligence increases with age. Similarly, the researchers also argued that emotional intelligence can be developed and improved (Mayor & Salovey, 1997; Bajaj, 2005; AlElwan, 2011) by perceiving, and understanding the following measures:

- ✓ Emotional intelligence can be developed through social skills (Pant & Prakash, 2004; Sibia, Misra & Srivastava, 2005; Al-Tamimi, & Al-Khawaldeh, 2016) to help ones' ability to understand feelings in the right manner. Students can learn social skills from their peers and teachers in the classroom. Yoder, 2005; Maite, 2006).
- ✓ Family environment and relationship bonds with family members helps to improve emotional intelligence among students (Garner, Jones, & Miner; 1994; Griggs, 1994; Saarni, 2000; Al-Elwan, 2011) with the parental and family members' support without any bias.
- ✓ Awareness of self is the major factor to develop emotional intelligence by trying to teach children and generating self awareness. (Bar-on, 1997; Young & Dulewicz, 2007).

Four Components of Emotional Intelligence
- ❖ Self awareness Self awareness is the ability to read one's emotions and recognize their impact while using gut feeling to guide decision.
- ❖ Self management Self management, it involves controlling one's emotions and impulses and adapting to changing

circumstances.

- ❖ Social awareness Social awareness is the ability to sense, understand and react to other's emotions while comprehending social networks.
- ❖ Relationship management Relationship management is the ability to inspire, influence and develop others while managing conflicts.

In the area of Emotional Intelligence, Goleman discusses the effect of Emotional competencies is an optimum performance. The Institution's goal is to provide an atmosphere where flow occurs easily and the scholars are totally engaged in learning. Hence research plays a vital role in developing Emotional Intelligence among scholars, research supervisor, principals and non teaching staff. The emotional competence of a person knows how much of his/her potential is tapped for the job capabilities in a teaching profession.

Review of Literature

Darwin.B.Nelson and Kaye.W.Nelson (2003) investigated the role of emotional skills in the academic achievement and retention of university freshmen. The researchers indicated that the emotional skills of time management, goal achievement and assertive communication were significant factors in freshmen achievement and retention.

James D.A. Parker et al (2004) examined the relationship between emotional intelligence and academic achievement in high school. It was found that academic success was strongly associated with several dimensions of emotional intelligence. The link between social and emotional competency and academic success was supported in this study.

James D. A. Parker et al (2006) examined the impact of emotional intelligence (El) on the successful transition from high school to university. The students' cumulative GPA was used to identify two groups of students: academically successful and academically unsuccessful students. Results revealed that academically successful students had significantly higher levels of several different emotional and social competencies. These findings suggest that emotional intelligence plays an important role in the successful transition from high school to university.

Saras Ramesar et al (2009) was to determine whether there is a relationship between emotional intelligence and stress management in a group of managers. The correlation and regression results indicated that stress management (the ability to cope with stress) is a component of emotional intelligence, while stress can be either an input or an outflow of emotional intelligence or the lack there of.

Samuel O. Salami (2010) examined how emotional intelligence, selfefficacy, and psychological well-being contribute to students' behaviors and attitudes. Hierarchical regression analysis conducted for each dependent variable showed that emotional intelligence, self-efficacy, happiness and life satisfaction over and above depression predicted students' behaviors and attitudes. This research indicated the need to emphasis positive psychology in improving the positive elements in students proactively rather than retroactively trying to solve problems that emerge in order to improve the quality of higher education.

Saeed Behjat & Professor Dr. Mohammed S. Chowdhury (2012) studied the interrelationship of emotional intelligence and self-efficacy drives, and diversity receptiveness of overseas college students. The findings of descriptive statistics and bivariate correlation indicate that there was a significant relationship between emotional intelligence, the competencies of self-efficacy, and diversity receptiveness of college students. It indicates that individual self- efficacy and emotional intelligence have direct impact on the choice people make in regard to deal with diverse situations and resolve problems.

Chandana Jayawardena L. N. A. et al (2012) focused to assess the emotional intelligence level of high school students. Specific objectives included assessing of emotional intelligence sub constructs of students, and analyzing the emotional intelligence of respondents based on gender, and specific subject streams. Emotional intelligence level of respondents was further assessed based on gender and their subject streams. This emphasizes the necessity of providing counseling opportunities to high school students, and promoting improved relationships with parents, and teachers. Programmes to support the emotional stability of high school students could empower them.

Hen M, Goroshit M (2012) examined the relationships among academic procrastination, emotional intelligence, and academic performance as mediated by academic self-efficacy in learning disability and non-learning disability students. Results indicated that the indirect effect of emotional intelligence on academic procrastination was stronger in students with learning disability than in students without learning disability. In addition, results indicated that learning disability students scored lower than non-learning disability students on both emotional intelligence and academic self-efficacy and higher on academic procrastination.

Paramasivan. C (2015) Education becomes a powerful weapon to the socio-economic setup of the country which brings colorful changes in almost all the stakeholders. Providing quality and time bound education to the students is the vital role of the educational system of the country particularly in higher education which is highly knowledge based, innovation oriented and research centered. Education and educational system largely depends on the academicians particularly the teaching faculty.

Importance of the Study

In the present scenario of rapid self growth and development of a large number of occupations that have been emerging day by day all over the world, emotional intelligence is needed to live life smoothly through adjustments and understanding oneself and others. Being in suitable professions is related to the earning of bread and butter to manage a promising income to lead a comfortable life. The researcher was found that, there are only a few researchers who have studied emotional intelligence. Most of the researches revealed that emotional intelligence research studies on science and engineering scholars are very limited in India and outside the country. So there is a dire need to study both the variables i.e. emotional intelligence. The study will be helpful to future researcher to understand the needs of the scholars to opt for their streams of study which they will chose as their professional development.

Further, the investigation of emotional intelligence may provide the meaningful insights of science and engineering scholars to meet the expectation of vast opportunities of their fields.

Objectives of the Study

1. To find out the role of emotional intelligence for academic development of science and engineering research scholars
2. To study the level of emotional intelligence of science and engineering research scholars

Methodology

This study is both descriptive and empirical. The data used in this study is based on the primary data. A comprehensive and duly pre-tested questionnaire has been used to collect primary data. The sample selection is based on purposive sampling technique.

Hypothesis of the Study

1. There is no significant difference in the role of emotional intelligence on academic performance of science and engineering research scholars.
2. There is no significant effect of research scholar's emotional intelligence on academic development.

Data Analysis and Interpretation

Table 1

Factor analysis for role of emotional intelligence of academic development and research development of science and engineering research scholar

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.889
Bartlett's Test of Sphericity	Approx. Chi-Square	1161.505
	Df	105
	Sig.	.000

Source: Computed from SPSS.23

The above table shows that KMO value is 0.889. It indicates high value, which means factor analysis is useful for the present data. The significant value of Bartlett's test of Sphericity is 0.000 which means it is less than 0.01 and indicates that there is a significant relationship among the variables exists. The result of KMO test and Bartlett's test indicate that the present data is useful for factor analysis.

Table 2

Factor analysis for level of emotional intelligence of science and engineering research scholar

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.891
Bartlett's Test of Sphericity	Approx. Chi-Square	2320.897
	Df	210
	Sig.	.000

Source: Computed from SPSS.23

The above table shows that KMO value is 0.891. It indicates high value, which means factor analysis is useful for the present data. The significant value of Bartlett's test of Sphericity is 0.000 which means it is less than 0.01 and indicates that there is a significant relationship among the variables exists. The result of KMO test and Bartlett's test indicate that the present data is useful for factor analysis.

Findings

The researcher has found that KMO value is 0.889. It indicates high value, which means factor analysis is useful for the present data. The significant value of Bartlett's test of Sphericity is 0.000 which means it is less than 0.01 and indicates that there is a significant relationship among the variables exists. The result of KMO test and Bartlett's test indicate that the present data is useful for factor analysis. The variance of the fifteen variables ranging from 0.524 to 0.802. It also shows that the fifteen variables exhibit a considerable variance from 50 percent to 80 percent. Hence it is being concluded that all these variables are capable of segmenting themselves with respect to the role of emotional intelligence on academic development science and engineering research scholar. The rotation matrix is reveals that the loading factors such as Sufficient Stipend, Supervisor Support, Talent and Institution Environment.

Conclusion

Regardless of ethnicity, each student's primary objectives are to do excellently in the classroom. Research scholars should be able to recognise themselves, particularly of self-emotion, in order to avoid it becoming a barrier to achievement in order to get good outcomes, in addition to using effective learning approaches and a well-planned schedule. Due to the importance of emotional intelligence for future success in life and academic interest, individuals should identify themselves. Enhancing scholars' emotional intelligence should be taken into account during guide and learning in the platform with the goal of creating a resilient and capable human face to globalisation and changing demands. Giving your whole attention and concentration during the teaching and learning process is essential for achieving success in learning. Students who pay attention and concentrate are better able to enhance their cognitive intelligence and retain knowledge that is delivered (Cross, 1974). Here, a high level of emotional intelligence can aid to calm the mind and so improve how well information is absorbed. Therefore, as a result, it will help them perform academically. According to Maria (2004), academic success and emotional intelligence have a favourable link.

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A STUDY ON FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR TOWARDS FAST MOVING CONSUMER GOODS (FMCG) IN CHENNAI CITY

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Abstract

According to current trends, one of the major areas of the Indian economy that has previously seen exceptional growth is the fast-moving consumer goods (FMCG) sector. The consumers of today are more varied. Their demands, tastes, and preferences are evolving in response to the circumstances. Through television commercials, they are able to get as much information as possible about the product. The population's rational preference for the product is reflected in their purchase decisions and level of satisfaction. It is imperative to concentrate on the substance and development of the FMCG companies' dynamic marketing initiatives. The knowledge and utility of consumers prior to, during, and after purchases will be highlighted in this study.

Keywords: Marketing, FMCG, Product, Advertisement and Consumer.

Introduction

Nowadays, the process of marketing has an impact on our lives, either directly or indirectly. Though we are all consumers, a large number of us work in marketing as competitors, salespeople, distributors, and so on.

Goods that customers often acquire for their own use are referred to as FMCG (fast-moving consumer goods). Fast-moving consumer goods (FMCG) are ephemeral. Their lifespan is remarkably brief. Fast-moving consumer goods (FMCG) may not last a full year. Goods like dairy products, toothpaste, shampoo, shaving cream, packaged foods, detergent, toothpaste, cosmetics, and home accessories are a few examples. It may even include some electronics.

FMCG items are also referred to as "packed goods" and "consumer packaged goods" when they are sold and used for brief periods of time. Customers purchase these goods in little quantities either weekly or on a daily basis. These products have a low unit cost. Because there are so many consumers and everyone needs FMCG products on a regular basis, the consumption of these products is very high. The distribution of FMCGs and wholesale commerce are anticipated to be significantly impacted for some time by the retail market's transition. FMCG distribution will see a rise in the importance of logistics firms offering a broad range of supplementary services (Srinivasu, 2014).

More than 30 lakh people are employed in downstream activities by India's FMCG industry. FMCG products include food and drink, personal care, and domestic care. The Indian Express (2013) reports that the

FMCG sector is currently valued at about 3710 billion, accounting for 4.8% of the country's GDP. By 2020, the market size of the FMCG sector in India is predicted to grow to over 9400 billion.

Financial Express (May 2008) reports that the Fast-Moving Consumer Goods (FMCG) market saw a 14.5% increase in sales from 2007 to 2008. It continues to expand at a rate of r at the moment. The "sachet" was the largest shift in the FMCG sector in recent years, with numerous biscuit, shampoo, hair oil, chocolate, detergent, and other FMCG companies

FMCG in India

India's economy is among the world's fastest-growing. India has a fairly vast population and land area. India has a population of around 125 crore, or roughly 17% of the world's total. India is the 12th largest consumer market in the world, and its FMCG industry, valued at over ¤ 832 billion, is the country's fourth largest economic sector, according to Gupta and Roy (2012). India's consumer market is expected to grow to become the fifth largest in the world by 2025, according to a 2007 McLensey Global Institute report titled "The Bird of Gold: The Rise of India's Consumer Market." Following India's liberalisation, the Indian market has grown remarkably.

The government has consistently taken the initiative to develop profitable tactics for the Indian market going forward. There exist diverse industry categories and market kinds, such as urban, sub-urban, and rural markets. In India, the rural market is enormous. Even with the abundance of transit options today, it is still challenging to cover the entire region. Approximately 70% of Indians are rural residents. Businesses in Indian markets, particularly those in the FMCG sector, have a lot of opportunities. More than 3 million people are employed in downstream activities by the FMCG sector, which is the fourth-largest in the Indian economy (Solomon 1995).

Market Size of FMCG Sector in India

As per the India Brand Equity Foundation (2017 article revised), there is an anticipated growth rate of around 14.7% for the fast-moving consumer goods (FMCG) market from 2012 to 2020. Between 2012 and 2025, the rural FMCG market is expected to reach a valuation of about 6400 billion. The

Indian Express (2013) estimates that the FMCG sector is valued at about 3710 billion, accounting for 4.8% of the country's GDP. By 2020, the market size of the FMCG industry in India is projected to grow to over 9400 billion.

Major Players of FMCG in India

Dabur India, Nestle India, GCMMF (AMUL), Asian Paints (India), Britannia Industries, Proctor & Gamble Hygiene and Health Care, Hindustan Unilever Ltd., ITC (Indian Tobacco Company), Marico Industries, Nirma, Coca-Cola, Pepsi, and Cadbury India are some of the major companies in this industry. And "Patanjali Ayurved," a recently formed player in the Indian FMCG business with a valuation of about $30 billion in 2015–2016. Half of Hindustan Unilever Ltd.'s and Dabur India's sales came from rural India, according to an ASSOCHAM analysis. Additionally, Colgate Palmolive India and Marico account for roughly 37% and 25% of sales, respectively, although 25% of sales at Nestle India Ltd. and GSK Consumer came from rural India (Singh 2014).

Statement of Problem

In the current market, celebrity endorsement is a popular concept; nevertheless, the margin and price value of FMCG goods are quite low. The brand(s) pays high-profile individuals to endorse the goods. It raises the price of the product, burdening the buyer/consumer in the end. Since FMCG products are consumed and bought on a regular basis without much thought, it seems unnecessary to use celebrity endorsements. Despite the low profit margin and low value of FMCG products, firms continue to pay high-profile individuals. Although this could be the cause of the product's rise in value, the researcher is interested in learning whether there is a beneficial relationship between the selling of FMCG products and celebrity endorsements. Conversely, there is a belief that there is a beneficial correlation between FMCG products and celebrity endorsements, since they boost the appeal and sales of the products.

Objectives of the Study

1. To know the factors that influence FMCG businesses' choice of celebrity endorsement ads.

2. To understand customer knowledge of FMCG companies and trends in purchasing behaviour.

3. To ascertain the alterations and impacts on consumers' purchasing patterns subsequent to viewing celebrity-endorsed FMCG product advertisements.
4. To find out the morality of any FMCG product commercials featuring celebrities.

Hypothesis of the Study

H_0: There is high potential of celebrities in advertising world and in spite of efforts by the advertisers it is not fully satisfying the customers.

H_1: The advertiser has not adopted appropriate strategies for the ethical development of advertisements even if it includes celebrity endorsement.

Research Methodology

Both analytical and descriptive methodology is used in this investigation. This research is grounded in both primary and secondary data. The study mostly uses primary data that was gathered from 200 respondents using a scheduled interview schedule. A proportionate random sampling strategy is used to collect customer answers. There were 200 responders in Chennai city, where the sample size was gathered. All of the answers are provided in percentage form using tables, graphs, and charts, and the t-test has been utilised to assess the hypotheses.

Review of Literature

Relevant literature study is very useful in understanding the research problems. This is useful to get what research exploration others have done. How they have dealt with related research problems. It is a explanation of the literature relevant to specific topic or field.

Jain V. (2011), Examining how these Indian consumers view the celebrity endorsement process and how it affects their purchasing decisions is the main goal of "Celebrity Endorsement and Its Impact on Sales: A Research Analysis Carried out in India." Even yet, there was evidence in this study to support the theory that product purchases are influenced by celebrity endorsements. Furthermore, a resounding majority of respondents concur that celebrities enhance brand equity. Additionally, this research suggests that celebrity endorsement aids in the promotion of brands. In the end, he comes to the conclusion that utilising celebrities for endorsements is harmless. In my research, I found that a lot of people believe celebrity endorsements help introduce new products. In India, where many aspire to imitate the fashion of celebrities because they admire it, so advertisers use this strategy for selling their product(s).

Stonkiene E., Banyte J. and Piligrimiene Z. (2011), indicates that by combining elements from the literature, one may examine the steps involved in the entire celebrity selection process. The use of celebrities in advertising is commonplace. These inquiries form the basis of the study. 1 How to choose the ideal star. 2 Ways to steer clear of the possible hazards associated with celebrity endorsements. They offer a "conceptual three-stage model" for choosing celebrity endorsers as the outcome of these efforts. These three phases are used nowadays to help choose the right celebrity for a certain product. For example, in a Pepsi commercial, young people are shown as being more sophisticated than older people. Some of these products (Coca Cola, Pepsi,

Paramasivan. C (2011) Information technology plays a key role in the modern world which meets the day-to-day activities of the human beings directly or indirectly associated. Commercial activities particularly banking and financial sectors may not function without proper information technology. With rapid development in the Information Technology Commercial and financial sectors performed will and could reach to nook and corner of the world.

Sahay A. and Abhishek (2013), Analyse the Jens of culture to generate theories about how cultural norms in developing nations like India influence consumer attitudes towards celebrity endorsements. It has long been accepted that culture is what persuades members of a community to adhere to the standards of their shared identity. This paper aimed to review and summarise the literature on celebrity endorsements in light of the significantly different practices in the type and volume of usage of the phenomenon between developed and emerging markets. Additionally, a set of culturally-based hypotheses was developed to explain the differences.

Results and Discussions

Table – 1: Brand Wise Distribution of Sample Units to each type of Fast Moving Consumer Goods

Products	Brand	No. of Respondents	Percentage
Shampoo	Clinic plus	62	31.00%
	Sunsilk	26	13.00%
	Pantene	20	10.00%
	Head & Shoulder	35	17.50%
	Meera	27	13.50%
	Chik	19	9.50%
	Others	11	5.50%
	Total	**200**	**100.00%**
Biscuits	Britania	90	45.00%
	Parle	65	32.50%
	Sunfeast	28	14.00%
	Others	17	8.50%
	Total	**200**	**100.00%**
Bathing Soap	Hamam	67	33.50%
	Cinthol	31	15.50%
	Medimix	23	11.50%
	Lifebuoy	28	14.00%
	Margo	10	5.00%
	Lux	29	14.50%
	Mysore sandal	7	3.50%
	Others	5	2.50%
	Total	**200**	**100.00%**
Toothpaste	Colgate	89	44.50%
	Pepsodent	39	19.50%
	Close-up	28	14.00%
	Dabur Red	24	12.00%
	Vicco	16	8.00%
	Others	4	2.00%
	Total	**200**	**100.00%**

Mosquito Repellent	Goodnight	77	38.50%
	All out	45	22.50%
	Mortein	40	20.00%
	Tortoise	33	16.50%
	Others	5	2.50%
Total		**200**	**100.00%**

The table shows that Clinic Plus holds 31% of the total, followed by Head and Shoulders (17.50%), Chik (9.50%), Meera (13.50%), and Sunsilk (13.000%). Customers do not frequently utilise the other brands. The above table shows that the three brands that respondents gave the most thought to were Clinic Plus, Head & Shoulders, and Meera. In terms of priority, Britannia biscuits comes in front with 45 percent, followed by Parle with 32.50 percent. The majority of people utilise these two brands. Thirty-three percent of the respondents use Hamam, fifteen percent use cinthol, fourteen fifty percent use Lux, fourteen percent use Lifebuoy soap, and eleven fifty percent use Medimix soap. The distribution of the other brands varies very little and they are in comparable positions. Colgate is preferred by the majority of responders (44.50%), followed by Pepsodent (19.50%) and close-up (14%). The Colgate brand is used by over 44% of respondents, indicating their familiarity with it. Goodnight is used by 38.50 percent of respondents, All Out by 22.50 percent, and Mortein by 20 percent. There is a very small amount of other brands in the sample units.

Table – 2: One-Sample t-test for Attributes and Benefits of Bathing Soap

Attributes and Benefits	N	Mean	Std. Deviation	Std. Error Mean	T value	Sig (2-ailed)
Helps to acquire smoothness of the skin	200	3.9867	1.11889	.04568	21.600	.000
Gives fragrance	200	4.0583	.91997	.03756	28.179	.000
Kills germs	200	3.7267	1.07574	.04392	16.546	.000
Provides glowing and clean skin	200	3.8050	1.02081	.04167	19.316	.000
Gives refreshing feel	200	4.0317	0.97583	.03984	25.896	.000

Table 2 makes evident the average values of the characteristics and advantages of Bath soaps such as this have the following benefits: they help achieve smoother skin (Mean = 3.98), provide fragrance (Mean = 4.05), destroy germs (Mean = 3.72), leave skin clean and radiant (Mean = 3.80), and provide a refreshing feeling (Mean = 4.03). At the five percentile, the corresponding seven attributes' t values of 21.6, 28.17, 16.54, 19.31, and 25.89

are statistically significant. Thus, the researcher has come to the conclusion that consumers highly agree with the features that produce aroma and refreshment. The other qualities, however, which produce radiant, clean skin, help to achieve skin smoothness, and are simply acknowledged by customers.

When the mean values of these three variables are larger than four and also greater than other attributes and advantages of bathing soap, the attributes that give scent and a refreshing experience are compared to determine which are the primary attributes and benefits of soap.

Table – 3 One Sample t-test for Brand Knowledge

Variables	N	Mean	Std. Deviation	Std.Error Mean	t-value	Sig. (2-tailed)
Be certain of the brand before making a purchase.	200	4.3950	.82671	.03375	41.333	.000
aids in remembering the features of the item	200	4.1017	.84014	.03430	32.120	.000
Understanding the brand makes it easier to determine the product's ingredients.	200	3.9017	.92921	.03793	23.769	.000
encourages sticking to the same brand	200	4.1650	.92873	.03792	30.726	.000
makes it possible to comprehend the brand's image	200	3.9967	1.00250	.04100	24.311	.000
able to discriminate between legitimate and fraudulent brands	200	3.9417	1.10920	.04528	20.795	.000

Table 3 above makes it clear that customers highly agree on the following variables: making a certain decision about a brand before making a purchase, remembering the benefits and features of the brand, and encouraging the usage of the same brand (Mean = 4.39, 4.10, 4.16). Prior to purchasing fast-moving consumer products, individuals have very definite ideas about which brands to choose. The fact that the mean values of the other variables—such as brand image, brand knowledge, and knowledge of genuine and fake brands—remain at three also indicates that consumers are well-informed about the different fast-moving consumer goods brands.

Major Findings

❖ Out of the 200 respondents, 54.50% are graduates, followed by 24.50% who have completed their HSC, 15% postgraduate students, and just 5% of business or professional responses. It is evident from this that a greater number of respondents are aware of and conscious of advertisements, as the majority of

respondents fall into the Graduate category. In addition, kids want to emulate celebrities, particularly athletes and actors and actresses in movies.

❖ Clinic Plus makes up 31%, followed by Head and Shoulders (17.50%), Chik (9.50%), Meera (13.50%), and Sunsilk (13.000%). Customers do not frequently utilise the other brands. It is determined that the three brands that the respondents gave the most thought to were Clinic Plus, Head & Shoulders, and Meera.

❖ First on the priority list with 45 percent is Britannia biscuits, followed by Parle with 32.50 percent. The majority of people utilise these two brands.

❖ It was shown that 33.50% of the participants use Hamam, 15.50% use cinthol, 14.50% use Lux, 14% use Lifebuoy soap, and 11.50% use Medimix soap. The distribution of the other brands

varies very little and they are in comparable positions.

❖ The majority of those surveyed favour Colgate. 44.50 percent, Pepsodent (19.50 percent), and close-up (14.5 percent) came next. The Colgate brand is used by over 44% of respondents, indicating their familiarity with it.

❖ Approximately 38.50 percent of the participants use Goodnight, whereas 22.50 percent use All out, and 20 percent use Mortein.

❖ Out of total respondents, 47.50% of the respondents think advertisement is very popular medium of marketing, this shows large number of respondents believe advertisement is very suitable and easy for presenting a new product in market.

❖ On the basis of obtained data, 53.50% of the respondents like television advertising. Because television is an important part in our daily life. Consumers or customers get knowledge without moving anywhere. 24% of the respondents are interested in internet advertising. In today's scenario most of people have mobiles phone and laptop, and are using internet facility on it.

❖ Most of respondents (53.50%) like celebrity(s) in advertisement. Many buyers or consumers perceived celebrity as an icon, they want to become as well as celebrity and follow their comment, dialogue and personality. Celebrity endorsement is very useful for new product introduction and product recall.

❖ Maximum 41.50% of the respondents think celebrity endorsement is a good idea. It contributes to increase demand of product.

❖ Out of total respondents, 31% of the respondents prefer athlete/ sport person as a celebrity in advertisement. Many people are attracted by their fitness. On second position, 29% of the respondents prefer actress due to large number of household and beauty products.

❖ Out of total respondents, 33% of the respondents think sometimes advertisement can increase product attraction and 32% of the respondents assume advertisement always increases product attraction.

❖ Maximum 35% of the respondents are sometimes attracted by celebrity. While minimum 27% of the respondents are always attracted by celebrity in advertisement by their styles, dressings and looks, respondents sought them as icon.

❖ Brand knowledge, brand image and knowledge about original and spurious brand are also maintained at three which shows that the consumers have good knowledge about the various brands of Fast moving consumer goods.

Suggestions

❖ FMCG businesses should produce high-quality goods rather than spending a lot of money on endorsements. Companies should create preparations for rapid response contingencies as well.

❖ Assessing the degree of awareness attained or the shift in consumer attitudes towards goods and services both before and after celebrity endorsement.

❖ Marketing professionals ought to be aware of consumer preferences before deciding which celebrities to endorse. Align the messaging with the objective.

❖ Create a product that is more useful to the consumer.

❖ It is not appropriate to overly push any product to marketers. Customers think the product isn't doing well in the market, thus marketers need to employ this tactic more often to sway customers. This approach is only appropriate and helpful during the launch or decline phase of a product.

❖ Marketers should prioritise the quality of their products over promotional efforts, as excessive advertising and promotion can lead to a rise in product costs.

❖ A significant consideration in celebrity endorsement is ethical substance. Marketers should be aware of this.

Conclusion

Brand managers should prioritise quality over raising costs by appointing pricey or interactive celebrities to advocate their products, as per study and prior studies on the subject of celebrity endorsement. While there's no denying that celebrity endorsements boost marketing efforts, selling FMCG products doesn't always need hiring high-profile individuals. Although celebrity endorsements improve product information, consumers ultimately rely on the usefulness and quality of the product. A significant portion of respondents think that celebrities do not use the products they personally recommend, and that "Word of Mouth" is the primary source of information for the populace in underdeveloped and rural areas with limited access to other forms of media. The current study concludes that favourable celebrity endorsements of FMCG products and positive celebrity information about the products themselves can enhance the perception of the product or brand. Negative information, however, has the power to ruin the reputation of a product or brand. Customers should be provided with accurate information about the product and cost-effectiveness in order to gain market share, as ethical behaviour is a long-term role in shaping consumers' perceptions of a product's sustainability, particularly in the case of FMCG products. The study found that the launch of new FMCG products benefits greatly from celebrity endorsement. Advertisers should remember that consumers are well-informed about their rights, thus using celebrities to support FMCG items in an unethical way is not a good idea.

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UTILITY OF SANKHYA SCHOOL OF INDIAN PHILOSOPHY IN CONTEMPORARY EDUCATIONAL SYSTEM

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Abstract

Indian philosophy is one of the oldest philosophies of the world which are broadly categorized into two categories i.e. orthodox (follower of Vedas) and heterodox (non-follower of Vedas). Orthodox includes Shisht-darshan (Nyaya, Sankhya, Yoga, Vedanta, Vaiseshika and Mimansa) and heterodox includes Buddhism, Jainism and Charvaka. Among shisht-darshan, sankhya philosophy is considered as dualistic realism i.e. two realities (purusa and prakriti). It believes on the doctrine of Karma and the transmigration of Soul. It also believes on the existence of many living souls (Jivatmas) who possess consciousness. The dimensions of Sankhya philosophy are purusa, prakriti, gunas, the evolution of the world, and the theory of causation. The intimation of purusa with prakriti leads towards the creation of the new things in the universe with the help of gunas and the evolutions of the world occurs. The theory of causation believes that Satkaryavada is true i.e. the effect exists before the cause. In its epistemological aspects, Sankhya philosophy has three sources of knowledge i.e. Perception, Inference and Testimony. This philosophy has a great relevance in contemporary educational system in selecting the aims and objectives, curriculum construction, and teaching methodology. In this paper, the author has explained the eternal educational utility of Sankhya philosophy in the contemporary world.

Keywords: **Sankhya School, Indian Philosophy, Education**.

Introduction

Indian philosophy denotes the philosophical speculations of all Vedas, Upanishads, Samritis, Mahabharata, Karikas and Indian thinkers (ancient or modern, hindus or non-hindus, theists or atheist). The Indian philosophies are highly influenced by religion either directly or indirectly except Charvaka philosophy. Some of them based on the philosophical logic of vedas and believed to embody the intuitions of the seers of reality. Some are spiritual in nature and their ultimate aim is self-realization or Moksha/Nirvana except Charvaka philosophy which is totally realistic in nature (Mrunalini,2015). The Indian philosophies have broadly categorized into two kind of schools i.e. orthodox (astika/follower of vedas)andheterodox (nastika/non-follower of vedas). The orthodox schools are known as Shisht-Darshan of Indian philosophy, among them Nyaya, Vaiseshika, Yoga and Vedanta are theists and Sankhya and Mimansa are atheists because theydo not believe in the existence of God(Chatterjee & Datta, 2007).

Paramasivan. C (2015) Education becomes a powerful weapon to the socio-economic setup of the country which brings colorful changes in almost all the stakeholders. Providing quality and time bound education to the students is the vital role of the educational system of the country particularly in higher

education which is highly knowledge based, innovation oriented and research centered. Education and educational system largely depends on the academicians particularly the teaching faculty.

The word 'Sankhya' is derived from the 'Sanskrit' word 'Samkhya' which means 'Numbers' or 'Perfect knowledge' because it gives perfect knowledge of purusa, prakriti and its evolutes and traces the whole varieties of physical universe in a single source called prakriti except purusa (Sinha, 1915). It illustrates the difference between purusha and prakriti so as to show the liberation of purusha from prakriti and considered as dualistic realism or two realities i.e. purusa and prakriti (Pandey, 2007). It believes that life is a state in which purusha in bonded to prakriti through the glue of desire towards his family, relatives, society, wealth and so on. The end of this bondage is moksha, due to the bondage of purusa with prakriti one cannot achieve the moksha and the endless transmigration and suffering occurs. One cannot attain moksha until he liberates himself from the desires.

In Samritis, Mahabharata, Karikas, have traced twenty-six authors who wrote commentaries on Sankhya philosophy and among them Maharishi Kapila was the founder of Sankhya philosophy followed by Asuri, he was followed by Pancasikha and who was followed by Isvara Krishna. The oldest work now available on the Sankhya is the Karika of Isvara Krishna who flourished in fifth century A.D. It has been commented upon by several scholars such as Gaudapada, Vacaspati Misra, Anirudha, and Vijnana Bhiksu (Mani, 2018).

Dimensions of Sankhya Philosophy

The dimensions of Sankhya philosophy are the theory of causation, prakriti, gunas, purusa and evolution of the world. The theory of causation believes that satkaryavada is true i.e. the effect exists before the cause. For example, from milk we can make curd but from curd we cannot make milk because the effect already exists in the cause (Mani, 2018). The effect is the modification, manifestation and development of the cause which pre-exists in a potential condition. It believes that the effect and the cause are equally real because the former being is the modification of later. It recognizes two kinds of cause i.e. material cause and efficient cause. The material cause throws oneself into the formation of the effect and accommodates the

ability of being originated in the form of the effect. The efficient cause exerts an extraneous influence on the effect, cooperates with the causal power inherent in the material cause and liberates it. For example, gold is the material cause of an ornament, enters into its constitution and continues to be operative as long as the ornament lasts, and after its destruction it replaces into the potential condition again but the activity of the goldsmith is the efficient cause of the ornament, because it liberates the causal energy inherent in the material cause, and it actualizes the potentiality of the effect; its causality ceases with the production of the ornament (Sinha, 2005).

Sankhya philosophy believes that prakriti is the material cause of the universe which is complex in its nature and its complexity is the result of its being constituted by certain elements. All the objects of the world including the intellect, ahamkara, mind and senses are produced by the combination of these certain elements. It constitutes by three gunas of sattva, rajas and tamas. When these gunas occurs in disequilibrium state, the cause of the evolution occurred. They need to co-operate each other to create anything in this world. For example, to lighta lamp oil, wick and flame are equally important and are contrary to each other (Chatterjee & Datta, 2007).'Sattva' isthe principle of pleasure in various forms i.e. joy, happiness, bliss, buoyant or light, bright or illuminating (prakasaka), tendency towards conscious, manifestation in the senses, mind, intellect, harmony and freedom. 'Rajas'is the principle of activity in things and always move and make other things move. 'Tamas' is the principle of passivity and negativity in things. It is opposed to sattva in being heavy, obstructing the manifestation of objects and resists the rajas in so for as it restrains the motion of things.

According to Ishvar Krishan, "Purusa's purpose is the sole cause of Prakriti's evolution". The purusa is neither a cause nor an effect of anything (Majumdar, 1930). It is the second reality admitted by Sankhya philosophy. Without it, the cycle of birth-rebirth and moksha is meaningless. 'Purusa' is unconscious but due to the interaction of senses and mind (Manas), it becomes conscious. The purusa is free from karma, when mind indulges with 'atman' due to yoga

than one can liberate himself/herself from the bondage of the worldly desires. It admits plurality of self since it connected with each body because the death or birth of an individual does not mean same for all individuals, if all people had one and the same self, then the birth and death of one would cause the death and birth of all (Chaube & Chaube, 1997).

When there is a contact between purusa and prakriti, there is a disturbance in the equilibrium of prakriti and its gunas. Some gunas over power the other and start the process of evolution. There is neither creation nor destruction of the gunas and neither increased nor decreased the amount of the gunas, only some gunas can overweight the others and produce heterogeneous effects. 'Rajas' guna disturbs first because of its active state, and then, through rajas, the other gunas begin to vibrate. The evolution is transaction from the potential to actual, from undifferentiated to differentiated and from indeterminate to determinate. Evolution is the transition from homogenous to heterogeneous. The gunas are transforms into all evolutes and causes evolution of the world (Sinha, 2005).

Tattva of Sankhya Philosophy

Jnanaendriyas: eyes, ears, tongue, skin and nose
Karmendriyas: mouth (speech), hand (prehension), feet (movement), anus (excretion), and sex organs (reproduction).
Tant-mantras: sound, touch, colour, taste and smell.
Panch-bhutas: Akasa (space), Agni (radiation), Vayu (gaseous state), Jala (liquid state) and Prithvi (solid state)
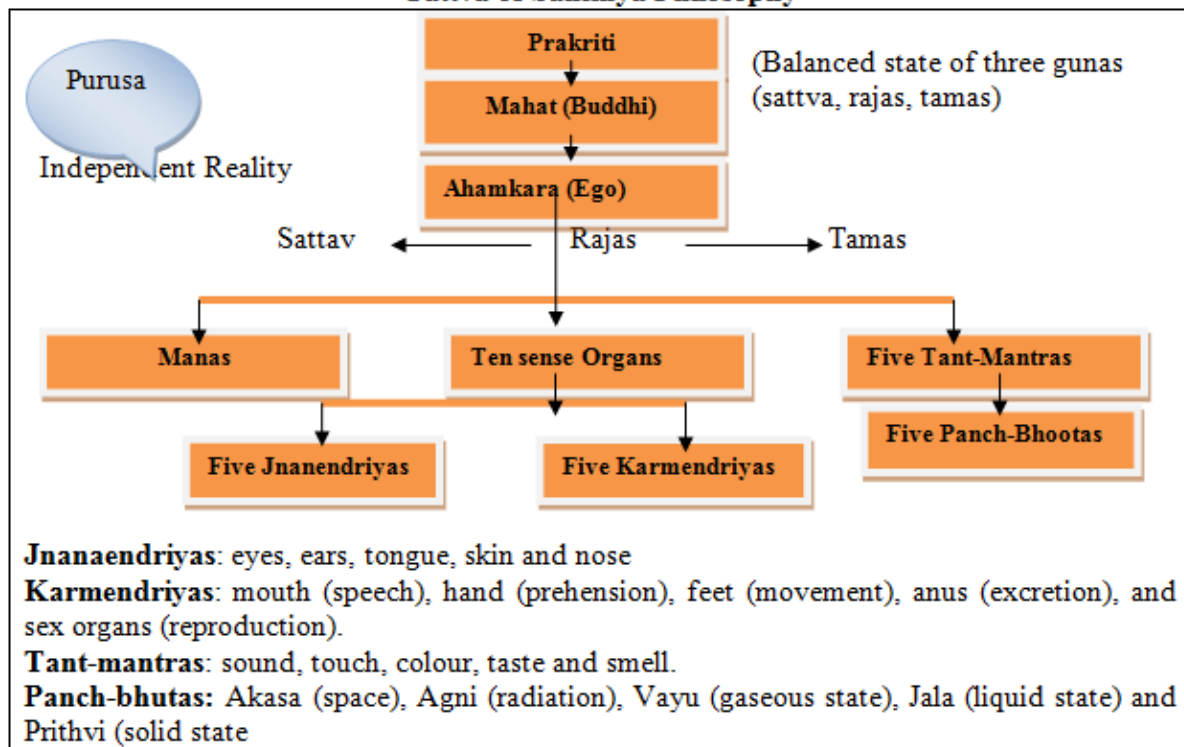
Perfect Number of Elements of Prakriti and Purusa

According to Sankhya, the equilibrium of the gunas before creation is disturbed because of the contact between purusa and prakriti. There is a great uproar in the limitless bosom of prakriti as a result of the gunas' disequilibrium, and each guna tries to dominate the others. The three gunas gradually separate and come together, and as a result of their combination in varied ratios, the diverse objects of the world are born. Consequently, the process of evolution begins.The first product of evolution of prakriti is mahat or the cosmic intellect or Buddhi, which transforms into ahamkara or the cosmic egoism and the ahamkara is transforms into manas, ten sense organs (five gyanandriyan and five karmindriyan) and five tant-mantras. The five tant-mantras (subtle essence) transforms into panch bhootas (five gross elements).

The Samkhya school of thought holds that the source of intelligence in the visible universe is not at all an outcome of prakriti, but rather a component that is entirely distinct and quite different from it. The unintelligent prakriti is associated with the intelligent and all-pervasive purusha, which gives the manifested world its appearance of intelligence. Prakriti cannot develop unless it is connected to purusha. Without being directly involved in the evolution or changing in any manner, Purusha serves as a catalyst for the process. To put it another way, purusha

must guide the evolution of prakriti for it to occur (Talwar, n.a.).

Sources of Knowledge (PRAMANAS)

According to Sankhya philosophy, there are only three sources of independent knowledge i.e. Perception, Inference and Testimony/Shabda. The other sources of knowledge like comparison, postulation (arthapatti) and non-cognition (anupalabdhi) are included under these three, and not recognized as separate sources of knowledge (Chatterjee & Dutta, 2019).Valid knowledge is the accurate and precise understanding of an object through the modification of buddhi or intellect, which reflects the self-consciousness in it. The subject, the object, and the ground or sources of knowledge are the three variables in all valid knowledge. The only subject that is a conscious principle is the self as pure consciousness. The transformation of the intellect known as pramana allows the self to become conscious of itself as an object. The thing that is presented to oneself in this change is the prameya. Prama, or genuine knowledge, refers to the intellect's transformation of the self into the shape of the object because the unconscious intellect is unable to recognize without the self's consciousness (Chatterjee & Dutta, 2019).

Perception is the direct cognition of an object through the contact of senses.When an objectlike table enters your field of vision, there is contact between the table and your eyes, which causes the table to make certain impressions or changes in the sense organ. The mind, or manas, analyses and synthesises these impressions and modifications. Buddhi, or intelligence, is altered and converted into the shape of the table by the operation of the senses or mind (Chatterjee & Dutta, 2019).According to Vacaspati, knowledge of an object takes place when there is a reflection of the self in the intellect which has been modified into the form of the object (Mani, 2018).Vijnana Bhikshu also explained that perceptual knowledge is that when any object comes in the contact with its special sense organ, the intellect becomes modified into the form of the object. There are two different kinds of perception: savikalpaka; which results from the analysis, synthesis, and interpretation of sense data by manas or mind, and nirvikalpaka; which appears at the first point of contact between a sensation and its object.

Through inference, a relation between two things can be known when one is known from the other, which is always related to the first but not experienced. Through understanding a universal relation (vyapti) between the two, it teaches us how to understand, what is perceived and how to know what is unperceived. Through frequent observation of two objects occurring simultaneously, we learn about the universal relationship between them. According to Sankhya, inference is divided into two kinds: vita (affirmative) is based on the universal affirmative prepositions and avita (negative) consists in proving to be true by the elimination of all other alternatives to it. The vita is further subdivided into purvavat and samanyatodrsta. The one is based on the experiential equivalence of concomitance between two things, e.g. when one infers the existence of fire from smoke because one has observed that smoke is always accompanied by fire and another is not based on any observation of the concomitance between the middle and the major term, but on the similarity of middle with such facts as are uniformly related to the major. When a person asserts that sound must be quality because it cannot be a substance, an activity, a relationship, or anything else, they are asserting that something is true by eliminating all other possibilities. This is different from avita, which involves demonstrating something to be true. (Chatterjee & Dutta, 2019).

Testimony is constituted by the authoritative statements and gives the knowledge of objects which cannot be known by perception and inferences (Aggarwal, 2007). For making the statement significant two or more words should be appropriately conjoined to form a sentence. Sometimes single word may convey information, but then one or more other words are always to be understood from the context. Thus, the unit of the significant shabda is a sentence.

Educational Utility of Sankhya School of Indian Philosophy

Sankhya school is one of the oldest schools of Shisht-darshan (six schools of Indian philosophy) but its educational utility is eternal and, it plays pivotal role in the development of the personality of an individual. The main points are described as:

1. The sankhya school of philosophy believes on two types of realities i.e. (prakriti) or matter and purusha or spirit/intelligence. Purusa is ultimate reality and prakriti is material reality. All the miseries and sorrows are because of the prakriti. For example in contemporary society everyone wants to be a luxuries life like expensive cars, house, and wealth which are material realities and perishable but not the ultimate reality. So, the child should be able to know the difference between ultimate reality and material reality that purusa is the ultimate reality which liberate oneself from miseries and sorrows.

2. It provides the knowledge of satkaryavad which means effect already exists in the cause. It means this philosophy believed that the education for students should be according to the needs and interest of the children, so, that the capacities, capabilities, interests, attitudes, aptitudes can be developed.

3. It believed that motion is inherent in the matter (prakriti) and all the things can be created from it which causes the theory of evolution. Later this principle is also supported by Charles Darwin in his theory of evolution. So, sankhya philosophy proved that matter has the potential to create everything in the universe.

4. Sankhya philosophy also defines about the training of sense organs and their importance because 'senses are the gateways of knowledge'. If all the senses will not developed properly, one cannot enable to get the knowledge. So, it has focused on the proper development of sense organs of the child.

5. Sankya philosophy is quite similar to yoga philosophy and both the philosophies believes that one should follow the principles of Yama (speaking truth, practice of non-violence, non-stealing, non-accumulation of wealth and celibacy) and Niyama (purity, contentment, penance, self-study and trustful surrender (surrender of everything to God). In contemporary society, the significance of yoga is alsoproving like a panacea to remove the stress, anxiety, depression and obesity in the current society. So, that the child should be able to know the applications of yoga in our daily life.

6. Sankhya philosophy believed on both the material and spiritual realities of life. So according to sankhya, curriculum should bebased on activities related to both material and spiritual aspects at different stages of the life of child. Therefore, languages, social studies, mathematics, philosophy, physics, should be included in the curriculum in accordance to the needs of the child.

7. According to Sankhya philosophy during childhood stage, the sense-organs and motor-organs develops rapidly. For their development activity-based methods, direct methods, inferences methods and lecture methods should be incorporated by the teacher in their teaching-learning process. In the modern era radio, press, television, internet should also be included in teaching-learning process.

1. Based on the above discussion, it is said that sankhya philosophy should be included in curriculum at elementary, secondary and higher levels of education. At primary level, yoga, training of senses should be included, at secondary level; knowledge of gunas and its tattva and at higher level, overall philosophy should be included in curriculum.

Conclusion

In short we can say that sankhya philosophy is dualistic in its nature because it believes in two kind of realities i.e. prakriti and purusa. It is one of the main school of Shisht-darshan of Indian school of philosophies given by maharishi Kapila. Sankhya philosophy believes on the theory of causation, prakriti, gunas, purusa and evolution of the world. It believes on three sources of knowledge i.e. perception, inference and testimony. It believes that one should liberate himself from worldly desires and should follow the path of moksha. A child

must enable to attain the knowledge from the senses and the teacher must have a thorough knowledge of the prakriti, purusa and gunas to train the sense-organs as well as motor-organs of the child. So, policymakers, teachers, parents and students must follow the principles of sankhya philosophy and its inclusion in educational aims, objectives, curriculum and teaching methodology is very significant for the growth and development of the personality of an individual as well as society.

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A STUDY ON PERFORMANCE REVIEW SYSTEM (WITH SPECIAL REFERENCE TO HALCYON TECHNOLOGY)

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Abstract

Employee performance is compared to predetermined standards through a formal, systematic method called performance appraisal. One of the main performance appraisal techniques is communicating the assessment of job performance to the individuals who are being evaluated. Aspects of performance evaluation techniques are adapted to the workforce, positions, and organisational structure of the company. For the efficient management and evaluation of workers, performance reviews, also known as employee evaluations, are crucial. Evaluations contribute to the growth of people and organisations, as well as to business strategy. By their line manager, each employee is evaluated. According on the size and structure of the organisation, the CEO evaluates the directors, who are then evaluated by the chairman or the business owners. Within businesses, regular reviews of employee performance include performance appraisal as a component of career advancement. Annual performance reviews help with standard management and monitoring, setting expectations and goals, and delegating duties and tasks. The analysis and planning of organisational training needs is made possible by staff performance evaluations, which also identify individual training needs. As a system of highly interactive procedures, performance evaluations should also be seen as involving personnel at all levels to varying degrees in establishing job expectations, creating job descriptions, choosing appropriate evaluation criteria, creating assessment tools and procedures, and gathering, interpreting, and reporting results.

Keywords: Job performance, Evaluation tools & techniques, Organisational structure, Goals, Task, Training, Business strategy & Career advancement.

Introduction

Performance appraisal, the process of realistically evaluating employee performance in relation to the established expectations, documenting the review, and verbally communicating the review in a face-to-face meeting, constitutes one phase of the annual performance management cycle. The goal of this phase is to raise performance standards year after year through candid and helpful feedback. The process is intended to help the employee build on their strengths, identify areas for growth so that they may work on them, and establish challenging goals for the upcoming year. *Paramasivan C & Azhagu Raja R (2014)* Micro enterprises provide employment generation or self employment opportunities with local resources but the micro enterprises are facing lot of problems from its establishment to existing. The main objective of the study is to know the performance of micro enterprises in Thiruvarur District of Tamil Nadu. In-person interactions between supervisors and employees are essential for effective performance management. A supervisor can

guide their staff members toward higher levels of productivity and optimised results by getting to know them. Performance evaluation is a method that long-term successful business owners use to get to know their employees. For an organisation, it is the most important and necessary tool. Information is provided that aids in decision-making that is crucial to the growth of a business and a person. The alignment of personal and organisational goals, as well as the development of strong working relationships between management and staff, all depends on performance reviews. Not simply the abilities needed for the job or the upcoming promotion, but also the growth of the "whole person" must be covered in appraisals. Nobody may be the target of appraisal discrimination based on their age, gender, sexual orientation, race, religion, or handicap, for example. Performance reviews have to be satisfying occasions. Organizations should cultivate a perception that performance appraisals are positive chances in order to get the best out of the people and the process since the appraisals process serves as the foundation for development and motivation.

Objectives of the Study

Halcyon being a start - up company and got the opportunity to design a new Performance Review System under the guidance of HR Manager. The secondary objectives of my study were:

- To develop an effective Performance Appraisal system.
- To know the Requirements of management regarding the designing of new Appraisal system and Review System.
- To help the Employee in understanding the Process of Performance Review.

Research Method

As per the requirement of the management to design a new policy for performance Review system, I basically analyzed the questionnaire given to employees to know their perception regarding the Review System and collected information on websites regarding the various methods of appraisals, the process of Performance Appraisals etc and also referred to books to get the idea of the concepts. The practical approach was by –

- Understanding the perspective of Management.

- Studying the kind of Appraisal suitable for Halcyon environment.
- The time period required for the review to be completed is 10 days.

Limitations of the Study

- The Appraisal Process was designed but it could be a part of only Review Process which was conducted in the month of February.
- Due to time constraint the Post Feedback of Employees regarding the Review Process could not be taken.

Data Analysis and Interpretation

To build a strong work team, companies must conduct performance reviews that provide them the chance to evaluate the contributions that each employee makes to the company. However, in other offices, doctors and practise managers put off conducting performance reviews due to the time commitment and the challenges of giving feedback to people they interact with frequently. However, the advantages of performance reviews outweigh these difficulties. Performance evaluations have the power to enforce the acceptable performance boundaries, encourage staff appreciation and productive communication, and inspire people to give their all for both themselves and the practise when carried out as a part of a performance evaluation system that includes a standard evaluation form, standard performance measures, guidelines for providing feedback, and disciplinary procedures.

The main objectives of a performance evaluation system are to produce accurate appraisal documentation to protect both the employee and employer, to provide an equitable measurement of an employee's contribution to the workforce, and to achieve high levels of both quality and quantity in the work produced.

Table 1: Self Assessment Results of Employees

Self Assessment	Frequency	%
Strongly Agree	70	70
Agree	17	17
Neutral	10	10
Disagree	3	3
Total	100	100

Table 2: Feedback from Managers Helps in improving Working Performance

Feedback	Frequency	%
Strongly Agree	50	50
Agree	25	25
Neutral	15	15
Disagree	10	10
Total	100	100

Table 3: Self Confidence Level of the Employees

Self Confidence Level	Frequency	%
Very High	10	10
High	25	25
Medium	47	47
Low	18	18
Total	100	100

Table 4: Effectiveness of the Training Program

Effectiveness	Frequency	%
To an extent	30	30
Totally	48	48
Partial	16	16
Not at all	6	6
Total	100	100

Table 5: Training in Accordance with the Process Of Performance Review

Training & Performance	Frequency	%
To an extent	36	36
Totally	48	48
Partial	14	14
Not at all	2	2
Total	100	100

Table 6: Belief on Self Rating

Belief	Frequency	Percentage %
Very High	38	38
High	29	29
Medium	22	22
Low	11	11
Total	100	100

Table 7: Change that is Expected on Post Review

Change Expected	Frequency	%
Salary	45	45
Responsibility	15	15
Team Structure	10	10
Promotion	12	12
On Site Opportunity	18	18
Total	100	100

Findings

As the whole Process was designed by the HR department, I was also involved in it from the designing stage to the implementation part of the Review system. In this process I could recognize the benefits derived out of this system as well as observed some drawbacks.

My Findings from the questionnaire were:

1. The perception of employees regarding performance Review was a hike in Salary, which is not the case in reality.
2. After knowing the requirements of employees a training session was conducted to help the employees understand the need and process of Performance Review and Criteria to give Self Rating.
3. They were aware of the fact that the General Work Behavior would play a major role in their Review but were unaware of all the Standards and Aspects used to Evaluate their Performance

Other Findings

1. The process did not take place in the exact time frame as planned and scheduled. A good improvement was seen in the inter-personal relationship between the team leader and subordinates.
2. Many employees could not justify the ratings given by them in the Self Review Form. It helped the employees in understanding their past performance and setting up of targets and goals for future.
3. They got to understand the organizational needs and it helped in developing a sense of belongingness towards the company. It helped the management in identifying the Caliber of employees and encourage the same.
4. The employer and employees got a platform to understand each other in a better manner. The management was too much dependent on team leaders for conducting Reviews.
5. When the Peer Feedback Form was given employees were too hesitant in giving ratings to their colleagues.

Recommendations

After the successful completion of the whole Process of Performance Review under the supervision of the HR Manager I.e. by recognizing the need for Review policy, designing the policy, taking up a presentation to explain the importance and process of Review, attending the meetings with the team

leader, being a part in discussions by the management regarding appraisals and analysis of the feedback given by employees helped me to evaluate the benefits and shortcomings of the Performance Review Process and recommend the measures to improve the same.

The recommendations are as follows

1. Identify the KRA's (Key Resource Areas) and communicate the same to the employees so that he can be judged appropriately based upon it. The employees must be motivated to fill in the self review form appropriately.

2. They must be appreciated for their individual achievements during the period and training/guidance must be given if they lack in some areas. The review must be conducted informally once in every month so that the desired result can be achieved at the time of actual review.

3. The team leader should treat everyone equally without any bias and give appropriate ratings to each member depending upon their performance. The employees must be educated regarding the importance of Peer feedback that the true rating, be it positive or negative will help his colleague in understanding his abilities and drawbacks and he can develop himself on those aspects.

4. To motivate employees for their extra ordinary performance apart from the PLI's there must be some token of appreciation given for him in the form of promotions or a simple gift voucher etc., The token of appreciation should be given to those employees whose performance was extra ordinary as well as who have been in the organization for a longer period of time. The feedback from employees must also be taken regarding the working style of management so that the management functions can also be improved. They must be given the freedom to express their concerns. While conducting the Performance Review the team member must also be given the right to rate his team leader or provide him the feedback because a cordial relation between the team lead and members of the team is very important and the lack of good understanding may hamper the team work.

5. The problems or hindrances which are faced by employees should be taken care of, so that the employee is satisfied and works enthusiastically. The employees must be informed before – hand that he needs to provide a proper justification for the ratings given by him and it will ultimately help him to recognize his accomplishments and drawbacks. The one to one meeting should be conducted in a peaceful manner so that it does not lead to any argument and the desired objective is achieved. Measures must be taken for effective time management because the delay in the process will lead to distractions.

6. Suggestions must be taken from employees after the review process in order to make it more effective. The career goals and career prospects of an employee must be taken into consideration so that they stay committed to the organization. Efforts must be taken to reduce the communication gap between the employees and management. All the employees of the organization must maintain a personal diary to record their day to day achievements as well as the problems they faced during performing a particular task so that he has a record of all the things and it can be reproduced in front of the team leader or management as and when the need arises.

Conclusion

The director of the Office of Personnel Management and other government policy makers will be assisted in re-evaluating the Personnel Management and Recognition System after conducting a thorough investigation into performance evaluation and pay for performance in the private sector. What we have discovered does not offer a model for pay-for-performance in the government sector or even a specific fix for PMRS's problems. The federal government seems to put just as much work into performance reviews as other organisations. More broadly, improving individual or organisational performance is unlikely to result from the pursuit of more psychometric complexity in the performance rating system utilised by the federal government.

A way must be found by the organisation to ensure that performance requirements are met and goals are realised. Setting organisational goals is another necessary step in future planning. These ought to be attained through the use of personal goals

set throughout the appraisal. The success of the strategy used to accomplish this is crucial if all employees are to maintain a competitive position. This is the purpose of every page in the resource titled "Skills of Appraisal and Performance Review." But there must also be essential managerial ideas, attitudes, and actions underpinning the methodologies, practises, and procedures.

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A STUDY ON THE IMPACT OF GST ON CONSTRUCTION PROJECTS IN CHENNAI CITY

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Abstract

GST on construction material has rationalized the taxation system and subsumed various state and Central government taxes. The government also levies GST on construction contracts. Before July 2017, the tax levied on the goods and services was complex, as there were numerous taxes imposed on the goods and their services. However, the introduction of GST (Goods and Services Tax) has made the process simpler by eradicating excise duties, Octroi, VAT, customs duties, etc. The basic needs of the person include food, shelter, and apparel. It is essential to have in-depth GST on construction as this sector employs approximately thirty million people across the country. Moreover, contributing two hundred billion worth of assets every year. To govern the activities taken under construction, the concept of work contract has been introduced.

Keywords: Construction, Exempted, GST and Government.

Introduction

GST will lend a whole lot of transparency in the real estate sector while also playing a major role in minimizing unscrupulous (black money) transactions. Currently, there is a huge percentage in every project where expenditure goes unrecorded on the books. GST by curbing the practice of fake billing on purchase-side will help cut down cash component in construction, which in turn, will help in boosting stakeholder's confidence.

Although the GST rate of 18% on the supply of works contract in the construction sector may be higher than the previous rates, the regime of local composition schemes is over, though now they are eligible for full input tax credit. However, many of the listed construction services such as constructions of dams, roads etc. which were previously exempted are now under the GST purview. This basically means the average construction contract in the previous regime which used to hover around the 11–18% range is now chargeable at a flat rate of 18%. As a matter of fact, if you take exempted services into consideration, this marked difference is more pronounced, like certain infrastructure services are no more exempt in current regime. Having said that, thanks to the availability of input tax credit, the construction sector is expected to benefit in the long run. This is because, under the GST regime, the input tax credit on the raw materials would result in an overall neutral tax incidence for construction services. Additionally, with GST, real estate developers will have access to free input tax credits on GST paid for services and goods purchased by them while the rate of GST on outward supply is 12% including the value of land. As the inward supply consist of many a items with more than 12% rate.

Overall, GST is expected to help bring a lot of required transparency and accountability. Moreover, owing to the expected free flow of credit, developers should be able to enjoy an increase in overall margin. Whether these benefits trickle down to the consumers is yet to be seen as the pricing in

this sector tends to be dictated by market forces rather than costing policies. Looking from the consumer point of view, the one primary advantage would be in terms of decrease in the overall tax burden on goods and increased transparency in tax system. GST will also help in eliminating unnecessary paperwork while eliminating time wastage spent by good suppliers at various state borders.

Objectives of the Study
• To understand the concept and supply chain of GST.
• To know the GST Rate Structure.

Review of Literature
Pinki et al. (2014) studied, "Goods and Service TaxPanacea For Indirect Tax System in India" and concluded that the new NDA government in India is positive towards implementation of GST and it is beneficial for central government, state government and as well as for consumers in long run if its implementation is backed by strong IT infrastructure

Lourdunathan & Xavier (2017) conducted a study based on exploratory research technique on the basis of past literature to study the opinions of manufacturers, traders, society etc. about the GST and the challenges and prospects of introducing GST in India. They concluded that no doubt GST stands with one tax one nation slogan and will provide relief to producers as well as consumers. Its efficient implementation will lead to resource and revenue gains. They also said that seamless credit and return processing without human intervention requires educating, training, and conducting workshops on GST on the part of government.

Mujalde, S. and Vani, A., (2017), in their research paper on 'Goods and Services Tax (GST) and its outcomes in India' focused on the features of GST, impact of GST on Indian economy and discussed possible advantages and challenges of GST.

Priyanka & Manoj (2019), conducted that GST is a combination of all indirect taxes in India and also a value added tax which is imposed on goods and services by both Centre and state government. The largest tax reform in India is on 1st July 2017 when GST in India is launched and introduced. Thus goods and services tax (GST) was defined as a consumption based tax collected from

manufacturer, sale and consumption of goods and service further helps in transforming the country into one integrated common market. After its implementation many imprecise debates were raised on goods and services tax (GST).

Priyanka Sharma (2020) Goods and Services Tax (GST) is one tax subsuming all the indirect taxes in the economy. It is said to be national tax. Because, it is a uniform tax across all states of the country: only one rate will prevail on one set of goods across all parts of the country. GST is essentially a tax on value addition covering the entire range of production activity from manufacturer to the consumer. The present paper tries to explain the concept of GST, find out the structure of GST and its types, explore the positive as well as negative impact of GST on Indian economy. The present study is based on secondary data and the secondary sources includes books, journals, websites, newspapers, magazines etc.

Paramasivan C (2021) GST is one of the most important and innovative milestones in Indian taxation system which help to simplify the tax system in India. The implementation of GST will be in favour of free flow of trade and commerce throughout the country. Therefore, it is concluded that awareness of GST become an important point of effective implementation of taxation system in our country.

Limitations of the Study
• The sample size was small and cannot be applied to the entire population.
• The study was conducted with the basic assumption that the information given by the respondent is factual and represents their true feelings and behaviour.
• Since all the products and services are not widely used by all the customers it is difficult to draw realistic conclusions based on the survey.

Research Methodology
A sample size of 100 has been used and convenience sampling has been adopted for the study.

Analysis and Findings
Table 1 Showing the responses on whether GST has increased the cost of material procurement.

Options	No. of Respondents	%
Strongly Agree	28	28%
Agree	20	20%

Neutral	27	27%
Disagree	16	16%
Strongly Disagree	9	9%
Total	**100**	**100**

Table 2 Showing the responses on whether GST makes the construction projects slower.

Options	No. of Respondents	%
Strongly Agree	30	30%
Agree	13	13%
Neutral	26	26%
Disagree	18	18%
Strongly Disagree	13	13%
Total	**100**	**100%**

Findings

- Most of the respondents know about GST through Mass Media.
- Most of the respondents agree with the implementation of GST in India.
- Most of the respondents think that since GST has been implemented it has caused higher price of goods & services.
- Most of the respondents think that GST has increased the cost of acquisition of land has increased.
- 91% of respondents think that Goods & Service Tax is more beneficial to both Government and people.
- 53% of respondents think that GST has increased the tax burden on people/consumer.

Suggestions

- Process must be simplified in local languages so that business can operate efficiently in the best interest of the people and for economic growth.
- Technological glitches of the GST network should be sorted out.
- Provision to amend GST Return once uploaded, in case of clerical error, a provision to rectify those return can be given.
- The facility to file quarterly returns can be extended to assesses with up to 10 Crore turnover.

Conclusion

Study brought out concept of construction sector under new GST regime and compared it with old GST regime. Input tax credit was not available under pre-GST regime. Different state had different rule which increased compliance burden on supplier. Further cost of construction increased and become burden of consumers.

Rate of GST under construction sector have increased as compare to old GST regime. But there has been benefit of input tax credit in all supply chain including inert-state trade. However GST council reviewed rate time to time. Construction sector is largest contributor in Indian economy. It is not only related to construction but also concerned with related services also. Government shall give more incentive for positive growth in construction sector.

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IMPACT OF INTERNET GAMBLING AMONG STUDENTS IN AND AROUND COIMBATORE CITY

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Abstract

Online gambling is the gambling via internet. As the result of internet addiction, internet gambling also increased now a days. Online gambling became more and more popular in the 1990s. Gambling can be enjoyed as a pastime. Different gambling games have various histories. However, gambling in India is considered illegal in all forms, including online gambling. Gambling may be viewed as a fun social activity by teenagers but gambling transitions from an enjoyable, risk-free distraction to an obsessive fixation with negative effects. According to certain research, young adults between the ages of 18 and 24 who gamble online are more likely to exhibit risky gambling behaviors such compulsive gambling. Hence, this study analysed the effects of internet gambling among the college students around Coimbatore city using Percentage, Frequency and Regression Analysis by collecting 96 respondents in and around Coimbatore City.

Keywords: Gambling, Addiction, Impacts, College students.

Introduction

Online gambling is the term for gambling done through the internet. This includes online casinos, poker, and sports betting. Tickets for the Liechtenstein International Lottery were the first publicly accessible online gambling service, debuting in October 1994. In 1994, Antigua and Barbuda established the Free Trade & Processing Act, making it possible for businesses looking to open online casinos to apply for licenses. Prior to the development of internet casinos, Micro gaming, an Isle of Man-based software company, produced the first gambling software that was completely functional. In the late 1990s, online gambling grew in popularity; in 1996, there were only fifteen gambling websites; by 1997, there were 200. The Prohibition Act for Internet Gambling was swiftly filed as a measure in the US Senate in 1999.

A few websites in particular have had a significant influence on the online gambling business throughout its history. In Indian history and culture, gambling has a long history. Indians enjoy playing card games and placing sports wagers, which is why casino and sports books are becoming more and more well-liked in the nation today.

Indians enjoy playing gambling like poker and blackjack, but now that online casinos are aware of the size of the Indian market, they have adapted their services to suit the needs of locals. The Public Gaming Act 1867 serves as the framework for regulating gambling in India. There is no mention for online gambling because it was not legal when the law was passed because there is no internet. The Information Technology Act of 2000 is another law that controls all online activities in India.

However, this as well makes no mention of internet gambling. It is, in a nutshell, an unregulated activity that is still illegal in India. Early in 2021, the state of Tamil Nadu prohibited online gaming as well. However, the Madras High Court invalidated the Tamil Nadu Gaming and Police Laws Act

of 2021 before the year was out because they found it to be unconstitutional. There are a few reasons why an increasing number of Indians are choosing to gamble online. Both the country's enhanced internet infrastructure and the nation's growing mobile user base are significant factors. People will feel more at ease using their mobile devices to play games as a result. Due to this, many online gaming businesses are beginning to put more of a mobile market. At the individual, intrapersonal, and societal levels, gambling is predicted to have both beneficial and detrimental health effects

Background of the Research Work

Gambling may be ascertained as a fun social activity by teenagers. This is due to the fact that online gambling encourages social betting and the sharing of winning streaks by using SMS and chat. When playing in "practice mode," online casinos frequently give players big wins. Teenagers may determine that when they play with real money, this winning streak will continue.

The results of an addiction to gambling are frequently extremely obvious. Credit cards and debit cards are frequently used by compulsive gamblers to make payments to casinos or online gambling companies. Problem gambling will almost certainly lead to debt accumulation, relationship problems, and a loss of focus on your personal objectives. So that this study explores that internet gambling is no fun after facing the impacts of that in their lives.

Statement of Problems

Internet addiction has become a problem for certain users as the result of Internet's explosive annual growth in usage. As a recognized disorder, this illness can have comparable causes and effects to alcohol, drug usage, compulsive gambling, persistent overreaction, sexual compulsions, and excessive television watching. People who are addicted might come from all walks of life, and as a result, they are struggling in the most important area of day-to-day life, including relationships, work, family, and school.It might lead to decline in interest in activities including calling home, visiting friends, or studying etc. Spending an excessive sum of money. If these problems are undetected from the beginning, it can make extreme impact on the students gamblers future.

This research work analyses what are the problems undergone by the college students after addicted to the internet gambling and how can the issues be solved, and to find what the factors are influencing the students to gamble on internet.

Objectives

Teenagers and young adults already utilize internet gambling websites. According to Annenberg Public Policy Center, a company that has monitored young people's use of gambling websites nearly 10 years, startling 20% college students play online poker at least once in a month. College students and young adults think that internet gambling is fun. But it is no fun when you get addicted to it. So, this research aims,

- To examine the impact of gambling on college students in the city of Coimbatore.
- To explore the influence factors of internet gambling.

Sampling Design

Convenient sampling was used in this research. A design is considered as the framework or plan for a study that guides and helps for data collection and analysis.

Present research is analytical and descriptive in nature.

Nature of Data

The data for this research work is collected from bothprimary& secondary sources. The primary sources of data werecollected by using a predefined questionnaire.

- Primary data collected through questionnaires administered to 96 sample from college students were selected from Coimbatore cities.
- Secondary sources include various books, articles, periodicals, newspapers, various reports, website etc. which related to Internet Gambling.

Review of Literature

Axmedov Anvar 2022, It discusses online internet gaming and its psychological dependence. In today's society with the development of IT various computer games and their addictions or become more commonly among youth. Gambling can have a profound effect on person psychological wellbeing leading to stress and depression.

Alan M. Emond and mark D Griffiths2020, "Children are susceptible Two

problems with gambling because of developmental and cognitive and maturities. This paper reviews the current evidence concerning gambling among children, this review uses recent UK data from the Gambling Commission and from the Avan congtitudeinal Study of parents and children".

S. Saranya Devi, Jayasheel. G 2017 Many types of gambling have a long history that can be traced to every civilization, religion, and society. While it does exist as a source of entertainment, gambling is prohibited in India. This report takes an accurate look at the expansion of internet gambling and the rise in gambling addiction.

Paramasivan. C(2011) Information technology plays a key role in the modern world which meets the day-to-day activities of the human beings directly or indirectly associated. Commercial activities particularly banking and financial sectors may not function without proper information technology.

Early Evidence of Gambling

According to historical texts, gambling has been practiced by humans for all of recorded history. In the first ever kind of gaming that originated in Ancient China, the earliest time of when and how humans began gambling was mentioned. Based on the Chinese book "Book of Songs," which makes reference to a wood carving, it is possible that the tiles were once a part of lottery.

Another instance of a Chinese person utilizing objects as money to fund government initiatives dates back to 200 B.C. The item was known as Keno Slips. The earliest card game is thought to have originated in China in the 19th century, according to numerous researchers.

Background of Internet Gambling

Liechtenstein International Lottery tickets were the first publicly accessible internet gambling platform when they introduced in October 1994. In 1994, Antigua and Barbuda established the Free Trade & Processing Act, make it possible for businesses looking to open online casinos to apply for licenses. Proceeding to the development of internet casinos, Micro Gaming, a software company with headquarters on the Isle of Man, produced the first completely functional gambling software. Internet gambling got more and more popular in 1990s; in 1996, there were nearly15 gambling websites; by 1997, there were 200. In 1999, a bill known as the Internet Gambling Prohibition Act was quickly submitted in the US Senate. Over its existence, a select few websites have had a huge effect on the online gambling industry.

Analysis and Interpretations

In total, 96 respondents were participated in data collection through the questionnaires. The survey was done through the Google forms. The survey consisted of demographic data questions like gender, age, education. The Participants were also asked to answer questions around statements pertaining to gambling and their attitude around gambling.

Age classification of Internet Gamblers

Age Categories of Internet Gamblers					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**18 - 20**	57	59.4	59.4	59.4
	21 - 22	26	27.1	27.1	86.5
	23 - 25	9	9.4	9.4	95.8
	Above 25	4	4.2	4.2	100.0
	Total	96	100.0	100.0	

(Source: Primary data)

The above table explores the age classification of the respondents.59 per cent gamblers are belong to 18-20 years' age category, and 26 percent of the respondents are belongs to 21-22 years' category.It clearly reveals that, majority of the Gambling users are belongs 18 – 20 Age Category.

Monthly income classification of the respondents

MONTHLY INCOME					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Below 15000**	30	31.2	31.2	31.2

15001 - 20000	41	42.7	42.7	74.0
20001 - 30000	19	19.8	19.8	93.8
Above 30000	6	6.2	6.2	100.0
Total	96	100.0	100.0	

The above table reveals the monthly income category of the gambling users of this study. 41 percent of them are belongs to 15001-20000 category they are gaining 15000 – 20000 only through gambling, 30Percent of them are gaining below 15000.19.8 percent of them are Gaining Rs. 20001-30000 and rest of them are above 30000 categories. Which clearly shows that, many gambling users are gaining nearly Rs. 10000 – Rs. 20000 as their monthly income through Internet gambling.

Gambler's Knowledge on Internet Gambling

	HOW DO YOU KNOW ABOUT INTERNET GAMBLING			
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**By advertisement**	33	34.4	34.4	34.4
	By friends	38	39.6	39.6	74.0
	By internet	22	22.9	22.9	96.9
	Others	3	3.1	3.1	100.0
	Total	96	100.0	100.0	

Table 3 explores that, how the respondents know about the gambling.39 percent of the respondents know about gambling by their friends, 34 percent knows by advertisement and 22 percent knows through internet.

Therefore, it clearly reveals that Most of the respondents (39.6) knows about gambling by friends. So, friends recommend to gamble others the most.

Internet gambling sites used by the respondents

	Internet Gambling Sites			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Casino**	30	31.2	31.2	31.2
	Online Rummy	26	27.1	27.1	58.3
	Poker	16	16.7	16.7	75.0
	Sports Betting	24	25.0	25.0	100.0
	Total	96	100.0	100.0	

Table 4 clearly picturize that the gambling sites which the respondents used to play on internet. 31 percent of the respondents are using Casino followed by 27 percent of the respondents are playing through Online Rummy and 25 percent of the gambling players gamble on Sports betting sites and 16 percent uses poker sites to gamble. Thus, it clearly reveals that most of the gamble users are playing in Casino Gambling website.

Duration of the respondents using gambling sites

	Experience of Gambling Players			
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Below 6 months**	50	52.1	52.1	52.1
	6 - 1 year	23	24.0	24.0	76.0
	1 - 2 years	15	15.6	15.6	91.7
	Above 2 years	8	8.3	8.3	100.0
	Total	96	100.0	100.0	

The table five portrays the time period which the respondents since using the gambling sites. 52 percent of the gambling players are playing below 6 months followed by 24 percent of the gambling players are playing since Six to one year and 15 gambling players are having one – two-year experience in gabling and finally Eight percent of the gambling players are having 2 years of experience in Internet Gambling. Which means most of the respondents (Gambling Players) are recently started playing internet gambling.

Emotion that the respondents have when gamble in internet

Emotional State of Internet Gambling Players					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Excitement**	27	28.1	28.1	28.1
	Frustrated	22	22.9	22.9	51.0
	Happy	34	35.4	35.4	86.5
	Irritation	13	13.5	13.5	100.0
	Total	96	100.0	100.0	

The above table explains the emotional state of the Internet Gamblers they hold when gamble on internet. 35 percent of the gambling players are feels happy when they playing.28 percent of the players are gambling with excitement.23 percent of the players are frustrated when they gambling on Internet. Therefore, it clearly exposes that the most of gambling players are happy while they are playing.

Impacts of internet gambling faced by the gamblers

Impacts of Gambling for the Players					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Stress**	42	43.8	43.8	43.8
	Anxiety	12	12.5	12.5	56.2
	Borrowing money	20	20.8	20.8	77.1
	Mood swings	22	22.9	22.9	100.0
	Total	96	100.0	100.0	

The above table acknowledge the impacts of the internet gambling to the gambling players. 43 percent of the gambling players are feels stressed after playing internet gambling, 23 percent of the gambling players are faced mood swings after playing and 20 percent of the gambling players started borrowed money. Which clearly declares thatevery gambling users are facing negative impact after playing internet gambling. Particularly they are very stressed after playing internet gambling.

Table: 8

Coefficients						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**		
		B	Std error	Beta	**t**	**Sig**
1	Constant	1.525	.128		11.900	.000
	What is the Emotion you have when Gamble in Internet	-.002	.050	-.004	-.037	.971

a. Predictors: GENDER
b. Dependent Variable: EMOTIONAL OF THE GAMBLING PLAYER

ANOVA[b]											
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig**		1	**Regression**	.000	1	.000	.001	.971[a]
								Residual	23.958	94	.255	
								Total	23.958	95		

The above table picturize the relationshipamong Gender and Emotion State that the Internet Gambling Player has while playing. Here, Gender of the respondents (Gambling player) is take as Constant i.e Independent Variable. And emotional State of the gambling players has taken as dependent variable. It shows that, the significance level is .971 for the Emotional state of the gambling players and Gender. Which means Gender Category is 97 percent influencing the Emotional state of the Internet Gambling Player. It clearly depicts the good fit of the variables.

Coefficients						
		Unstandardized Coefficients		**Standardized Coefficients**		
	Model	**B**	**Std Error**	**Beta**	**t**	**Sig**
1	Constant	1.631	.200		8.168	.000
	on the average, how much time (per week) do you spend in internet gambling sites	.264	.125	.213	2.114	.037

a. Predictors: (Constant), Average Time Spending on Internet Gambling

b. Dependent Variable: Monthly Income from Gambling

ANOVA[b]					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig**
1 **Regression**	3.314	1	3.314	4.471	.037[a]
Residual	69.676	94	.741		
Total	72.990	95			

The above table reveals the relationship between Monthly income from the gambling game and Average time spending on Internet gambling. Here, The average time spending on internet gambling is taken as constant i.e Independent variable and Monthly Income from the Gambling is taken as Depended Variable. In this table the significance level of the variables is .037 on Average time spending and income from gambling. Which means, the time spending on the internet gambling not influencing much in monthly income generated from the gambling? It clearly depicts there is there is no relationship between the monthly income by gambling and time spending on gambling.

Findings of the Study

As the result of survey, 96 respondents were participated and answered the questions related to gambling. These are findings by using the survey

➢ 74 % respondents prefer online gambling.
➢ 22% players know about gambling by their friends.
➢ 32%gambling players playing only for the enjoyment.
➢ 31%players were gamble on Casino.
➢ 52%gambling players using the gambling sites below 6 months.
➢ 66% gamblers werespending 0-5hours in the gambling sites per week.
➢ 35%gambling playersfeels happy when they gamble on internet.
➢ 43%gambling players faced stress as the impact of the internet gambling.
➢ 70%gambling players thinks that it is not safe to gamble on internet as they lose money in gambling.
➢ 32% respondentstrust the gambling sites by license of the sites.
➢ 42% respondents check the policies and conditions of the gambling sites before they start gambling.

Suggestion

Gambling transitions from an enjoyable, risk-free distraction to an obsessive fixation with negative effects. A gambling issues can damage relations, conflict with job, and cause financial ruin whether you wager on sports, cards, roulette, poker, or slots in a casino, at a racetrack, or online. You might even take on massive loans or even steal money to gamble—things you never dreamed you'd do. *Some suggestions to resolve negative impacts of the gambling addiction*

➢ As the internet gamblers are so accustomed to the highs and lows of active addiction, Gamblers frequently battle with times of boredom. So that, they can plan their days to minimize the temptation to use gaming to pass the time. This seems to be supported by research, which found that the problem is gamblers have a low tolerance for boredom. When given an unappealing job, people will always avoid

it or fail to finish it. They can find healthier activities to replace gambling in life.

➢ It is crucial to constantly remind yourself that, regardless of your betting strategy, you will almost definitely lose your money if you lack discipline. The core element of compulsive gambling is this. When experiencing financial concerns, your gambling urges may come across as seductive temptations, particularly since the majority of gambling activities have the potential to pay off handsomely right away. Gamblers can resist any urges to wager by saying that once you start, you can't stop. It may helpful to make yourself to not use the gambling or it make your that, you are risk taker.

➢ Avoid putting yourself in high- threat circumstances, similar as using credit cards, taking out loans, carrying a lot of cash, going to gaming establishments to fraternize, or laying out of emotion. This conduct will make it easier for the gambler to check or halt the gambling

➢ Pick anything you're passionate about, like books, music, sports, or the arts, and then connect with people who share those interests.

Conclusion

India's gambling sector has many potentials, even though a sizable chunk of the market is currently illegal. It is clear that spending too much time online gaming, playing video games, or gambling can lead to more adolescent difficulties. It is sometimes depicted in films that actors also wager on a cricket team or a player in order to make money, even though doing so puts their possessions or money at risk. Additionally, a shot might decide whether you win or lose. People now use a variety of online gambling options to evade the penalties associated with gambling offline. We observe the same thing in our daily lives. Internet use, videogame activity, and gambling all entail advancing technologies. Even though the risks of using the internet excessively are becoming more obvious, more study is needed to identify specific risk models for both excessive video game playing and problems of gambling among students.

The results of research work indicate there is a particular role for socio demographic factors, which are mostly connected to gender, age, educational level, in the etiology of teenage problem gambling. For a certain subset of young people, what starts out as an exciting, harmless kind of entertainment could turn into a severe issue.

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A STUDY ON CUSTOMER′S PREFERENCE AND SATISFACTION TOWARDS BANKING SERVICES OF TAMILNADU MERCANTILE BANK IN MADURAI

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Abstract

Banks now offer a diverse variety of products and services to consumers as a result of the implementation of the government system and legislation on globalization and liberalization. They are pushed to design unique consumer strategies to get the desired results. To give its consumers the best service possible. Consumers may only use the many services offered by banks if they are made aware of them. The banker must comprehend the customer's requirements, and the customer must comprehend the numerous types of services offered by banks. Consumers' preferences evolve in tandem with their level of awareness. The purpose of this study is to examine the preferences and levels of satisfaction of consumers who utilize Tamil Nadu Mercantile Bank's financial services in the Madurai district.

Keywords: Customer Preference, Globalization, Liberalization, Strategies, Awareness.

Introduction

The banking business in India has witnessed major changes since its independence. More recently, liberalization, economic opening in the 1990s, and the government's decision to privatize banks by reducing state control culminated in banking reforms based on the Narasimham committee's recommendations. This has resulted in challenging times for the Indian banking industry. In these trying times of mature and acute competition challenges, banks must be able to retain a loyal client base. To achieve this and strengthen their market and profit positions, banks in India must develop strategies and policies aimed at raising customer satisfaction levels.

Banking institutions all over the world have recognized the significance of customer satisfaction and the development and maintenance of long-term relationships with their clients as two critical characteristics that contribute to greater business profits. According to research, customer discontent is still the leading cause of bank clients switching to other banks. This unhappiness could be due to several factors. Good service quality is no more an optional competitive strategy that can be used to differentiate one bank from another: it is now critical to business profitability and survival.

Leading service quality researchers have scrutinised the relationship between service quality and customer satisfaction, as well as the relationships between quality, customer satisfaction, customer retention, and profitability. The link between service quality and company profitability is now regarded to be dependent on high levels of customer happiness, successful targeting of "quality"

clients, and customer retention.

Consumer Satisfaction in the Banking Industry

The expansion of the banking system has influenced and hastened India's economic growth and development. The Indian banking business has expanded dramatically over the last two to three decades. Retail banking is a service industry that provides services to consumers. A happy customer is the best source of positive word of mouth for a retail bank. The banking business in India has seen several significant developments since its independence. More recently, banking reforms have emerged from liberalisation, the opening up of the economy in the 1990s, and the government's determination to privatise banks.

The banking business, like all other financial services, is facing a constantly changing market. New technologies are being introduced, and there is always concern about economic insecurity. The combination of fierce competition, more demanding clients, and a changing climate has produced an unprecedented mix of challenges. This has resulted in challenging times for the Indian banking industry. In such a competitive environment, banks must be able to keep a loyal customer base. To achieve this and strengthen their market and profit positions, banks in India must develop strategies and policies aimed at raising customer satisfaction levels. *Paramasivan. C (2011)* Information technology plays a key role in the modern world which meets the day-to-day activities of the human beings directly or indirectly associated. Commercial activities particularly banking and financial sectors may not function without proper information technology. With rapid development in the Information Technology Commercial and financial sectors performed will and could reach to nook and corner of the world.

Banking institutions all over the world have recognised the significance of customer satisfaction and the development and maintenance of long-term relationships with their customers as two critical characteristics leading to improved business performance. Simultaneously, some banking institutions are reporting an increase in retail consumer dissatisfaction. According to research, customer discontent is still the leading cause of bank clients switching to other banks. This discomfort could be due to several issues (access, services, products, prices, image, personnel skills, treatment credibility, responsiveness, waiting time, location and technology). The relevance of measuring customer happiness stems from the fact that customer satisfaction is a crucial factor in client retention.

Scope of the Study

This research focuses on the services provided by India's private sector banks. Banking is an alternative source available for the banks for increasing their earnings. Banking services increases the subsidiary business of the banks. It mainly focuses on individuals, employees, households, students and businessman. It built a strong customer base with customer relationship management. On the basis of nuclear family concept, which is gaining much importance to large savings that tends banks to provide large number of services. Banking services improves lifestyle and fulfills aspirations of the people through affordable credit.

The purpose of this study was to learn about the customers' awareness, perception, opinion, and satisfaction with the financial services provided by Tamilnadu Mercantile Bank. Since the banking practices is very large geographically, huge in terms of operations, the focus of this particular study is limited to Tamilnaduu Mercantile Bank Madurai Branch only and the customers using the services of the banks within the jurisdiction only.

Need for the Study

Banks play a crucial part in a country's economic development. In today's world, the banking industry is crucial among the many service industries. Their capacity to make a beneficial contribution to sparking a growth process is mainly dependent on how banking policies are followed and the financial system is structured. With the globalisation era, a slew of banks entered the Indian markets, particularly in India. Though private banking sectors dominate by delivering competitive services, the role of public sector banks in India is unavoidable. The essence of retail banking is customer happiness.

Banking services are extremely important in today's environment, where novel financial services are being supplied, and there is a lot of room for growth. As a result, it piques the interest of bankers and piques the curiosity of scholars. Banking services are a collection of products and services provided to

individual clients and businesses. As a result, all products and services are planned and woven with the customers in mind. Customer pleasure was given considerable weightage in the new bank marketing model.

Statement of the Problem

Customer expectation and customer perception are the two main components of service quality. Consumers will perceive service quality to be low when the desired performance of services given by their banks falls short of their expectations, and high when the bank's intended performance meets or surpasses their expectations. Banks do not assist clients when they are most in need, and customer inquiries and other issues go ignored or neglected most of the time. Dispute handling is another one major element where the banks in India fail badly. Hence, consumer views of responsiveness in the quality of service supplied to them fall short by a wide margin, and responses to this survey reveal that responsiveness has a positive connection but no significant influence on customer satisfaction.

While Indian banks compete with similar goods for clients, service quality is viewed as a crucial distinction among banks delivering superior service to customers. Consistency in offering the essential service quality is the key to differentiating one another. Because rivalry in this business is fierce, it exists not just among banks but also among other financial organisations operating locally or worldwide.

Even so, the paradigm of recognising the primary elements that impact customer satisfaction in the banking sector in India is likely to help bank management and financial institutions improve the quality of service offered to consumers, at least in the context of India's metropolis. Similarly, studies conducted in the Indian setting that sought to measure customer happiness failed to take into account ATM facilities, bank staff behaviour, and retail banking services, all of which have a significant impact in determining consumer satisfaction level.

Objectives of the Study

➢ To evaluate the various services of Tamilnaduu Mercantile Bank.
➢ To measure the determinants of the opinion of the respondents about the service quality of the Tamilnaduu Mercantile Bank.

➢ To examine the factors influencing the customer satisfaction level of Tamilnadu Mercantile Bank.

Research Methodology

The latest research is both descriptive and analytical in character. Primary data is deemed to be the most suited for analysing the research challenge tackled for the study. The emphasis is on describing rather than evaluating or interpreting. The goal of descriptive research is to validate theories about the current situation in order to clarify it. Therefore, the descriptive technique is both rapid and versatile in terms of decision making. Sampling design

Respondents from Tamilnaduu Mercantile Bank were chosen using the convenience sampling approach. 130 samples were collected from the Tamilnaduu Mercantile Bank in Madurai Branch for this investigation.

Data Analysis and Interpretation

Gender Wise Classification Of The Respondents

Gender	No. of Respondents	%
Male	49	37.7
Female	81	62.3

The above shows that, the gender wise classification of the respondents. It is clearly observed from the table, 62.3% of the respondents are female and 37.7% of the respondents are male. It is concluded that majority (62.3%) of the respondents are female.

Age Groups Wise Of The Respondents

Age (in years)	No. of Respondents	%
Bellow 20 years	61	46.92
21-30	24	18.46
31-40	30	23.07
Above 41 years	15	11.53

The above table shows that, the age wise classification of the respondents. It is clearly observed from the table, 46.92% of the respondents are in the age group of bellow 20 years, 23.07% of the respondents are in the age group of 31-40 years, 18.46 % of the respondents are in the age group of 21-30 years and 11.53% of the respondents are in the age group of 41 years and above. It is concluded that the majority of the respondents (46.92%) are in the age group of below 20 years.

Marital Status Of The Respondents

Marital status	No. of Respondents	%
Married	41	31.53
Unmarried	89	68.46

The above table exhibits that, the marital status wise classification of the respondents. It is clearly observed from the table, 68.46 % of the respondents are unmarried and 31.53 % of the respondents are married. It is concluded that majority (68.46) of the respondents are unmarried.

Educational Qualification Of The Respondents

Education	No. of respondents	%
Under graduate	57	43.85
Post graduate	30	23.08
Professional Degree	25	19.23
Others	18	13.84

The above table provides the educational qualification of the respondents. From the above table it is inferred that 43.85 % of the respondents Educational qualification are under graduate, 23.08 % of the respondents educational qualification are post graduate and 19.23 % of the respondents education status are Professional degree. It has been absorbed from the table that maximum of the respondents (43.85%) Educational qualifications are under graduates.

Period Of Customer In This Bank

Period	No. of respondents	%
Bellow 1 yr.	55	42.30
1-2 yrs.	22	16.92
2-3 yrs.	30	23.07
3 yrs. and above	23	17.69

The above table clearly point out that classification of the respondents on the basic of period of customer using in this bank 42.30% of the customers using in this bank less than 1 year, 23.07 % of the customer using in this bank in 2 years to 3 years, 17.69 % of the respondents are being customer in 3 years and above and 16.92% of the respondents are being customer for more than 3 years. It is referred from the above table that

majority of the respondents (42.30) are using less than 1 year in this bank.

Reason For Selecting Tamilnadu Mercantile Bank

Reason	No. of respondents	%
Proximity to home	31	23.84
Proximity to office	13	10
Work place compulsion	49	37.69
Others	37	28.46

The above table clearly point out that, the classification of the represents having reason for selecting this bank, 37.69 % of the respondents for selecting this bank by work place compulsion, 28.46 % of the respondents are selecting in this bank for the other purposes, 23.84 % of the respondents are selecting in this bank by proximity to home and 10 % of the respondents are selecting in this bank by proximity to office. It is concluded that the majority of the respondents (37.69%) selecting this bank for the reason by work place compulsion.

Distance Between Bank And Residence Of The Respondents

Bank and Residence distance	No. of respondents	%
< 2 Kms.	36	27.7
2- 4 Kms.	34	26.15
5- 6 Kms.	35	26.92
> 6 Kms.	25	19.23

The above table clearly point out the distance wise classification of the respondents. It is inferred that 27.7% of the respondents distance between bank and residence are less than 2 Kms, 26.15% of the respondents distance between bank and residence are 2 to 4 Kms, 26.92% of the respondents distance between bank and residence are 5 to 6 Kms and 19.23% of the respondents distance between bank and residence are 6kms and above. It is inferred from the above table that the majority of the respondents (27.7%) are distance between bank and residence for less than 2 Kms.

State Satisfaction Level Of Services / Facilities Available In Atm

Services / Facilities	Highly Satisfied (5)	Satisfied (4)	Average (3)	Dissatisfied (2)	Highly dissatisfied (1)	Weighted Avg.	Rank
Cash withdrawal	31	12	42	21	24		
	155	48	126	42	24	26.33	3

Service						Mean	Rank
Balance enquiry	12	38	29	35	16	25.67	1
	60	152	87	70	16		
Mini statement	32	28	54	11	5	30.73	8
	160	112	162	22	5		
Cheque deposit	15	42	38	6	29	26.53	4
	75	168	114	12	29		
Cash deposit	32	28	42	22	6	29.87	7
	160	112	126	44	6		
Fund transfer	6	54	28	31	11	26.87	5
	30	216	84	62	11		
Cheque book require	18	46	61	4	1	31.07	9
	90	184	183	8	1		
Cheque status enquiry	10	34	49	16	21	25.73	2
	50	136	147	32	21		
Stop payment instruction	15	44	38	18	15	27.73	6
	75	176	114	36	15		
Bill payment	26	58	32	4	10	31.73	10
	130	232	96	8	10		

The above table has been observed that the customer satisfaction level is best in facilities available in ATM services. Balance enquiry was 1st rank, Cheque status enquiry was 2nd rank, Cash withdrawn was 3rd rank, Cheque deposit was 4th rank, Fund transfer was 5th rank, Stop payment was 6th rank, Cash deposit was 7th rank, Mini statement was 8th rank, Cheque book request was 9th rank and Bill payment was 10th rank.

Overall Satisfaction Level Of Tamilnadu Mercantile Bank Services

Satisfaction level	No. of respondents	%
Highly satisfied	10	7.69
Satisfied	55	42.30
Neutral	36	27.69
Dissatisfied	29	22.30

In the above table has been observed that classification of customer satisfaction level of overall services, it is clearly observed from the table, 7.69% of the customers opinion was highly satisfied, 42.30% of the customers opinion was satisfied , 27.69% of the customers opinion was neutral and 22.30% of the customers opinion was dissatisfied. It is concluded that majority (42.30%) of the customers opinion was satisfied.

Aware About Banking Ombudsman

Opinion	No. of respondents	%
Yes	109	83.85
No	21	16.15

From the above table has been clearly noted that feel about customer aware about banking ombudsman. It is inferred that 83.85% of the customers were aware about banking ombudsman and 16.15% of the customers does not aware about banking ombudsman. It is inferred from the above table that majority of the customers (83.84%) were aware about banking ombudsman.

Findings

- 62.3 % of the respondents are female and 37.7 % of the respondents are male.
- 46.92 % of the respondents are under the age group of bellow 20 years and 11.53% of the respondents are under the age group of above 41 years.
- 68.46 % of the respondents are unmarried and 31.53% of the respondents are married.
- 51.53 5 of the respondents are educational qualifications are undergraduate and 0% respondent professional degree.
- 42.30 % of the respondents are using the Tamilnadu Mercantile Bank for less than 1 year and 16.92% of the respondents are using the Tamilnadu Mercantile Bank 1 to 2 years.
- 37.69 % of the respondents are choosing the Tamilnadu Mercantile Bank workplace compulsion and 10 % of the respondents are choosing the Tamilnadu Mercantile Bank proximity to office.
- 27.7% of the respondents are distance between bank residence for less than 2

Kms and 19.23% of the respondents are distance between bank and residence for more than 6 Kms.

- Satisfaction level of service / facilities available in ATM the first rank is balance enquiry and tenth rank is bill payment.
- Satisfaction level of service charges the first rank is internet banking and tenth rank is charges for carrying out standing instructions.
- 42.30% of the respondents are overall satisfaction level of Tamilnadu Mercantile Bank services on Satisfied and 7.69% of the respondents are overall satisfaction level of Tamilnadu Mercantile Bank services on highly satisfied.
- 83.85 % of the respondents are aware the bank ombudsman and 16.15% of the respondents are aware the bank ombudsman.

Conclusion

The following study sought to ascertain the customer's preference and satisfaction with the banking services provided by the Tamilnadu Mercantile Bank Madurai Branch. Respondents also expressed strong support for Tamilnadu Mercantile Bank staff' ability to solve client concerns and evaluated the bank's overall performance highly. It might imply that clients are prepared to do business with this bank and its services despite certain concerns. As a result, numerous major goods and services offered by Tamilnadu Mercantile Bank branches are not at a high enough level to satisfy a larger number of customers. Virtually all respondents judged Tamilnadu Mercantile Bank's accessibility to be extremely good, and the overall performance was evaluated highly. It appears that the bank's workers are capable of satisfying a large number of consumers. Yet, personnel are not always able to deliver all of the essential information to consumers. These types of disconnects between staff and consumers cast a terrible light on the entire organisation. The statistics show that the bank's most popular services are the debit card, mobile banking, and deposit account services. Overall, respondents gave these three services high marks, and they found the workers to be extremely helpful. Frequent customer surveys may shed insight on refinement, which will go a long way towards improving service quality at banks.

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IMPACT OF GLOBALISATION IN INDIA

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Abstract

Globalization is a process of increasing interdependence, interconnectedness and integration of economies and societies to such an extent that an event in one part of the globe affects people in other parts of world. The effect of globalization is far reaching. It affects us all but affects us differently. Thus, while for some it may mean new opportunities, for others the loss of livelihood. It is obvious that globalization is of great social significance. However, there are different views about the impact of globalization regarding its effect. Some argue that, while many in the more privileged section may benefit, the condition of a large section of the already excluded population worsens. Globalization has its impact on Culture, Business, agriculture, Education, Politics and the society as such which has been discussed.

Keywords: Mobility, Traditions, Pedagogy, Accessibility, Standard of living, Collaboration, homogenization of culture, online resources.

Introduction

Impact of Globalization on Indian culture

Globalization has an impact on India's culture and philosophy, as the Western way of life and ideas have become more prevalent. With the emergence of globalization and western culture, youth have started mixing up well with each other. The friendly approach and the socializing feature are worth appreciable. But the total breakouts of restrictions have adulterated the Indian mindset, playing up with the physical relationship. *Paramasivan. C (2011)* Information technology plays a key role in the modern world which meets the day-to-day activities of the human beings directly or indirectly associated. Commercial activities particularly banking and financial sectors may not function without proper information technology. With rapid development in the Information Technology Commercial and financial sectors performed will and could reach to nook and corner of the world.

The interchange of world views and ideas has resulted in a major transformation of the lifestyle and living standard of people globally. Indian culture is no bar to this transformation process. Our deep rooted traditions and customs have loosened up their hold with the emergence of globalization.

- Globalization has led to the spread of Western cultural values and lifestyle choices. This includes fashion, music, and food, influencing Indian youth culture and popular culture.
- Global trends have influenced the growth of the Indian entertainment industry, including Bollywood and the Indian music industry. These trends have also contributed to the spread of Indian culture and values worldwide.
- The homogenization of culture has led to the erosion of traditional Indian cultural values and practices. Joint family system, religious customs, and local languages and dialects are slowly fading.

- However globalization has also led to the fusion of traditional Indian art forms, like music and dance, with Western influences. This has resulted in new and innovative forms of expression.
- The emergence of the Indian diaspora and its influence on the global culture and economy has highlighted the diverse cultural and linguistic heritage of India. This has also led to the promotion and preservation of Indian culture and traditions worldwide

Impact of Globalization on Indian Business

The Globalization allowed foreign companies to operate in the Indian market. As a consequence, Indian businesses got an opportunity to operate on a global scale. As a result, the import-export sector in India has faced tremendous rise recently. In general, globalization decreases the cost of manufacturing. This means that companies can offer goods at a lower price to consumers. The average cost of goods is a key aspect that contributes to increased standard of living. Consumers also have access to a wider variety of goods which a positive sign.

It is becoming a trend for most big companies to globalize. However, the transition has its fair share of challenges and opportunities, collectively making it a considerable risk. But why exactly do companies globalize despite the enormous risks involved? One of the primary reasons is that most companies are looking for cheaper modes of production, which are available in other countries, especially developing nations.

Renowned companies like Nike and Adidas are some of the notable brands that apply this strategy, which enables them to achieve low production costs while selling at high prices to maximize their profits. Other companies opt to globalize to increase their market share and revenue. Regardless of the reason for globalizing, the initiative has several negative and positive impacts. Some of the positive impacts include the increased spread of innovation and technology between countries and access to new talents that comes with working with new employees and markets.

On the negative side, the company encounters compliance and payroll challenges, especially when managing multiple markets; the changing tax and employment laws make it difficult. Another major challenge is that a loss of cultural identity happens due to globalization. With the introduction of new businesses, the locals get to learn and adapt so much from the company, and the desire to emulate leads to a loss of their own culture.

Impact of Globalization on Indian Agriculture

The Indian agricultural sector has been undergoing economic reforms since the early 1990s in the move to liberalize the economy to benefit from globalization. Being one of the primary occupations in the rural areas of India, agriculture is of great importance. Globalization has had a great impact on it. The impact of globalization can be seen during colonization. In the nineteenth century, European traders came to India to trade Indian spices exported to various countries. Farmers in south India were encouraged to grow these crops due to high demand. Staple crops were profitable and had a good export potential in the limited market.

Globalization has made farmers aware of opportunities to enhance their income through this agriculture. Globalization has also led to an increasing number of public policies around the world to encourage the sustainable use of natural resources – soil is a natural resource.

Online resources, e-learning platforms, and educational websites have expanded the reach of education, especially in remote areas. Students can now access vast knowledge, enriching their learning experiences. Globalization has encouraged collaboration between educational institutions in India and other countries.

Globalization has profoundly impacted different aspects of society, and education is not an exception either. In India, a country known for its rich cultural heritage and diverse population, globalization has brought opportunities and challenges to the education sector. This article explores the significant ways globalization has influenced education in India, examining the positive transformations and potential drawbacks.

Impact of Globalization in Education

Globalization, in the context of education, refers to the interconnectedness and exchange of ideas, knowledge, and resources across borders. It has facilitated the integration of education systems worldwide, enabling collaboration, innovation, and sharing of best practices. Globalization has opened up new

avenues for educational growth and development in India.

Modernization of Curriculum and Pedagogy

Globalization has prompted the Indian education system to evolve and modernize its curriculum and teaching methods. The focus has shifted from rote learning to skill development, critical thinking, and creativity. Emphasis on practical application, project-based learning, and interactive teaching methodologies has become more prevalent.

Technological Advancements

The integration of technology in education has been a significant outcome of globalization. Smart classrooms, e-learning platforms, and digital resources have transformed the teaching and learning experience. Technology has made education more interactive, engaging, and accessible to students nationwide.

Emergence of the private education sector

Globalization has led to the rapid growth of the private education sector in India. With increased foreign investment and collaborations, private schools and universities have flourished. This has provided choices for students and introduced innovative teaching methods. However, it has also raised concerns regarding affordability and quality control.

International recognition and mobility

The impact of globalization on education in India is evident in the increased international recognition of Indian educational institutions. Global rankings and accreditations have become essential quality indicators, attracting international students and faculty. Additionally, Indian students now have more opportunities to pursue higher education abroad, expanding their global networks and career prospects.

Employment opportunities

Globalization has influenced the job market and created a demand for individuals with global competencies. Employers seek candidates with cross-cultural understanding, adaptability, and proficiency in international languages. As a result, Indian educational institutions have started incorporating these skills into their curriculum to prepare students for global employment opportunities.

Strategies to maximize the benefits of globalization on education

While the impact of globalization on education in India has been largely positive, it is essential to maximize its benefits and address the associated challenges. Here are some strategies to consider:

Promoting cultural exchange

Encouraging cultural exchange programs and activities within educational institutions can help students appreciate and preserve their cultural heritage while embracing global perspectives. This can be achieved through festivals, language exchange programs, and collaborative projects with international schools.

Strengthening infrastructure and accessibility

Efforts are being made in India to bridge the digital divide and improve access to quality education in remote areas and marginalized communities. This includes investing in infrastructure, providing internet connectivity, and ensuring the availability of educational resources in local languages.

Curriculum localization

While adopting global best practices, it is crucial to tailor the curriculum to local contexts and needs. Incorporating regional history, languages, and cultural studies can help students develop a strong sense of identity while benefiting from a global education.

Teacher training and professional development

Equipping teachers with the necessary skills and knowledge to deliver a globalized curriculum is vital. Teacher training programs should focus on innovative teaching methodologies, cross-cultural communication, and the use of technology in the classroom.

Government policies and regulations

The government plays a crucial role in shaping the impact of globalization on education. Policies should aim to promote inclusivity, regulate the quality of private educational institutions, and ensure affordable education for all segments of society.

Globalization has undeniably transformed education in India, bringing opportunities for collaboration, technological advancements, and exposure to global perspectives. However, it also poses challenges such as cultural assimilation, inequality, and standardization. By implementing effective strategies and policies, India can leverage the benefits of globalization while preserving its rich cultural heritage and ensuring inclusive and quality education for all.

Advantages of Globalization in Education

Globalization has introduced several positive changes in the Indian education system. Some key advantages include:

1. Enhanced Access to Information

The advent of digital technologies & the internet has made information easily accessible to students and educators. Online resources, e-learning platforms, and educational websites have expanded the reach of education, especially in remote areas. Students can now access vast knowledge, enriching their learning experiences.

2. International Collaboration and Exchange Programs

Globalization has encouraged collaboration between educational institutions in India and other countries. Exchange programs, student mobility, and joint research initiatives have become more prevalent. These opportunities allow students and teachers to engage with diverse cultures, perspectives, and academic practices, fostering a global outlook.

3. Exposure to Global Perspectives

Globalization has broadened the horizons of Indian students by exposing them to global perspectives. Through international curricula, multicultural learning environments, and interactions with students from different countries, students develop a more comprehensive understanding of the world, its cultures, and its challenges.

Challenges Faced in the Educational Field

While globalization has brought numerous benefits, it has also presented particular challenges to the Indian education system:

Cultural Assimilation

As Indian education embraces global influences, there is a risk of diluting the country's unique cultural heritage. Balancing the preservation of local traditions and knowledge with the integration of global perspectives is a challenge that needs to be addressed to maintain a sense of identity and cultural pride.

Inequality and Accessibility

Although globalization has improved access to education, it has not reached all segments of Indian society equally. Rural areas and marginalized communities still face infrastructure, resources, and quality education challenges. Addressing this inequality is crucial to ensure that the benefits of globalization are accessible to all.

Standardization vs. Localization

Globalization often emphasizes standardized education systems, which may not align with India's diverse cultural, linguistic, and regional contexts. Striking a balance between global standards and localized content is vital to preserving the uniqueness and relevance of education in India. Globalization has encouraged collaboration between educational institutions in India and other countries.

Globalization has profoundly impacted different aspects of society, and education is not an exception either. In India, a country known for its rich cultural heritage and diverse population, globalization has brought opportunities and challenges to the education sector. This article explores the significant ways globalization has influenced education in India, examining the positive transformations and potential drawbacks.

Impact of Globalization on Politics

Globalization has led to the spread of democratic values and ideas. This promotes transparency, accountability, and good governance in the Indian political system. Opening up of the Indian economy to foreign investors has increased dependence on foreign trade and investment.

- Globalization has led to the spread of democratic values and ideas. This promotes transparency, accountability, and good governance in the Indian political system.

- Opening up of the Indian economy to foreign investors has increased dependence on foreign trade and investment. This in turn has affected India's foreign policy and diplomatic relations with other countries.

- India's integration with the global economy has led to the country's greater involvement in international institutions such as the World Trade Organization (WTO) and the United Nations (UN). This provides India with a greater voice in global affairs.

- On the other hand it has also led to the erosion of national sovereignty. International institutions like World Trade Organization (WTO) and International Monetary Fund (IMF) have gained more power in shaping national policies.

- Globalization has also led to the emergence of civil society organizations and social movements. These are advocating for greater accountability and transparency in government policies and actions.
- However, the unequal distribution of the benefits of globalization has led to social unrest and political instability in some parts of the country.

Impact of Globalization in the Society

The world has become more connected than ever before through the increase in technological advancements and economic integrations. Advanced economies are formed as domestic businesses transform into international ones and further contribute to the spread of technology around the world.

There are several benefits of globalization, such as increased international trade and cooperation and less international aggression. Social globalization the sharing of ideas and information between countries has led to innovation in the medical, technological, and environmental preservation industries. Additionally, globalization has improved the quality of life in several developing nations. This includes implementing efficient transportation systems and ensuring accessibility to services such as education and healthcare.

Concepts of national identity, culture, and consumption patterns also change as goods from around the world become increasingly available and at low prices. The competitiveness of global capitalism may also lead to more individualistic ideals that contradict the cultural orientations However, globalization can also have negative effects on society, such as increased income inequality and substandard working conditions in developing countries that produce goods for wealthier nations. Income inequality is directly related to globalization as it further increases the gap between more advanced and developing areas of a nation. As a result, it can also increase the risk of societal violence...

Globalization has had a large impact on societies around the world, leading to massive migrations from rural to industrial or urban areas, leading to the rapid growth of cities and trade hubs. While this has led to an overall increase in incomes and a higher standard of living in general, it has also led to problems of urbanization including crime, domestic violence, homelessness, and poverty. Concepts of national identity, culture, and consumption patterns also change as goods from around the world become increasingly available and at low prices. The competitiveness of global capitalism may also lead to more individualistic ideals that contradict the cultural orientations of certain, more collectivist societies.

- Globalization has led to the creation of new job opportunities, particularly in the service sector, providing employment to the country's youth and increasing social mobility.
- It has also led to the growth of the middle class, which has benefited from the growth of the IT and services sector. This has led to a rise in living standards, with better access to education, healthcare, and other basic amenities.
- However, the unequal distribution of the benefits of globalization has widened the income gap and led to social inequality, exacerbating existing social divisions based on class, caste, and gender.
- The growth of consumerism and the spread of Western lifestyle choices have led to changes in social values and attitudes, particularly among the younger generation, leading to the erosion of traditional values and social norms.
- Globalization has also led to increased migration, both within India and to other countries, resulting in cultural exchange and diversity, but also leading to social displacement and cultural assimilation.
- The spread of global health and education initiatives has led to improvements in healthcare and education, particularly in rural areas, but has also led to greater dependence on foreign aid and resources.

Conclusion

In conclusion, the impact of globalization on India has been multi-dimensional, with both positive and negative effects on the country's economy, culture, business, Education, Agriculture, Politics and society

- It is essential to recognize and address the negative impacts of globalization while maximizing its benefits.
- The Government and civil society must work together to ensure that the benefits of globalization are distributed equitably

across all sections of society. Particularly those most vulnerable to displacement and social inequality have to work on it.

- Additionally, efforts must be made to preserve and promote traditional Indian culture and values while embracing the benefits of globalization.

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A STUDY ON MARKETING ANALYTICS AND ARTIFICIAL INTELLIGENCE

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Abstract

In today's dynamic and data-intensive business landscape, the convergence of Marketing Analytics and Artificial Intelligence (AI) has emerged as a catalyst for transformative change in the way organizations approach marketing strategies. The first section of the paper delving into their respective roles and significance in the modern marketing ecosystem. It and the need for sophisticated analytical tools to derive meaningful patterns. The second section explores the key areas where AI augments Marketing Analytics, such as customer segmentation, personalized targeting, predictive modelling, and sentiment analysis. By harnessing the capabilities of AI, marketers can leverage predictive analytics to anticipate customer behaviours, optimize campaign performance, and enhance overall marketing ROI. The third section presents real-world case studies and examples of organizations that have successfully integrated Marketing Analytics and AI to gain a competitive edge. These case studies illustrate how AI-driven insights have revolutionized marketing strategies, leading to more personalized customer experiences, improved conversion rates, and enhanced customer loyalty. The fourth section addresses the ethical considerations and challenges associated with the use of AI in marketing, emphasizing the importance of responsible AI practices, transparency, and privacy protection. This paper explores the symbiotic relationship between Marketing Analytics and AI, showcasing how the integration of advanced analytical techniques and machine learning algorithms empowers marketers to extract actionable insights from vast and complex datasets. As organizations steer the intersection of Marketing Analytics and AI, they are poised to unlock new possibilities for innovation, efficiency, and strategic decision-making in the ever-evolving landscape of the digital marketplace.

Keywords: Marketing, Analytics, AI, Integration, Marketers and Techniques.

Introduction

In the era of digitization and data abundance, the intersection of Marketing Analytics and Artificial Intelligence (AI) has emerged as a transformative force, reshaping the landscape of strategic decision-making in the marketing domain. As companies strive to direct the complexities of the modern marketplace, the integration of advanced analytics and AI technologies has become a pivotal driver for unlocking deeper insights, predicting consumer behaviour, and optimizing marketing strategies. Marketing Analytics, traditionally rooted in statistical analysis and data interpretation, has long been a cornerstone of effective marketing. However, the sheer volume and complexity of data generated in today's digital age necessitate a paradigm shift. This is where Artificial Intelligence, with its ability to process vast datasets, identify patterns, and make data-driven predictions, steps in as a catalyst for

innovation. The journey begins by elucidating the individual roles and significance of Marketing Analytics and AI, setting the stage for an exploration of their collaborative potential.

The rapid evolution of AI technologies, including machine learning algorithms and natural language processing, presents an unprecedented opportunity for marketers to extract actionable insights from diverse data sources. Through this integration, organizations can enhance customer segmentation, personalize targeting strategies, and deploy predictive modelling to foresee market trends and consumer preferences. To illustrate the practical implications of this integration, the paper will delve into real-world case studies where businesses have successfully harnessed the power of Marketing Analytics and AI. These cases will showcase how data-driven decision-making has revolutionized marketing campaigns, resulting in improved customer engagement, increased conversion rates, and enhanced return on investment. As organizations embrace these synergies, they stand to gain a competitive edge by leveraging predictive insights, delivering more personalized customer experiences, and staying ahead in the dynamic and data-driven landscape of modern marketing.

Review of Literature

Batiz-Lazo B. (2009), the emergence and evolution of proprietary ATM (Automated Teller Machine) networks have played a pivotal role in transforming the landscape of banking and financial services. From their humble beginnings as standalone machines dispensing cash to the sophisticated, interconnected networks we see today, proprietary ATM networks have become a cornerstone of modern banking infrastructure. The early stages of ATM deployment were marked by standalone machines operated by individual banks, allowing customers limited access to basic banking functions.

Berger A. (2003), this exploration seeks to unravel the intricate tapestry of the economic effects of technological progress, examining how advancements in technology reverberate through industries, labour markets, and the fabric of economic systems. Technological progress, an ever-present force shaping the contours of societies, has wielded a profound impact on the global economy. As

innovation unfolds at an unprecedented pace, the economic landscape undergoes a continual metamorphosis, presenting both opportunities and challenges.

Brown I, Cajee Z, Davies D and Stroebel S. (2003). In the dynamic landscape of modern banking, the convergence of technology and financial services has given rise to innovative solutions, with cell phone banking emerging as a transformative force. Cell phone banking, also known as mobile banking, refers to the use of mobile devices such as smartphones or feature phones to perform a range of financial transactions and banking activities remotely.

Chan S and Lu M. (2011). The advent of the Internet has ushered in a transformative era in the realm of banking, giving rise to a phenomenon known as Internet banking. Internet banking, also referred to as online banking or e-banking, represents a paradigm shift in how individuals engage with financial services. It encompasses a spectrum of online activities, from checking account balances and transferring funds to paying bills and even applying for financial products—all accessible through secure online platforms.

Chipeta C and Muthinja M (2018). In the ever-evolving landscape of the financial industry, the symbiotic relationship between financial innovations and bank performance stands as a defining feature. Financial innovations, encompassing a spectrum of technological advancements, product developments, and process enhancements, have consistently reshaped the way banks operate, engage with customers, and navigate the complexities of the global economy.

Clemons E (1990) this study investigates into the concept of a national bank's strategic ventures, aiming to understand how these initiatives contribute to the institution's overall mission and resilience. National banks, as pivotal institutions in a country's financial ecosystem, often embark on strategic ventures to enhance their competitiveness, broaden their service offerings, and adapt to evolving market dynamics. These strategic ventures, ranging from partnerships and collaborations to mergers and acquisitions, represent a proactive approach to navigating the complexities of the financial landscape.

Paramasivan. C (2011) Information technology plays a key role in the modern

world which meets the day-to-day activities of the human beings directly or indirectly associated. Commercial activities particularly banking and financial sectors may not function without proper information technology. With rapid development in the Information Technology Commercial and financial sectors performed will and could reach to nook and corner of the world.

Objectives of the Study

- To provides a comprehensive overview of Marketing Analytics and AI.
- To highlights the challenges faced by traditional marketing approaches in coping with the exponential growth of data.
- To discuss the role of regulatory frameworks in shaping the ethical landscape of AI-driven marketing.

Marketing Analytics and Artificial Intelligence

As financial institutions embrace innovation, assessing the performance implications becomes a focal point of analysis. Improved customer experiences, streamlined processes, and the ability to adapt to dynamic market conditions are among the myriad ways in which financial innovations contribute to enhanced bank performance. Moreover, innovations in risk management, data analytics, and regulatory compliance play a pivotal role in shaping the resilience and sustainability of banks in an increasingly complex regulatory environment. The exploration of advanced analytics techniques applied to marketing data, including predictive modelling, data mining, and machine learning algorithms.

As financial institutions continually adapt to a changing landscape marked by disruptive technologies and shifting consumer expectations, the study of financial innovations and bank performance becomes a dynamic lens through which to comprehend the ongoing transformation of the financial sector. By examining the multifaceted interactions between innovation and performance, we gain insights into the strategies that define successful banks in an era of unprecedented change. Studies on the application of AI in creating personalized customer experiences, such as recommendation engines that enhance product or content suggestions. Examination of how AI technologies, including sentiment analysis and NLP, are utilized to understand and respond to customer sentiments expressed in textual data. Exploration of cutting-edge technologies and trends in marketing analytics and artificial intelligence, such as the use of chatbots, voice search optimization, and augmented reality. The intersection of Marketing Analytics and Artificial Intelligence (AI) has garnered substantial attention in the literature, reflecting the growing recognition of its transformative impact on marketing strategies.

Transformative Impact on Marketing Strategies

The literature in this area often begins by elucidating the foundational concepts of Marketing Analytics and AI. It delineates Marketing Analytics as the practice of leveraging data and analytical tools to glean insights into marketing performance. Simultaneously, AI is introduced as the set of technologies that enable machines to simulate human intelligence, facilitating tasks such as learning, reasoning, and problem-solving.

Applications of AI in Marketing: Scholars have extensively explored the diverse applications of AI in marketing. This includes personalized marketing campaigns, predictive analytics, customer segmentation, recommendation systems, and sentiment analysis. Case studies and empirical research showcase how organizations have successfully implemented AI to optimize marketing efforts and enhance customer experiences.

Enhanced Customer Engagement: A prevalent theme in the literature is the role of AI in fostering enhanced customer engagement. By leveraging AI for personalized content delivery and communication, organizations can build stronger relationships with their customers. The ability of AI to analyse customer behaviour and preferences enables marketers to tailor their strategies, leading to more meaningful interactions.

Predictive Analytics and Forecasting: The literature emphasizes the potential of AI-driven predictive analytics in marketing. Researchers investigate into how machine learning algorithms can forecast market trends, identify potential leads, and optimize pricing strategies. This predictive capability empowers organizations to make informed decisions and stay ahead in a competitive landscape.

Challenges and Ethical Considerations: Critical discussions in the

literature revolve around the challenges and ethical considerations associated with the integration of AI in marketing. Privacy concerns, data security, and the responsible use of customer information are central themes. Scholars argue for the necessity of ethical frameworks and regulations to guide the deployment of AI in marketing practices.

Human-AI Collaboration: As organizations increasingly adopt AI, literature explores the dynamics of human-AI collaboration in marketing. It examines how marketers and AI systems can complement each other, emphasizing the importance of human oversight, creativity, and interpretation in conjunction with AI-driven analytics.

Impact on Marketing ROI: Several studies assess the impact of AI on marketing Return on Investment (ROI). Research suggests that organizations incorporating AI in their marketing strategies experience improved efficiency, better targeting, and ultimately higher ROI. This evidence reinforces the business case for investing in AI technologies.

Recommendation

- To fully capitalize on the benefits of AI in marketing analytics, organizations should invest in building a skilled and knowledgeable workforce. This involves hiring data scientists, machine learning engineers, and AI specialists, as well as providing ongoing training for existing marketing teams to enhance their understanding of AI technologies.

- Selecting the appropriate AI tools and platforms is crucial for successful integration. Consideration should be given to the specific needs and goals of the marketing strategy. Whether it's predictive analytics, natural language processing, or image recognition, choosing the right tools will facilitate seamless integration into existing marketing analytics processes.

- The success of AI in marketing analytics hinges on the quality and integration of data. Organizations should prioritize data hygiene, ensuring accurate, relevant, and up-to-date information. Integration across various data sources is also essential to provide a holistic view of customer behaviour and market trends.

- Leverage AI to enhance personalized marketing efforts. Utilize customer data and AI algorithms to tailor content, offers, and experiences to individual preferences. Personalization not only improves customer satisfaction but also contributes to higher conversion rates and brand loyalty.

- Incorporate predictive analytics models powered by AI to forecast trends, identify potential customer actions, and optimize marketing strategies. By understanding future market dynamics, organizations can make proactive decisions and stay ahead of the competition.

- Prioritize ethical considerations in the use of AI for marketing. Establish transparent practices regarding data collection, use, and storage. Communicate clearly with customers about how their data is being utilized and ensure compliance with relevant data protection regulations.

- Implement a system for continuous monitoring and optimization of AI-driven marketing campaigns. Regularly assess the performance of AI algorithms, identify areas for improvement, and adapt strategies based on evolving market dynamics and consumer behaviour.

- Foster collaboration between marketing and IT departments. Successful integration of AI in marketing analytics requires a cross-functional approach, with effective communication between teams to ensure that technical aspects align with marketing objectives.

- AI technologies are rapidly evolving. Stay informed about the latest advancements, trends, and best practices in both marketing analytics and AI. Regularly evaluate and update the AI strategy to incorporate innovations that can further enhance marketing effectiveness.

- Establish key performance indicators (KPIs) to measure the return on investment (ROI) of AI-driven marketing initiatives. Use these metrics to assess the impact of AI on marketing outcomes and be prepared to adjust strategies based on the insights gained.

By adopting these recommendations, organizations can harness the full potential of integrating Marketing Analytics and Artificial Intelligence, paving the way for data-driven, personalized, and effective marketing strategies.

Conclusion

The integration of Marketing Analytics and Artificial Intelligence (AI)

represents a pivotal shift in the way organizations conceptualize and execute their marketing strategies. This synergy offers a transformative approach, empowering businesses to navigate the complexities of the modern marketplace with unprecedented precision and efficiency. Marketing Analytics, rooted in data interpretation, and AI, driven by machine learning algorithms, converge to create a powerful alliance that addresses the challenges posed by the vast and dynamic nature of contemporary data. Through real-world case studies, we witnessed how organizations have successfully harnessed the collaborative potential of Marketing Analytics and AI. These success stories demonstrated tangible outcomes, including improved customer engagement, increased conversion rates, and enhanced return on investment. The ability to leverage predictive insights, personalize marketing efforts, and foresee market trends has become a competitive advantage in a landscape where customer expectations are continually evolving. However, this integration is not without its challenges. Ethical considerations surrounding data privacy, transparency, and responsible AI practices are paramount. Organizations must navigate these complexities with a commitment to maintaining trust with their customers and adhering to regulatory frameworks.

As AI technologies advance, the opportunities for innovation in marketing strategies will expand. Organizations that stay abreast of these technological advancements, invest in talent and training, and adapt their strategies accordingly will be well-positioned to thrive in the dynamic and data-driven marketing landscape. In essence, the convergence of Marketing Analytics and AI is not just a technological evolution but a strategic imperative. It enables organizations to unlock new dimensions of customer understanding, make data-driven decisions, and stay agile in an ever-changing market. As we move forward, the collaborative potential of Marketing Analytics and AI will continue to shape the future of marketing, offering a roadmap for those seeking to navigate the complexities and capitalize on the opportunities of the digital age.

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EXAMINING THE ELEMENTS INFLUENCING THE EFFECT OF WORK LIFE BALANCE OF FEMALE TEACHERS IN CHENNAI CITY

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Abstract

The best place to share knowledge with others is a school. It is the finest place to teach people how to affect change and contribute to society as useful members. However, without instructors who are willing to effect change and who have the requisite human qualities, aptitudes, competencies, and skills, schools will not be able to do this. There is no denying the role that teachers play in the educational process. The last stage of education can only occur through teachers, who hold a pivotal role in all human variables within the educational system. The study's goal is to identify the variables affecting school teachers' quality of work lives and their job satisfaction. Additionally, to substantiate the superiority of work life quality over job happiness. The study was carried out by the investigator with 480 participants who are employed as educators in public, government-aided, and private educational institutions. The data was analyzed by the researcher using structural equation modeling, confirmatory factory analysis, exploratory factor analysis, and reliability analysis. It is crucial that the organization supports Work life balance in order to foster a pleasant and healthful Work life balance among its employees and to benefit both the individual and the organization's overall development. It is discovered that the workplace and institutions bear a major portion of the blame for this.

Keywords: Work life balance, Female Teachers, Job satisfaction, Analysis.

Introduction

Every workplace sets quality standards and performance based on the capability of each individual or group. This primarily depends on the individual's ability to maintain a healthy balance between their personal and professional lives, as well as the caliber of each. These days, people work in stressful environments and place a different emphasis on quality than they did in the past. Many theories have been proposed regarding the connection between an employee's success at work and their personal and professional lives. The concept of "work life balance" emerged out of worries about the balance between personal and professional lives.

Today's women can work full-time and hope to rise to the same levels as their male counterparts thanks to education. Women from all social strata can now aim for professional professions due to the financial responsibility and social independence consciousness. It has been noted that married and single women have different perspectives. Married women find it more challenging to juggle work and family obligations while entering the workforce. A married woman must fulfill multiple duties in her life. She experiences stress and despair as a result of justifying these many roles, which negatively

impacts her wellbeing and breeds role conflict.

Review of Literature

Paramasivan. C (2015) Education becomes a powerful weapon to the socio-economic setup of the country which brings colorful changes in almost all the stakeholders. Providing quality and time bound education to the students is the vital role of the educational system of the country particularly in higher education which is highly knowledge based, innovation oriented and research centered. Education and educational system largely depends on the academicians particularly the teaching faculty.

Siti Intan Diyana Ishak et al., (2018) The attainment of organizational objectives in various sectors such as education, tourism, banking, manufacturing, and others is contingent upon the work life balance. Workplace quality, compensation, recognition, organizational commitment, participatory management, work-life balance, welfare facilities, appropriate grievance handling, job satisfaction, and other factors are all factors that contribute to work life balance. Superior work-life quality can lead to increased organizational efficacy, performance, and creativity. Social responsibility is also impacted by the quality of one's work life. This is due to the fact that an individual's work life can enhance their family life in addition to their professional life. This essay examined the literature on the subject of teacher work-life quality and provided a justification for it.

Punia et al.,(2021) In the context of student learning, work-life balance is essential for improving teacher effectiveness and satisfaction. It has been repeatedly demonstrated that faculty well-being and better student behavior are both correlated with a high quality work-life balance. The current study examined the level of work-life balance among Indian educators working in various academic fields across universities and universality. The results showed that a teacher's quality of work-life balance is directly and significantly impacted by their position, type of appointment, academic program they teach in, and type of serving institution. However, no appreciable differences in the quality of work-life balance have been observed based on gender or marital status.

Limatujuh et al.,(2023) A phenomenon in the social dynamics of work life is work-life balance. In order to increase responsibility and strike a balance between work, social, and family obligations, work balance is crucial. A business that is dedicated to establishing a work-life balance that is most favored by staff members will gain a positive reputation. However, each person has two roles that they play in terms of work and family conflict, so maintaining a work-life balance is crucial to ensuring productivity. Understanding the degree to which work-family conflicts can arise, how work can impede personal time, how personal time can enhance employee performance, and how work-related activities can enhance PT employees' quality of life at home... Branch of ASABRI (Persero) in Semarang. This study employs a qualitative methodology with a case study approach.

Statement of the Problem

Institutions now share a common concern about the quality of the work-life balance. Social pressures, high-tech lifestyles, and technological advancement have all made this issue worse. The ability to balance one's personal and professional lives has become increasingly important. Finding a balance between a successful career and a satisfying personal life can be challenging and have an effect on one's mental and physical health. With time, the educational field has evolved as well; it was once thought to be among the best career options. Careers in education are becoming more challenging due to shifting curricula, market demands, teaching methods, and the upcoming generation of students who rely on the internet without knowing how to verify the information they find. Its culture of set times and hours has changed to accommodate contemporary demands. Gender is no different. It's difficult for women who once considered teaching as a rewarding career choice to balance their personal lives because of the complexity of the work. It is expected of teachers today to manage their workload and work long hours. In order to progress the organization and themselves, they must use research, create their own teaching styles, implement modern teaching techniques, and satisfy their customers—in this case, the students of the next generation. She has additional responsibilities in addition to this schedule, such as taking care of the kids, maintaining a cordial relationship with her

husband, the family's elders, and complying with rules.

Objectives of the Study

- To study the elements affecting Chennai's female school teachers' work life balance.
- To assess the degree of contentment that Chennai's female teachers have with their careers.
- To confirm the impact of work life quality on teachers' job satisfaction in Chennai's schools.

Hypotheses of the Study

Ha1 There is a noticeable difference between job satisfaction and social relevance.

Ha2 There is a noticeable difference between job satisfaction and physical and working conditions.

Ha3 The degree of job satisfaction is significantly influenced by the workspace.

Ha4 There is a noticeable correlation between job characteristics and job satisfaction.

Ha5 Fair compensation has a considerable impact on job satisfaction.

Research Methodology

Convenience sampling and other non-probability sampling methods, like simple random sample, are used for research. Women who work as instructors at public, private, and government-aided institutions are the study's target audience, so the researcher will exercise her discretion in selecting a sample from the female community. The geographic distribution of the sample is not consistent. A convenient selection process will be used to select the sample from the target audience. The sample size for the study was 480 persons.

Analysis

Reliability Analysis

Cronbach's Alpha	No of Items	Mean	Variance	Std. Deviation
0.793	31	227.25	258.63	19.359

All 31 of the items have reliability values of 0.793, which is higher than Hair et al. (2006)'s suggested value. The research study's 31 items have a mean value of 227.25 and a standard deviation of 19.359.

Exploratory Factor Analysis

To test the sample adequacy of the research paper, KMO and Bartlett test of Sphericity is used.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.826**
Bartlett's Test of Sphericity	Approx. Chi-Square	**12367.253**
	df	**465**
	Sig.	**.000**

The validity of the KMO and Bartlett test of sphericity is demonstrated by Table 2 above, where the KMO value of 0.826, which is higher than 0.50, indicates the degree of inter correlation between the variables.

Rotated Component Matrix

Statements	Component					
	1	2	3	4	5	6
In my work, I am free to use modern teaching techniques	.742					
ICT is encouraged.	.639					
The allotted time to finish the syllabus is adequate	.725					
Sufficient benefits for leaves are provided.	.881					
Promotion is dependent on my performance.	.750					
I think my job is secure	.639					
I'm content with my pay and raise.	.722					
In addition to teaching, I perform other tasks.	.811					
The workload is manageable.	.635					
I made sure my lesson plan was clear.	.770					
My professional life and my social life coexist.		.749				
My current position has raised my social standing.		.633				
Faculty members, in my opinion, have a status in society.		.752				
In accordance with my status and qualifications, my current job provides me with respectable living accommodations.		.799				
My work and all of my other commitments mesh nicely.		.852				
My needs in terms of money are met.			.666			
I'm content with my prospects of receiving a pay raise.			.951			

I'll keep working at my current job regardless of compensation			.723		
I'm happy with the money I make from it;			.667		
it adequately clarifies my responsibilities and duties;			.750		
it involves a variety of tasks				.837	
The work itself gives me feedback on how I performed.				.741	
I can set my own hours because of my job.				.901	
I'm pleased with my management.				.933	
Teachers have good opportunities for advancement					.713
They are free to voice their opinions.					.722
I have the ability to work with my management.					.981
The management has taken notice of my personal complaints.					.923
My workplace values both my life and my work equally.					.658
A work-life balance that aligns with my personal priorities is achievable.					.923
I'll keep working at my current job regardless of compensation					.707

The EFA conducted with all research variables yielded two distinct factors with Eigen values greater than 1, as indicated in Table 5. A Maximum Likelihood with Varimax rotation has been used to examine the variations in the questionnaire data.

Six constructs-social relevance, workspace, job characteristics, fair compensation, and job satisfaction were investigated based on the results of the factor analysis.
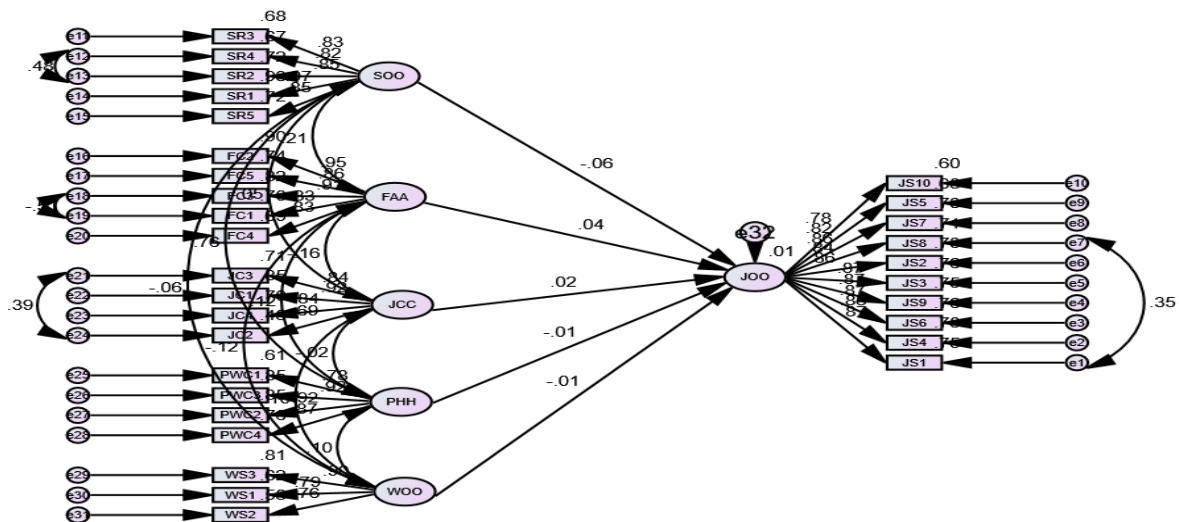
Structural Equation Modelling

In order to estimate a number of interrelated dependence relationships simultaneously, structural equation modeling (SEM) is a multivariate technique that

Testing Significance

The following are the result of tested hypotheses through structural equation modeling.

Job satisfaction is significantly impacted by fair compensation. P = 0.006 indicates that the alternative hypothesis is accepted.

• The physical and working environment has a big impact on job satisfaction. P = 0.014 indicates that the alternative hypothesis is accepted.

combines multiple regression (examining dependence relationships) and factor analysis (representing unmeasured concepts-factors with multiple variables).

• Job satisfaction is not significantly impacted by the other Work life balance factors, such as Social relevance, Job Characteristics, and Work Space. Since the P value is greater than 0.05, the alternative hypothesis that "there is any significant influence of Social relevance, Job characteristics, and work space over Job satisfaction" is thus rejected.

Interpretation

The data and remarks from the previous chapter provide insight into the

study's conclusion. The report's main focus was the quality of work-life balance. It is crucial that the organization supports Work life balance in order to foster a positive and healthful Work life balance among its employees and to benefit both the individual and the organization's overall development. It is discovered that the workplace and institutions bear a major portion of the blame for this. It has also been observed that conflict between work and life detracts from a good work-life balance and affects its quality. Since the study was a comparison, there were some points where the perspectives of the two sectors differed. There were sections pertaining to the workplace.

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ROLE OF ONLINE REVIEWS OF SOCIAL MEDIA IN LEAD GENERATION

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Abstract

Utilizing strategic marketing techniques that are especially created for obtaining qualified leads and attracting them into your sales funnel is the foundation of social media lead generation. Social media sales lead generation enables businesses to find potential customers. More significantly, these leads serve as a conduit to potential clients, enabling businesses to approach them with special deals and win their business. It speaks of the actions made by companies on social media platforms to find new leads. Leads being sent into the sales funnel, the leads being qualified via various channels (chatbots, email, social media, phone, meeting, or sales call), and finally the prospects being turned into actual sales. Building relationships with prospective customers, even if they are not immediately looking to purchase a good or service, is the goal of lead nurturing. They might have subscribed to your newsletter or followed you on social media, but they might not be prepared to make a purchase just yet. The last phase of social media leads is conversion. It speaks to the process of persuading potential customers to make judgments about their purchases. In this study, a sample size of 215 company managers in different types of companies based out of Pune was utilized. To streamline data collection, a simple random probability sampling method was employed, and respondents were drawn from diverse descriptive profiles. Descriptive Statistics, One way Anova and Independent sample t test were used to analyse the data collected from the respondents. In conclusion, there are many interesting potential for social media and lead generation in the future. Businesses now have a wealth of chances to create leads and expand their businesses through social media thanks to the development of AI, the expansion of voice and visual search, the concentration on video, the advent of social commerce, and the greater usage of influencer marketing.

Keywords: Advertisement, Youth, Business, Descriptive, Customers.

Introduction

An essential component of marketing is lead generation, which calls for a solid approach. From being an optional channel for brands, social media has continued to expand and adapt into frequently serving as the focal point of their social media marketing plan. Lead generation is one of the many aspects of your marketing activities that social media can affect and enhance. New leads or prospects are attracted to your company through the process of lead creation.

Leads are those individuals who have given you and your brand useful information or otherwise shown an interest in your goods or services. You may have simple information on leads like names and emails or much more comprehensive information like residences or

employer information. Leads are prospects who have the potential to become customers, not actual customers yet. A strategic marketing tactic called social media lead generation gathers qualified leads on the social media channels of your company and funnels them into your sales process where they can be turned into actual clients.

Social media has fundamentally altered how we communicate with one another and has permeated every aspect of our everyday lives. But did you realise that it's more than just a place to exchange amusing memes and keep your loved ones informed of your whereabouts? Companies use social media platforms to reach new audiences and turn them into paying consumers, whether through paid advertising or organic participation. In this post, we'll examine how social media contributes to lead creation and how businesses can maximise this effective instrument.

Social media is a terrific tool for lead creation because it gives businesses access to leads to become customers. Compared to other platforms like email or your website and landing pages, social media platforms generally have better rates of user interaction. Since each user has a profile with a wealth of information, it also includes targeting and contact information.

Literature

Gilbert et al., (2009) Real connections, which social science has been studying under the umbrella of tie strength for decades, fall all over this spectrum. This divide between theory and practise is closed by our work. In this study, we provide a predictive model that links tie strength to social media data. The model performs pretty well, differentiating between strong and weak relationships with over 85% accuracy. It is based on a dataset of more than 2,000 social media ties. In addition to these quantitative results, they conduct interviews to explore the links that were unexpected.

Guy et al.,(2010) a set of enterprise social media applications, including blogs, bookmarks, communities, wikis, and shared files, studied personalised item suggestions. Recommendations are based on people and tags, two of the fundamental components of social media. Within the enterprise, relationship data between people, tags, and items is gathered and aggregated from many sources. The system suggests products and categories that are linked to the user based on these aggregated links between people and things. Every item that is recommended comes with a detailed explanation that lists the individuals, tags, and connections between them, the user, and the product in question.

Sarvar et al.,(2023) offered a study paradigm based on the fundamental richness of social media's potential (usefulness) for young people as it relates to their role in fostering civic engagement and social capital, both of which have a major positive impact on social outcomes. The socialisation has been linked to increased civic engagement and social and cognitive well-being in young participants, according to analysis of the model using the structural equation modelling (SEM) technique. The authors also looked at the moderating function of individual social technology fit in the appropriate paradigms by taking into account the social aspects of social media technology, which can also significantly influence the value created from the online social network.

Namisango et al.,(2023) encouraged organisational excitement about social technology and made new operational procedures possible. The practises used in the organisational use of social technologies must be extensively and distinctly identified. We must also comprehend how these practises interact with one another and the mechanisms that underpin their success. This study derives the sociomaterial practises used in the augmentation of creative capabilities and organisational social media use. Seventy-three (73) organisations were polled, 267 usable responses were gathered, and the data was then analysed using structural equation modelling (SEM) methods. There are two contributions in this publication.

Objectives

- To analyze the characteristics of the participants' demographics.
- To investigate the variables influencing the components of Promotional Strategies.
- To assess the importance of Promotional Strategy elements in relation to Impulse Buying Behavior.

Hypothesis

Ha1. There is a significant effect of Gender over Lead Segmentation

Ha2.   There is a significant effect of Age over Email Marketing

Ha3.   There is a significant effect of Educational Qualification over Paid ads on Google

Research Methodology

The research performed a comprehensive and precise analysis of primary and secondary data related to different facets of consumer behavior within the realm of e-marketing. The primary dataset consisted of firsthand feedback from consumers obtained through well-designed online surveys, enabling a thorough grasp of their behavioral trends. A carefully constructed questionnaire was given to survey participants.

- Primary data was collected through intricately designed online surveys.
- Secondary data was sourced from published journals and websites.

In this study, a sample size of 215 company managers in different types of companies based out of Pune was utilized. To streamline data collection, a simple random probability sampling method was employed, and respondents were drawn from diverse descriptive profiles.

Analysis and Discussion

Percentage Analysis for Demographic Variables

Age Group	No. of. respondents	Total Percentage
Below 25	37	17.2
25-35	76	35.3
35-45	74	34.4
Above 45	28	13
Total	*210*	*100%*
Gender Group	**No. of. respondents**	**Total Percentage**
Male	94	43.7
female	121	56.3
Total	*210*	*100%*
Marital Status Group	**No. of. respondents**	**Total Percentage**
Single	109	50.7
Married	106	49.3
Total	*210*	*100%*
Education level Group	**No. of. respondents**	**Total Percentage**
UG	52	24.2
PG	122	56.7
Others	41	19.1
Total	*210*	*100%*
Work experience Group	**No. of. respondents**	**Total Percentage**
below 5 years	55	25.6
5-10 years	106	49.3
above 10 years	54	25.1
Total	*210*	*100%*
Internet access Group	**No. of. respondents**	**Total Percentage**
home	40	18.6
workplace	75	34.9
cyber cafe	66	30.7
mobile	34	15.8
Total	*210*	*100%*

Which department do you working in? Group	No. of. respondents	Total Percentage
sales	56	26
Marketing	104	48.4
others	55	25.6
Total	*210*	*100%*

The provided table presents data on various demographic and professional characteristics of a group of 210 respondents. In terms of age groups, the largest proportion falls within the 25-35 age bracket, comprising 76 respondents (35.3%). The next most common age group is 35-45, with 74 respondents (34.4%). Below 25 and above 45 age groups are represented by 37 (17.2%) and 28 (13%) respondents, respectively. When it comes to gender, the majority of respondents are female, constituting 56.3% (121 individuals), while males account for 43.7% (94 individuals) of the sample. Regarding marital status, the respondents are almost evenly split between single (50.7%) and married (49.3%) individuals, with 109 and 106 respondents, respectively.

In terms of education level, the largest group holds postgraduate degrees (56.7%), consisting of 122 respondents. Undergraduate degree holders make up 24.2% of the sample (52 respondents), and the "Others" category, which likely represents individuals with different or no formal education, comprises 19.1% (41 respondents). The distribution of work experience reveals that there is a roughly even split among respondents. Those with 5-10 years of work experience make up the largest group at 49.3% (106 respondents), followed by those with below 5 years of experience at 25.6% (55 respondents), and those with above 10 years of experience at 25.1% (54 respondents).

When it comes to internet access, respondents are divided across various access points. The workplace is the most common location for internet access, with 34.9% (75 respondents), followed by cyber cafes at 30.7% (66 respondents). Internet access at home and through mobile devices is less common, with 18.6% (40 respondents) and 15.8% (34 respondents), respectively. Finally, inquiring about the department in which respondents work, marketing is the most common department, with 48.4% (104 respondents), followed by sales at 26% (56 respondents), and others at 25.6% (55 respondents).

Descriptive Statistics

Statements	Mean	Median	Mode	SD	Var	Skew	SE	Kur	SE	Min	Max
IDEN1	215	0	3.78	4	4	0.877	0.77	-1.57	0.166	3.404	0.33
IDEN2	215	0	3.78	4	4	1.095	1.2	-1.172	0.166	1.016	0.33
IDEN3	215	0	3.77	4	4	1.029	1.058	-0.951	0.166	0.857	0.33
IDEN4	215	0	3.76	4	4	1.016	1.032	-1.048	0.166	1.164	0.33
IDEN5	215	0	3.73	4	4	0.99	0.981	-1.137	0.166	1.43	0.33
PROD1	215	0	3.54	4	4	1.187	1.408	-0.75	0.166	-0.238	0.33
PROD2	215	0	3.61	4	4	1.138	1.295	-0.647	0.166	-0.295	0.33
PROD3	215	0	3.95	4	4	0.966	0.932	-1.415	0.166	2.547	0.33
PROD4	215	0	3.74	4	4	0.965	0.932	-1.376	0.166	2.218	0.33
PROD5	215	0	3.83	4	4	1.014	1.028	-1.233	0.166	1.571	0.33
LEAD1	215	0	3.82	4	4	1.041	1.084	-1.01	0.166	0.713	0.33
LEAD2	215	0	3.7	4	4	1.122	1.259	-0.864	0.166	0.217	0.33
LEAD3	215	0	3.85	4	4	1.127	1.271	-1.037	0.166	0.52	0.33
LEAD4	215	0	3.6	4	4	1.175	1.38	-0.83	0.166	-0.068	0.33
WEB1	215	0	3.83	4	4	1.05	1.103	-1.175	0.166	1.167	0.33
WEB2	215	0	3.87	4	4	1.09	1.189	-1.158	0.166	0.98	0.33
WEB3	215	0	3.88	4	4	1.077	1.159	-1.263	0.166	1.432	0.33
WEB4	215	0	3.83	4	4	1.116	1.246	-1.222	0.166	1.085	0.33
EMAIL1	215	0	3.76	4	4	1.114	1.24	-0.78	0.166	0.141	0.33

EMAIL2	215	0	3.73	4	4	1.074	1.153	-0.828	0.166	0.497	0.33
EMAIL3	215	0	3.67	4	4	1.156	1.336	-0.674	0.166	-0.233	0.33
EMAIL4	215	0	3.43	4	4	1.17	1.368	-0.402	0.166	-0.658	0.33
PAID1	215	0	3.87	4	4	1.217	1.482	-1.418	0.166	1.12	0.33
PAID2	215	0	4	4	4	1.192	1.421	-1.638	0.166	1.854	0.33
PAID3	215	0	3.96	4	4	1.211	1.466	-1.571	0.166	1.563	0.33
ORG1	215	0	3.44	4	4	1.324	1.752	-0.565	0.166	-0.945	0.33
ORG2	215	0	3.24	4	4	1.285	1.652	-0.461	0.166	-1.037	0.33
ORG3	215	0	3.32	4	4	1.347	1.815	-0.512	0.166	-0.986	0.33

These statistics include mean values of approximately 215, median values of 0, and mode values around 3.7 to 4, indicating a relatively symmetrical distribution with a peak around 3.7 to 4. Skewness (Skew) values range from approximately -1.6 to -0.4, indicating slight left-skewed distributions. The standard error (SE) is consistently about 0.166, implying low uncertainty in the sample mean across all datasets.

Independent Sample t test on Gender over the Constructs

Statements	Gender	N	Mean	Std. Deviation	Sig. (2-tailed)
Identify the Prospects	Male	94	3.70	.995	.349
	female	121	3.82	.824	.360
Produce Remarkable Material	Male	94	3.71	1.021	.753
	female	121	3.75	.882	.757
Lead segmentation	Male	94	3.58	1.064	.020
	female	121	3.87	.773	.026
website optimisation	Male	94	3.89	.886	.616
	female	121	3.82	1.022	.610
email marketing	Male	94	3.56	1.113	.271
	female	121	3.71	.875	.286
paid ads on google	Male	94	3.85	1.250	.297
	female	121	4.02	1.113	.304
organisation success	Male	94	3.12	1.306	.033
	female	121	3.49	1.201	.035

From the above table 5, Gender has significant impact on Lead segmentation and Organisation success with the significant value on 0.020 in male and 0.026 in female 0.03 over lead segmentation; 0.033 in male and 0.035 in female over Organisation success. Other constructs having no significant impact with Gender.

One way Anova on Age over the Constructs

Statements	Age		Mean	Std. Deviation	F	Sig.
Identify the Prospects	Below 25	37	3.83	.906	.220	.882
	25-35	76	3.79	.847		
	35-45	74	3.75	.908		
	Above 45	28	3.66	1.054		
	Total	215	3.77	.902		
Produce Remarkable Material	Below 25	37	3.82	.829	.367	.777
	25-35	76	3.79	.928		
	35-45	74	3.65	.990		
	Above 45	28	3.70	1.028		
	Total	215	3.74	.943		
Lead segmentation	Below 25	37	3.91	.919	1.682	.172
	25-35	76	3.76	.961		
	35-45	74	3.57	.962		
	Above 45	28	3.94	.611		
	Total	215	3.74	.921		

Website optimisation	Below 25	37	3.96	.942	.438	.726
	25-35	76	3.82	.942		
	35-45	74	3.89	.967		
	Above 45	28	3.71	1.065		
	Total	215	3.85	.963		
Email marketing	Below 25	37	3.42	1.242	3.092	.028
	25-35	76	3.48	.876		
	35-45	74	3.80	.937		
	Above 45	28	3.98	.910		
	Total	215	3.65	.987		
Paid ads on google	Below 25	37	4.23	.981	1.565	.199
	25-35	76	3.89	1.225		
	35-45	74	3.98	1.143		
	Above 45	28	3.61	1.312		
	Total	215	3.94	1.175		
Organisation success	Below 25	37	3.45	1.245	1.167	.323
	25-35	76	3.13	1.309		
	35-45	74	3.38	1.260		
	Above 45	28	3.58	1.110		
	Total	215	3.33	1.259		

From the analysis of One way Anova, there is a significant impact on age over Email Marketing with the significant value of 0.028.

One way Anova on Educational Qualification over the Constructs

Statements	Education		Mean	Std. Deviation	F	Sig.
Identify the Prospects	UG	52	3.83	.822	.322	.725
	PG	122	3.76	.911		
	Others	41	3.68	.986		
	Total	215	3.77	.902		
Produce Remarkable Material	UG	52	3.79	.978	.389	.678
	PG	122	3.75	.903		
	Others	41	3.62	1.027		
	Total	215	3.74	.943		
Lead segmentation	UG	52	3.69	.997	1.058	.349
	PG	122	3.82	.836		
	Others	41	3.59	1.056		
	Total	215	3.74	.921		
Website optimisation	UG	52	3.83	.895	.227	.797
	PG	122	3.83	1.052		
	Others	41	3.95	.765		
	Total	215	3.85	.963		
Email marketing	UG	52	3.90	.917	2.588	.078
	PG	122	3.53	.988		
	Others	41	3.66	1.027		
	Total	215	3.65	.987		
Paid ads on google	UG	52	3.94	1.149	.228	.796
	PG	122	3.98	1.192		
	Others	41	3.84	1.179		
	Total	215	3.94	1.175		
Organisation success	UG	52	3.51	1.238	1.382	.253
	PG	122	3.21	1.306		
	Others	41	3.48	1.121		
	Total	215	3.33	1.259		

From the aove table 7, Email marketing only gets significant with the value of 0.078 in 10% level on Educational qualification**.**

Hypotheses Testing:

Hypotheses Results	P Value	Results
H$_a$There is a significant effect of Gender over Lead Segmentation	0.020	Accepted
H$_a$There is a significant effect of Age over Email Marketing	0.028	Accepted
H$_a$There is a significant effect of Educational Qualification over Paid ads on Google	0.796	Rejected

Conclusions

It's a fascinating subject, full with chances, to discuss the future of social media and lead generation. The way that organisations use social media to create leads is constantly changing in line with technological advancements. What can we anticipate for social media and lead generation in the future:

1. More widespread use of AI: AI has the power to completely transform the method in which companies generate leads from social media. Businesses will be able to more successfully target their adverts with AI, analyse data more quickly, and personalise their interactions with potential clients in real-time.

2. Voice and visual search are expanding: With the popularity of voice assistants like Alexa and Siri rising, more companies are likely to use voice and visual search to generate leads. Businesses may reach potential clients who use these technologies to find goods and services by optimising their content for voice and visual search.

3. A greater emphasis on video: Video has emerged as an essential part of social media lead generation, and this development is anticipated to last. Businesses may better grab the interest of their target audience and get leads by producing interesting and educational films.

4. Social commerce will likely expand in the future as more people have the option to make direct product purchases via social media. Businesses may create leads and convert them into sales more quickly by

integrating e-commerce capabilities into their social media presence.

In conclusion, there are many interesting potential for social media and lead generation in the future. Businesses now have a wealth of chances to create leads and expand their businesses through social media thanks to the development of AI, the expansion of voice and visual search, the concentration on video, the advent of social commerce, and the greater usage of influencer marketing.

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A STUDY ON PREFERENCE AND IMPACT OF BUY NOW PAY LATER SERVICES (BNPL) ON FINANCIAL WELL BEING OF THE CUSTOMERS

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Abstract

There are a plethora of digital opportunities available to the typical person as a result of the global digital revolution. Payment and settlement systems have undergone the most significant shift of any business. A shift towards a credit-oriented economy has coincided with the trend towards a cashless economy. Retail customer behaviour and the financial markets have changed as a result of the growing acceptance of FinTech-driven solutions.A multitude of fin-tech startups, banks, e-commerce, online travel aggregators, and other businesses offering Point of Sale (PoS) credit have sprung up as a result of this economic transformation. FinTech companies' buy now, pay later (BNPL) offerings have become more popular with customers and merchants in recent years, and they may eventually challenge credit cards as a form of payment. These services have become more and more popular as a result of the pandemic. More and more people are choosing to use credit choices and pay them back later on a daily basis. The purpose of this study is to have a thorough knowledge of why consumers prefer to use Buy Now Pay Later services over alternative credit options.

***Keywords:** Buy Now Pay Later, BNPL, FinTech, PoS Credit, FinTech Credit.*

Introduction

With an adoption rate of 87% for financial technology (FinTech) compared to the global average of 64%, India is quickly becoming the financial technology (FinTech) hub of Asia. The Reserve Bank is actively working to create an ecosystem that will support emerging technologies and elevate the aspirations of the financial community in terms of technology. - Reserve Bank of India Governor Shri Shaktikanta Das

Globally, credit markets are undergoing significant change. New intermediaries have lately developed, but in most nations banks, credit unions, and other traditional lenders continue to be the main source of financing, with capital markets playing a significant role in certain circumstances. Peer-to-peer and marketplace lending, in particular, are examples of digital lending strategies that have expanded in numerous economies in the last decade. "FinTech credit" refers to certain credit kinds that are provided via online platforms as opposed to conventional banks or lending organisations. Furthermore, a number of sizable businesses known as "big techs," whose main line of business is technology, have entered the credit market in recent years and are offering "big tech credit" either directly or in collaboration with financial institutions.

The way that financial services are provided and designed has changed dramatically in the previous ten years due to the integration of technological developments. As new use cases arise, the precise range of activities falling under the umbrella of

FinTech will continue to change, but the financial industry's growing adoption of technology will not. In an attempt to stay up with the constantly shifting environment, Reserve Bank has been actively promoting FinTech innovation, for attaining the larger public good.

India is one of the fastest-growing economies in the world but there exists a significant gap in accessing formal credit, especially when compared to other developed nations. Banks and financial institutions (FIs) are working on filling this gap by introducing new payments products and instruments that would make it easier to access formal credit. Traditionally, formal credit was restricted to financial products such as home, auto and personal loans. However, banks and FIs have recently shifted their focus towards instruments like credit cards, buy now, pay later (BNPL) and credit EMIs. New FinTech players have disrupted the market by introducing new and innovative products and offerings to consumers.

BNPL has become a prominent mode of payment in the last few years. As per a latest report by a FinTech firm, BNPL has already captured 3% of the market share in the online e- commerce payments segment and the number could go up to 9% by 2024. BNPL is becoming a popular mode of short-term financing amongst millennials.

BNPL in India

In recent years, there have been some notable changes in India's online payment sector. New payment methods that streamline the customer payment experience have been introduced by several FinTech companies. Among the most common choices are debit and credit cards, universal payments interfaces (UPI), and mobile wallets. But Buy Now Pay Later (BNPL), a more recent digital payment method, is becoming more and more well-liked.

A widespread practice known as "Buy Now, Pay Later," or "BNPL," enables customers in all financial ranges to make purchases. Though the idea behind BNPL has been around for a while, it hasn't really evolved into a trendy, marketable product until recently. BNPL is a popular substitute for credit cards and provides a simpler method of to pay for items. BNPL accounted for about 2% of all e-commerce sales worldwide in 2021 alone! Nowadays, more than 50 businesses worldwide offer BNPL services in conventional fiat systems. Numerous regulatory actions taken by the Reserve Bank of India have a direct bearing on how BNPL companies operate in India. Because of the increasing demand from customers, the industry is expected to grow strongly in Q42022, even with the regulatory bumps.

In India, the buy now pay later (BNPL) loan tech sector is growing, with a number of businesses and FinTech platforms currently experimenting with different approaches. E-commerce giants Flipkart and Amazon India provide their own BNPL products in addition to pureplay BNPL startups like Simpl, Lazypay, Zestmoney, and ePayLater. FinTech and payments companies like PhonePe (via Flipkart) and Paytm have also entered this industry.

Review of Literature

Paramasivan. C (2019), Digital financial inclusion involves the deployment of the cost-saving digital means to reach currently financially excluded and underserved populations with a range of formal financial services suited to their needs that are responsibly delivered at a cost affordable to customers and sustainable for providers. DFI involves many intermediates intuitions, banks, NGO's and public.

Sarah Papich (2022) noted that the first causal evidence of the effects of access to buy now, pay later loans on use and repayment of other forms of credit. Using a two-way fixed effects strategy that exploits geographic and temporal variation in availability of BNPL at a large retailer, I find that access to BNPL increases borrowing. Total open balances increase by 4.3% and number of open credit cards increases by 2.1%. BNPL access also improves consumers' abilities to repay their debts, with the total amount past due decreasing by 2.4% and number of current delinquencies decreasing by 0.2%. These results suggest that on average, consumers are using BNPL responsibly rather than accumulating debts they are unable to repay.

Sudhanshu Sekhar Pani (2022) examines the strengths, opportunities, and challenges presented by the Buy Now Pay Later (BNPL) product/service from the perspective of the consumer, service providers, investors, and regulators. They present a microeconomic model of BNPL consumers and firms. The model and simulation to the

model highlight the strength of the BNPL product. In its simplest form, the deferred payment of consumer purchase, the product is robust and attractive to all stakeholders.

Aaron Gilbert & Ayesha Scott (2022) analysed that the very limited literature on the impact BNPL has on financial wellbeing by investigating the relationship between BNPL use and over-indebtedness in a sample of 705 New Zealand young adults, aged 18-34. We find strong evidence that indicators of over-indebtedness are more prevalent in those who use BNPL, and especially those who use it poorly, i.e., incurring fees frequently and needing to borrow to repay their BNPL balance. The results suggest there are good reasons for governments to extend existing consumer finance regulations to BNPL.

Mari AnetteHjorthol, Ida Helene Grøtan (2021) investigates how Buy Now Pay Later (BNPL) credit payment options influence consumers' willingness to incur debt. Furthermore, this study wishes to make a societal contribution by investigating whether certain consumer characteristics representing vulnerable consumer groups, such as young age, lower levels of self-control and lower levels of financial literacy, make consumers more inclined to incur debt with BNPL payment options.

Rhys Ashby (2019) investigate that the underlying psychological mechanisms that influence consumer spending behaviour when using buy-now-pay-later to address this research gap. The results across three experiments indicate that buy-now-pay-later influences consumer spending behaviour in a novel way. The numerosity heuristic, the tendency to infer greater quantity from larger numbers, influences consumers to perceive purchases as less expensive with smaller instalment prices compared to total prices. Consumers perceived that purchases were less expensive and felt less pain of payment when using buy-now-pay-later, leading to increased spending behaviour such as increased purchase intent, the purchase of more expensive items, and an increased amount spent.

Scope of the Study

This study examines the financial effects and customer preferences of BNPL services in India. This paper has a lot of potential to study different aspects of BNPL services, such as the demographic profile of its users, their preferences for different types of credit, why they prefer certain BNPL services over others, and finally the financial impact of these services on their usage patterns and overall financial stability and health. Policy makers, regulatory authorities, BNPL service providers, and their clients can all benefit from this research paper by better understanding these aspects of these services and making more informed decisions when it comes to enacting legislation, regulating, growing their businesses (for BNPL service providers in India, for example), or ensuring the safety and soundness of their finances.

Statement of Problem

An increasing number of consumers and retailers are choosing to use BNPL services for sales and purchases as the credit industry in India grows. The increase in BNPL services has had an effect on customers' financial health as well as other credit services. Knowing how consumers are shifting from other traditional forms of credit to BNPL and which BNPL service providers they prefer will help identify the aspects that consumers consider important when selecting these services. Moreover, clients may make better decisions about the use of BNPL services if they are aware of how these services affect their financial wellness and health.

Objectives of the Study

1. To study about Buy Now Pay Later (BNPL) service.
2. To find out which BNPL services clients prefer to use over other financing options.
3. To comprehend why clients would rather use a BNPL service than another.
4. To evaluate how BNPL services affect clients' financial security.

Research Methodology

Both descriptive and analytical methodologies were used in this investigation. Utilising both primary and secondary data, the study's goal was met. To obtain primary data, the questionnaire has been distributed to Chennai consumers using social media. We have collected secondary data from newspapers, internet marketing publications, and contemporary literature. 115 respondents provided the relevant data, which were gathered using practical sampling. One way ANOVA and simple percentage analysis are used to analyse the collected data.

Limitations of the Study

During and post COVID-19, the BNPL industry started to take off. Given this,

the bulk of the target community is not well-informed about these services. This survey only has 115 respondents and is limited to Chennai.

Reasons to Prefer BNPL ServicesOver Other Forms of Credit by the Respondents

Reasons to Prefer BNPL Service over Other Forms of Credit	Respondents	Percentage
More Comprehendible and Transparent	14	12.17%
Zero or Lower Interest Rate	16	13.91%
More Convenient to Use	28	24.35%
None requirement of collateral	12	10.43%
Greater Flexibility in payments	10	8.70%
Shorter tenure	7	6.09%
Lower penalities	8	6.96%
Easy approval process	12	10.43%
I don't prefer Bnpl services	8	6.96%
Total	**115**	**100.00%**

The above table represents that out of 115 respondents 24.35 % are prefer to More Convenient to Use, 13.91 % are zero/ lower interest rate, 12.17 % are more comprehendible and transparent, 10.43% are none requirement of collateral and easy approval process, 8.70 % are greater flexibility in payments, 6.96 % are lower penalties and don't prefer to use BNPL services and 6.09 % are prefer for shorter tenure.

BNPL Services Used by the Respondents

BNPL Services	Respondents	Percentage
Cred	8	6.96%
Flex money	2	1.74%
Slice	21	18.26%
Amazon pay later	24	20.87%
Flipkart pay later	22	19.13%
Paytm post paid	8	6.96%
HDFC flexi pay	10	8.70%
ICICI pay later	4	3.48%
Ola money post paid	14	12.17%
Other	2	1.74%
Total	**115**	**100.00%**

The above table shows that out of 115 respondents 20.87 % of the respondents are used Amazon pay later , 19.13% of the respondents are used flipkart pay later, 18.25 % of the respondents are used Slice, 12.17 % of the respondents are used Ola money post paid and less than 10% of the respondents are used the remaining BNPL Services.

How Often Use the BNPL Services by the Respondents

Usage of BNPL Services	Respondents	Percentage
Always	6	5.22%
Frequently	20	17.39%
Often	47	40.87%
Sometimes	10	8.70%
Rarely	32	27.83%
	115	100.00%

The above table indicates that out of 115 respondents 40.87 % of the respondents are used often to BNPL services, 27.83 % of the respondents are used rarely, 17.39 % of the respondents are used frequently, 8.70 % of the respondents are used sometimes and only 5.22% of the respondents are used always.

H_0 **:** There is no significant difference between the Area of living of respondents with respect to Impact of BNPL Services to Consumers

One Way ANOVA on Area of Living and Impact of BNPL Services to Consumers

Factors	Area Of Living	Mean	SD	F value	P value
Positive Impact	Rural	4.02	0.78	0.233	0.792
	Urban	3.96	0.777		
	Semi-Urban	3.94	0.839		
Negative Impact	Rural	3.86	0.753	0.097	0.907
	Urban	3.81	0.802		
	Semi-Urban	3.8	0.885		
No Impact	Rural	2.41	1.105	0.703	0.496
	Urban	2.53	1.144		
	Semi-Urban	2.54	1.099		

From the above Table 4, it is understood that none of the construct(s) are having significant difference based on Area of Living. All the constructs namely Positive impact, Negative impact and No impact have no significant difference in Area of Living of consumers. Therefore, from the result it is concluded that the null hypothesis is accepted.

Major Findings

❖ The people between age 18 – 24 are the most no of BNPL users with maximum of 69.6% of the respondents.

❖ With respect to Gender, Male respondents are the most no of users of BNPL services of 78.3%.

❖ Among the occupation and designation of people, College student are the maximum no of users of 37%.

❖ Among marital status of the respondents, mostly unmarried persons are using various BNPL services of 69.6%.

❖ On regarding the income level of the respondents, People with income below 20,000 on monthly basis are the most no of users of 54.8%.

❖ Regarding the amount of users of BNPL services among the people nearly 63%.

❖ In the category of credit options used by the respondents, Credit card has the highest amount of users with 48.9% .

❖ Maximum 24.35 % are prefer to More Convenient to Use, 13.91 % are zero/lower interest rate, 12.17 % are more comprehendible and transparent, 10.43% are none requirement of collateral and easy approval process, 8.70 % are greater flexibility in payments, 6.96 % are lower penalties and don't prefer to use BNPL services and 6.09 % are prefer for shorter tenure.

❖ Maximum 20.87 % of the respondents are used Amazon pay later , 19.13% of the respondents are used flipkart pay later, 18.25 % of the respondents are used Slice, 12.17 % of the respondents are used Ola money post paid and less than 10% of the respondents are used the remaining BNPL Services.

❖ Respondents look up to benefits and features of BNPL services are lower rate fees with 22%.

❖ Maximum 40.87 % of the respondents are used often to BNPL services, 27.83 % of the respondents are used rarely, 17.39 % of the respondents are used frequently, 8.70 % of the respondents are used sometimes and only 5.22% of the respondents are used always.

❖ People mostly purchase other type of products with these credit options and BNPLservices with 36.95%.

❖ The financial wellbeing of the respondents has no impact that much on using BNPLservices with 56%..

❖ People are likely to use BNPL services in future with 38%.

❖ 43.9% of respondents are likely to recommend BNPL services to their families and friends.

❖ All the constructs namely Positive impact, Negative impact and No impact have no significant difference in Area of Living – one way ANOVA.

Suggestions

❖ Clearly stated terms and conditions: BNPL services must make sure that their terms and conditions are understandable and unambiguous to clients. Customers will benefit from knowing the conditions of payment and being able to avoid any unexpected fees or charges.

❖ Credit checks: In order to determine a customer's capacity to repay a loan, BNPL providers ought to think about putting credit checks in place. This will guarantee that consumers are not taking on more debt than they can manage and help lower the chance of defaults.

❖ Repayment flexibility: BNPL suppliers ought to provide clients with choices for flexible repayment, letting them select the frequency and quantity of their payments.

Customers will be better able to handle their money and stay out of default thanks to this.

❖ Financial education: BNPL providers must to instruct clients on prudent borrowing practices and offer tools to assist clients in comprehending the dangers of borrowing money. Customers will be better able to make decisions and stay out of debt thanks to this.

❖ Integration with budgeting tools: To assist clients in managing their payments and preventing overspending, BNPL suppliers ought to incorporate into financial management applications and budgeting tools. Customers will benefit from being able to manage their money better and keep out of financial trouble.

❖ BNPL providers ought to allocate resources towards enhancing their customer service in order to guarantee that their clientele can obtain assistance when required. This will contribute to increasing client loyalty and service trust.

❖ Partnership with retailers: In order to guarantee that their service is incorporated into the retailer's checkout procedure, BNPL suppliers want to work together with retailers. Customers will see the BNPL option more frequently as a result, increasing adoption rates.

Conclusion

In recent years, Buy Now Pay Later (BNPL) services have become more and more popular, offering consumers a flexible way to pay for their purchases. Although these services are convenient and flexible, there are hazards associated with them, including the possibility of debt accumulation and financial issues. It is evident from study and analysis that, with the right steps done, BNPL services have the potential to be a responsible and sustainable payment option. Clear and open terms and conditions, credit checks, flexible repayment alternatives, financial education, better customer service, and cooperation with merchants should all be top priorities for BNPL providers. These steps can be taken by BNPL services to assist clients in managing their payments, making wise financial decisions, and avoiding unforeseen circumstances. In the end, BNPL services' viability will rely on their capacity to strike a balance between responsibility and convenience and make sure that they are a long-term, viable choice for clients.

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A STUDY ON RETIREMENT PLANNING OF WOMEN PROFESSORS

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Abstract

Retirement planning is an essential part of a sound financial plan, especially at a younger age. Retirement planning needs to start at a young age so that there is sufficient time to tackle any unprecedented challenges and live comfortably in the meantime. The purpose of the study is to find out the sources of retirement planning, and the factors to be considered for retirement planning. Benefits of retirement planning are also studied. Findings of the study revealed that Individual savings is the best source for retirement planning. Retirement age and guaranteed lifelong income need to be considered for retirement planning. Through retirement planning respondents revealed that they are able to manage financial emergencies. Financial independent can be created through proper retirement planning.

Keywords: Retirement Planning, Financial Emergencies, Financial Independence, Individual Savings.

Introduction

Retirement planning means preparing today for our future life so that we can continue to meet all our goals and dreams independently. Retirement planning includes setting retirement goals, estimating the amount of money we will need, and investing to grow our retirement savings. Every retirement plan is unique. Ideology of each person varies. So there is no strict formula for retirement planning; it purely depends on individual needs. Retirement is not the end, it's the beginning of the future to fulfill our dreams and how we are going to live a life.

Statement of the Problem

We retire from work, not from life. We should have a new set of dreams for post-retirement life. At the same time, we need to maintain our day-to-day lifestyle without worrying about expenses. By planning in advance, we can define the path to achieve these life goals without any financial dependence. Women are shattering the glass ceiling and securing a financially stable future for them. Just like men, women need to understand and plan their retirement. Today, women desire a safe and secure life after retirement. Understanding retirement planning must be amongst the top-most priorities of women. Whether married or single, retirement planning and lady savings will aid them in being independent and taking care of their expenses in old age. Thus the research paper focused on Opinions of women professors towards the importance of retirement planning.

Objectives

1. To identify the best sources of retirement planning.
2. To find out the factors to be consider in planning for retirement
3. To study the benefits of retirement planning.

Review of Literature

1. *Kavita karan (2023)* provides collective insights into financial decision making for retirement savings and identifies constructs for operationalizing and measuring financial behaviour for retirement planning.
2. *Shweta Bamboria (2021)* studied the awareness of retirement planning among

individuals. The main objective of the study is to understand the literacy level and the factors affecting retirement planning. Future needs of family is the top most factor affecting retirement planning among the factors such as present needs of family, health care and debts. The study also highlights that there is a difference in level of awareness according to different age groups and educational qualifications.

3. ***Roshani Bhatu (2020)*** found the perception of individuals towards retirement planning and different investment avenues available. The study revealed that 77% of respondents plan for retirement whereas 23% do not plan for retirement due to heavy expenses.

4. ***Kavya Dhirendra Singh (2014)*** studied that the majority of respondents have knowledge on retirement planning. Respondents prefer Govt plans for their retirement planning due to less risk involvement and also prefer retirement planning for medical emergencies and tax savings.

5. ***Gargi Pant (2013)*** observed the retirement planning of female faculty members-an expense for saving the future. Retirement planning is an integral part of financial planning. Every individual looks forward to spending the post retirement years in the lap of luxury. The main objective is to evaluate awareness of female faculty and the result showed female professors have high level awareness towards retirement planning.

6. ***Paramasivan. C (2015)*** Education becomes a powerful weapon to the socio-economic setup of the country which brings colorful changes in almost all the stakeholders. Providing quality and time bound education to the students is the vital role of the educational system of the country particularly in higher education which is highly knowledge based, innovation oriented and research centered. Education and educational system largely depends on the academicians particularly the teaching faculty.

Research Methodology

The study consists of 40 samples collected from Women professors working in various colleges. Data was collected using Primary data and secondary data. Structured Questionnaire was used to collect primary data. Secondary data from Journals, articles, research papers, books were collected. Convenient sampling method was used for collecting data. Descriptive statistics was used for analysis.

Research Instrument

The researcher had designed a structured questionnaire to analyze the opinions of women professors with respect to identifying the best source of retirement planning and also the factors contributing for retirement planning. Benefits of retirement planning was also analysed . Suggestions and comments are also included in the questionnaire.

Limitations of the Study

- The study deals with the opinion of women professors which in turn depends on time.
- The study is restricted to Chennai city.
- Limited sample size was used for the study.

Analysis and Interpretation

Sources of Retirement planning

Sources of Retirement planning	Mean	SD
Pension	4.32	.829
Annuities and CDs	3.70	1.051
Individual Retirement	3.87	.777
Real Estate	3.42	1.130
Home Equity	3.49	1.073
Retirement accounts	3.95	.944
Assets	4.39	.679
Social Security	3.95	.916
Employer Sponsored Plans	3.77	.986
Individual Savings	4.49	.790
Health Savings Account	4.15	.961
Defined Benefit Plans	3.76	.913
Senior Citizen Savings Scheme	4.05	.972
National Pension System	4.08	1.109
Bonds	3.62	1.042

From the above table it is evident that Individual savings (4.49) is the best source of retirement planning. Respondents opined that savings is the best practice to meet all situations. Followers opined that Assets (4.39) also can be used for retirement planning whereas respondents are not considered safe in investing in real estate due to high risk.

Factors to be considered for retirement planning

Factors	Mean	SD
Retirement age	4.60	.545
Review your finances	4.40	.632

Considering family needs	4.48	.716
Retirement spending needs	4.50	.641
Guaranteed life long income	4.60	.632
Expenses	4.27	.847
Inflation	4.05	.783
Tax benefits on investment	4.32	.859
Vesting period	3.98	.832
Risk tolerance	4.10	.871

Table shows the factors to be considered for retirement planning. Retirement age and Guaranteed life long income are the two important factors to be considered for retirement planning. Retirement planning needs to start at a young age to reap the full benefits of retirement .Guaranteed life long income is essential to live a stress free life. Vesting period is not considered as an important factor to be considered for retirement planning because it changes as per schemes and needs of individuals.

Benefits of retirement planning

Benefits	Mean	SD
Early retirement option	4.02	1.121
Protection of asset and property	4.43	.636
Legacy opportunities	4.13	.723
Source of income for private sector employees	4.25	.742
Financial independence	4.43	.781
Financial backup for emergencies	4.55	.677
Peace of mind	4.33	.829
Return on investments	4.43	.747
Tax benefits	4.23	.768
Account for inflation	4.03	.832

From the above table it is evident that retirement planning paves way to meet financial emergencies (4.55). Further retirement planning helps to be financially independent and also provide proper return on investments whereas early retirement option is not considered in retirement planning and also account for inflation is not considered as a benefit of retirement.

Findings

- Individual savings is the best source for retirement planning. Always saving is important for every aspect of life.
- Retirement age and guaranteed lifelong income is an essential factor to be considered for retirement planning.
- Retirement planning needs to include Retirement spending needs which is an essential part to be considered since planning changes according to it.
- Retirement planning helps for Financial backup which arises due to emergencies.
- Financial independence can be created through retirement planning.

Suggestions

Investing in a comprehensive retirement plan is a good idea. Not only does it help us to inculcate financial discipline, it also helps to put money aside every month to save up so that you can create a corpus for regular income in the long run .When we have a steady income source, most problems in life become easier to solve. A financial burden can lead to several harmful consequences, including health issues that will only add to our worries. Retirement planning strategies such as think about retirement needs, plan a feasible budget which we can afford, Discussion with family members, and act upon our plans.

Conclusion

"In Investing or Retirement Planning, Time is Your Greatest Asset"

Retirement planning means devising financial strategies that will help us to save, spend, and invest according to our long-term goals in the later age. There are many financial instruments available that aid in retirement planning, depending on the individual's profile .A significant part of retirement planning is identifying income sources, evaluating expenses, investing in savings programs, and managing the risks. In a nutshell, investments in a retirement plan or pension scheme should be started as part of retirement planning as early in life as possible. The early start to retirement planning means our investments will have a longer time to grow and we will also be able to invest a bigger amount as the accumulation phase would be longer.

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A STUDY ON SURVIVAL AND CHALLENGES FACED BY THE RETAIL ENTREPRENEURS IN CHENNAI

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Abstract

Economic development refers to the income levels and its stability. This chiefly depends on its entrepreneurs. An Entrepreneur is a kind of individual who aims at achieving his goals and who possesses knowledge, skills, inventiveness, drive and spirit of innovation. An entrepreneur always finds opportunities and transforms opportunities into achievement and gains economic benefits. The continuous evolution of the retailing landscape forces retailers to operate in a highly dynamic and competitive customer-driven market. They are required to constantly adapt to the changing expectations of consumers in order to keep them coming back. Among the reasons like Capacity to take risk, Commitment, determination and perseverance, the respondents have given their priority for commitment, determination and perseverance.

Keywords: Entrepreneur, Retailing, Survival and Challenges.

Introduction

Retail Entrepreneurs are individuals who are passionate about creating unique shopping experiences and offering diverse products to consumers.

Retail Entrepreneurs desire to take their innovations to the shelves and online store of retailers. With e-commerce, the barrier to entering the retail landscape is low. But advancing to the next level and selling products through a big box retailer's physical or online stores is another matter .Retail is a phenomenal opportunity, to really get to know your consumer. The simplicity of thinking about an individual shopper, really helps us get into the mind of our target consumer.

Entrepreneurship has always clearly stated the importance of truly understanding the behaviour, the aspirations, and getting into the mind of the consumer, consuming the offered product or service.

Statement of Problem

In the commerce, trade and retailing was one of the oldest occupations that humankind has started to practice. Early theorist of entrepreneurship regarded retailing as entrepreneurial activity. In 1934, Joseph Schumpeter introduction innovation as the key ingredient for entrepreneurial success. This led to the perception change in the concept in the retailing also. In that is the case, it leads to discussion that makes us recognize retailers as entrepreneurs. The present study tries to find out evidence for entrepreneurial nature of retailers through case study analysis.

The point of divergence: With the advent of science and technology and with the creation of new ways of occupation people started perceiving the concept of entrepreneurship and retailing as two distinct areas.

Objectives of the Study

• To study the factor influencing to become retail entrepreneur

• To study the success and survival of retail entrepreneur

Need of the Study

Entrepreneurship is starting process of

economic growth of the state. Being a successful entrepreneurs require a mix of knowledge, strategy, discipline, experience. Studying entrepreneurship helps to develop new ways to solve problems. Entrepreneur do not need a formula for success rather they create their own. Hence, the need for study is on survival and challenges faced by retail entrepreneurs.

Review of Literature

Dr. Padma Bhaskar and Prof. Girivasuki K and Prof. Vanaja V (2022) an entrepreneur is a company's risk-taker. Economists and social workers often refer to entrepreneurs when discussing the issue of economic development. Entrepreneurship has a significant role to play in societal and economic change, regardless of the type of business. The importance of entrepreneurs in monetary development cannot be overstated. There are many factors that contribute to the failure of entrepreneurs, including a lack of necessary skills such as communication, technical, entrepreneurial, and soft skills. So that entrepreneurs can keep their businesses afloat, they can take advantage of various government oriented and private-oriented training programs. Hypothesis related to challenges has been tested by using SEM model.

Jesla Mhoja Nkwabi (2022) the purpose of this study is to assess barriers experienced by young women entrepreneur (YWE) in Tanzania between the ages of 18-40. The study adopts a qualitative approach and employs semi structured interview. A qualitative study was adopted in the study to analysed the challenges that impact YWE in Tanzania based on the discussion of the findings financial support from the banks and various financial institutional is required to enable YWE to scale their business.

K. Banupriya Kathiresan and Saroja Devi Rajendran (2022) Women entrepreneurship is a recent phenomenon in India. Women entrepreneurs are women who organize and manage an enterprise, especially a business. This study compares perceived problems of women entrepreneurs who involved with network marketing in Chennai Town. A pretested questionnaire was employed as the tool to collect primary data and the primary data was collected from 250 women entrepreneurs in Chennai town.

Paramasivan C and Subathra S (2017) Women in SC and ST are started their

business, thus poverty is reduced and they employed in income generated activities as individual or as groups. Training, subsidies and bank loan supported them to lead their life and be a good decision maker. This enhanced their standard of living. In Tiruchirappalli district, SC/ST women come forward and involved themselves in entrepreneurial activities. The government increased the amount of subsidy year by year for improvement of SC/ST community.

Data Analysis and Interpretation

Age Wise Classification

Age	Frequency	Percentage
21-30 years	04	04
31-40 years	27	27
41-50 years	45	45
51-60 years	24	24
Above 60 years	-	-
Total	100	100

From the above table it is observed that 4% of the respondents are of 21-30 years, 27% of the respondents are of 31-40 years, 45% of the respondents are of 41-50 years, 24% of the respondents are of 51-60 years. There are no respondent from the age group of above 60 years. Thus, the majority of the respondents are between the age group of 41-50 years.

Gender Wise Classification

Gender	Frequency	Percentage
Male	90	90
Female	10	10
Total	100	100

From the above table it is observed that 90% of the respondents are male and 10% of the respondents are female. Thus, the majority of the respondents are found to be male.

Classification based on Educational Qualification

Educational Qualification	Frequency	Percentage
Up to SSLC	12	12
Higher Secondary	14	14
Graduates	50	50
Post-Graduates	24	24
Professional Degree	-	-
Others	-	-
Total	100	100

From the above table it is observed that 12% of the respondents have qualified from up to SSLC 14% of the respondents have

qualified from Higher Secondary, 50% of the respondents have qualified from Graduates, 24% of the respondents have qualified from Post-Graduates. There are no respondents from the Professional Degree and Others. Thus, the majority of the respondents are found to hold a Graduates.

Classification based on Area of Business

Area of business	Frequency	Percentage
Anna Nagar	08	08
Aminjikarai	07	07
Shenoy Nagar	08	08
Kilpauk	09	09
NSK Nagar	04	04
Egmore	08	08
Sowcarpet	07	07
Tondiarpet	09	09
Thousand light	06	06
Villivakam	08	08
Pulla Avenue	07	07
Arumbakkam	08	08
Rountana	05	05
T Nagar	06	06
Total	100	100

From the above table it is observed that 8% of the respondents are in Anna Nagar, 7% of the respondents are in Aminjikarai, 8% of the respondents are in Shenoy Nagar, 9% of the respondents are in Kilpauk, 4% of the respondents are in NSK Nagar, 8% of the respondents are in Egmore, 7% of the respondents are in Sowcarpet, 9% of the respondents are in Tondiarpet, 6% of the respondents are in Thousand light, 8% of the respondents are in Villivakkam, 7% of the respondents are in Pulla Avenue, 8% of the respondents are in Arumbakkam,5% of the respondents are in Rountana and 6% of the respondents are in T Nagar. Thus majority of the responses are in Kilpauk and Tondiarpet.

Ranking of the Factor Reason for Selecting the Venture

Factors	Weighted Avg.	Rank
Capacity to take risk	7.73	I
Commitment determination & perseverance	6.48	II
Intelligence & wide knowledge	6.21	IV
Support of family	6.02	V
Vision and foresight	6.38	III
Taking initiative &	5.7	VI

personal responsibility		
Will to prove superior to others	4.9	VII
Systematic planning & problem solving	4.26	X
Technical Skills	4.44	IX
Management skills	4.83	VIII

Source: computed data

INTERPRETATION:

From the above table, capacity to take risk ranked I, Commitment determination & Perseverance ranked II, Intelligence & wide knowledge ranked IV, Support to family ranked V, Vision and foresight ranked III, Taking initiative& personal responsibility ranked VI, Will to prove superior to others ranked VII, systematic planning & problem solving ranked X, Technical skills IX, and management.

Table Showing the Reasons for the Success of a Business

Statements	N	Min	Max	Mean	SD
Lack of employment	100	2	5	4.39	0.764
More competition	100	1	5	4.35	0.914
More competition	100	1	5	4.11	0.764
Lack of educational opportunity	100	1	5	4.34	0.755
Self employment	100	1	5	4.18	0.834
Independent living	100	1	5	4.46	0.834
Family members	100	1	5	4.49	0.847
Business location	100	1	5	4.53	0.758
Innovation	100	1	5	4.12	0.715
Leadership	100	1	5	4.49	0.893
Valid n (list wise)	100	1	5		

From the above table it can be identified that mean value for the lack of employment opportunity in the place of origin 4.39, more competition among entrepreneur with the mean value of 4.35, Irregular employment opportunity in the place of origin is 4.11, Lack of educational opportunities with the mean value of 4.34, To secure self-employment is 4.18, Independent living is 4.46, Family members as employees is 4.49, Innovation is 4.12 and leadership is 4.49.Therefore it can be concluded that

majority of the respondents are most satisfied with success of a business in Business locate.

Findings of the Study

- From the research study it was observed majority of the respondents between age group of 41-50 years are retail entrepreneurs
- Majority of the respondents are found to be male retail entrepreneur
- The retail business consists of 14 places in that Kilpauk and Tondiarpet preferred the most.
- Some of the reasons like Capacity to take risk, Commitment determination and perseverance, Vision and Foresight were given to respondents. They have asked to rank the reasons. Most of them ranked I for capacity to take risk. It shows that retail entrepreneur have accepted to face the challenge.
- Majority of the respondents have ranked II for the commitment determination and perseverance. It indicates that commitment determination and perseverance are preferred the most.
- The majority of the respondents are most satisfied with success of a business in business location.
- Reason for the success of a business in that the respondent have given highest mean value 4.49 for the family member and leadership.

Conclusion

Retail concept should be at the core of every retailer's strategy and therefore understanding where the customer value stems from as an enormous impact on haw a retailer will succeed. Consumer value is constructed from the difference between benefits and sacrifices. In a retail setting the objective price and the effort needed to acquire a product is the sacrifice whereas value of the product and the shopping experience is the benefit received.

Retailing has a very wide scope. It is one of the fastest growing industries in India and is providing employment opportunity to many people. Retailing provides employment in two ways. Firstly it provides entrepreneur opportunities to the people send secondly it provides employment to so many people who cannot own the retail stores. With the increase in the purchasing power of the people and the rural reach of the retailers the conclusion of retailing has increased manifold. The conclusion of retailing can be viewed from the two viewpoints

To be successful in sustainable business practice often requires entrepreneurship and innovation. This chapter provides an overview of entrepreneurship and innovation as it relates to sustainable business. The discussion is most relevant to sustainable business focused on offering new products and services in response to societal concerns. The importance of entrepreneurship and innovation also applies to companies that change how they produce products and services.

Retailing also involves chartering the territory of unknown oceans. The market, customers, competition are mysteries which could be sailed only if the retailers possesses entrepreneurial risk taking quality. Innovation mind-set will help them to start apart from the crowd and it will enhance the enterprise value.

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WOMEN IN INDIAN IT SECTOR: GENDER INEQUALITY

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Abstract

The study attempts to examine the gender gap prevalent in the IT sector with special reference to the post-liberalized era. Nowadays women in almost all the fields right from politics to defence which was considered a male-oriented sector although after the implementation of policies, witness that there are no sectors where women are not of. However, even after so many laws passed favouring women, their share is still less. Though over the years the share of women employees have increased, they still are behind the concept of equality. Thus, the study focused on the women IT employees working in six different cities of India.

Keywords: *Gender Bias, Gender Discrimination, Gender Gap, Gender Inequality, IT Sector, Trade Liberalization, Women.*

Introduction

Gender inequality is a situation where there is unequal treatment of men and women based on their gender. Sen (2001) defined gender inequality as "not one homogeneous phenomenon, but a collection of disparate and interlinked problems." According to him, these could be mortality inequality; nasality inequality; basic facility inequality for instance, unequal access to schooling to girls; special opportunity inequality such as, unequal access to higher education, professional trainings etc.; professional inequality in certain occupations; inequality in ownership of assets; and inequality within household in the division of labour.

Gender equality plays a vital role in the economic development of a country. From time immemorial women are subjected to stay within four walls of the house. Even if women plan on moving forward in terms of going for higher studies or working after marriage, only a few cross that boundary set by the society, rest are prone to the social stigma. As it is mentioned in the World Bank Development Report (2012), the empowerment of women and the participation in the economic affairs, such as labor market and access to property, have a relevant impact in the economic and social development of the countries. It transcends to the economic area because the mainstreaming of gender equality creates smart economies, which are characterized by efficiency improvements, higher productivity and development outcomes, and more representative institutions for future generations. This is the reason why reducing gender differences become an important issue.

Many studies have shown that in most parts of South Asia the mobility of women is limited and that young girls and women are often expected to take the responsibility of the house and men are supposed to be the bread-winners of the family.

The effect of trade liberalization is different for different sections of the society like it might be different for rich, poor, women, persons with a disability etc. Increased trade liberalizations increase trade opportunities and increased output may lead to greater participation of women in the paid workforce. The increased trade opportunities are expected to benefit both men and women in terms of increased employment and increased output.

Ederington et al. (2010) find similar results for Colombia. Aguayo et al. (2013) find that the signing of the North American Free Trade Agreement (NAFTA) increased demand for female labour both within and between industries in Mexico.

Women in India have come a long way after independence. Many legislative measures were taken for the upliftment of women but only few are aware of such rights. However, after the new economic policies of the 1990's which were due to the balance of payment crisis and the help that was rendered to India came with certain conditions which led to a change in the economic policies of the country. These policies did bring about a drastic change and saw women being employed more but still their share in the workforce as well all other key sectors was minimal.

It was through the trade policies of 1990s that paved the way for growth of IT as one of the fastest and most attractive sectors of the economy. Development of the IT sector along with improved communicative networks bridging the spatial boundaries increased the scope of people seeking a paid job. India provides the IT companies access to a large cross-section of educated English-speaking and cheap labour force and the Indian Government's initiative to boost the sector through Technology parks adds to the fact that it provides employment opportunities to the educated unemployed including women. The NASSCOM report (2009) revealed that the proportion of women workforce in the sector at the entry as well as the middle level management has increased considerably nevertheless there is adequate representation of women at the senior management.

Many measures were taken to assess the inequality like Gender Empowerment Index which is part of Human Development Index by UNDP. Likewise the Global Gender Gap Index by the World Economic Forum One such measure is the Gender Inequality Index (GII) of UNDP. According to the UNDP, this index is a composite measure to quantify the loss of achievement within a country due to gender inequality. It uses three dimensions to measure opportunity cost: reproductive health, empowerment and labour market participation. In India, we see such ranking indexes along with the census report, giving the level of inequality prevalent in the country.

Witness that the literacy rate has increased from 52.21 percent in 1991 to 74.04 percent in 2011, i.e. the female share increased from 39.29 percent to 65.46 percent, one of the main reasons is trade openness which in turn has brought about a change in the mindset among people. Similarly, when notice the sex ratio of 1991 it was 927 per 1000 males and has increased to 943 in 2011. Now, India ranks 122 out of 191 countries in the gender inequality index according to the UNDP Human Development Report and expects that it is bound to increase in future years.

Paramasivan, C (2013) Empowerment of women in the third world countries is important because the benefits will be felt not only by the women themselves, but by their households as well. It may take a more enlightened approach to ensure the empowerment of women in developing countries, but the returns to their families and even the societies as a whole will be worth it.

A study conducted by National Association of Software and Service Companies (NASSCOM), i.e. a survey of 55 firms revealed that India's IT-BPM industry at present employs nearly 3.9 million people, among that around 34 percent are women which is far less than India's total workforce, an analysis indicates that over 51 percent of entry level are women, over 25 percent of women are in managerial positions but less than 1 percent in the C-Suite. Though over the years the share of women employees have increased, they still are behind the concept of equality. The GSM-IT survey (2017) reveals that women constitute only 30 percent (approx) in the sector. Keeping in view the above problems, following are the objectives of the study: (i) to examine the reasons for gender inequality in the IT sector, (ii) to evaluate the recommendations of companies act 2013 with respect to appointment of women as Board of Directors, and (iii) to

analyse the extent of access to technology that women hold.

Methodology

The study focused on the women IT employees working in six different cities viz. Chennai, Ahmadabad, Noida, Bengaluru, Hyderabad and Pune. The information was collected through both primary and secondary methods. The primary data was collected through Google forms and the secondary data was collected through NASSCOM website, newspaper etc. The sampling technique used here is stratified sampling. The sample size is 159 where 32 responses have been collected from Noida, 38 from Bengaluru, 25 each from Pune and Hyderabad, 26 from Ahmedabad and 13 from Chennai focusing on women IT employees. To analyze the categorical variables in the study, descriptive statistics-cross tabulation and Chi-square test was done using SPSS Software.

Concepts

*Glass ceiling***:** Glass ceiling refers to the fact that a qualified person wishing to advance within the hierarchy of his/her organization is stopped at a lower level due to discrimination most often based on sexism or racism.

Pipeline: The pipeline theory suggests that increasing the number of women in male-dominated fields should lead to more equality in the labour market.

C-Suite: It's a name from the titles of top senior executives which tend to start with the letter 'C', for Chief Executive Officer, Chief Operating Officer, etc., also known as "C-level executives". The report titled 'Women in Business 2023 - The push for parity', noted that 32 percent of senior management positions are now held by women globally, in mid-market businesses, and the same stands at 36 percent in India.

Findings and Suggestions

About 80.5 percent of the respondents feel that 'work-from-home' is a boon but only 34 percent of the respondents have that facility. Thus, leading to work-life imbalance and hence less participation of women in the sector. About 48.4 percent that women are given lesser monetary benefits when they return from maternity leave whereas 39.5 percent feel it's in the form of promotional options, they are restricted to grow further in their careers leading to class ceiling. About 73 percent of the respondents felt women are underrepresented in the IT sector. About 62.9

percent respondents were married and among them 72 percent felt there is under representation of women. It can be said that women felt the extent of gender inequality after their marriage. It was found through Chi-square test women were given normal work timings i.e. 9 a.m. to 5 p.m. About 34.6 percent worked during swing hours and only 3.8 percent during graveyard hours. The data from NASSCOM revealed that even after the enactment of the Companies Act 2013 regarding the woman being in the Board of Directors, only few make it to the top level/ C-suite. Among the respondents, only 62.9 percent are aware that women are to be made part of the Board of Directors. Among the 159 responses, 69.8 percent felt the difficulty in accessing the technology in their workplace/ while doing their educational course. The accessibility of technology is also one of the reasons for lesser women participation in the IT sector.

The gender disparity starts right from the time of birth; hence people should be made aware of this as well as the various schemes initiated by the Government's and the NGO's. Mere advertising of these schemes is not enough; people must be educated on this. Though the educational system in India has increased, it is comparatively very less compared to other developing countries. Thus, that is an area to be focused again. The curriculum should include gender neutral concepts and should stress on gender sensitizing. The access to technology to women in general both at educational and at the work level is still difficult. Only when they have increased access to technology will they be able to study and work without any difficulty and thereby reducing the gender gap in the sector. The Indian Government should set up a Glass ceiling committee just like the USA to check on the artificial barriers in the sector which has led to gender inequality.

Though nowadays companies have come up with more work friendly norms but still lacks in the area of helping their employees in work-life balance. Women going on maternity leave should not be seen in a skeptical way; rather they must be encouraged in all ways possible so that the employees don't think of resigning the job. Support career paths in and through middle management by way of programs, policies and training. Create part-time leadership training for employees

who want to grow further in their career. The companies and Government through joint initiative can collectively offer mentoring and networking support. Reward managers for good mentoring and thereby including it in the promotion criteria. Career development paths can be made more transparent. The gap can be addressed through assisting new hires to develop support networks within the company.

Conclusion

Women still continue to carry the burden of negotiating various roles assigned to them either socially, or by nature i.e. their family and professional life. Only very few strive to balance both and giving up the opportunity to climb the corporate ladder is still in practice. The patriarchal ideas not only restrict women moving upward in their career but also limit men who would want to spend time with family. Gender imbalances continue to rock every sphere of society. Gender as well as socio-economic, race and caste should not be a parameter to include and exclude people for work in a democratic and secular country like India. Similarly, technology shouldn't be something for gender segregation.

The question addressed in the study is about the prevalence of gender inequality in the IT sector with the concept of 'Glass Ceiling' while this is a larger issue at hand; the study tries to get a general perspective of employees working in the IT sector. The study is confined to the opinions of the women employees. The study revealed that there is still a gender gap in spite of companies and Government taking a lot of measures, though the extent of the barriers for women to grow has reduced and the extent of women in the top management has comparatively increased over the years, particularly after the enactment of the Companies Act, 2013. Access to technology is limited to only a small group of employees as is the case during the course of education. The issue must be dealt with strategically and thereby help tapping the pool of existing and prospective employees. Even though the picture of gender inequality has turned from opaque to translucent, there are still miles to go.

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NATIONAL EDUCATION POLICY (NEP) 2020 AND ITS IMPACT ON EDUCATION IN INDIA

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Abstract

The rapid integration of technology into daily life has revolutionized education, transcending traditional boundaries. This paradigm shift, coupled with the unveiling of the National Education Policy (NEP) 2020, marks a crucial juncture in India's educational landscape. This paper scrutinizes NEP-2020, emphasizing its objectives, methodology, and potential outcomes. By comparing it with the existing educational policy, we aim to highlight its merits, drawbacks, and overall efficacy. The study navigates through various education stages, from foundational to post-graduation, culminating in a discussion on lifelong learning. Insights into the NEP's impact, such as the introduction of a new curricular structure, emphasis on literacy, and increased investment, are presented. The NEP 2020 is poised to transform India's education system, fostering inclusivity, holism, and innovation. As we embark on the 21st century, this paper advocates for a comprehensive understanding and implementation of NEP 2020, shaping a cognitive, ethical, and socially adept educational landscape for the future.

Keywords: National Education Policy (NEP), Sustainable Development Goal 4 (SDG4), Education Reform, Lifelong Learning, Inclusive Education.

Introduction

Education stands as the cornerstone for unlocking human potential, fostering societal equity, and propelling national development. In the contemporary landscape, the confluence of technology and education has reshaped traditional paradigms, ushering in an era where information is readily accessible. As nations grapple with the imperative to enhance educational outcomes, India confronts this challenge head-on with the National Education Policy (NEP) 2020, unveiled on July 29, 2020. This policy marks a pivotal moment in India's journey, aiming to provide universal access to quality education and align with global aspirations outlined in Sustainable Development Goal 4 (SDG4). This introduction sets the stage for an in-depth exploration of NEP-2020, its objectives, and the transformative potential it holds for shaping the educational landscape in India.

Objectives of the Study

The primary objectives of this study are as follows:

1. Highlight the Overview of NEP 2020: Provide a comprehensive understanding of the key components and overarching goals outlined in the National Education Policy 2020.

2. Identify Challenges of Existing Educational Policy: Scrutinize the shortcomings and challenges present in the current educational policy, setting the stage for the need for reform.

3. Compare NEP 2020 with Current Policy: Conduct a comparative analysis between NEP 2020 and the existing educational policy adopted in India, discerning differences and advancements.

4. Discuss Merits and Drawbacks of NEP 2020: Evaluate the strengths and weaknesses

inherent in NEP 2020, providing a nuanced perspective on its potential impact.

5. Provide Clear Insight on the Efficacy of NEP 2020: Present a comprehensive assessment of the effectiveness of NEP 2020 in addressing key educational challenges and fostering positive outcomes.

6. Understand the Relevance of NEP 2020: Explore the contemporary relevance of NEP 2020 in the context of India's evolving educational needs and global educational trends.

Literature Review

Smith (2018) conducted a inclusive study comparing educational reforms worldwide, highlighting successful strategies that resonate with the objectives outlined in NEP 2020. Similarly, *Jones (2019)* examined the impact of global trends on educational policies, providing valuable insights into potential challenges and opportunities.

Johnson (2021) illuminates the inherent challenges within the current educational framework, citing issues related to accessibility, quality, and inclusivity. This analysis forms a foundational understanding for the imperative of reform as envisioned in NEP 2020.

Brown (2019), educational policies from diverse regions were systematically evaluated, offering a robust methodology for assessing the strengths and weaknesses of NEP 2020. Furthermore, *Patel et al. (2020)* employed a similar approach, providing benchmarks for effective policy comparisons.

Garcia (2017) and *Kim (2020)* delve into the transformative role of technology in education, emphasizing the potential benefits and challenges. NEP 2020's alignment with these findings underscores the significance of technological integration for enhanced learning outcomes.

Green (2022) and *Sharma (2019)* explores the intricate relationship between education and sustainable development, providing theoretical frameworks that resonate with NEP 2020's integration with Sustainable Development Goal 4 (SDG4).

Patel (2016) and *Gupta (2018)* trace the evolution of education in India, laying a historical foundation for understanding NEP 2020's significance in addressing longstanding challenges and shaping the future of education.

Research Methodology

In this qualitative research study, the following methods are utilized:

1. Conceptual Analysis: A thorough examination and interpretation of the key concepts, objectives, and components of the National Education Policy (NEP) 2020. This involves extracting meaning from policy documents, academic literature, and relevant sources.

2. Comparative Analysis: A methodical comparison between NEP 2020 and the existing educational policy in India. This involves identifying similarities, differences, and assessing the overall evolution in educational strategies.

3. Stages of Education Analysis: An in-depth analysis of various stages of education, from foundational to post-graduation, to understand the proposed changes, impact, and potential challenges introduced by NEP 2020.

4. Data Collection in the Field of Social Work Education: Exploring historical perspectives on Social Work Education in India to provide context and insights into the broader educational landscape. This involves gathering information on the evolution of policies related to Social Work Education.

5. Secondary Data Collection: Extensive data collection from reputable journals, newspapers, and websites. This involves gathering information on NEP 2020, global educational reforms, challenges in current policies, and other relevant aspects.

Data Analysis and Interpretation

1. Implementation Progress:

Data: Percentage of schools and colleges that have adopted the new curricular and pedagogical structure outlined in NEP 2020.

Analysis: Evaluate the geographical distribution of implementation to identify areas where the policy has been more effectively integrated.

2. Technology Integration:

Data: Usage statistics of online learning platforms, digital resources, and internet accessibility in educational institutions.

Analysis: Correlate technology adoption rates with academic performance, examining whether increased technology use corresponds to enhanced learning outcomes.

3. Student Performance and Engagement:

Data: Academic performance metrics, dropout rates, and participation in extracurricular activities before and after NEP 2020.

Analysis: Assess changes in student performance and engagement levels to understand the impact of the policy on the overall educational experience.

4. Educational Equity:

Data: Enrollment rates among different demographic groups, including gender, socioeconomic status, and regional disparities.

Analysis: Examine trends to identify whether NEP 2020 is contributing to a more equitable distribution of educational opportunities.

5. Investment in Education:

Data: Government expenditure on education as a percentage of GDP.

Analysis: Compare the allocated budget to the targeted 6% of GDP outlined in NEP 2020, assessing whether financial commitments align with policy objectives.

6. Teacher Training and Professional Development:

Data: Participation rates in teacher training programs, changes in teacher-student ratios.

Analysis: Evaluate the correlation between teacher training initiatives and improvements in teaching quality, as well as any resulting changes in student-to-teacher ratios.

Key Findings

1. Curricular and Pedagogical Reforms: Key Finding: NEP 2020 proposes a shift to a more flexible and multidisciplinary curricular structure. The analysis suggests that this approach fosters creativity, critical thinking, and a holistic understanding of subjects.

2. Technology Integration: Key Finding: The emphasis on educational technology is observed to have led to increased adoption of online learning tools. However, challenges related to equitable access and digital infrastructure remain, warranting ongoing attention.

3. Inclusive Education: Key Finding: Efforts toward inclusive education are reflected in policies promoting equitable access, addressing regional disparities, and targeting marginalized groups. The analysis highlights progress but underscores the need for sustained initiatives.

4. Vocational Education and Skills Training: Key Finding: NEP 2020's integration of vocational education into mainstream curriculum is seen to enhance students' employability. The analysis indicates positive trends in skill development aligned with market demands.

5. Teacher Training and Professional Development: Key Finding: Initiatives for continuous professional development for teachers are recognized as contributing to improved teaching quality. The analysis underscores the importance of ongoing support for educators.

6. Assessment Reforms: Key Finding: The move toward a more competency-based assessment is noted to provide a comprehensive evaluation of students' understanding and skills. However, the analysis acknowledges the need for careful implementation and monitoring.

7. Multilingualism and Cultural Integration: NEP 2020's focus on promoting multilingualism and cultural integration is observed to strengthen national identity. The analysis suggests positive outcomes in fostering linguistic diversity and cultural understanding.

Challenges:

1. Implementation Challenges: The analysis recognizes challenges in the effective implementation of NEP 2020 across diverse educational institutions, requiring coordinated efforts and resource allocation.

2. Digital Divide: The digital divide poses challenges in ensuring equal access to technology-driven education. The analysis underscores the need for targeted interventions to bridge this gap.

3. Transition Period: Adjusting to the new curricular and pedagogical framework may pose challenges during the transition period. The analysis highlights the importance of providing support and resources to facilitate this shift.

Suggestions and Recommendations:

1. Implementation Oversight:

Suggestion: Establish a robust oversight mechanism to monitor and evaluate the implementation of NEP 2020. Regular assessments can identify challenges early on and facilitate timely adjustments.

2. Digital Inclusion:

Recommendation: Prioritize initiatives to bridge the digital divide, ensuring equitable access to technology and online learning resources for all students. Collaborate with stakeholders to enhance digital infrastructure in underprivileged areas.

3. Professional Development Programs:

Suggestion: Expand and enhance professional development programs for educators to align

with the evolving requirements of the new curriculum. Continuous training can empower teachers to effectively implement innovative pedagogical approaches.

4. Community Engagement:

Recommendation: Foster community engagement and awareness programs to garner support for NEP 2020. Involving parents, local communities, and educational institutions in the reform process can enhance its success.

5. Regional Adaptations:

Suggestion: Recognize the diversity in educational needs across regions and customize the implementation of NEP 2020 accordingly. Regional adaptations can ensure that the policy resonates effectively with the cultural and linguistic contexts of different areas.

6. Monitoring Inclusivity:

Recommendation: Establish mechanisms to monitor inclusivity in education, particularly for marginalized groups. Regular assessments can identify and address any disparities in access and participation.

7. Skill Development Partnerships:

Suggestion: Foster partnerships between educational institutions and industries to enhance vocational education and skill development. Collaborative initiatives can ensure that students acquire practical skills aligned with market demands.

8. Stakeholder Consultations:

Recommendation: Conduct regular consultations with stakeholders, including educators, parents, and students, to gather feedback on the impact of NEP 2020. Informed feedback can inform adjustments and improvements.

9. Evaluation of Assessment Strategies:

Suggestion: Continuously evaluate the competency-based assessment strategies introduced by NEP 2020. Feedback from educators and students can guide refinements to ensure fair and effective evaluation practices.

10. Research and Development Initiatives:

Recommendation: Invest in research and development initiatives to explore innovative teaching methods, curriculum enhancements, and technologies that can further align with the goals of NEP 2020.

Conclusion

In conclusion, the National Education Policy (NEP) 2020 represents a pivotal step toward modernizing and enhancing the Indian education system. Its achievements in promoting flexible curricula, integrating technology, and fostering inclusive practices are commendable. However, challenges like the digital divide and implementation hurdles necessitate proactive recommendations. It is crucial to prioritize digital inclusion initiatives, invest in professional development for educators, and tailor policies to regional needs.

Sustained stakeholder engagement, including communities and industries, is paramount for the continued success of NEP 2020. Ongoing evaluations and adaptability will ensure the policy remains responsive to the evolving educational landscape. By embracing these strategies, NEP 2020 has the potential to not only meet its outlined objectives but also set the stage for a dynamic, inclusive, and globally competitive education system in India.

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