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## A STUDY ON OVERVIEW OF SHOPPING MALLS IN INDIA- A STUDY

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### ABSTRACT

*The evolution of marketing has significantly influenced consumer behavior, particularly with the transformation of traditional retail into organized shopping malls. This study explores the growing mall culture in India, with a focus on consumer preferences and factors influencing mall selection. With the emergence of digital marketing and hybrid shopping formats, malls have become lifestyle destinations that combine shopping, entertainment, and dining under one roof. A mall intercept survey of 181 active shoppers identified seven key factors affecting mall selection, including brand variety, accessibility, ambiance, and service quality. The study highlights the shift in consumer expectations and the importance of adopting digital technologies, personalized services, and hybrid retail models. It suggests that mall developers and retailers should expand into Tier II and III cities, promote digital payments, and enhance customer engagement strategies. Overall, organized retail and mall culture in India reflect changing consumer dynamics and present vast opportunities for marketing innovation and business growth.*

**KEY WORDS:** mall culture, shopping malls, consumer expectations, digital technologies, personalized services, hybrid retail, marketing innovation,

### INTRODUCTION

Marketing is considered as one of the most powerful segments of the business which decide to meet the demand of the customers and public. There is a need of good marketing strategies to reach the goods and services to the target people in the country. For that, business sector made lot of innovations and procedures were adopted. Whereas marketing evolves in every day with available technology and opportunities. In this regards, traditional marketing has been transformed into digital marketing, conventional shopping marketing into hybrid shopping mall. Mall culture in the world has been gaining momentum owing that different buying experience with all needs are going to fitful in a single point with the facilities of choosing and comparing competitive products. With this chapter highlights an overview of malls with respects to India and Tamil Nadu.

### SHOPPING MALLS IN INDIA

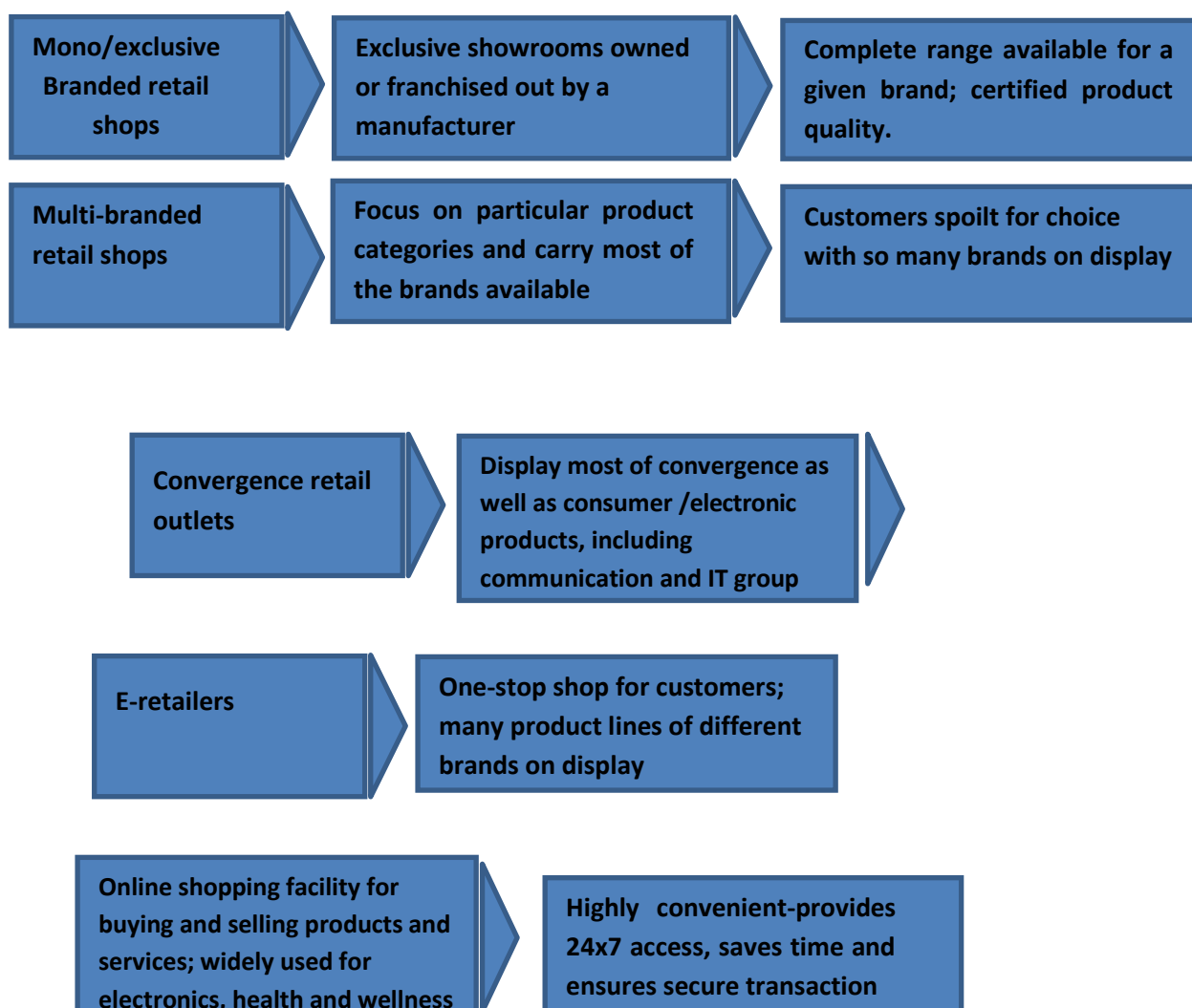
Shopping malls are the Organised segment in retail industry with huge investment and marketing potentials. Shopping mall is a group of retail stores under one roof. Malls have been constantly adapting and changing in both style and substance in order to attract increasingly sophisticated and fickle consumers. There are various factors which might affect shoppers'

selection of a place to shop. The present study is an attempt in this regard with special reference to Indian context. The objective of this study was to identify the factors affecting selection criterion of consumers with respect to shopping malls. Mall intercept survey was conducted to identify the factors which influence the selection of shopping malls in multiple cities. The sample included 181 active mall shoppers. Total seven factors which influence the selection of shopping malls from consumer's view point were identified with a structure questionnaire. Study will help the mall owners and the retail marketers to understand the insights of shoppers that what basis consumers select the shopping malls for shopping. On these bases, they can plan their strategies for shopping malls. Md. Mazedul, et al., 2014 tried to categories the customers in below groups according to their buying behavior.

#### REVIEW OF LITERATURE

1. **Rao & Prasad (2019)** examine the evolution of shopping malls in India, highlighting their transformation into lifestyle destinations. The study discusses consumer preferences, mall formats, and emerging trends, showing that malls serve both retail and leisure needs.
2. **Srivastava (2017)** explores the growth of malls across Indian metro cities, attributing their success to urbanization, rising disposable incomes, and changes in consumer lifestyles. The paper emphasizes the role of mall ambience and branding in attracting footfall.
3. **Mishra & Tripathi (2015)** assess the economic impact of shopping malls in Tier-I and Tier-II cities. They find that malls generate employment and boost real estate development while also influencing local retail formats.
4. **Kumar & Sharma (2018)** analyze consumer satisfaction and loyalty in Indian shopping malls. Their study reveals that factors like convenience, cleanliness, parking, and store variety significantly affect repeat visits and customer retention.
5. **Ghosh (2014)** discusses the spatial and architectural development of malls, stressing how mall designs in India integrate global retail concepts with local culture. The paper also critiques challenges like congestion and high maintenance costs.
6. **Patel & Desai (2021)** focus on post-pandemic mall trends in India. They note the shift towards hybrid retail models and digital integration, including app-based engagement, contactless shopping, and experiential marketing.
7. **Bansal (2016)** provides a comparative analysis between traditional retail markets and shopping malls. The study indicates that while malls offer convenience and variety, price-conscious Indian consumers still rely on traditional markets for affordability.
8. **Naidu & Reddy (2020)** evaluate the sustainability practices in Indian shopping malls. Their findings suggest that most malls are adopting green building standards and waste management systems, though implementation varies across regions.
9. **Chatterjee (2013)** explores the cultural implications of malls, arguing that they reflect modern consumer identities and aspirational lifestyles. The study positions malls as symbols of globalization and urban middle-class aspirations in India.
10. **Joshi & Arora (2018)** investigate the role of marketing and promotional strategies in enhancing mall footfalls. Discounts, events, and thematic decorations are identified as major attractions for consumers, especially during festive seasons.

#### RETAIL FORMATS IN INDIA



Source: Techsci Research

**BIGGEST MALL IN INDIA**

New economic policy initiated in India in 1991, Indian market liberalized foreign direct investment in various sectors. Initially foreign direct investment were not permitted in retail sector, where as it has been changed with 30 percent to 100 percent of FDP. Now retail sector can enjoy 100 percent FDP particularly in shopping malls. The following are the leading shopping malls in India.

**LuLu International Shopping Mall, Kochi**

LuLu International Shopping Mall is the largest mall in India in terms of total retail area and has over 225 outlets spread across four floors. Located in the city of Kochi, this mall has brought 100+ biggest brands in the world to Kerala for the first time.

**DLF Mall of India, Noida**

DLF Mall of India, located in Noida, is the second-largest shopping mall in the country and among the most popular ones in Delhi NCR. The mall has seven floors comprising five customized zones, namely Market Place, International Boulevard, The High Street, Family World and Leisure Land; each zone is dedicated to a particular category.

**Sarath City Capital Mall, Hyderabad**

Sarath City Capital Mall is one of the biggest malls in Hyderabad housing more than 430 international and local brands across multiple categories like fashion, home decor, jewellery and electronics.

**Z Square Mall, Kanpur**

Z Square Mall is one of the largest shopping malls in India and has also been recognised amongst the best upcoming malls in the country, according to a survey. Spread across a sprawling space, this mall features a state-of-the-art infrastructure and more than 150 national and international brands.

#### **HiLITE Mall, Kozhikode**

HiLITE Mall in Kozhikode is best known for its 200+ branded retail stores and multiple dining options that make it an exclusive shopping-cum-entertainment hub. The mall also encompasses a food court, two gaming zones, a snow park, an 8-screen multiplex and a NESTO hypermarket chain.

#### **World Trade Park Mall, Jaipur**

World Trade Park is counted among the biggest shopping malls in Jaipur and has also won the Best Architecture and Mall of the Year awards for its futuristic design. It is home to numerous hi-end brands along with a multiplex, an entertainment city, a food court and a parking space that can hold 1100 cars.

#### **Phoenix Marketcity Mall, Bangalore**

The largest and one of the most frequented malls in Bangalore, Phoenix Marketcity has 250+ stores, more than 30 dining options and a sprawling food court. Besides, it has a 9-screen PVR multiplex and gaming zones like Amoeba and Smaaash for the ultimate entertainment of both kids and adults.

#### **Elante Mall, Chandigarh**

Elante Mall has become the go-to place for shopping lovers in Chandigarh as it houses various Indian and international brands across its five floors. Besides, it encompasses a courtyard full of cafes and a food court offering a host of dining options for shoppers..

#### **Esplanade One Mall, Bhubaneswar**

Esplanade One is among the best shopping hubs of Bhubaneswar and the biggest mall in the state of Odisha. It became an instant hit among the shopping population of the city as it houses a number of big brands across categories like apparel, footwear, accessories and more.

#### **Phoenix Market city Mall, Chennai**

One of the best shopping malls in Chennai, Phoenix Marketcity has over 300 retail outlets belonging to a multitude of national and international brands. Moreover, the mall is home to a 27-screen Jazz Cinemas multiplex and also, the first IMAX screen in the city.

#### **Mantri Square Mall, Bangalore**

With more than 250 retail outlets of international, national and regional brands, Mantri Square Mall offers a wholesome shopping experience in Bangalore. It is also the ultimate entertainment zone for one and all as it has multiple gaming zones, a bowling alley and a 6-screen INOX multiplex.

#### **Orion Mall, Bangalore**

A part of Brigade Gateway - a premium integrated enclave, Orion Mall houses more than 300 luxury brands and makes for one of the best places to shop in Bangalore. It also boasts of an 11 -screen PVR multiplex that has a combined seating capacity of 2800; there are 144 Gold Class seats as well.

#### **Ambience Mall, Gurgaon**

Ambience Mall in Gurgaon is one of the most popular shopping malls in the NCR, offering everything from shopping to entertainment. Located on NH-8, this 6- storey mall is home to some 230 retail and food outlets including major international and Indian names.

#### **Ambience Mall, Delhi**

One of the fanciest shopping malls in Delhi, Ambience Mall has 200+ retail outlets of various Indian and international brands and is also famous for its entertainment and recreation options. One of the highlights of the mall is the Disney store that offers a memorable shopping experience for kids and adults.

#### **The Forum Mall, Bangalore**

The first and one of the biggest malls in Bangalore, Forum Koramangala is a shopper's paradise with some 100 retail stores spread across five storeys. Besides a horde of shopping choices, the mall also has a multi-storey book store, an 11-screen PVR multiplex with an IMAX screen and a food court on offer along with other entertainment and recreation facilities like Time zone.

#### **Viviana Mall, Thane**

Viviana Mall makes for the most happening place to shop in Thane as it boasts of an assorted tenant mix including over 250 retail stores of leading brands. It also houses one of the largest multiplexes - a 14-screen Cinopolis, along with Fun City where kids can indulge in games and fun activities.

#### **Select CITYWALK Mall, Delhi**

Delhi's Select CITYWALK is an upscale shopping centre with 180+ stores representing more than 500 international and Indian brands. My Square, the multi-cuisine food court at the mall, offers plenty of dining options for shoppers, in addition to several other cafes, bistros, restaurants and bars.

#### **Phoenix Marketcity Mall, Mumbai**

Housing more than 600 retail stores, over 100 dining options and a 14-screen PVR multiplex, Phoenix Marketcity in Mumbai is one of the most popular shopping malls in Mumbai. It is among the top malls in India as well for it offers the perfect blend of fashion, fun and food, all under one roof.

#### **High Street Phoenix Mall, Mumbai**

High Street Phoenix, popularly called HSP, is India's first retail-led consumption centre housing 500+ brands including a range of F&B, entertainment, residential and commercial complexes. The mall is divided into three zones, namely Skyzone that boasts of anchor stores, Grand Galleria that caters to impulse shoppers and Palladium - Mumbai's first luxury retail destination.

#### **Ahmedabad One Mall, Ahmedabad**

Ahmedabad One is one of the most iconic shopping malls in Ahmedabad with a retail area sprawling across three floors. The mall is home to some of the best international and Indian brands and some local names as well, along with three anchor stores including a hypermarket and two lifestyle stores.

#### **VR Mall Mall, Chennai**

Located in the upmarket neighbourhood of Anna Nagar, Chennai's VR Mall is not all about shopping and great food. Besides 240 retail stores and a multi-cuisine dining facility 'Madras House', this mall also boasts a 10-screen PVR ICON multiplex, a coworking space 'The Hive', an event space, an open-air amphitheatre and a boutique hotel.

#### **The Great India Place (GIP Mall), Noida**

The Great India Place, affectionately called GIP Mall, is one of the oldest and largest malls in Noida. A part of the larger Entertainment City, the mall shares its boundary with a major amusement park, another mall, a kids' entertainment zone and a sports goods outlet.

#### **Pacific Mall, Delhi**

Pacific Mall in Tagore Garden is the answer to all the hi-end malls in Gurgaon, Noida and Gurgaon as it has everything from over 140 Indian and international brands to an impressive range of eateries and even a PVR multiplex with 4DX screen.

#### **The Grand Venice Mall, Greater Noida**

A true architectural wonder with a range of shopping options, The Grand Venice Mall is the pride of Greater Noida. It attracts not just shoppers but also tourists with its fun offerings like Gondola rides, zipline, trampoline park, bumping car, 7D theatre, scary house and snow park.

#### **UB City Mall, Bangalore**

The list of the top malls in India can't be complete without mentioning the country's first-ever luxury mall - UB City. Located in Bangalore's Central Business District, this mall makes for a one-stop destination for fashionistas with more than 40 of the biggest names in international fashion, housed at 'The Collection'.

**Table No. 1. Malls in Tamil Nadu**

Name	Location	Year	Size (gross leasable area)
Phoenix Marketcity (Chennai)	Velachery, Chennai	2013	1,000,000 sqft (93,000 m <sup>2</sup> )
VR Chennai	Anna Nagar West, Chennai	2018	1,000,000 sqft (93,000 m <sup>2</sup> )
Express Avenue	Whites Road, Royapettah, Chennai	2010	900,000 sq ft (84,000 m <sup>2</sup> )
The Forum Vijaya	Arcot Road, Vadapalani, Chennai	2013	650,000 sq ft (60,000 m <sup>2</sup> )
Gold Souk Grande Mall Chennai	GST Road, Vandalur, Chennai	2015	600,000 sq ft (56,000 m <sup>2</sup> )
The Marina Mall	Old Mahabalipuram Road, Egattur, Chennai	2019	540,000 sq ft (50,000 m <sup>2</sup> )
Spencer Plaza	Anna Salai, Chennai	1895	530,000 sq ft (49,000 m <sup>2</sup> )
Prozone Mall (Coimbatore)	Sivanandapuram, Coimbatore	2017	500,000 sq ft (46,000 m <sup>2</sup> )
Brookefields Mall	Brooke Bond Road, Coimbatore	2009	450,000 sq ft (42,000 m <sup>2</sup> )
Fun Republic Mall (Coimbatore)	Avinashi Road, Peelamedu, Coimbatore	2012	325,000 sq ft (30,200 m <sup>2</sup> )
Ampa Skywalk	Poonamallee High Road. Aminjikarai. Chennai	2009	315,000 sqft (29,300 m <sup>2</sup> )
Coromandel Plaza	Navalur, OMR, Chennai	2011	300,000 sq ft (28,000 m <sup>2</sup> )
Ramee Mall	Anna Salai, Teynampet, Chennai	2012	225,000 sq ft (20,900 m <sup>2</sup> )
Palladium Mall, Chennai	Velachery, Chennai	2008	220,000 sq ft (20,000 m <sup>2</sup> )
Vishaal de Mal	Chinna Chockikulam, Madurai	2012	220,000 sq ft (20,000 m <sup>2</sup> )
Spectrum Mall (Chennai) (Formerly Grand Venus Mall)	Paper Mills Road, Perambur. Chennai	2011	160,000 sq ft (15,000 m <sup>2</sup> )
Chennai Citi Centre	Dr. Radhakrishnan Salai, Mylapore, Chennai	2006	150,000 sq ft (14,000 m <sup>2</sup> )
Chandra Mall	Arcot Road, Virugambakkam, Chennai	2011	143,130 sq ft (13,297 m <sup>2</sup> )
Milan'em Mall	K.K. Nagar, Madurai	2009	90,000 sq ft (8,400 m <sup>2</sup> )

Bergamo (Shopping mall)	Khader Nawaz Khan Road, Nungambakkam, Chennai	2011	30,000 sq ft (2,800 m <sup>2</sup> )
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Source: wikimedia.com

In the year 1863 Spencer Plaza, Chennai were established. In the year 1895 Spencer Plaza Anna salai, Chennai were established. In the year 1998 MGF Metropolitan mall Gurgaon were established. In the year 2005 Parsvanath Mall, Azadpur New Delhi and Pacific Mall, in Ghaziabad were established. In the year 2006 Chennai City centre Dr. Radhakrishnan Salai Mylapore in Chennai were established.

the year 2007 Ambience mall Gurgaon and the Great India place in Noida and select city walk in New Delhi and Fun Republic Mall in Lucknow and crown interior zmall in Faridabad were established. In the year 2008 Ambience mall, Vasantkunj New Delhi and South city mall in Kolkata and manisquare in Kolkatta and Metrojunction mall in Kalyan and inorbit mall, Vashi in Navi Mumbai and Palladium mall Velachery, Chennai were established.

In the year 2009 R city mall in Mumbai and city centre in Nashik and Inorbit mall in Hyderabad and Ansal plaza, Greater Noida and DLF Avenue in New Delhi and city centre, new town in new town Kolkata and Brookfields mall in Brooke Bond road Coimbatore and Ampaskywalk in Poonamallee high road aminjikai Chennai and Milan'em mall K.K.Nagar, Madurai were established.

In the year 2010 express avenue in whites road, royapettah Chennai and mantrisquire in Bengalure and Magneto the mall in Raipur and z square Mall in Kanpur and express avenue in Chennai and Growel's 101 in Mumbai and Prozone mall Aurangabad and city centre in Mangaluru and mall of Amritsarr in Amritsar and Axis mall in new town, Kolkota and city centre in Siliguri were established.

In the year 2011 phoenix marketcity in Pune and Phoenix Market city in Mumbai and Phoenix market city Bangalore and Infiniti mall, Malad in Mumbai and MGF Metropolis mall in Gurgaon and Ahmedabad one in Ahmedabad and royal Meenakshi mall in Bengaluru and Pacific mall, Tagore garden, New Delhi and moments mall, New Delhi, TDI mall, Sonipat and Coromandal plaza, Navalur OMR Chennai Spectrum mall (Chennai) in Chennai were established.

In the year 2012 world trade park in Jaipur and VR Punjab in Mohali and orion mall in Bangalore, and Bhawani mall in Bhubaneswar and Avani Riverside mall in Howrah and fun Republic Mall (Coimbatore). Avinashi road Peelamedu, Coimbatore and Ramee mall anna salai, Teynampet, Chennai and Vishaal de mall, china chockikulam, Madurai were established.

In the year 2013 Lulumall Kochi and Elante mall in Chandigarh and VR Ambarsar in Amritsar and Phoenix market city in the forum Vijaya in Chennai and centre square mall in Kochi and VR Surat in Surat and MSX mall in Greater Noida and Phoenix market city (Chennai) in Velachery, Chennai and the forum vijaya Arcot road, Vadapalani, Chennai were established.

In the year 2014 Forum Sujana mall in Hyderabad and forum Fiza mall Mangalore and world Square mall in Ghaziabad, and Texvalley in Erode were established.

In the year 2015 Hilite mall, Calicut in Kozhikode and the Grand Venice mall in Greate Noida and Aeropolis mall in Kolkata and VR Bengaluru in Bengaluruand Omaxe Connaught place in Greater Noida and Unity one, Janakpuri in New Delhi and Gold Souk Grande mall, GST road, Vandalur in Chennai were established.

In the year 2016 DLF mall of India in Noida and logix city centre in Noida and Lodha Xperia mall in Dombivali were established.

In the year 2017 P&M Hi-Tech city centre mall in Jamshedpur and Prozone mall in Coimbatore and Prozone mall in Sivanandapuram Coimbatore were established.

In the year 2018 sarath city capital mall Hyderabad and VR mall in Chennai and Esplanade one in Bhubaneswar and forum shantiketana in Bengaluru and VR Chennai in Anna nagar West, Chennai were established.

In the year 2019 Gaur city mall in Greater Noida and Vegas mall in New Delhi and the Marina mall in Chennai and the Marina mall in old Mahabalipuram road, Egattur, Chennai were established. In the year 2020 Phoenix Palassio in Lucknow were established.

In the year 2021 Lulu mall in Thiruvananthapuram were established. In the year 2022 Lulu mall in Lucknow were established.

Table No. 2. Formats / Channels of Organized Retail

Channel/ Format	Type of Merchandise	Pricing	Size (Sq.ft)	Average Stock-Keeping Units(SKUs)	Location	Example
Store						
Supercenter	All types of Merchandise	Discount Pricing	200,000 300,000	200,000	Outskirts	Wal-Mart Supercenter
Hypermarket	Mostly food & grocery and Apparels with Focus on value Products	Discount Pricing	60,000 120,000	80,000	Malls	Hypercity, Big Bazaar
Supermarket	Food & grocery	Discount Pricing	10,000-30,000	20,000	Malls	Food Bazaar
Neighborhood / Convenience Store	Daily use items		500-3,000	4,000	All localities Within a city	Subhiksha
Cash and carry	Mostly food And grocery	Bulk Buying, Heavy Discounts	100,000 300,000	150,000	Outskirts	Metro cash And carry
Discount store	Food & grocery And fashion & Accessories	Heavy Discount	NA	NA	NA	Subhiksha
Department Store	Apparel and Accessories	Competitive	20,000-100,000	50,000	Malls	Shoppers Stop
Speciality store	Any one type of Merchandise	Competitive	500-5,000	1,000	Main Markets, Malls	Mobile Store
Category killer	Any one type of Merchandise	Discount Pricing	30,000-100,000	10,000	Malls, high Streets	Vijay Sales
Non-store						
Kiosks/stalls	Small food Items and Accessories	Normal	20-100	50	Malls, Multiplexes, Cinema Halls	Popcorn
Vending Machines	Small items	Normal	-	10	Stations, Commercial And office Complexes	Chocolate And Newspaper Vending Machines

Order retailing (catalogue/TV/Website)	Any type of Merchandise	Competitive	-	-	-	Argos
Door-to-door	Mostly low-Value items	Normal	-	-	-	Amway

Supercentre is all types of merchandise with 2,00,000 to 3,00,000 sq.ft of size located as outskirts; Hypermarket is a mostly food & grocery and apparels with focus on value products with 60000 to 120,000 sq.ft. of size located as malls. Supermarket is food & grocery with 10,000 to 30,000 sq.ft. of size located as malls. Neighbourhood / convenience store is a daily use items with 500 to 3000 sq.ft of size located as all localities within a city cash and carry is a mostly food and grocery with 1,00,000 to 3,00,000 sq.ft of size located as outskirts. Discount store is food & grocery and fashion & Accessories with NA Sq.ft. of size located as NA. Department store is a apparel and accessories with 20,000 to 1,00,000 sq.ft of size located as malls. Speciality store is a any one type of merchandise with 500 to 5,000 sq.ft of size located as main Markets malls as category killer is a any one type of merchandise with 30,000 to 1,00,000 sq.ft. of size located as malls, high streets.

Non store kiosks / stalls is a small food items and accessories with 20 to 100 sq.ft. of size located as malls, multiplexes cinema halls. Vending machines is a small items with a size of located as stations, commercial and office complexes. Order retailing (Catalogue/TV/website) is a any type of merchandise. Door-to-door is a mostly low value items.

**RECENT M & A DEALS IN THE INDIAN RETAIL SECTOR**

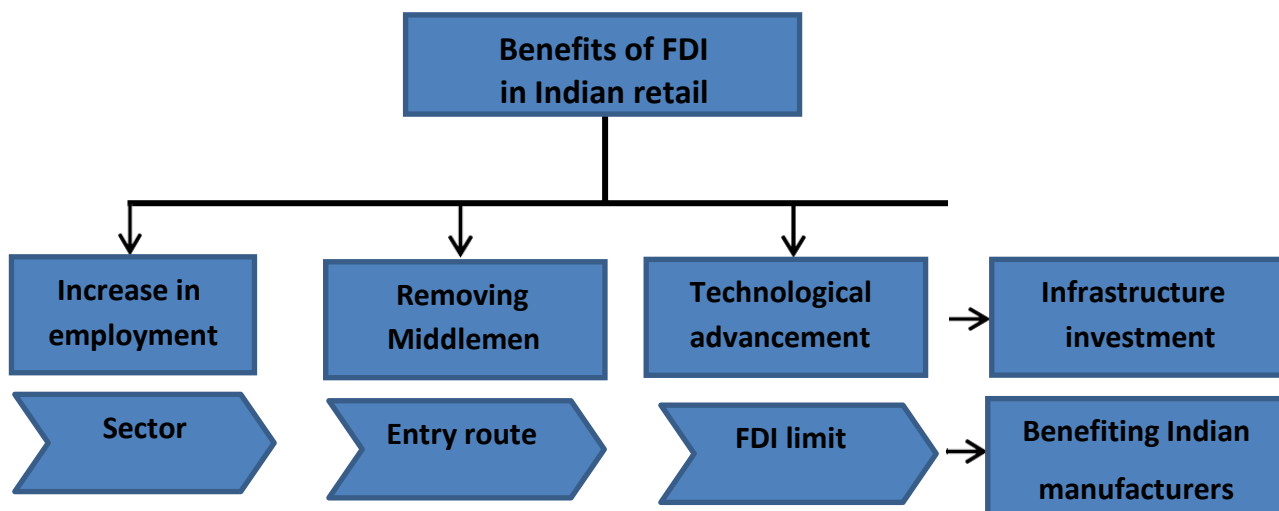
Acquirer name	Target name	Year	Deal type
Reliance Retail Ventures Ltd (RRVL)	Shri Kannan Departmental Store private Ltd (SKDS)	March 2020	Acquisition
Amazon	Future Retail	August 2019	Acquisition (49 per cent)
Aditya Biral Fashion and Retail Ltd (ABFRL)	re and TG Apparel & Décor Pvt Ltd	June 2019	Acquisition
Reliance Industries Ltd (RIL)	Hamleys	May 2019	Acquisition
Future Enterprises Ltd	ck Technology (India) Pvt. Ltd	October 2018	Acquisition (55 per cent)
Amazon and Samara Capital	More	September 2018	Acquisition
Reliance Retail Ventures Ltd (RRVL)	Genesis Colors Ltd (GCL), GLF Lifestyle Brands, Genesis La Mode, Genesis Luxury Fashion Pvt Ltd., GML india Fashion and GLB Body Care	September 2018	Acquisition
Walmart	Flipkart	May 2018	Acquisition

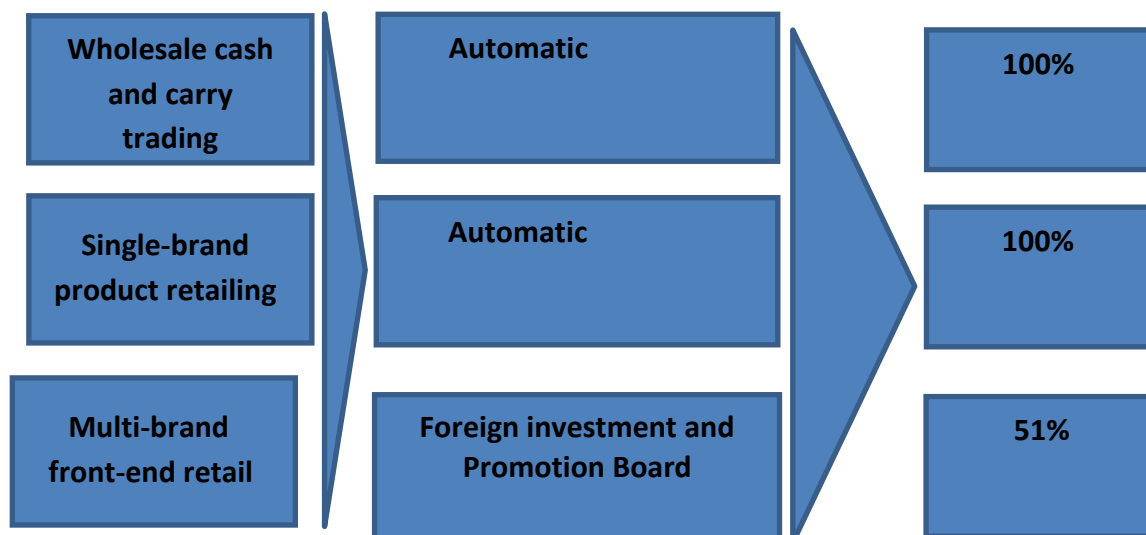
Future Group	Hyper City	October 2017	Acquisition
Berger Paints	Chugoku Marine Paints	April 2017	Collaboration
Myntra	InLogg	April 2017	Acquisition
Flip kart owned	HRX	August 2016	Acquisition
Myntra	MotoGP	August 2016	Collaboration
Aditya Birla Fashion and Retail	Forever 21 (India Business)	May 2016	Acquisition

Source: Nielsen, Jefferies report

The Indian retail sector has witnessed a surge in mergers and acquisitions (M&A) in recent years, reflecting strategic expansion and consolidation trends. Major players like Reliance, Amazon, and Aditya Birla have actively acquired firms to enhance their market presence and diversify offerings. Notable deals include Reliance acquiring Hamleys and multiple fashion brands, while Amazon invested in Future Retail. Walmart’s acquisition of Flipkart marked a significant international entry. These M&A activities signal intense competition, with firms aiming to strengthen supply chains, digital capabilities, and customer reach. Collaborations, such as those by Berger Paints and Myntra, further highlight innovation-driven partnerships in retail.

**INDIAN RETAIL IS SET TO BENEFIT FROM FDI POLICY**





Source : Nielsen, Jefferies report

In Financial Year 2019, traditional retail, organised retail and E-commerce segments accounted for 88 per cent, nine per cent and 3 per cent of the market, respectively.

The organised retail market in India is growing at a CAGR of 20-25 per cent per year.

It is projected that by Financial Year 2021, traditional retail will hold 75 per cent of the total retail market, followed by organised retail at 18 per cent and E-commerce retail at seven per cent.

The unorganised retail sector in India has a huge untapped potential for adopting digital mode of payments as 63 per cent of the retailers are interested in using digital payments like mobile and card payments.

Source: BCG, KPMG – India retailing com, Deloitte Report, Winning in India’s Retail Sector, Centre for Digital Financial Inclusion (CDFI) report, Crisil.

Reliance retail ventures ltd acquired shri kannan departmental stores private ltd in 2020. Amazon acquired future retail in 2019. Aditya Birla Fashion and retail Ltd acquired Jaypure and TG Apparel & Décor pvt Ltd in 2019. Reliance industries ltd acquired. Hamleys in 2019. Future enterprises ltd acquired livquik Technology (India) Pvt Ltd in 2018.

Amazon and samara capital acquired more in 2018. Reliance retail ventures ltd (RRVL) acquired Genesis colors ltd (GCL) GLF Lifestyle Brands, Genesis La Mode, Genesis Luxury fashion Pvt Ltd. GML in India fashion and GLB body care in 2018. Walmart acquired flipkart in 2018. Future Group acquired Hypercity in 2017. Berger paints collaboration Chugoku marine paints in 2017. Myntra acquired inlogg in 2017. Flipkart owned acquired HRX in 2016. Myntra collaboration MotoGP in 2016. Aditya Birla Fashion and Retail acquired Forever twenty one (India Business) in 2016.

**AMPLE GROWTH OPPORTUNITIES IN INDIAN RETAIL INDUSTRY**

**Large number of retail outlets**

- India is the fifth largest preferred retail destination globally.
- The sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in tier II and tier III cities.

**Private label opportunities**

- The organised Indian retail industry has begun experiencing an increased level of activity in the private label space.
- The organised retail sector is forecast to witness strong growth in the coming years.
- The share of private label strategy in the US and UK markets is 19 per cent and 39 per cent, respectively, while its share in India is just six per cent. Stores like Shopper Stop and Lifestyle generates 15 to 25 per cent of their revenue from private label brands.

**Sourcing base**

- India’s price competitiveness attracts large retail players to use it as a sourcing base.
- Global retailers such as Walmart. GAP. Tesco and JC Penney are increasing their

sourcing from India and are moving from their-party buying offices to establishing their own wholly-owned/wholly-managed sourcing and buying offices.

### Luxury retailing

- Luxury retailing is gaining importance in India. This includes fragrances, gourmet retailing, accessories and jewellery among many others.
- Luxury market of India is expected to grow to US\$ 30 billion by the end of 2020 from US\$ 23.8 billion in 2017, supported by growing exposure of international brands among Indian youth and higher purchasing power of the upper class in tier II and II cities, according to ASSOCHAM.

This paper highlights the malls of India at different size and capacity, which help to understand the structure and trends of malls in India. Malls are playing a key role in mass buying behavior with comparative price and quality. This chapter describes (Growth of E-Commerce Industry in India, Growth of Retail Sales in 1998 to 2020, Consumer of Expenditure in India (USD billion), Retail market in India, FMCG Market in India, Revenue from online Retail in India, Strong Growth in the Indian Retail Industry, Market size over the past few years, Sectors High Growth Potential is Attracting Investors FDI confidence index 2019, Rising Prominence of online Retail India, India E-Commerce Market, Income growth to drive demand for organised retail GDP at current prices (USD Billion), GDP per capita at current prices

Indian E-commerce Market, Internet users in India, India's Internet Economy, Growth of E-Commerce in India, E-Commerce Industry in India, Rising Internet Penetration in India, Online Retail Market, Shares of various segments in E-commerce

Retail by value 2019, Online Retail vs Total Retail in India, Online Retail out of Total retail in India (2020), Online Retail out of Total Retail in India (2030), E-commerce Retail Logistics Market in India, E-Commerce Retail Logistics Landscape in India (2019)). It is concluded that, online shopping and malls are the major part of the contemporary marketing in the world.

### FINDINGS

India's retail industry has evolved from traditional formats to highly organized shopping malls, offering consumers a centralized, convenient, and engaging shopping experience. These malls have significantly altered consumer behavior by combining shopping, entertainment, and dining, thus transforming malls into lifestyle destinations.

Consumers choose shopping malls based on a variety of factors including brand availability, entertainment options, ambiance, accessibility, and service quality. The study using mall intercept surveys identified seven major factors that influence mall selection, enabling better understanding of consumer decision-making processes.

Post-1991 economic liberalization, the mall culture in India gained significant momentum, especially in urban areas. Malls like Phoenix Marketcity, Lulu Mall, and DLF Mall of India have set new standards in terms of scale, design, and consumer offerings, catering to the modern, urban middle class.

The Indian retail sector has seen a surge in mergers and acquisitions, with key players like Reliance, Amazon, and Aditya Birla expanding aggressively. These strategic moves have enabled them to diversify product lines, expand geographical presence, and enhance digital capabilities in response to increasing competition.

Organized retail is growing rapidly, with a shift toward digital platforms and hybrid models. While traditional retail dominated in FY2019 with 88% share, projections for FY2021 indicated a shift toward organized and e-commerce segments, reflecting changing consumer preferences and adoption of digital payment systems.

### SUGGESTIONS

Mall operators should leverage technology and customer data analytics to offer personalized services and promotions. Implementing loyalty programs, digital kiosks, and real-time offers can improve customer engagement and retention in a competitive retail environment.

Developers and retailers should focus on expanding into Tier II and III cities where mall culture is emerging. These markets offer untapped potential due to rising incomes, urbanization, and growing demand for organized retail and branded products.

Retailers and mall management should actively promote digital payment modes by integrating secure, user-friendly digital infrastructure. Training small vendors and offering incentives for using

digital payments can also increase adoption in both organized and unorganized retail sectors.

Retailers should integrate online and offline shopping experiences by offering services like click-and-collect, digital catalogs, and virtual trial rooms. Such hybrid models can attract tech-savvy consumers and provide flexible shopping options to improve customer satisfaction.

Malls should not be limited to commercial spaces but evolve as community centers. Incorporating co-working spaces, cultural events, children's play areas, and wellness zones can make malls multifunctional, increasing footfall and strengthening brand loyalty among consumers.

## CONCLUSION

Shopping malls are the major part of retail industry which provide wide opportunities to marketing potentials for all kind of products and services in one place. Now the people change the buying habits as mall culture which facilitate to purchase large number of products in a single shopping. The success of retail sector reveals the growth of the organized retail stores. The rapidly increasing the expectation of the customer in different manner. Everyone knows that reliability of customers is the reflection of trust. Normally if we want to get the loyalty of the customers, we have to fulfill the needs, wants, demand and expectations of the customers. The retail business also has to follow the same sense of service to obtain the reliability of the customers. The organized retail stores have need to be updated their products and services in the nature manner and also take the necessary steps to remove the outdated products. The penetration pricing strategy can be considered to attract the urban customer as well as rural customer also. If the service is followed in the right manner customer may tend to stay on the department stores themselves.

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## **THE ESSENCE OF DEMOGRAPHIC WORKFORCE – A PARADIGM CHALLENGE**

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### **ABSTRACT**

*Today, the business environment has become more diverse, comprising employees from five different generations. The presence of multigenerational workplace affects the company's management styles. This fact emphasizes the need to understand how people with distinctive characteristics, values, experiences, and work styles can work together more efficiently and effectively. This paper serves to study the characteristics of a more holistic and age conscious Human Resource Management and to describe the specific challenges confronted in the context of demographic change. The study further analyses the difference in the age and satisfaction of respondents in employee perception. The methodology used for the study Mann Whitney U – test is a non-parametric test which is used to analyse the difference between the medians of two data sets. The findings of the study have been identified for the age group 30-40 (work culture openness, challenging tasks, good counselling mechanism), 41-50 (expression of feelings to colleagues, appreciation at work, prestige associated at work and preference to new assignments) above 50 (benefits appealing, goals well defined and team spirit). Suggestions are also given to bridge the gap of differences among employees and align their personal interest with that of the organization. This would eventually help to identify the areas in human resource management that serve to maintain productive, motivated and healthy workforce till their retirement.*

**Keywords:** Demographic, Generation Gap, Workforce, Job Security, Organization.

### **INTRODUCTION**

As demographics is concerned with the different characteristics of population it plays a vital role for any organization in framing the policy decisions. In this information age knowledge explosion is a serious concern and it is quite impertinent to ensure that the workforce adapts to the ever-changing trend. The efficiency and the productivity of the workforce irrespective of their age has to be consistently monitored and ensured. Motivation,

job satisfaction and performance will in future depend on human resource management policy which aim to maintain the workability and employability of employees at all ages.

**GENERATIONAL GAP IN THE WORKPLACE**

The generational gap in the workplace refers to the difference in behaviours and outlook between groups of people who were born at distinctly different times. Each generation is brought up in a different context and, consequently, have different work expectations. So, there are chances for problems to arise in the workplace owing to the differences in preferences and expectations in completing the job responsibilities.

**Types of Generation**

Subject	Generation Z (1997 – 2012)	Millennials (1981 – 1996)	Generation Xers (1965-1980)	Baby boomers (1946-1964)	Silent generation (1928-1945)
Characteristics	Tech savvy	Communicating digitally and addicted to smart phones	More educated, self-reliant, hardworking	Strong work ethic, goal centric tendencies, only face to face interactions	Diligent financial habits, hard working with strong core values
Mode of attraction	Usage of cutting-edge technology	Mobile optimization, Skill structured training programmes	Comfortable with face-to-face interactions and also habituated to technology	Traditional working environment, awards	Requires a fair pay, prefer to work as advisors
Ideal working environment	Job security Flexible working hours	Help them to work remotely, encourage them to work for company’s mission	Individual emphasis, need a psychological space	Job security, strong alignment to job	Encouraging them to share their experience and knowledge
Mode of approach	Strong forum to learn and grow	Measure their performance based on their results, transparent and honest approach	Greater autonomy, less supervision, good work experience	Ensure recognition for their skills	Healthcare and retirement benefits
Employee benefits	Competitive salary, financial incentives	Work-life balance, monetary gifts, career development programmes	Monetary benefits, stock options, gift cards	Health care and retirement benefits	

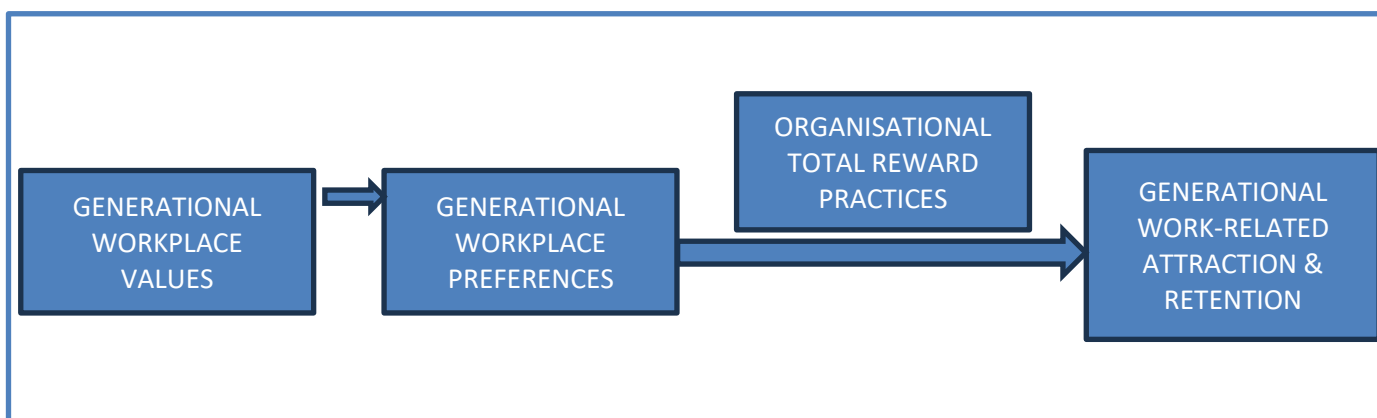
**CHALLENGES OF AN INTERGENERATIONAL WORKPLACE**

A multigenerational workplace poses a challenge for the managers to bring employees together both physically and digitally. In a way it benefits the employers by providing them with a wide range of experiences and creative problem-solving skills. So, dealing with multigenerational workforce sensitizes various work styles and communication channels. The different issues to be addressed are explained as follows.

1. **Stereotyping** - This arises where Gen Z can believe that baby boomers and Gen X are less likely to take risks and don't possess sound knowledge about technological advancements. Similarly, old professionals can believe that young workers are lazy, informal and less responsible.
2. **Age Bias** - The fact of age is considered in priority to race, gender, appearance, religion and culture. Age is the key factor being considered for promotions.
3. **Communication** - Young employees prefer face to face communication while older generations opt for the traditional method of communication. This may either lead to magnifying facts or missing the reliability in the workplace. Since each generation can have a different preferred communication method, the potential exists for information to be missed by certain employees who are not as reliant on technology.
4. **Work Expectations** - It differs among generations. The freshers expect a great degree of freedom while the old generation prefer to be monitored. Baby boomers value salary, health benefits and insurance while Xers value job security and advancement within the company.
5. **Job Responsibilities** - Each generation has its own way regarding the procedure of job responsibilities. Experienced people adhere to formalities strictly while youngsters. Gen Xers, baby boomers, and members of the silent generation may be more deferential to authority than their later-born counterparts. They may also put more stock in loyalty to a specific company

**SIGNIFICANCE OF UNDERSTANDING GENERATIONAL DIFFERENCES**

The aspect of work values plays a vital role to influence the attitudes, preferences of the workforce and motivate them to be associated with the organisation. These values of work reflect the outcomes that people want to attain in their workplace. They are not only closely associated with motivation and job satisfaction but also correlated with retention and organisation commitment. The work attitudes can either be cognitive or emotional to the various aspects of work (Hulin & Judge,2003). The avenues of the work environment, compensation package, promotional opportunities serve as a motivational factor to either be associated or leave the organisation. Consequently, the values of a generational workplace led to attitudinal workplace perceptions. These attitudinal perceptions moderated by organisation's rewards package led to motivated behaviours of attraction and retention. This aspect is demonstrated by the chart below:



are listed as follows:

- Businesses will be better equipped to understand the demographics of their clients, and therefore reach a broader client base.
- Managers will have a better understanding regarding the way to attract, motivate, retain, and reward employees. This, in turn, can lead to increased performance and profitability.

- Engaging members of all generations in conversation might lead to improved decision-making. Managers can build strategies to increase effectiveness when interacting with different
- generations.
- Understanding different communication styles will encourage employees to stop and think before jumping to conclusions or making assumptions.
- Managers will be able to harness multiple levels of experience, skill, and expertise to build more efficient and cohesive work teams.
- Understanding each other’s strengths and weaknesses can help teams that are experiencing conflict.
- Raising generational awareness within the workplace and focusing on productive behaviours can help bridge a gap between generations.

**OBJECTIVES OF THE STUDY**

- To exhibit the characteristics of a more holistic and age conscious Human Resource Management.
- To describe the specific challenges confronted in the context of demographic change.
- To study the demographic profile i.e., gender, age of the respondents in the job satisfaction of employee perception.
- To analyse the difference in the age and satisfaction of respondents in employee perception.

**Hypothesis Development of the Study**

- $H_0^1$  = There is no significant difference in age in respect of the determinants of job satisfaction in employee perception.

**Research Methodology**

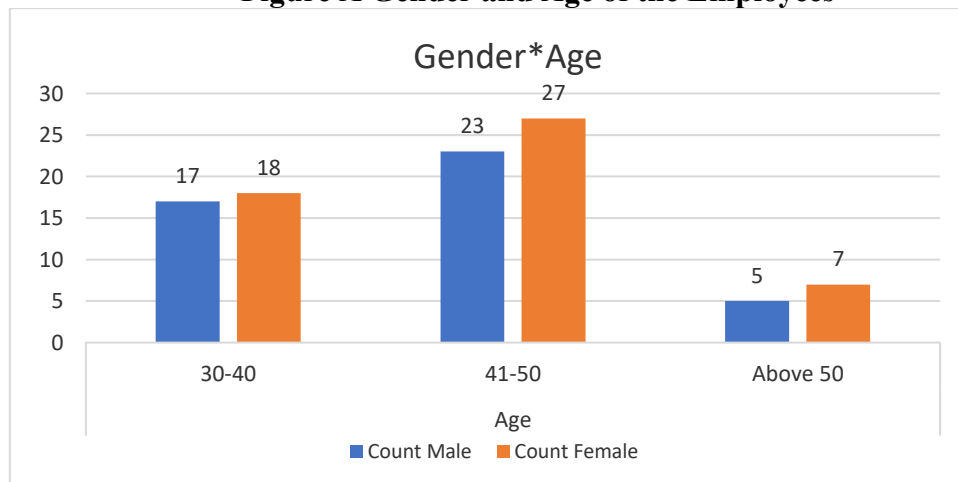
**Sample Size – 97 , Sampling – Convenience Sampling, Type of Data – Primary, Period of Study – March 2025, Tools used - Mann Whitney U - Test**

The Mann Whitney U – test is a non-parametric test which is used to analyse the difference between the medians of two data sets. Mann Whitney U-test can be used to compare any two data sets that are not normally distributed. Formula for calculating Mann Whitney U-test is:

$$U_1 = n_1n_2 + \frac{n_1(n_1 + 1)}{2} - R_1$$

Where  $n_1$  is the sample size for sample 1, and  $R_1$  is the sum of the ranks in sample 1

**Figure A Gender and Age of the Employees**



Source: Computed data collected from primary source.

Figure - A shows the demographic profile of the respondents' viz., gender and age. Out of 97 respondents, 45 (46.39%) are male and 52 (53.61%) are female. Out of 45 male respondents, 17 (37.77%) fall under the age group of up to 30-40 years, 23 (51.12%) fall in the age category of 41-50 years and 5 (11.11%) fall in the age category of Above 50 years. Out of 52 female respondents, 18 (34.62%) fall under the age group of up to 30-40 years, 27 (51.92%) fall under 41-50 years category and 7 (13.46%) of them fall in 46-60 years category.

**Table 1 Ranks for Age and Employee Perception**

	Age	N	Mean Rank	Sum of Ranks
Goal at work defined	30-40	35	35.93	1257.50
	41-50	50	47.95	2397.50
	Above 50	12	52.58	631.00
	Total	97		
Team spirit	30-40	35	45.40	1589.00
	41-50	50	41.32	2066.00
	Above 50	12	53.50	642.00
	Total	97		
Work culture of openness	30-40	35	45.33	1586.50
	41-50	50	41.37	2068.50
	Above 50	12	41.67	500.00
	Total	97		
Expression of feelings to colleagues	30-40	35	23.79	832.50
	41-50	50	56.45	2822.50
	Above 50	12	40.00	480.00
	Total	97		
Appreciation at work	30-40	35	36.80	1288.00
	41-50	50	47.34	2367.00
	Above 50	12	36.00	432.00
	Total	97		
Prestige associated with job	30-40	35	23.97	839.00
	41-50	50	56.32	2816.00
	Above 50	12	18.08	217.00
	Total	97		
Challenging tasks	30-40	35	52.90	1851.50
	41-50	50	36.07	1803.50
	Above 50	12	7.00	84.00
	Total	97		
Good counselling mechanism	30-40	35	58.07	2032.50
	41-50	50	32.45	1622.50
	Above 50	12	54.00	648.00
	Total	97		
Benefit appealing	30-40	35	41.70	1459.50
	41-50	50	43.91	2195.50
	Above 50	12	46.17	554.00
	Total	97		
Preferability of new assignments	30-40	35	24.43	855.00
	41-50	50	56.00	2800.00
	Above 50	12	44.00	528.00
	Total	97		

Source: Computed data collected from primary source.

**INFERENCE**

Table 1 indicates the age with the highest mean rank is considered as having the higher satisfaction in employee perception. It shows that the age group between 30-40 years has the

highest mean rank in work culture openness, challenging tasks as well as good counselling mechanism by the respondents. This implies that the workforce is more responsive to change fostering trust, creativity and are ready to contribute beyond their immediate job responsibilities.

It shows that the employees belong to age group of 41-50 years have higher satisfaction in expression of feelings to colleagues, appreciation at work, prestige associated at work and also in Preferability of new assignments in job. Such employees acknowledge other’s contribution and at the same time gain recognition through accomplishments influencing career progression.

Benefit appealing, goals at work defined and team spirit has the highest mean rank for the age group of respondents above 50, which indicates that the respondents above 50 has the higher satisfaction in goals defining, benefit appealing as well as team spirit.

**SUGGESTIONS**

1. The respondents in the age group of 30-40 are Tech Savvy and are more inclined towards cutting edge technology expecting a more digitised work environment. Usually, this generation brings in a lot of benefits to the organization with their prioritization on diversity and focus on personal development. So, the aspects of providing development opportunities in career, inclusive work culture and collaboration with software and cloud technology will not only provide flexible working arrangements but also impart a feel of security by providing a platform for developing personally and professionally.
2. With regards to the respondents in the age group of 41-50 they focus on value alignment at work. Exhibiting candid feedback of their performance and providing a constructive framework of how they must grow would enhance their morale and efficiency. By understanding their primary concerns and providing ample opportunities to grow with a good and cordial working environment will keep them tied with the organisation
3. As far as the respondents in the age group of above 50 are concerned, they prioritize on a collaborative, communicative and respectful work culture. Providing opportunities for professional advancement, well-being, adopting recognition and award policy and rendering high level of autonomy are necessary to retain this generation in an organisation for a balanced approach.

**Table 2 Results of Mann Whitney U- Test for Age towards Employee Perception**

Test Statistic	Goal at work defined	Team spirit	Work culture of openness	Expression of feelings to colleagues	Appreciation at work	Prestige associate with job	Challenging tasks	Good counselling mechanism	Benefit appealing	Preferability of new assignments
Mann-Whitney U	47.000	36.000	178.000	198.000	246.000	139.000	6.000	30.000	124.000	150.000
Wilcoxon W	1322.000	1311.000	1453.000	1473.000	1521.000	217.000	84.000	1305.000	1399.000	1425.000
Z	-6.361	-4.854	-2.388	-2.027	-1.234	-3.314	-5.685	-5.211	-3.286	-3.145
Asymp. Sig. (2-tailed)	<.001	<.001	.017	.043	.217	<.001	<.001	<.001	.001	.002

Source: Computed data collected from primary source.

**INFERENCE**

**Table 2** provides test statistic,  $U$  statistic, as well as the asymptotic significance (2-tailed). It shows that the age towards employee perception like goals at work defined ( $U = 47, P = .001$ ), team spirit ( $U = 36, P = .001$ ), work culture of openness ( $U = 178, P = .017$ ) expression of feelings with colleagues ( $U = 198, P = .043$ ), appreciation at work ( $U = 246, P = .217$ ) and prestige associated with job ( $U = 139, P = .001$ ), challenging tasks ( $U = 6, P = .001$ ) good counselling mechanism ( $U = 30, P = .001$ ) benefit appealing ( $U = 124, P = .001$ ) and Preferability of new assignment ( $U = 150, P = .002$ ) of the female respondents. Hence, the values of  $U$  statistic and asymptotic significance clearly indicate how much the ranks of the two groups diverge and the existence of a strong relationship thereby rejecting the null hypothesis  $H_0^1$ . So there is a significant difference in the age about the determinants of satisfaction in employee perception except in appreciation at work for the employees in their workplace.

The above two interpretations confirm that is crucial for companies to analyse the demographic data for talent management, HR planning and overall business strategy. Further the gaps in skill set can be identified helping the companies to create a more inclusive and productive workplace.

### CONCLUDING REMARKS

The study about the demographic workforce plays an important role in succession planning. Today every organisation is facing changing and challenging realities at work place. The workforce is the only reliable segment to carry out the organization's mission and achieve its goals. So, a careful planning and preparation is required by the organizations to manage the changes and meet the requirements of the staff to ensure its stability and sustainability. The global climate change in workplace calls for implementing policies and procedures that reduces inequities and enhances the occupational health. So, it is quite impertinent to monitor the demographics periodically to subordinate their personal interests with that of the organisation. This helps to foster workplace inclusivity and worker empowerment.

The above study is an effort to understand the mechanism of job satisfaction in demographics with regard to age. The elements of job satisfaction has been identified for the age group 30-40 (work culture openness, challenging tasks, good counselling mechanism), 41-50 (expression of feelings to colleagues, appreciation at work, prestige associated at work and preference to new assignments) above 50 (benefits appealing, goals well defined and team spirit). Moreover, the test of significance for various elements of job satisfaction with age has been proved to be in existence and hence the null hypothesis can be rejected. So, considering the workforce growing diversity, it is necessary to formulate work centered safety and healthy approaches to hedge the work-related risks.

Work environment is an amalgamation of different generations. So, every organization must make an effort to understand the demographics to result in a credible workforce. Hence predictive prescriptive analytics help the employer to mitigate the needs of changing workforce demographics and leverage the organisation towards success

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## **ENGLISH LANGUAGE TEACHING IN INDIA: CONTEMPORAT APPROACHES AND NEW OUTLOOKS**

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### **ABSTRACT**

*Over 400 years ago, during the colonial period, English language entered India. British left in 1947 but the language remained in India and now it has become an important and crucial language for shaping India's social educational framework. This paper examines the changes of English language teaching in India from colonial time to the present time. It underscores the changes in pedagogical approaches focusing on constructivism, discourse oriented pedagogy(DOP), Task based language teaching (TBLT) and the role of digital learning in modern days. This paper shows the difference between language learning and acquisition, analyzing the relevance in classroom discipline and instruction. By examine the current problems and innovations the study plays a critical reflection on the aspects of ELT in India.*

**Keywords:** English Language, Constructivism, Language Acquisition, Discourse-Oriented Pedagogy, Task-Based Learning, Digital Learning.

### **INTRODUCTION**

Language is an inborn human behavior driving naturally in early childhood in respective of culture and tradition. In accordance with National Curriculum Framework (2005), mother tongue is highly important for the foundational education, hence a multilingual approach is required. The paper focuses on constructivist pedagogy's like DOP then traditional methods because this fosters communication and learners' autonomy. Moreover, the Andhra Pradesh government took an initiative for a transition of Telugu medium schools into English medium institutions which shows a border social educational shift.

### **OBJECTIVES OF THE STUDY**

The primary objectives of this study are:

1. To track down the historical changes of English Language Teaching (ELT) in India from the colonial period to the present day.
2. To differentiate between language learning and language acquisition, and assess their pertinence in modern classroom practices.
3. To measure constructivist approaches in ELT, with a special attention on Discourse-Oriented Pedagogy (DOP), Task-Based Language Teaching (TBLT), and e-learning tactics.
4. To search the problems faced by learners and teachers in acquiring communicative capability in English despite years of formal instruction.

5. To analyze new outlooks and pedagogical shifts that can enhance English teaching methodologies and fill the gap between theoretical knowledge and practical language use.
6. To offer practical and inclusive teaching models that orient with both traditional knowledge systems and global educational tendency.

**LITERATURE REVIEW**

S.No	Author(s)	Year	Theory/Contribution	Key Concepts/Findings
1	David Crystal	2003	English as a Global Language	English is not just a language but a tool of global influence used in academia, business, and diplomacy. It gained prominence due to historical and economic forces.
2	Jean Piaget	1968	Cognitive Constructivism	Learning is an active process of constructing meaning. Learners build mental models to interpret new information.
3	Lev Vygotsky	1978	Social Constructivism	Emphasized the importance of social interaction and the Zone of Proximal Development (ZPD) in language learning.
4	Ernst von Glasersfeld	1984, 1995	Radical Constructivism	Knowledge is not passively absorbed but actively constructed. Learning involves adjusting internal models based on experience.
5	Brooks & Brooks	1993	Constructivist Teaching Model	Called for student-centered classrooms where knowledge is built collaboratively through inquiry and exploration.
6	Stephen Krashen	1982	Input Hypothesis – Language Acquisition vs. Learning	Differentiated between conscious language learning and subconscious language acquisition; highlighted importance of comprehensible input.
7	Kumar & Krishna (T. Murali)	2020	Discourse-Oriented Pedagogy (DOP)	Promoted use of real-life discourse in ELT to integrate LSRW skills. Advocated for context-rich, meaningful language instruction over isolated grammar drills.
8	Ellis, Rod	2003	Task-Based Language Teaching (TBLT)	Focused on real-world language tasks that promote learner engagement, fluency, and interaction in context.
9	Eva Grostenberger	Recent	E-Learning and Cognitive Focus in Digital Classrooms	Advocated for meaningful use of technology where the learner’s cognitive involvement is prioritized over flashy multimedia content.
10	Azam	2005	History of ELT Methods	Reviewed traditional methods like Grammar Translation and Audio-

S.No	Author(s)	Year	Theory/Contribution	Key Concepts/Findings
11	Galloway	1993	Communicative Language Teaching	Lingual methods, and emphasized the rise of Communicative Language Teaching (CLT) and TBLT. Highlighted shortcomings in traditional methods and emphasized realistic, socially appropriate language usage to foster communication.

### CURRENT SCENARIO OF ENGLISH LANGUAGE TEACHING IN INDIA

After many years of formal education, still a great number of students are unable to use the language effectively. Many educators lack professional training in language instruction and examination systems only emphasize on rote learning and grammar over practical uses as a result students gain knowledge about the language without acquiring communicative competence. In India ELT till struggles with problems rooted in methodology classroom environment and cultural differences.

### LANGUAGE LEARNING VS. LANGUAGE ACQUISITION

Understanding the difference between learning and acquisition is fundamental:

#### Language Learning

Formal, structured teaching.

Emphasize on grammar and rules.

Teacher-centered and syllabus-driven.

Progress is linear and measurable.

#### Language Acquisition

Informal, subconscious process.

Emphasize on communication and fluency.

Learner-centered and interaction-based.

Progress is spiral and intuitive.

Acquisition mirrors how children learn their first language—organically and experientially—while learning relies on memorization and instruction. A balance of both is necessary for holistic language development.

### CONSTRUCTIVISM IN LANGUAGE TEACHING

Constructivism supports that learners gain knowledge through experiences rather than passive reception. Theories by Piaget (cognitive development), Vygotsky (social constructivism), and Von Glasersfeld (radical constructivism) highlight the learner’s active role in understanding their surroundings. In classrooms, this translates to hands on, learner-centered environments where students construct meaning collectively.

Brooks & Brooks (1993) tells that applying constructivism needs a fundamental paradigm shift—from teacher-directed direction to student-led research. Knowledge is no longer considered as a product but as a transforming process of meaning-making.

### NEW PERSPECTIVES IN ELT

The evolution of ELT reflects several paradigm shifts:

- **From Teacher-Centered to Learner-Centered Instruction:** Teachers are not content delivers but should act as facilitators.
- **From Product-Oriented to Process-Oriented Learning:** Focus shifts to how students learn instead what they give rise to.
- **From Individual to Social Learning:** Classrooms become cooperative environments.
- **From Rote Learning to Contextual Learning:** Emphasis on real-life communication rather than mechanical training.
- **From Exam-Centric to Lifelong Learning:** Learning becomes incessant and determined beyond examinations.

These shifts line up with global trends in Second Language Acquisition (SLA) and brings out the necessity of aligning ELT projects with cognitive and social learning theories.

### **DISCOURSE-ORIENTED PEDAGOGY (DOP)**

Language survives in discourses—not isolated sentences. DOP focuses on meaningful communication through real-world contexts such as news reports, debates, conversations, and digital media. It unites listening, speaking, reading, and writing, giving learners a integral experience.

Discourses serve two purposes:

- **Constructed Language:** For academic instruction and rule-based learning.
- **Natural Language:** For real communication with coherence and social relevance.

By implanting language in authentic strands, DOP intensifies comprehension and communicative expertise.

### **E-LEARNING AND DIGITAL CLASSROOMS**

Digital learning—encircling online platforms and virtual classrooms—has expanded approach and engagement in ELT. However, it should not reduce learning to passive screen interaction. Rather, it must precedence pedagogy upon technology.

Teachers should be trained to fuse digital tools meaningfully. As Eva Grosten berger says, technology must simplify cognitive engagement, not replace it.

### **TASK-BASED LANGUAGE TEACHING (TBLT)**

TBLT is a learner-centered approach that uses real-life tasks (e.g., writing emails, planning events, or conducting interviews) to support language use. Unlike traditional grammar-focused methods, TBLT helps active participation and meaningful communication. This method has gained fame across Asia and orient well with communicative language teaching (CLT). It approaches a common issue: students with strong written skills struggle in spontaneous verbal interactions. TBLT aims to connect that gap.

### **CONCLUSION**

Language is dynamic and continuously progressing. In India, the conversion from regional-medium education to English-medium instruction may lead to a more encompassing and unbiased society. Nevertheless, success depends on how ELT is instrumented at grassroots levels. Accepting Constructivist approaches, discourse-based pedagogy, task-oriented methods, and digital platforms can be transmogrified English teaching and better endow upcoming generations.

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## **RECRUITMENT AND SELECTION PROCESS OF TEACHING STAFFS IN EDUCATIONAL INSTITUTIONS IN BENGALURU**

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### **ABSTRACT**

*Recruitment and Selection process as a human resource management function is one of the activities that impact most critically on the performance of an Educational Institution in terms of achieving its ultimate goal say it in K-12 and higher education, post-secondary education, or tertiary education. It is a honest aim of this study to ensure that the Educational Institutions achieve optimum utilization of human resources. The purpose of study aimed to determine how decisions are made in the recruitment and selection of faculty in the Educational Institutions in Bengaluru. The study focused particularly on identifying existing recruitment and selection methods adopted by Educational Institutions, identifying challenges encountered and making some conclusion and recommendations based on my findings. A number of challenges are identified as barriers affecting effective recruitment and selection of faculties.*

**Key words:** Human Resource, Educational Institutions, Recruitment and selection process.

### **1. INTRODUCTION**

Any educational institution, be it private or public needs an effective, qualified and efficient faculty in order to achieve its mission goals. The faculty, being one of the most important factors in the success of education is expected to perform its primordial tasks of extension, instruction and research. It has always been said that “the institution is as good as the faculty”. Effective recruitment and selection of school and College administrators continues to be one of the more challenging human resource administration functions in educational Institutions. This is challenge as due of attracting, screening, and identifying quality candidates to fit the complex leadership needs of Schools and Colleges today. Factors such as recent educational initiatives, new conceptualizations of leadership, changing Syllabus of NEP , SEP, CBCS and changing student characteristics are influencing the position demands of administrative roles. Articulation of these changing position demands is foundational to the recruitment and selection process because these job characteristics serve as the guiding criteria for recruiting and selecting candidates. Successful recruitment is a direct reflection of the validity and professionalism and Goodwill of Institution. Employing the right people for Institution is the most important part . It is essential to have a good recruitment process to attract the right kind of needs. Recruitment process should be cost effective as well as time effective. A good recruitment process can minimize the time involved in the searching, interviewing, hiring and training. It can streamline these processes and make your search for

viable candidates much more efficient. In Recent era Institutions expect teaching staffs from corporate field. This research work tries to analyse and evaluate the process and problem of recruitment, selection and placement of employees in an institution of Higher learning, with a view of finding a possible solution to them. Finally, it is the aim of this study to ensure improvement in the Human resource procurement policy, programme and practice in K-12 and also Higher Education

#### **Objective of the study**

- To study about Recruitment and Selection process in Educational Institutions
- To know the behaviour of selection process with respect to Education institution
- To bring out the comparison between Education Institution and other organization with respect to Recruitment.

#### **Statement of the Problem**

- To analyse the entire situation with respect to selection process under Education institution in Bengaluru.

## **2. LITERATURE REVIEW**

According to **Korsten (2003) and Jones et al. (2006)**, Human Resource Management theories emphasize on techniques of recruitment and selection and outline the benefits of interviews, assessment and psychometric examinations as employee selection process. They further stated that recruitment process may be internal or external or may also be conducted online. Typically, this process is based on the levels of recruitment policies, job postings and details, advertising, job application and interviewing process, assessment, decision making, formal selection and training (Korsten 2003).

**Jones et al. (2006)** suggested that examples of recruitment policies in the healthcare, business or industrial sector may offer insights into the processes involved in establishing recruitment policies and defining managerial objectives.

**Mellanen's (2011)**, work entitled "Diverse Human Resource Management of a Non-profit Organisation" noticed the improvements of performance management, especially concerning the un-paid staff. Learning and development opportunities for the key employees should be offered. In addition, the cultural familiarization should be implemented effectively and also the employee relations require special attention, as the wellbeing and comfort of the employees should be appreciated in order to secure the best possible performance R.

**Neeraj (2012)** defined selection as the process of picking individuals who have relevant qualifications to fill jobs in an organization. It is much more than just choosing the best candidate. "It is an attempt to strike a happy balance between what the applicant can and wants to do and what the organization requires". Selecting the right employees is important for three main reasons: performance, costs and legal obligations.

#### **Limitations of the Study**

- This study is restricted to Bengaluru city
- This study is restricted to Education Institutions

## **3.METHODOLOGY**

#### **Data Collection**

- Primary data collection through questionnaires
- Secondary data collection through educational institution websites, job boards, professional networking sites.

#### **Sample Size**

Sample size means the number of employees selected from the various Educational Institutions in Bengaluru for investigation. The total sample size that is taken for this study is 75.

Simple Random sampling method is used, written questionnaire are conducted in the study. Open-ended questions, close ended questions are asked in Questionnaires.

**Tools used**

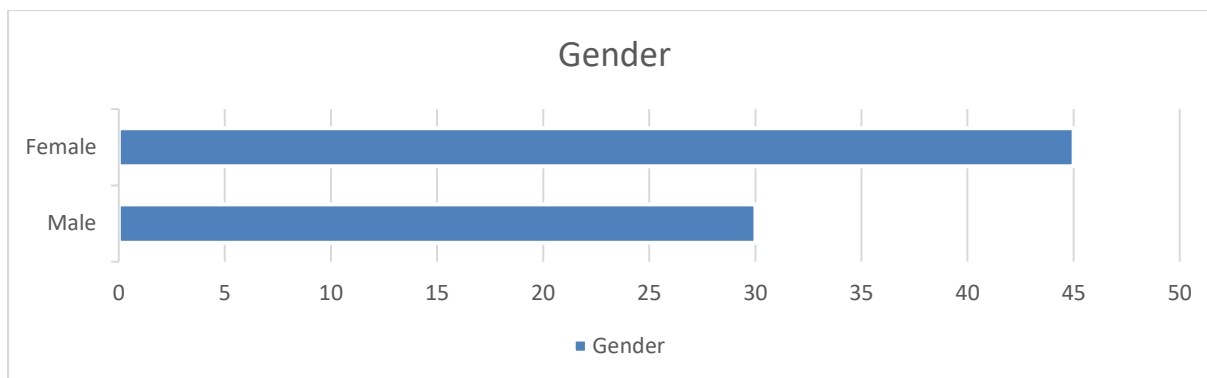
Percentage Analysis

**4. ANALYSIS AND INTERPRETATION**

**Table No: 1**  
**Gender Category of the Respondents**

Gender	No. of Respondents	% of Respondents
Male	30	40
Female	45	60
<b>Total</b>	<b>75</b>	<b>100</b>

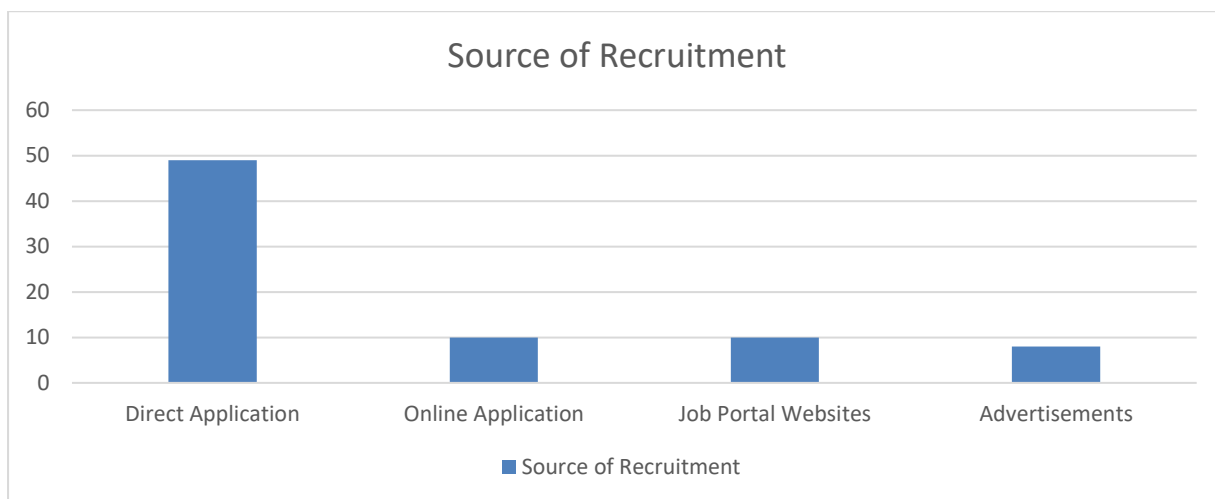
From the above table it has been interpreted that 40% of the respondents are Male and 60% respondents are female.



**Table No:2**  
**Sources of Recruitment**

Sources of Recruitment	No. of Respondents	% of Respondents
Direct Application	49	65
Online Application	10	13
Job Portal websites	10	13
Advertisements	6	8
<b>Total</b>	<b>75</b>	<b>100</b>

From the above table it has been interpreted that 65% of the respondents are recruited through Direct application, 13% of the respondents are recruited through online application other 13% respondents are recruited through Job portal websites and 8% respondents are recruited through advertisements.



**5. FINDINGS**

- From the Research it is understood that 65% of Educational Institutions goes with Direct application/walk in of the candidates for sourcing and selecting. Later follows the secondary option of online applications and Job portal websites of 13% each.
- From the study it is found that Employee Referral is the most effective method to source the candidates in the recruitment and selection process of Educational Institutions. Because it is the most secured way of sourcing the candidates.
- The study illustrates that the 80% of education system depends on the Staffs and faculties working there. So the recruitment and selection process directly affects the educational institution’s outcome.
- Work experience and Qualification (40% each) are the two main factors that are taken into consideration at the time of Recruiting candidates. For any Institution work experience and qualification plays an important role to know the candidates adding to it ,Corporate experience are also welcomed.
- From the study it is found that Personal Interview(80%) is the highly adopted process during the recruitment and selection in Educational Institutions. Only in this way the recruiter can know the candidate in much better way and candidate’s capability.
- From the study it is found that employees(70%) from corporate background have a positive opinion about the working environment in the Educational Institution.
- Educational Institutions recruitment and selection process is way different from Organizations or Corporate recruitment and selection process.

**6. RECOMMENDATIONS**

- The HR Department in Institutions should follow new selection techniques and methods for better recruitment and easy approach to candidates.
- The members of the selection committee should be well qualified and experienced. So that the selection of the employee will be more effective. Which helps the right candidate to fit in right position with unbiased decision.
- There should be proper medium to communicate about the vacancies to the applicants. As the recruitment and selection process directly affect the Educational Institution’s outcome.

**7. CONCLUSION**

Above all, the process of recruitment & selection has all the way become more difficult including retention. Since the Educational Institutions wants to hire more talented and effective employees and can create a difference in the interest of the Institution. The Educational

institutions have adopted different methods of recruiting a candidate. An effective recruitment and selection process reduces turnover, we also get much better results in our recruitment process if we advertise specific criteria that are relevant to the job. Include all necessary skills, and include a list of desired skills that are not necessary but that would enhance the candidate's chances. If we fail to do this, we might end up with a low-quality pool of candidates and wind up with limited choices to fill the open position. When we choose a candidate based upon the qualifications demonstrated in the resume, the interview, employment history and background check, this study helps the candidates to land the best fit for the position.

The recruitment and selection process is the time we not only identify a candidate who has the experience and aptitude to do the job that we are looking to fill, but also to find someone who shares and endorses the Institution's core values. The candidate will need to fit in well within the Institution's culture. The selection and recruitment process should provide Educational Institution an employee who adapts and works well with others. The interviewer must know what the job is and what will be required for a new hire to perform well. The interview process also allows us the opportunity to express Institution's vision, goals and needs.. If we don't use the interview to effectively eliminate applicants who don't fit into the Institution's culture, we might end up dealing with turnover, confusion and disgruntled employees.

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## **EVALUATING THE ENGINEERING AND ESG PERFORMANCE OF SUSTAINABLE CONSTRUCTION MATERIALS: A SYSTEMATIC REVIEW**

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### **ABSTRACT**

*The construction industry is a major consumer of natural resources and contributor to global carbon emissions. Sustainable Construction Materials (SCMs) offer promising alternatives to traditional building components by emphasizing environmental friendliness, economic viability, and social acceptability. This paper presents a systematic review of 15 mainstream SCMs, evaluating them across engineering performance and Environmental, Social, and Governance (ESG) indicators. Through an integrative methodology combining data from peer-reviewed literature and institutional guidelines, this study examines the technical, environmental, and economic attributes of materials such as bamboo, precast concrete, recycled plastics, and hempcrete. Findings suggest that while many SCMs exhibit commendable strength and energy efficiency, key challenges remain in economic analysis, lifecycle cost data, and social adaptability. The review also highlights critical research gaps, especially regarding human toxicity, housing affordability, and compliance with policy frameworks. This work provides guidance for researchers, engineers, and policymakers aiming to embed sustainability into construction practices.*

**Keywords:** Sustainable construction materials, ESG performance, green building, engineering analysis, lifecycle cost, human toxicity, carbon footprint

### **1. INTRODUCTION**

The construction industry is a critical sector that significantly impacts global environmental, social, and economic systems. Currently, buildings account for approximately 40% of global energy-related carbon dioxide (CO<sub>2</sub>) emissions and are among the highest consumers of raw natural resources and energy. As the world confronts the challenges of climate change, urbanization, and resource scarcity, the role of the built environment in promoting sustainable development has never been more vital. This situation has led to an increased demand for alternative materials and construction strategies that reduce

environmental harm while meeting functional, economic, and social performance criteria. In this context, Sustainable Construction Materials (SCMs) have emerged as a viable solution to enhance resource efficiency, reduce emissions, and support healthier and more resilient communities. SCMs broadly encompass a wide array of materials—ranging from rapidly renewable natural resources like bamboo and cork to industrial by-products such as recycled plastic, precast concrete, and ferrock. These materials are designed not only to lower environmental impact but also to offer potential improvements in thermal insulation, durability, indoor air quality, and even socioeconomic outcomes, such as job creation in local industries.

Despite their potential, many SCMs remain confined to experimental or pilot phases, lacking robust real-world performance data and comprehensive sustainability assessments. Existing studies often focus heavily on isolated technical or environmental properties, leaving economic and social implications underexplored. Moreover, inconsistencies in definitions, performance benchmarks, and regulatory acceptance contribute to a fragmented understanding of their applicability and scalability. To address this gap, this study presents a comprehensive review of 15 SCMs, categorized by their origin—natural, recycled, or hybrid. It evaluates each material through two critical lenses: (1) engineering performance and (2) sustainability, based on the ESG (Environmental, Social, and Governance) framework. This dual approach not only captures the functional performance of SCMs in real construction scenarios but also provides an in-depth look at their lifecycle impacts, cost implications, and societal benefits.

From an environmental perspective, this paper examines factors such as embodied carbon, energy usage, biodegradability, and pollution reduction. Materials that sequester carbon, minimize waste, and use less energy in production are highlighted as key contributors to achieving climate goals and reducing ecological footprints. From a social standpoint, the review focuses on attributes like housing affordability, thermal comfort, indoor air quality, and employment generation. SCMs that use local resources and labor, or those that contribute to better living standards through improved housing design, are considered socially beneficial.

In terms of governance, this paper explores how regulatory frameworks such as LEED (Leadership in Energy and Environmental Design), ACI (American Concrete Institute) standards, and national building codes influence the implementation and monitoring of SCMs. The governance dimension also assesses the transparency, scalability, and institutional support available for the adoption of SCMs at various scales. By synthesizing research across disciplines and geographies, this review provides a clear understanding of the current performance, research gaps, and future potential of SCMs. It also identifies materials that exhibit balanced performance across the ESG spectrum, as well as those requiring further exploration—particularly in areas like human toxicity, lifecycle economics, and community adaptability.

The broader objective of this study is not just to showcase the technical benefits of SCMs, but to advocate for their integration into mainstream construction through policy innovation, stakeholder collaboration, and multidisciplinary research. This holistic understanding is essential for aligning construction practices with the United Nations Sustainable Development Goals (SDGs), particularly SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action).

In conclusion, SCMs have the potential to redefine how we design and build in a resource-constrained and climate-conscious world. However, realizing this potential demands a shift from siloed, laboratory-based studies to comprehensive, real-world evaluations that consider the engineering robustness, environmental impacts, economic feasibility, and social implications of sustainable materials. This paper aims to contribute to this transition by offering a structured, comparative analysis of 15 promising SCMs, thereby laying a foundation for future innovation and implementation in sustainable construction.

## 2. METHODOLOGY

This study employs a structured and systematic methodology to assess and synthesize current research on Sustainable Construction Materials (SCMs) with respect to their engineering, environmental, economic, and social dimensions. The aim is to present an integrated overview that can guide future academic inquiry, policymaking, and practical implementation in the construction industry. The research design combines a qualitative systematic literature review, comparative analysis, and integrated evaluation using ESG (Environmental, Social, and Governance) criteria. The methodology is structured into four stages: (i) literature identification and selection, (ii) data extraction and classification, (iii) performance evaluation of SCMs, and (iv) gap analysis and synthesis.

### 2.1 Literature Identification and Selection

The initial step involved a comprehensive literature search to identify relevant peer-reviewed publications, conference proceedings, and academic reports. Databases such as Scopus, Web of Science, ScienceDirect, SpringerLink, and Google Scholar were used. The keywords applied included combinations of: “Sustainable Construction Materials,” “Green Building Materials,” “Low-carbon materials,” “Recycled Construction Materials,” “Eco-friendly Building Materials,” and “ESG in Construction.”

The search was restricted to English-language articles published between 2010 and 2024 to ensure recency and relevance. Only studies that addressed at least one of the following dimensions were considered: (a) engineering performance, (b) environmental impact, (c) economic analysis, or (d) social sustainability. After removing duplicates and non-relevant records through title and abstract screening, a total of 176 papers were shortlisted. After full-text screening, 92 high-quality studies were selected for final review and analysis.

### 2.2 Data Extraction and Classification

For each of the selected studies, relevant data were extracted using a standardized form to ensure consistency. The information extracted included:

- Type and classification of SCM (natural or industrial/waste-based)
- Application in construction (e.g., structural, insulation, flooring)
- Engineering properties (e.g., compressive strength, durability, thermal resistance)
- Environmental indicators (carbon footprint, human toxicity, waste reduction)
- Economic indicators (initial cost, maintenance, lifecycle cost, ROI)
- Social aspects (job creation, adaptability, housing affordability)

The extracted materials were then classified into two broad categories: (1) Natural materials (e.g., bamboo, cork, straw bale, sheep’s wool, rammed earth) (2) Industrial and waste-derived materials (e.g., recycled steel, precast concrete, hempcrete, ferrock, timber Crete, terrazzo)

Table 1 in the paper presents the classification of SCMs reviewed in this study.

### 2.3 Evaluation Criteria and Comparative Framework

To evaluate the sustainability performance of each SCM, this study adopted a multi-criteria assessment framework based on ESG principles. Each material was examined against three sets of criteria:

- Environmental indicators: Climate change mitigation (carbon footprint), human toxicity, and waste management.
- Economic indicators: Initial cost, maintenance cost, long-term savings, and cost-effectiveness.
- Social indicators: Thermal comfort, local resource availability, adaptability in diverse socio-economic settings, and contribution to housing affordability.

These criteria were selected based on their recurring use in high-impact studies and were cross-referenced with standards such as LEED, BREEAM, and UN SDGs.

Tables 2 to 5 summarize the engineering, environmental, economic, and ESG-based performance of the reviewed SCMs. Each indicator was scored qualitatively using a binary mark (✓ = present, × = absent) to map research density and data availability. This approach helped identify not just the strengths of each material but also the current research gaps.

### 2.4 Gap Analysis and Validation

The final step was a gap analysis to identify under-researched areas within the scope of SCMs. This involved a cross-tabulation of the selected materials against the four dimensions—engineering, environmental, economic, and social—to reveal which materials were fully studied and which were not. For instance, it was observed that while materials like bamboo and hempcrete were well-documented in terms of engineering and environmental benefits, their economic and social analyses were limited.

A percentage breakdown was also conducted to show the relative strength of research focus across the 15 key SCMs. Only 5 out of 15 materials had comprehensive studies covering all dimensions. This highlighted the urgent need for holistic, multidisciplinary investigations in future SCM studies.

The data collection, classification, and evaluation processes were independently verified by two researchers to minimize bias and ensure methodological reliability. Discrepancies were resolved through consensus and expert consultation.

### 3. CLASSIFICATIONS OF SUSTAINABLE CONSTRUCTION MATERIALS

SCMs can be broadly classified into:

- Natural materials: bamboo, straw bales, rammed earth
- Recycled materials: recycled plastic, wood, steel
- Bio-based composites: mycelium, sheep's wool, plant-based polyurethane foam
- Innovative engineered products: precast concrete, ferrock, terrazzo

**Table No:1**  
**Types of SCMs Categorized by Origin and Application**

S.No.	Material	Origin	Primary Application in Construction
1	Bamboo	Natural	Structural elements, flooring, wall panels
2	Cork	Natural	Insulation, flooring, acoustic panels
3	Straw Bales	Natural	Wall insulation, building envelopes
4	Sheep's Wool	Natural	Thermal and acoustic insulation

5	Rammed Earth	Natural	Walls, foundations, load-bearing structures
6	Mycelium	Natural	Insulation panels, lightweight partitioning
7	Precast Concrete	Industrial	Load-bearing structural components, wall panels
8	Recycled Plastic	Industrial/Waste-based	Composite panels, pavers, insulation boards
9	Recycled Steel	Industrial/Waste-based	Structural framework, reinforcements
10	Recycled Wood	Industrial/Waste-based	Flooring, cladding, furniture
11	Plant-Based Rigid Polyurethane Foam	Industrial/Natural Hybrid	Thermal insulation, lightweight construction
12	Hempcrete	Industrial/Natural Hybrid	Wall infill, insulation, non-load-bearing walls
13	Ferrock	Industrial/Waste-based	Concrete alternative for pavements, masonry units
14	Timbercrete	Industrial/Waste-based	Blocks, bricks, wall systems
15	Terrazzo	Industrial/Waste-based	Flooring, decorative finishes

**4. CHARACTERISTICS OF SUSTAINABLE CONSTRUCTION MATERIALS (SCMS)**

Sustainable construction materials (SCMs) are gaining prominence in the built environment due to their distinctive characteristics that align with environmental, economic, and social sustainability goals. These materials are specifically selected or engineered to reduce negative environmental impacts throughout their lifecycle—from extraction and production to use and eventual disposal. One of the key attributes of SCMs is low embodied carbon. This means that the energy consumed and emissions generated during the production of these materials are significantly lower than those of conventional materials. For example, materials like bamboo or rammed earth require less energy to process and contribute less to greenhouse gas emissions.

Another important characteristic is high recyclability and renewability. Many SCMs originate from rapidly renewable resources, such as straw, cork, or mycelium, or are derived from industrial by-products like fly ash or recycled plastics. Their ability to be reused or reprocessed at the end of their useful life helps in creating a circular economy in construction.

Biodegradability further enhances their appeal, particularly for natural materials. This property ensures that the material can break down naturally without releasing toxins into the environment, thus reducing long-term waste and pollution.

SCMs like hempcrete and bamboo also offer carbon sequestration potential, actively absorbing and storing carbon dioxide during their growth or service life, contributing positively to climate mitigation.

Lastly, minimal environmental toxicity is critical. Many sustainable materials are free from volatile organic compounds (VOCs) and other harmful chemicals, leading to healthier indoor environments and improving occupant well-being.

Together, these characteristics contribute not only to environmental protection but also to enhanced energy efficiency, reduced resource consumption, and improved building performance.

**5. Engineering Performances of Sustainable Construction Materials**

Engineering performance metrics are crucial for adoption in structural design. Key parameters include:

- Compressive and tensile strength
- Workability and setting time
- Thermal insulation
- Acoustic performance

**Table No:2**  
**Engineering performances of selected SCMs**

Material	Compressive Strength	Tensile Strength	Thermal Insulation	Durability	Workability	Remarks
<b>Bamboo</b>	Moderate to High	<b>Excellent</b>	Moderate	High	Good	High tensile strength; suitable for structural framing and reinforcement.
<b>Hempcrete</b>	Low to Moderate	Low	<b>Excellent</b>	Moderate	Easy to work with	Superior insulation and breathability; not suitable for load-bearing.
<b>Recycled Plastic</b>	Moderate	Moderate	Good	High (Non-biodegradable)	Moldable, but varies by type	Limited structural use; best for non-load applications like panels or tiles.
<b>Timbercrete</b>	Moderate	Low to Moderate	Good	Moderate	Moderate	Lightweight and insulating; ideal for blocks and wall construction.
<b>Rammed Earth</b>	Moderate to High	Low	Moderate	High (with treatment)	Labor-intensive	Strong compression; low tension resistance; eco-

						friendly alternative.
<b>Recycled Steel</b>	Very High	High	Poor	<b>Excellent</b>	Fabrication required	Best for structural frameworks; energy-intensive production offset by reuse.

Results show that bamboo and hempcrete exhibit excellent tensile and insulation properties, respectively, while recycled plastic has limitations in structural load-bearing capacity.

### 6. SUSTAINABILITY PERFORMANCE OF SUSTAINABLE CONSTRUCTION MATERIALS

The sustainability of Sustainable Construction Materials (SCMs) can be effectively evaluated using the ESG (Environmental, Social, and Governance) framework. This holistic approach enables researchers and decision-makers to assess the multi-dimensional impacts of these materials in real-world construction. The evaluation consists of three key dimensions:

- **Environmental:** Focused on reducing carbon emissions, lowering energy consumption, and minimizing solid waste generation throughout the life cycle of materials.
- **Economic:** Concerned with affordability, including initial installation costs, long-term maintenance, and potential savings across the material’s life cycle.
- **Social:** Assesses how materials improve human well-being, such as enhancing indoor air quality, thermal comfort, and contributing to affordable housing.

The following tables summarize the environmental and economic performances of selected SCMs based on current research trends.

**Table No: 3**  
**Environmental Performance of Selected SCMs**

Material	CO <sub>2</sub> Emission Reduction	Energy Efficiency	Waste Minimization	Environmental Toxicity	Remarks
<b>Bamboo</b>	High	High	Moderate	Low	Carbon-sequestering and fast-growing; minimal environmental impact.
<b>Hempcrete</b>	High	Very High	High	Very Low	Excellent insulation; absorbs CO <sub>2</sub> during curing.
<b>Recycled Plastic</b>	Moderate	Moderate	High	Variable (depends on type)	Reduces landfill plastic; some

					forms may leach toxins.
<b>Cork</b>	High	High	High	Very Low	Renewable; supports carbon sequestration and low impact.
<b>Recycled Steel</b>	Very High	Low	Very High	Low	Energy-intensive to recycle, but prevents ore extraction.
<b>Timbercrete</b>	Moderate	High	High	Low	Combines waste with cement; better than traditional bricks.

**Table No: 4**  
**Economic Performance of Selected SCMs**

<b>Material</b>	<b>Initial Cost</b>	<b>Maintenance Cost</b>	<b>Lifecycle Savings</b>	<b>Affordability Index</b>	<b>Remarks</b>
<b>Bamboo</b>	Low	Low	High	High	Cost-effective and locally available in many regions.
<b>Hempcrete</b>	Moderate	Low	High	Moderate	Higher upfront cost, but savings in insulation.
<b>Recycled Plastic</b>	Moderate	Low	Moderate	High	Affordable in mass production; some types costly to process.
<b>Cork</b>	High	Low	High	Low	Durable and low maintenance but expensive raw material.
<b>Recycled Steel</b>	High	Moderate	High	Moderate	High cost, but valuable in structural use and reuse potential.

<b>Timbercrete</b>	Moderate	Low	Moderate	Moderate	Good for affordable housing; lighter than concrete.
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**7. ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) EVALUATION**

The growing emphasis on sustainability in the construction industry necessitates a multidimensional approach to evaluating materials. The ESG framework—comprising Environmental, Social, and Governance dimensions—provides a holistic lens to assess the performance of Sustainable Construction Materials (SCMs). While prior research has often emphasized environmental and technical aspects, this section expands the scope by integrating governance and social sustainability to identify SCMs that are not only eco-efficient but also ethically managed and socially responsible.

**7.1 Environmental Impact**

The environmental dimension evaluates SCMs based on their life-cycle carbon footprint, potential for waste minimization, and environmental toxicity. Materials like hempcrete, cork, and recycled wood demonstrate excellent environmental performance due to their biodegradability, carbon sequestration capabilities, and minimal pollution footprint. Hempcrete, in particular, actively absorbs CO<sub>2</sub> during the curing process, contributing positively to net-zero goals. Conversely, materials like precast concrete, although beneficial in reducing site waste, still demand significant energy during production and often lack clear data on human toxicity.

**7.2 Social Impact**

Social sustainability considers how materials affect human well-being and contribute to local economies. Key indicators include thermal comfort, adaptability, employment generation, and housing affordability. Straw bales, sheep’s wool, and bamboo score well due to their local availability, ease of handling, and positive impact on indoor air quality. These materials also support rural employment, thereby fostering inclusive development. However, several industrial by-product-based materials—such as ferrock and recycled steel—require additional research into their effects on indoor health and occupant safety.

**7.3 Governance and Compliance**

Governance refers to the existence of robust institutional frameworks and compliance with international standards such as LEED (Leadership in Energy and Environmental Design), ACI (American Concrete Institute), and ISO 14001. Materials with established standardization protocols, such as precast concrete, recycled steel, and plant-based polyurethane foams, benefit from widespread regulatory adoption. In contrast, mycelium and timbercrete remain under-regulated, hindering their scalability despite promising environmental and economic characteristics.

The following table presents a comprehensive ESG mapping of 15 commonly studied SCMs. A ✓ indicates substantial evidence of performance under the specified category, while an × signifies limited or insufficient data.

**Table No: 5**  
**ESG Mapping for 15 Sustainable Construction Materials (SCMs)**

SCM	Environmental	Social	Governance	Remarks
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Bamboo	✓✓	✓✓✓	✓	High renewability and local job creation; limited global standardization.
Straw Bales	✓✓	✓✓✓	×	Excellent thermal comfort; lacking formal compliance codes.
Sheep’s Wool	✓✓✓	✓✓✓	✓	Great insulation; governed under green building standards in EU.
Cork	✓✓✓	✓✓	✓✓	Carbon sequestration and LEED-compliant.
Recycled Plastic	✓✓	✓	✓✓	Good for landfill reduction; toxicity concerns.
Recycled Wood	✓✓✓	✓✓	✓	Low-impact; widespread availability.
Recycled Steel	✓✓✓	✓	✓✓✓	Highly governed; reduces mining footprint.
Precast Concrete	✓✓	×	✓✓✓	Efficient for site work; needs health impact studies.
Hempcrete	✓✓✓	✓✓	×	Strong environmental potential; lacks standard code compliance.
Timbercrete	✓✓	✓✓	×	Innovative composite; not yet standardized.
Mycelium	✓✓	✓	×	Biodegradable but lacks structural certification.
Ferrock	✓✓✓	✓	×	Industrial waste reuse; more governance protocols needed.
Plant-Based Polyurethane	✓✓	✓	✓	Renewable alternative to plastic foams.
Rammed Earth	✓✓	✓✓	×	Strong thermal mass; governance weak in modern building codes.
Cork-Concrete Composite	✓✓	✓	×	Hybrid material; promising, but limited standardization exists.

✓ = Present; ✓✓ = Strong performance; ✓✓✓ = Very strong; × = Absent/limited data

#### 7.4 Summary and Implications

This ESG evaluation underscores the critical need for integrated, multi-criteria research on SCMs. While many materials display strengths in individual categories, only a few—such as cork, sheep’s wool, and straw bales—achieve balanced performance across all ESG dimensions. On the other hand, widely adopted materials like precast concrete and recycled plastic require deeper investigation into health and social dimensions.

To accelerate the mainstream adoption of SCMs, future research should focus on:

- Establishing standard regulatory benchmarks for emerging materials.
- Quantifying health and well-being metrics in real-life construction.
- Bridging knowledge gaps in lifecycle governance and public policy integration.

Such a direction ensures SCMs evolve beyond environmentally friendly labels to become robust, socially just, and institutionally grounded choices in the construction industry.

## **8. Challenges and Future Outlook**

Despite the promising potential of Sustainable Construction Materials (SCMs) to reduce environmental burden and promote socio-economic development, several challenges continue to hinder their mainstream adoption. As sustainability frameworks evolve, it is essential for researchers, industry stakeholders, and policymakers to address the systemic gaps that exist in the current body of knowledge and implementation practices.

### **8.1 Current Challenges**

#### **Limited Real-World Performance Data**

A significant number of SCMs remain confined to laboratory settings or pilot-scale experiments. As a result, real-world performance data—particularly under diverse climatic, structural, and usage conditions—are scarce. This lack of field validation restricts industry confidence in adopting SCMs at scale and creates uncertainty in structural reliability, thermal performance, and long-term durability.

#### **High Initial Costs**

Although many SCMs exhibit long-term economic and environmental benefits, their upfront costs are often higher compared to conventional materials. The lack of large-scale production, supply chain limitations, and absence of economies of scale drive up material prices. This presents a financial barrier, especially in developing countries where cost-sensitive construction dominates.

#### **Absence of Robust Policy and Incentive Mechanisms**

The absence of strong policy frameworks and governmental incentives for SCM integration hampers market uptake. While certification systems such as LEED or BREEAM exist, most countries lack mandatory regulations or financial support mechanisms (like subsidies or tax rebates) to promote the use of SCMs. Moreover, regulatory ambiguity for newer materials further delays standardization and certification.

### **8.2 Future Research Directions**

To ensure SCMs contribute effectively to global sustainability goals, future studies must broaden their scope beyond material innovation to address multi-dimensional performance issues:

#### **1. Human Toxicity Metrics**

There is a critical need to assess how construction materials affect human health, particularly regarding off-gassing, indoor air pollutants, and chemical leachates. Materials like recycled plastics and plant-based foams should undergo comprehensive toxicity profiling, including long-term exposure studies.

#### **2. Lifecycle Economic Analysis**

Current economic evaluations of SCMs mostly focus on initial costs, overlooking maintenance, operation, and disposal phases. A full lifecycle cost-benefit analysis, including considerations of maintenance savings, end-of-life recyclability, and operational energy reduction, will provide a clearer understanding of long-term economic viability.

#### **3. Community-Level Adaptability and Social Value**

SCMs must be evaluated in context-specific settings that factor in cultural, economic, and geographic variables. Understanding how local communities perceive and benefit from SCMs—such as through job creation, housing affordability, and thermal comfort—will allow for more inclusive and socially sustainable construction strategies.

**4. Integration of Adaptive Policy and Market Frameworks**

To scale SCM adoption, governments and institutions must develop adaptive policy mechanisms that evolve with market maturity and scientific advancement. Standardized certification, streamlined regulatory procedures, and investment incentives are crucial for reducing uncertainty and encouraging innovation.

**Table No: 6**  
**Comprehensive Performance Matrix of Select SCMs**

Material	Engineering	Environmental	Economic	Social	Notes
Bamboo	✓✓✓	✓✓	✓✓	✓✓✓	Strong tensile strength; high local employment potential.
Straw Bales	✓✓	✓✓✓	✓✓✓	✓✓✓	Affordable and low-energy material with excellent thermal comfort.
Sheep’s Wool	✓✓	✓✓✓	✓	✓✓✓	Biodegradable and highly effective insulator.
Cork	✓✓	✓✓✓	✓✓	✓✓	Renewable and lightweight; good market availability.
Hempcrete	✓✓✓	✓✓✓	✓	✓✓	High carbon sequestration; limited standardization.
Timbercrete	✓✓	✓✓	✓	✓✓	Environmentally sound; structural data still limited.
Recycled Steel	✓✓✓	✓✓	✓✓✓	✓	High load-bearing capacity; limited social adaptability.
Recycled Plastic	✓	✓✓	✓✓	✓	Reduces landfill use; health impact studies needed.
Precast Concrete	✓✓✓	✓✓	✓✓	×	Strong industrial compliance; lacks human health studies.
Mycelium	✓	✓✓	✓	✓	Innovative; lacks regulatory frameworks and durability data.

✓ = Satisfactory ✓✓ = Strong ✓✓✓ = Very Strong × = Weak or lacking data

## 9. CONCLUSION

Sustainable Construction Materials (SCMs) represent a transformative opportunity to decarbonize the construction industry while fostering long-term ecological, economic, and social resilience. As this review demonstrates, SCMs offer a broad spectrum of engineering capabilities—such as strength, durability, and thermal insulation—alongside significant environmental benefits, including reduced CO<sub>2</sub> emissions, low embodied energy, and biodegradability. However, despite their proven laboratory performance, widespread adoption remains limited due to gaps in field data, standardization, and policy integration.

A notable shortcoming in current research lies in the inadequate exploration of economic and social dimensions. While some materials are cost-effective and leverage local resources, most lack comprehensive lifecycle cost assessments, maintenance evaluations, or indicators of social well-being such as housing affordability and employment generation. This imbalance hinders a full appreciation of SCMs' potential across the triple bottom line: environmental soundness, economic viability, and social equity.

To enable the mainstreaming of SCMs, future research must be both interdisciplinary and application-driven. Emphasis should be placed on real-world pilot projects, adaptive policy frameworks, and stakeholder-inclusive decision-making models. A collaborative approach between academia, industry, and government can facilitate the development of standards, subsidies, and certification systems that encourage innovation while ensuring safety and scalability.

Ultimately, the evolution of SCMs from experimental materials to industry-ready solutions will hinge on our ability to integrate sustainability into every stage of the construction lifecycle. Bridging the divide between innovation and implementation is not only a scientific imperative but a societal necessity. By doing so, SCMs can effectively contribute to climate resilience, resource efficiency, and inclusive urban development in the decades to come.

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## OVERVIEW OF THE HEALTH INSURANCE INDUSTRY IN INDIA

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### ABSTRACT

*India's health insurance sector has grown rapidly in recent years, becoming an essential part of the country's healthcare system. A rising middle class, higher medical costs, and greater awareness of financial protection have driven this growth. Once dominated by a few government-owned insurers with limited reach, the market expanded after the 1990s with private companies offering specialized plans for urban and middle-class families. Public insurers still focus on basic policies for rural and low-income groups. Government programs like Ayushman Bharat have greatly increased coverage for vulnerable populations, yet overall penetration remains low, with only about 18% of Indians covered by private health insurance. Many still face high out-of-pocket expenses. While young, urban Indians show growing interest in insurance due to lifestyle diseases and rising costs, challenges like low awareness, complex policies, and limited trust persist. The Insurance Regulatory and Development Authority of India (IRDAI) has introduced reforms to make health insurance more accessible and transparent, including portability, cashless services, and digital platforms for easier purchase and claims. Despite this progress, gaps remain in rural reach, claims settlement, and affordability. To achieve its full potential, India's health insurance sector must address these barriers and continue to innovate.*

**KEY WORDS:** Health Insurance, Ayushman Bharat, IRDA, Digital Payment, Public Insurers.

### INTRODUCTION

In recent years, India's health insurance market has grown and changed dramatically, becoming a vital part of the nation's healthcare infrastructure. A growing middle class, rising medical expenditures, and increased awareness of the need for financial protection against health risks have all contributed to India's health insurance business, which is one of the biggest insurance markets in the world, evolving to meet the expanding need for healthcare services. In the past, government-owned insurers dominated India's tiny health insurance industry, which had little accessibility and coverage. But as the insurance industry was liberalized in the 1990s, private insurers joined the market, increasing the range of goods and services that customers could choose from. Both public and private companies now make up the Indian health insurance market. A variety of basic health insurance policies are provided by the public sector,

which is dominated by businesses like Oriental Insurance and the New India Assurance Company. These companies mostly target rural and lower-income communities. The private sector, on the other hand, has expanded quickly and provides more specialized and adaptable health insurance options. To meet the varied needs of middle-class and urban families, major private firms like ICICI Lombard, Max Bupa, and Star Health have launched creative health plans with a range of coverage options. The launch of government programs like Ayushman Bharat, which seeks to offer health care to economically disadvantaged segments of society, marked a critical turning point in the growth of the health insurance sector. With the goal of covering more than 500 million people, Ayushman Bharat's National Health Protection Scheme (NHPS) is one of the biggest government-sponsored health insurance programs in the world. Health insurance knowledge has grown as a result of this program, especially in underprivileged and rural areas. Nevertheless, according to recent estimates, just about 18% of Indians have private health insurance, indicating that the country's health insurance penetration rate is still low. The rest frequently must pay for their own medical care, which puts them in a difficult financial situation.

The need for health insurance is becoming more widely acknowledged as a result of rising healthcare expenditures, especially as lifestyle diseases and an aging population become more common. As they grow more health-conscious and aware of the financial protection that health insurance offers, young Indians—especially those from metropolitan areas—have demonstrated a greater interest in obtaining health insurance plans. Widespread acceptance is nevertheless hampered by a number of important factors, such as low awareness, complicated policy structures, problems with affordability, and a lack of confidence in insurance companies.

#### **Evolution and Growth of Health Insurance**

Although the notion of health insurance was not widely accepted in India until much later, the development and expansion of health insurance in that country can be traced back to the early 20th century. The Employees' State Insurance Act of 1912 established the first significant health insurance program with the goal of offering industrial workers medical coverage. However, health insurance didn't start to emerge as a practical financial mechanism for healthcare coverage until 1947, when India gained its independence.

Although the government launched a number of public health programs in the decades after independence, the commercial health insurance market was still mainly undeveloped. A major step toward formalizing health care for the general people was taken in 1986 when the government launched the Health Insurance program. However, India's health insurance market saw a significant change in 1991 as a result of the insurance industry's liberalization. Private companies like Star Health, Max Bupa, and ICICI Lombard entered the market with creative products and customer-focused strategies, boosting competition and giving customers additional options.

Further expansion occurred in the 2000s as a result of growing middle-class understanding of the value of financial protection against health risks. In order to offer coverage to those who are economically disadvantaged, government-backed health insurance programs like the Rashtriya Swasthya Bima Yojana (RSBY) were introduced in 2008. One of the biggest government-sponsored health insurance programs in the world, Ayushman Bharat, was launched in 2018 with the goal of providing health insurance coverage to over 500 million people.

A more health-conscious populace has led to a rise in rates, a move toward family-based plans, and an increased emphasis on critical illness coverage, all of which have contributed to the expansion of health insurance in India. The industry's ongoing growth is a reflection of the growing demand for healthcare financial stability in the face of increased medical expenses and an increase in the prevalence of chronic illnesses.

**Table No. 01**  
**International Comparison of Insurance Penetration**

**(Percentage)**

S.No	Country	2021			2022		
		Life	Non Life	Total	Life	Non Life	Total
<b>America</b>							
1	USA	2.6	9.1	11.7	2.6	9.0	11.6
2	Canada	3.3	4.8	8.1	3.3	4.6	8.0
3	Brazil	2.1	1.7	3.9	2.1	1.9	4.0
4	Mexico	1.2	1.3	2.5	1.1	1.3	2.4
5	Argentina	0.3	1.9	2.2	0.2	1.8	2.0
<b>Europe – Middle East Africa</b>							
6	South Africa	10.0	2.2	12.2	9.1	2.2	11.3
7	UK	8.9	2.2	11.1	8.1	2.4	10.5
8	Sweden	5.8	1.9	7.6	7.5	1.8	9.3
9	France	6.1	3.4	9.5	5.5	3.3	8.7
10	Netherlands	1.4	7.7	9.1	1.2	7.3	8.5
11	Italy	6.9	2.2	9.1	5.8	2.2	8.0
12	Switzerland	3.1	4.0	7.1	3.0	4.0	6.9
13	Germany	2.6	3.9	6.5	2.4	3.5	5.9
14	Spain	2.0	3.2	5.1	2.0	2.8	4.9
15	Turkey	0.2	1.1	1.3	0.2	1.3	1.5
16	Saudi Arabia	0.1	1.3	1.3	0.0	1.3	1.3
17	Russia	0.4	0.9	1.3	0.3	0.6	0.9
<b>Asia Pacific</b>							
18	Taiwan	11.6	3.2	14.8	8.2	3.1	11.4
19	South Korea	5.8	5.2	10.9	5.4	5.8	11.1
20	Singapore	7.5	1.8	9.3	7.4	1.8	9.2
21	Japan	6.1	2.2	8.4	5.9	2.3	8.2
22	Thailand	3.4	1.9	5.4	3.4	1.9	5.3
23	Malaysia	3.9	1.4	5.3	3.7	1.3	5.0
24	Australia	1.0	3.5	4.4	0.9	3.3	4.2
<b>25</b>	<b>India</b>	<b>3.2</b>	<b>1.0</b>	<b>4.2</b>	<b>3.0</b>	<b>1.0</b>	<b>4.0</b>
26	China	2.1	1.9	3.9	2.0	1.9	3.9
27	New Zealand	0.8	4.0	4.8	0.8	3.0	3.8
28	Indonesia	1.1	0.5	1.6	0.9	0.5	1.4
29	Pakistan	0.5	0.2	0.7	0.6	0.3	0.8
<b>world</b>		<b>3.0</b>	<b>3.9</b>	<b>7.0</b>	<b>2.8</b>	<b>4.0</b>	<b>6.8</b>

**(Sources: Secondary Data of IRDAI)**

The table, therefore, compares the share of insurance penetration as a percentage of GDP in different countries for 2021 and 2022. Insurance penetration is the sum of the life and non-life shares, which gives an idea of trends in regions and global average.

In the Americas, the USA maintained the top penetration at 11.7% in 2021, which declined to 11.6% in 2022, powered by robust non-life insurance. Canada followed with a decline from 8.1% to 8.0%. Brazil edged up, reaching 4.0% in 2022, driven by growth in non-life insurance.

In the EMEA region, South Africa was a leader with 11.3% penetration in 2022, though this was down from 12.2% in 2021. The UK and Sweden also performed well, though their penetrations were down slightly. Turkey and Saudi Arabia, for example, have low penetration levels, suggesting significant growth opportunities.

Asia-Pacific: Taiwan stood at the top with 14.8% in 2021, followed by a significant decline to 11.4% in 2022 as a result of lower life insurance penetration. India, with 4.2% in 2021, declined to 4.0%, indicating flat growth in both lines. China had stable penetration of 3.9%.

Insurance penetration globally stood at 7.0% in 2021, falling to 6.8% in 2022. This decline is primarily due to reduced life insurance penetration across most countries. Developed markets generally outperformed emerging economies, but non-life insurance remained strong worldwide. The data point to potential growth in emerging markets, especially in Asia and Africa, while mature markets show slight saturation.

**Table No. 02**  
**International Comparison of Insurance Penetration**

S.No	Country	2021			2022		
		Life	Non Life	Total	Life	Non Life	Total
<b>America</b>							
1	USA	1837	6356	8193	2017	6868	8885
2	Canada	1697	2520	4217	1840	2552	4392
3	Brazil	160	130	290	184	168	352
4	Argentina	31	207	238	29	252	281
5	Mexico	115	131	247	118	146	265
<b>Europe – Middle East Africa</b>							
6	South Africa	698	154	852	614	149	764
7	UK	4234	1039	5273	3669	1111	4781
8	Sweden	3478	1119	4597	4203	976	5180
9	France	2654	1486	4140	2239	1339	3578
10	Netherlands	805	4497	5301	657	4074	4731
11	Italy	2467	785	3253	1966	750	2716
12	Switzerland	2866	3744	6610	2730	3634	6364
13	Germany	1321	1992	3313	1182	1699	2881
14	Spain	591	960	1551	601	832	1433
15	Turkey	22	102	124	21	133	154
16	Saudi Arabia	13	299	312	14	393	407
17	Russia	49	111	160	47	87	134
<b>Asia Pacific</b>							
18	Taiwan	3772	1032	4804	2656	1006	3662
19	South Korea	1971	1764	3735	1705	1836	3541
20	Singapore	5414	1327	6742	6074	1489	7563
21	Japan	2347	855	3202	1942	748	2690

22	Thailand	246	141	387	235	134	369
23	Malaysia	444	157	600	432	159	592
24	Australia	623	2195	2817	609	2149	2758
25	New Zealand	403	1936	2339	373	1395	1768
26	China	253	229	482	255	234	489
<b>27</b>	<b>India</b>	<b>69</b>	<b>22</b>	<b>91</b>	<b>70</b>	<b>22</b>	<b>92</b>
28	Indonesia	48	22	70	43	26	68
29	Pakistan	7	4	11	8	4	12
<b>world</b>		<b>382</b>	<b>492</b>	<b>874</b>	<b>354</b>	<b>499</b>	<b>853</b>

**(Sources: Secondary Data of IRDAI)**

The table provides an international comparison of insurance penetration in USD for life, non-life, and total premiums for both 2021 and 2022 years, which displays the economy scale and regional trends across the insurance markets.

The United States has the highest total insurance premiums. The premium amount in 2022 is \$8,885 compared to \$8,193 in 2021. This growth is attributed to the non-life sector. Canada ranks second with an increase from \$4,217 to \$4,392. Brazil and Mexico have moderate growth and show promise as emerging markets. Argentina saw a tremendous rise in non-life premiums, which can be ascribed to local economic factors.

In the EMEA region, the developed countries such as the UK and Sweden have high premiums. Sweden's premium increased from \$4,597 in 2021 to \$5,180 in 2022 due to the strength of life insurance. South Africa's total premiums decreased from \$852 to \$764, which indicates a decrease in life insurance contributions. The total premiums in Turkey and Saudi Arabia are relatively low, indicating that the insurance sectors in these markets are underdeveloped.

In Asia-Pacific, Singapore leads with a notable increase from \$6,742 in 2021 to \$7,563 in 2022, driven by robust growth in both segments. Taiwan showed a significant decline in total premiums due to reduced life insurance penetration. India and China exhibit modest growth, with India's total premiums rising marginally from \$91 to \$92.

Globally, total premiums declined marginally from \$874 in 2021 to \$853 in 2022, with life insurance down and non-life up by a small percentage. Data underlines the differences between mature and emerging markets and provides opportunities for growth in less-penetrated regions.

**TYPES OF HEALTH INSURANCE IN INDIA**

Health insurance in India is available in various forms, catering to different needs and preferences of the population. The most common types of health insurance plans include individual health insurance, family floater plans, critical illness insurance, and top-up plans, each offering distinct coverage and benefits.

**1. Individual Health Insurance:**

This is the most basic form of health insurance, where the policyholder is covered individually for medical expenses. It typically covers hospitalization costs, surgeries, doctor consultations, and diagnostic tests. The premium is based on factors such as age, health condition, and coverage amount.

**2. Family Floater Plans:**

This plan provides coverage for an entire family under a single sum insured. Family floater plans are more cost-effective than individual plans when it comes to insuring multiple members. They cover expenses like hospitalization, surgeries, daycare treatments, and pre-and post-hospitalization care. The sum insured is shared among all members of the family, making it a popular choice for families.

**3. Critical Illness Insurance:**

This type of insurance provides financial coverage in case of life-threatening diseases such as cancer, heart attack, stroke, kidney failure, and organ transplants. Critical illness insurance pays out a lump sum amount upon diagnosis of a covered illness, offering financial support for treatment and recovery. Unlike traditional health insurance, it does not reimburse hospitalization expenses but instead provides a one-time payout.

#### 4. Top-Up Plans:

Top-up plans are an add-on to existing health insurance policies. These plans provide additional coverage over and above the base policy and are typically more affordable. They come with higher deductibles, meaning that the insured individual has to bear a certain portion of the expenses before the insurance kicks in.

#### 5. Maternity Insurance:

Maternity health insurance covers expenses related to pregnancy, childbirth, and post-natal care. It includes costs such as delivery, maternity-related surgeries, newborn care, and hospitalization for the mother. These various types of health insurance plans offer a range of coverage options, catering to different needs based on family size, medical history, and financial capacity.

**Table No. 03**  
**Segment Wise Gross Direct Premium Income of Health Insurers (With In India)**  
**(Crore)**

S. No.	Insurer	Health + Personal Accident	
		2021 – 2022	2022 - 2023
1	Acko General Insurance Co. Ltd	407.12	736.00
2	Bajaj Allianz General Insurance Co. Ltd	3381.26	3372.78
3	Cholamandalam MS General Insurance Co. Ltd	691.17	893.28
4	Future General India Insurance Co. Ltd	669.58	879.61
5	Go Digit General Insurance Co. Ltd	675.94	933.33
6	HDFC ERGO General Insurance Co. Ltd	4940.65	5716.43
7	ICICI Lombard General Insurance Co. Ltd	4006.91	5592.29
8	IFFCO Tokio General Insurance Co. Ltd	1859.56	2169.52
9	Kotak Mahindra General Insurance Co. Ltd	275.53	483.37
10	Kshema General Insurance Co. Ltd	-	-
11	Liberty General Insurance Co. Ltd	274.63	313.11
12	Magma HDI General Insurance Co. Ltd	112.88	251.99
13	Navi General Insurance Co. Ltd	42.46	43.55
14	Raheja QBE General Insurance Co. Ltd	5.06	14.56
15	Reliance General Insurance Co. Ltd	1120.93	1560.54
16	Royal Sundaram General Insurance Co. Ltd	425.72	475.98
17	SBI General Insurance Co. Ltd	2735.09	3293.86
18	Shriram General Insurance Co. Ltd	31.71	60.78
19	Tata AIG General Insurance Co. Ltd	1930.04	2770.21
20	Universal Sompo General Insurance Co. Ltd	548.15	488.88
21	Zuno General Insurance Co. Ltd	126.40	197.37
<b>Private Sector Insurer Total</b>		<b>24260.83</b>	<b>30247.44</b>

(Sources: Secondary Data of IRDAI)

The table gives an overview of gross direct premium incomes of health insurers operating in India, for the period 2021–2022 and 2022–2023. In general, the private sector insurance sector was seen to grow very well with a total premium income that increased from ₹24,260.83 crores to ₹30,247.44 crores, thus showing a high uptake rate of health insurance.

The market leaders HDFC ERGO General Insurance and ICICI Lombard General Insurance have performed spectacularly, the HDFC ERGO having expanded from ₹4,940.65 crores to ₹5,716.43 crores, and ICICI Lombard from ₹4,006.91 crores to ₹5,592.29 crores, as the market leader and trusted leader in customers' eyes.

The smaller relative players such as Acko General Insurance and Kotak Mahindra General Insurance witnessed exceptional growth in percent, Acko having nearly doubled the income from ₹407.12 crores to ₹736.00 crores, while Kotak Mahindra nearly doubled their income from ₹275.53 crores to ₹483.37 crores; the rise indicates the growth in competition and innovation for smaller players.

Other players, like Bajaj Allianz General Insurance and Universal Sampo General Insurance, were static or declining, indicating potential difficulties in maintaining market share.

Low-scoring new entrants/lesser known players such as Raheja QBE General Insurance and Navi General Insurance did not generate much - reflective of low penetration.

The data highlights significant growth trends in the health insurance segment of the economy, with rising healthcare awareness due to competitive pricing and innovative product offerings across the private sector.

**Table No. 04**  
**Incurred Claims Ratio of of Health Insurers (With In India)**

S. No.	Insurer	Health + Personal Accident	
		2021 – 2022	2022 - 2023
1	Acko General Insurance Co. Ltd	103.75	83.88
2	Bajaj Allianz General Insurance Co. Ltd	90.64	74.27
3	Cholamandalam MS General Insurance Co. Ltd	117.08	67.88
4	Future General India Insurance Co. Ltd	88.44	79.18
5	Go Digit General Insurance Co. Ltd	48.94	71.87
6	HDFC ERGO General Insurance Co. Ltd	97.47	79.04
7	ICICI Lombard General Insurance Co. Ltd	91.67	77.33
8	IFFCO Tokio General Insurance Co. Ltd	130.65	111.18
9	Kotak Mahindra General Insurance Co. Ltd	72.11	56.01
10	Kshema General Insurance Co. Ltd	-	-
11	Liberty General Insurance Co. Ltd	89.30	74.17
12	Magma HDI General Insurance Co. Ltd	66.42	72.10
13	Navi General Insurance Co. Ltd	28.56	59.28
14	Raheja QBE General Insurance Co. Ltd	109.54	138.67
15	Reliance General Insurance Co. Ltd	98.76	86.31
16	Royal Sundaram General Insurance Co. Ltd	90.22	83.36
17	SBI General Insurance Co. Ltd	81.92	73.92
18	Shriram General Insurance Co. Ltd	37.07	51.53
19	Tata AIG General Insurance Co. Ltd	86.53	78.33
20	Universal Sampo General Insurance Co. Ltd	113.39	82.84
21	Zuno General Insurance Co. Ltd	112.32	89.59
<b>Private Sector Insurer Total</b>		<b>94.66</b>	<b>80.09</b>

**(Sources: Secondary Data of IRDAI)**

The table outlines the incurred claims ratio (ICR) of private sector health insurers in India for the years 2021–2022 and 2022–2023. Overall, the private sector's average ICR decreased significantly from 94.66% to 80.09%, indicating improved underwriting practices and cost control measures.

Several insurers, such as Cholamandalam MS General Insurance (117.08% to 67.88%) and Acko General Insurance (103.75% to 83.88%), demonstrated substantial improvements in their ICR, signaling enhanced operational efficiency. Similarly, Bajaj Allianz General Insurance reduced its ICR from 90.64% to 74.27%, reflecting effective risk management.

Conversely, some insurers faced challenges, with Raheja QBE General Insurance experiencing an ICR increase from 109.54% to a high 138.67%, indicating elevated claim payouts relative to premiums collected.

Note worthy performances include Kotak Mahindra General Insurance (72.11% to 56.01%) and Navi General Insurance (28.56% to 59.28%), both of which maintained relatively low ICRs, showcasing strong profitability and prudent claims handling. However, IFFCO Tokio General Insurance and Zuno General Insurance reported persistently high ICRs above 80%, highlighting potential profitability pressures.

The data reveals a positive trend of declining ICRs for most insurers, which reflects improved claims processing and financial sustainability. However, insurers with rising or consistently high ICRs may need to reassess their risk assessment strategies and operational efficiencies.

### MAJOR FINDINGS

Insurance penetration, measured as a percentage of GDP, declined slightly worldwide from 7.0% in 2021 to 6.8% in 2022, mainly due to a decrease in life insurance shares across most regions. Developed countries continue to lead in penetration levels, while emerging markets remain underpenetrated, offering significant growth opportunities.

The USA retained the highest penetration in the Americas, driven by strong non-life insurance, though it saw a slight drop. In the EMEA region, South Africa continued to lead but with declining penetration. Countries like Turkey and Saudi Arabia remain underpenetrated. In Asia-Pacific, Taiwan saw a notable drop due to reduced life insurance, while India and China showed flat or modest growth, signaling scope for expansion.

Total insurance premiums rose in mature markets like the USA and Canada, mainly due to non-life growth. Emerging markets like Brazil and Argentina demonstrated moderate to strong growth, pointing to improving market development. In Asia-Pacific, Singapore saw significant premium growth, while India and China recorded only marginal increases, highlighting untapped market potential.

India's private health insurance sector showed strong premium growth from ₹24,260.83 crores in 2021–22 to ₹30,247.44 crores in 2022–23. Major players like HDFC ERGO and ICICI Lombard reinforced market leadership with substantial premium increases. Smaller companies like Acko and Kotak Mahindra posted exceptional percentage growth, indicating rising competition and product innovation.

The average incurred claims ratio (ICR) for private insurers improved significantly from 94.66% to 80.09%, reflecting better underwriting and cost control. Some insurers, such as Cholamandalam MS and Acko, achieved notable efficiency gains. However, insurers like Raheja QBE reported persistently high or rising ICRs, highlighting profitability and risk management challenges.

Overall, the findings highlight strong growth momentum in India's health insurance segment and persistent gaps in global insurance penetration, especially in emerging markets. The data suggests that there is still vast untapped potential in India and other underpenetrated regions, which could be leveraged through awareness, affordable products, and operational improvements.

### MAJOR SUGGESTIONS

Despite growth in premium incomes and broader policy offerings, low insurance penetration in India and other emerging markets shows that public understanding of insurance benefits remains limited. Government agencies, insurers, and regulators should collaborate on

large-scale awareness campaigns, especially in rural and semi-urban areas, to educate people about the importance of life, non-life, and health insurance for financial protection.

Insurance products need to be tailored to the unique needs of India's vast population, especially low-income groups and informal workers. Insurers should design simple, flexible, and low-cost policies to make coverage accessible to underserved segments, while also innovating with micro-insurance and family floater plans that appeal to both rural and urban customers.

Data shows high or inconsistent incurred claims ratios (ICRs) for some insurers, indicating operational inefficiencies and possible customer dissatisfaction. Insurers must streamline claims handling with transparent processes, quicker settlement timelines, and customer-friendly digital tools to build trust and reduce disputes.

Digital platforms have already helped drive premium growth and expand reach. Insurers should further invest in InsurTech solutions — such as AI-driven underwriting, mobile apps, and telemedicine tie-ups — to simplify policy purchase, premium payments, renewals, and claims processing. This will make insurance more accessible, especially for young, tech-savvy urban populations.

While mature urban markets show signs of saturation, significant untapped potential exists in rural and semi-urban India. Insurers should expand agent networks, collaborate with local institutions, and strengthen partnerships with government schemes like Ayushman Bharat to reach remote areas. Using community-based distribution models can help bridge the rural coverage gap.

## CONCLUSION

The global and Indian insurance markets reveal both progress and persistent challenges. While developed economies maintain higher insurance penetration, emerging markets like India still lag, highlighting vast untapped potential. India's health insurance sector, in particular, shows promising growth, with increasing premium incomes and improved operational efficiency among leading private insurers. However, low overall penetration, uneven rural reach, complex claim processes, and limited awareness continue to hinder inclusive expansion. To bridge these gaps, stakeholders must prioritize financial literacy, affordable and customer-friendly products, and transparent claims management. The rapid adoption of digital technology and innovative InsurTech solutions can further simplify policy purchase and claim handling, especially for India's young, tech-savvy population. Additionally, strategic efforts are needed to extend insurance coverage in rural and semi-urban regions through targeted distribution channels and collaborations with government schemes like Ayushman Bharat. Robust regulation by the Insurance Regulatory and Development Authority of India (IRDAI) must continue to ensure fair practices and consumer trust. With a balanced focus on awareness, accessibility, innovation, and trust-building, India's insurance industry has the potential to play a transformative role in strengthening financial security, reducing out-of-pocket health expenditures, and driving inclusive growth in the years ahead.

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## **A STUDY ON INSURANCE MARKETING AND AXIS MAX LIFE INSURANCE PLAN IN THANJAVUR DISTRICT**

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### **ABSTRACT**

*The insurance industry of India consists of 53 insurance companies of which 24 are in life insurance business and 29 are non-life insurers. Among the life insurers, Life Insurance Corporation (LIC) is the sole public sector company. Apart from that, among the non-life insurers there are six public sector insurers. In addition to these, there is sole national re-insurer, namely, General Insurance Corporation of India (GIC Re). Other stakeholders in Indian Insurance market include agents (individual and corporate), brokers, surveyors and third party administrators servicing health insurance claims. In the new economic reality of globalization, insurance companies face a dynamic global business environment. Radical changes are taking place owing to the internationalization of activities, the appearance of new risks, new types of covers to match with new risk situations, and unconventional and innovative ideas on customer service.*

**Keywords:** Insurance Policy, Economic Development, Health Insurance, Financial Growth, LIC, GIC.

### **INTRODUCTION**

The business of insurance is related to the protection of the economic value of assets. Every asset has a value. The assets have been created through the efforts of the owner who expects to get value out of them, when unexpected events take place. The benefits may be in the form of compensation. Insurance is a mechanism that helps to reduce the effects of adverse situations and indemnity to the insured for any loss incurred. Insurance is a social device whereby the risks of individuals may be minimized and security is provided to them by the insurance companies either one time contribution or periodical contributions. Low growth rates in developed markets, changing customer needs, and the uncertain economic conditions in the developing world are exerting pressure on insurer's resources while testing their ability to survive. The existing insurers are facing difficulties from non-traditional competitors who are entering the retail market with new approaches and through new channels.

### **STATEMENT OF THE RESEARCH PROBLEM**

Insurance sector, as a whole has contributed to the development of economy through generation of employment opportunities, acceleration of industrial growth etc. Although Life insurance Corporation of India has its own significance and place in the economy, it is not free from problems. Customer satisfaction is the true differentiator for the success of any business and is more so in insurance, where the products are perceived to be intangible. The three main aspects i.e. awareness level, service quality, satisfaction level of policyholders. Studying the policyholders' behaviour and analyzing the existing marketing strategies of LIC of India with reference to various products offered by the company along with plans and policyholders satisfaction will be of social relevance in the present context.

### **OBJECTIVES OF THE STUDY**

To analyse socio-demographic factors of customers

To identify the factors influencing policyholders satisfaction in insurance marketing

### **RESEARCH METHODOLOGY**

The present paper is descriptive in nature using secondary data, Simple percentage method of were applied to understand the value of the variables.

### **TYPES OF AXIS MAX LIFE INSURANCE PLAN**

#### **Term Insurance.**

Term insurance is a type of life insurance that provides coverage for a specific period, or "term," and pays out a death benefit to beneficiaries if the insured individual dies during that term. It's a straightforward, cost-effective way to provide financial protection for your family's future, and is often used to replace lost income or cover debts

#### **Investment Plan.**

An investment plan is a strategy for how to allocate your money to achieve specific financial goals. It involves assessing your current financial situation, defining your goals, evaluating risk tolerance, and selecting appropriate investment options to grow your wealth over time. In essence, it's a roadmap for making your money work for you.

#### **ULIP Plan.**

A Unit Linked Insurance Plan (ULIP) is a financial product that combines life insurance with investment opportunities. A portion of the premium paid goes towards providing life cover, while the remaining amount is invested in various market-linked funds. This allows for potential wealth creation alongside the security of life insurance.

#### **Axis Max Life Insurance Pension Plan.**

An Axis Max Life Insurance pension plan, also known as a retirement or annuity plan, is a financial product designed to provide a regular income stream during retirement. It allows individuals to accumulate savings during their working years and then convert those savings into a guaranteed income for life. These plans often come with various annuity options and payout structures to suit individual needs and preferences.

#### **Child Investment Plan.**

Child investment plans are crucial tools that ensure a child's future financial security, enabling them to achieve educational and personal goals. Parents often seek such plans to save systematically while also benefiting from financial growth, tax advantages, and protection

#### **Health Care Plan.**

A healthcare plan, or health plan, is an agreement that outlines how medical expenses will be covered. It specifies which healthcare services are covered, the extent of coverage (e.g., percentage or amount), and sometimes includes details about deductibles, copayments, and other cost-sharing arrangements. Essentially, it's a way to manage the financial risk associated with healthcare costs.

#### **Rider Plan.**

In insurance, a rider is an additional benefit or coverage that can be added to a primary insurance policy, typically at an extra cost. It enhances the policy's coverage by providing extra protection or benefits beyond what the base policy offers. Riders are essentially add-ons that

allow policyholders to customize their insurance to better suit their individual needs and circumstances.

### REVIEW OF LITERATURE

**Senthilkumar. N., & Selvamani. K, (2016).** The first insurer of life was the marine insurance underwriters who started issuing life insurance policies on the life of master and crew of the ship, and the merchants. The first insurance policy was issued on 18th June 1583, on the life of William Gibbons for the period of 12 months. The oriental life insurance company is the first insurance companies in India which is started on 1818 by Europeans at Kolkata.

**Leepsa.N.M, & Ranjit Singh, (2017).** Banc assurance is a new concept where bank and insurance company collaborate to sell insurance through bank's distribution networks. After liberalization, the financial industry has used this growth strategy to best utilize their same channels to sell multiple financial products.

**Monica Bhatia., Sachin Mittal., & Alok Bansal, (2018).** Health insurance is a mechanism that provides financial coverage for sickness or injury. Over the past few decades, India's achievement in terms of health improvement has been remarkable but health insurance industry is still way behind many other developing countries.

**Archana Kanungo, (2019).** A country is said to be potential and prosperous only when its basic unit- "Youth" is safe and secured, focus will be on both the gender's equal upliftment (male and female) in the Society. In the light of this, the present chapter is an attempt to move a step ahead towards understanding the importance of "saving", "protection" and "investment" in one word.

**Mano Mgeryan., & Et al. (2021).** Innovative opportunities for insurance development in Russia. Thanks to innovative opportunities in a new paradigm, it is possible to move from traditional insurance products to new ones, which in turn will become the basis for regional development. Based on the analysis of the current state of the insurance market, the authors have concluded that insurance products/services need to be continuously improved, which will allow insurance companies to increase the flow of insured, to maximize the financial results of insurance companies.

**Anwar, Md Irshad Ali & Mittal, Akhil Kumar (2022).** In today's General insurance plays a vital role in day to day life. Life is incomplete without it. Because general insurance is very useful in motor insurance, health insurance, fire insurance. Today India is one of the fastest growing economies of the world. General insurance of public-sector in India is going through a drastic transformation with the arrival of new companies into the market and has become quite competitive with rising awareness among the insured.

**Manasa. A, (2023).** The global insurance industry has been greatly impacted by the COVID-19 pandemic. Insurance companies faced difficulties managing claims, adjusting policies, and maintaining financial stability as the virus spread. In this article, we look at the various effects of COVID-19 on insurance companies, such as changes in insurance demand, disruptions in supply chains, and risk profile shifts.

**Phani Kumar, B.V.R.D., & Nagaraju Battu, (2023).** Insurance is the backbone of a country's risk management system. Risk, which can be insured, has increased enormously in every walk of life. This has led to growth in the insurance business and the evolution of various types of insurance covers that provide protection from risk and ensure financial security.

**Abhishek Saini., & Sarbjeet kaur. (2024).** Revealed that during the current era, the insurance sector has emerged as a crucial component in the economies of both developed and developing nations. It is widely acknowledged that the presence of a well-developed insurance sector is crucial for fostering the economic development of emerging economies, such as India.

**Deepthi. (2024).** Insurance policies play a pivotal role in financial risk management providing individuals, businesses, and institutions with a valuable mechanism for mitigating the potential financial consequences of unforeseen events. This abstract delves into the

fundamental concepts of insurance, exploring its significance in safeguarding against a wide array of risks, from health and property damage to liability and beyond.

**Sonali Sardar, (2024).** The health insurance sector has been playing an essential role in enhancing the overall development of the insurance industry in India over the past few decades. Now, satisfactory performance in the medical insurance sector is very much needed to boost the overall activities of the insurance industry.

**Sylvester Senyo Horvey., & Jones Odei-Mensa. (2025).** The insurance industry is a large economic contributor due to the volume of premiums it collects, the magnitude of its investment, and, more importantly, the fundamental social and economic function it provides by insuring individual and commercial risks. Insurance offers financial security to people and corporations against various losses or damages.

**Brian Abel-Smith. (2025).** Health insurance developed as a way of solving the problem of access to an income to replace earnings when sick, and generally later to secure the provision of an acceptable standard of health care. Those originally covered from the early nineteenth century were the more skilled workers and not too poor farmers.

**DATA ANALYSIS**

**Table No - 1  
Demographic Details of the Respondent**

S. No	Factor	Description	No of Respondent	Percentage
1	Age	20-30	100	20%
		30-40	125	29.16%
		40 & Above	325	54.16%
		<b>Total</b>	<b>600</b>	<b>100</b>
2	Gender	Male	425	70
		Female	175	30
		<b>Total</b>	<b>600</b>	<b>100</b>
3	Income	Below 15,000	50	8.3
		16,000 - 25,000	210	35
		26,000 – 35,000	250	41.67
		36,000 – 45,000	50	8.33
		Above 46,000	40	6.7
		<b>Total</b>	<b>600</b>	<b>100</b>
4	Educational Qualification	12 <sup>th</sup> Std	120	20
		Diploma	80	13.33
		UG	300	50
		PG	100	16.67
		<b>Total</b>	<b>600</b>	<b>100</b>
5	Marital Status	Single	150	25
		Married	450	75
		<b>Total</b>	<b>600</b>	<b>100</b>
6	Total Experience	Below 2 Years	200	33.33
		2-5 Years	250	41.64
		5-10 Years	90	15
		Above 10 Years	60	20
		<b>Total</b>	<b>600</b>	<b>100</b>

Source: Primary Data

The above table shows that, demographic profile Age of respondents (54.16%) are 40 years and above, indicating a relatively older population. Only 20% are in the 20–30 age group, suggesting a lower participation from younger individuals Any services or policies should be tailored to appeal to or support an older demographic.

The above shows that, demographic profile Gender a significant majority (70%) of the respondents are male. Only 30% are female, suggesting possible gender imbalance or a male-dominated field/survey target. Programs or studies should consider addressing gender disparity or investigate reasons for low female representation.

The above shows that, demographic profile the income distribution has inconsistencies in percentages, the largest group (41.67%) earns between Rs. 26,000 – Rs. 35,000. Very few respondents (6.7%) earn above Rs. 46,000. Only 8.3% earn below Rs. 15,000, indicating most respondents are in the middle-income range. The percentage for Rs. 16,000 – Rs. 25,000 seems incorrect (0.35%); if there are 210 respondents, it should be 35%.

The above shows that, demographic profile Educational Qualification Half (50%) of respondents have Undergraduate (UG) degrees. 20% have completed 12th standard, 13.33% hold a Diploma, and 16.67% have Postgraduate (PG) degrees. Implication: The majority are well-educated, which may influence preferences, behavior, and awareness.

The above shows that, demographic profile Marital Status a strong majority (75%) are married, while only 25% are single. Family-oriented or stable lifestyle indicators; may influence decision-making and priorities.

The above shows that, demographic profile Total Experience Most respondents (41.64%) have 2–5 years of experience, followed by 33.33% with less than Very few (15%) have 5–10 years, and only 10% have more than 10 years. Workforce is relatively young in terms of experience, possibly indicating a growing or evolving industry.

**Table No - 2**  
**Level of Acceptance of Axis Max Life Insurance Plan**

S. No	Level of Acceptance	1	2	3	4	5	6	7	Total
1	Strongly Agree	35	32	21	45	42	45	20	240
2	Agree	66	26	31	46	30	65	38	302
3	Netural	6	5	6	6	6	6	5	40
4	Disagree	2	1	1	2	1	2	1	10
5	Strongly Agree	1	1	1	1	1	2	1	8
	<b>Total</b>	<b>110</b>	<b>65</b>	<b>60</b>	<b>100</b>	<b>80</b>	<b>120</b>	<b>65</b>	<b>600</b>

Source: Primary Data

The majority of responses are "Strongly Agree" and "Agree", totalling 542 responses (~90.3%), indicating a generally positive or strong agreement with the statement. Neutral responses are minimal (40 responses, ~6.7%), suggesting few respondents are undecided. Disagreement responses are very low (10 responses, ~1.7%), with "Strongly Disagree" being even less (8 responses, ~1.3%). Trend in Responses Most respondents express strong agreement or agreement, especially at levels 4, 5, and 6, where the counts are highest. The responses are skewed toward the positive end of the scale, indicating overall favourable attitudes. High level of acceptance: The data suggests that the statement in question is generally well-received. Peak responses at levels 4, 5, and 6: These middle-to-high levels of agreement show that most respondents lean towards agreement, with a significant concentration at level 4 (45 responses) and 6 (45 responses). Minimal disagreement: Very few respondents are in disagreement, reinforcing the positive sentiment.

**Table No – 3**  
**Chi Square Test**

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
35	44	-9	81	1.84
66	55.36	-10.64	113.21	2.05
6	7.3	-1.3	1.69	0.23
2	1.8	0.2	0.04	0.02
1	1.47	-0.47	0.2209	0.15
32	26	6	36	1.39
26	32.72	-6.72	45.16	1.38
5	4.3	0.7	0.49	0.011
1	1.08	-0.08	0.0064	0.0059
1	0.87	0.13	0.0169	0.0194
21	24	3	9	0.375
31	30.2	0.8	0.64	0.0211
6	4	2	4	1
1	1	0	0	0
1	0.8	0.2	0.04	0.001
45	40	5	25	0.625
46	50.3	4.3	18.49	0.3676
6	6.67	0.67	0.448	0.0673
2	1.67	0.33	0.1089	0.0652
1	1.33	-0.33	-0.1089	0.019
42	32	10	100	3.125
30	40.27	-10.27	105.47	2.62
6	5.3	0.7	0.49	0.0924
1	1.3	-0.3	0.09	0.069
1	1.06	-0.06	0.0036	0.0034
45	48	3	9	0.1875
65	60.4	4.6	21.16	0.35
6	8	2	4	2
2	2	0	0	0
2	1.6	0.4	0.16	0.1
20	2.6	0.6	0.36	0.138
38	32.72	5.28	27.88	0.85
5	4.3	0.7	0.49	0.144
1	1.08	0.08	0.0064	0.006
1	0.87	0.13	0.0169	0.019
			<b>Total</b>	<b>19.3118</b>

Source: Primary Data

The data shows how observed frequencies compare to expected frequencies across various categories. The differences (O - E) indicate whether the observed counts are higher or lower than expected. The squared differences and their ratios to E quantify the magnitude of deviation. Chi-square Components, Each row's (O - E)<sup>2</sup> / E value contributes to the overall chi-square statistic. The sum, 19.3118, is the chi-square test statistic. Significance Testing: To interpret whether the deviation between observed and expected is statistically significant,

compare the chi-square statistic (19.3118) to the critical value from the chi-square distribution table, based on: The degrees of freedom (df) The chosen significance level (e.g., 0.05) Since the degrees of freedom are not provided, assuming the number of categories is around 30 (rows with data),  $df \approx 29$ . For  $df = 29$ , at  $\alpha = 0.05$ , the critical chi-square value  $\approx 42.56$ . Since  $19.3118 < 42.56$ , we fail to reject the null hypothesis, indicating that the observed differences are not statistically significant at the 5% level. The observed frequencies do not significantly differ from what was expected. The model or assumption underlying the expected frequencies is reasonably consistent with the observed data.

**Table No – 4**  
**Factors Influence in Selection of Plans**

<b>Factors Influence in Selection of Plans</b>	<b>Highly Influence</b>	<b>Moderately Influence</b>	<b>No Influence</b>	<b><math>\chi^2</math> X1</b>	<b><math>\chi^2</math> X2</b>	<b><math>\chi^2</math> X3</b>
Pension	450	100	50	2025000	10000	2500
Investment/Wealth	500	70	30	250000	4900	900
Healthcare	420	100	80	176400	10000	6400
Rider	410	90	100	1681000	81000	10000
<b>Total</b>	<b>1780/4</b>	<b>360/4</b>	<b>260/4</b>	<b>2309900</b>	<b>33000</b>	<b>19800</b>

Source: Primary Data

The above table shows that, the majority of factors are rated as Highly Influential (445 out of 600 responses), indicating these factors strongly influence plan selection. Moderately Influential factors are fewer (90 responses), showing some influence. No Influence factors are minimal (65 responses), indicating very few respondents consider these factors irrelevant. Investment/Wealth has the highest count in the highly influential category (500), suggesting it is the most significant factor among respondents. Pension also has a high count (450), closely following Investment. Healthcare and Rider have slightly lower counts but are still significant. The squared values ( $\chi^2$ ,  $X1^2$ ,  $X2^2$ ,  $X3$ ) are used in statistical calculations like chi-square tests to measure variability or independence.

**FINDINGS**

Demographic Profile of the respondents Age a significant portion (54.16%) of respondents are aged 40 and above, indicating a relatively older respondent base. Only 20% are in the 20–Gender 70% of respondents are male, highlighting a gender imbalance. This suggests the sector or subject under study may be male-dominated. Income the majority (41.67%) earn between Rs. 26,000 – Rs. 35,000. The income data shows inconsistencies, particularly the 0.35% reported for Rs. 16,000–25,000, which is likely a calculation error (should be  $\sim 16.67\%$  if 35 respondents). Education Half the respondents (50%) have undergraduate degrees, and a significant portion have higher qualifications (PG – 16.67%). The sample is relatively well-educated. Marital Status 75% are married, indicating a potentially family-oriented population which may impact financial planning and risk preferences. Experience 41.64% have 2–5 years of experience, suggesting a moderately experienced workforce. Only 10% have over 10 years of experience, indicating a younger professional demographic in terms of tenure.

Agreement Scale a large majority (90.3%) of responses fall under "Strongly Agree" or "Agree", showing clear positive sentiment towards the statement(s) assessed. Minimal Neutrality or Disagreement Neutral (6.7%) and disagreement responses (3%) are rare, indicating strong consensus. Peak Agreement Highest concentrations are at levels 4 and 6, implying moderate-to-strong agreement.

Statistical Analysis (Chi-square Test) Since  $19.3118 < 42.56$ , the null hypothesis is not rejected. There is no significant deviation between observed and expected frequencies, supporting the consistency of the model or expected distribution.

These indicate the primary drivers behind decision-making. Variance (Sum of Squares): Rider exhibits the highest variability ( $SS = 1,681,000$ ), suggesting differing opinions or impact levels among respondents. Moderate/No Influence Scores are relatively lower, showing that most factors are viewed as important.

### SUGGESTIONS

Policy and Program Design Target services towards an older, experienced demographic. Introduce awareness or engagement programs for younger age groups (20–30) to balance demographic participation. Address Gender Imbalance Investigate the cause of low female participation. Develop gender-inclusive policies or campaigns to promote engagement from women. Income Data Accuracy Review and correct inconsistencies in income percentage calculations. Ensure data validation mechanisms are in place during collection and analysis.

Capitalize on Education Given the high educational levels, design offerings that appeal to informed, analytical users. Focus on Key Influencing Factors Emphasize features related to investment returns, pension benefits, and healthcare in product messaging. Provide tailored options for Riders, which show variability in perceived value. Engage Based on Agreement Trends Use the positive sentiment as a foundation to deepen trust and loyalty. Leverage high agreement levels to promote advocacy or word-of-mouth marketing.

### CONCLUSION

The data presents a clear picture of a well-educated, older, mostly male population with moderate income and work experience. Respondents show strong agreement with the statements and prioritize financial security investment, pension, and healthcare in their decision-making. While no statistically significant anomalies were found in the response distribution, the demographic and gender skew suggests opportunities for greater inclusion and outreach. To maximize effectiveness, any future programs, studies, or product offerings should be Data-driven, demographically aware, Inclusive in design, and Focused on the financial priorities of the target audience.

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## **A STUDY ON HRM APPROACHES TO INDUSTRIAL SECTORS IN COIMBATORE DISTRICT**

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### **ABSTRACT**

*The industrial and technological landscape of Tamil Nadu is significantly influenced by Coimbatore, the state's second-largest economy after Chennai. The city, which has a GDP of about Rs. 45 crore has established itself as a diverse center for the production of textiles, engineering, IT/ITES, cars, and defense. Known as the "Manchester of South India," Coimbatore is home to more than 25,000 industries that make a substantial contribution to export revenue and job creation. The city's integration into the services economy is further demonstrated by the fact that it ranks second in Tamil Nadu for software production and IT/BPO exports. Digital connectivity, Smart City projects, and Special Economic Zones (SEZs) all draw in both foreign and domestic investment. The purpose of this article is to evaluate Coimbatore's economic impact, list its potential and problems, and offer solutions for maximizing its economic contributions to Tamil Nadu. In order to better integrate Coimbatore into Tamil Nadu's policy and economic planning, the essay addresses the shortcomings of the present district-level data collection, combines state data with city-level proxies, and ends with strategic recommendations. This story is supported with a methodical analysis that includes obstacles, possibilities, table interpretation, literature research, results, recommendations, conclusion, and references.*

**KEYWORDS:** Economy, Industrial, Development, Growth, Manufacturing Hub, GDP, FDI

### **INTRODUCTION**

Coimbatore is recognized as one of Tamil Nadu's economic centers due to its strategic location in the western part of the state. Manufacturing, IT/IteS, engineering, and defense are just a few of the industries it works in, and it makes a substantial contribution to the state's Gross State Domestic Product (GSDP) and export results. Building on its history in the textile industry, the city's industrial economy has developed into a contemporary production hub with

a sizable population of MSMEs and multinational enterprises. With a GDP of about Rs. 45 crore in 2021, the city was Tamil Nadu's second-largest contributor to the state's economy, behind Chennai. With its growing prominence in the IT sector—software exports in 2018–19 exceeded Rs. 15,000 crore—and its integration into defense manufacturing through the Tamil Nadu Defense Industrial Corridor, Coimbatore's influence goes beyond traditional sectors. Its attractiveness as a location for FDI and strategic public investment is explained by its diverse industrial base. Coimbatore also benefits from strong urban infrastructure development and is one of Tamil Nadu's 12 Smart Cities. There are four Special Economic Zones (SEZs) in existence in the city, which support export-driven growth and job creation. However, rigorous microeconomic analysis is hampered by the fragmented or outdated district-level GDP, employment, and export data, despite its economic scale. There are no annual updates for even crucial indicators like district-level FDI and industrial productivity.

### CHALLENGES OF INDUSTRIAL SECTORS

**Data Availability and Transparency:** A major limitation for Coimbatore's economic analysis is the absence of regularly published district-level economic data. While Tamil Nadu releases state-level GSDP and employment figures, Coimbatore-specific updates are often based on estimates or one-time surveys, limiting detailed economic assessment.

**Urban Infrastructure Stress:** With increasing population and industrial concentration, pressure on Coimbatore's existing roads, water supply, waste management, and transport systems is evident. Though Smart City initiatives address some gaps, the pace of infrastructure development often lags behind industrial expansion.

**Skill Mismatch and Labor Issues:** Despite being an industrial hub, several industries face a shortage of skilled technicians and engineers. This gap stems from outdated vocational training systems and limited synergy between academia and industry requirements.

**Environmental Degradation:** The city grapples with challenges such as air and water pollution, caused partly by an unregulated industrial expansion and lag in environmental compliance mechanisms.

**Regional Disparity in FDI:** While overall FDI in Tamil Nadu has grown, Chennai and coastal cities receive a disproportionate share. Coimbatore, despite its industrial base, struggles to attract an equivalent flow of foreign capital due to weaker branding and connectivity.

### OPPORTUNITIES OF INDUSTRIAL SECTORS

**Electronics & IT Expansion:** Coimbatore's digital and IT infrastructure is growing rapidly, positioned as Tamil Nadu's second software hub. With SEZs like ELCOT and KGISL expanding, the city can further attract tech companies, especially in embedded software and electronics design.

**Defense and Aerospace Corridor:** Being a part of the Tamil Nadu Defense Industrial Corridor opens up significant investment and OEM partnerships. Local industries can diversify into defense manufacturing and precision engineering.

**Smart City Initiatives:** Coimbatore's inclusion in the Smart Cities Mission provides a unique platform for sustainable development, urban mobility, and digital governance enhancing urban business-ready infrastructure.

**Export-Led Manufacturing Hub:** The city's legacy in textiles combined with new capabilities in auto components and machinery makes it ideal for scaling export-intensive industries. Incentives through SEZs and state export promotion policies offer added leverage.

**Green Industry Adoption:** With increasing focus on environmental sustainability, Coimbatore's industries can adopt renewable energy sources, zero-liquid discharge processes, and eco-friendly textile techniques to become a national model for green industrialization.

### RESEARCH PROBLEM

Coimbatore is the second-largest economic center in Tamil Nadu and has strengths in a variety of industries, including engineering, textiles, IT/ITES, and defense manufacturing, the city continues to struggle with data granularity and transparency at the district level. This study aims to evaluate Coimbatore's present economic impact critically, pinpoint obstacles to its incorporation into state development plans, and suggest focused tactics for long-term growth.

### RESEARCH METHODOLOGY

This article employs a descriptive and analytical research methodology, relying primarily on secondary data collected from government reports, official statistics, industry surveys, and published literature.

### RESEARCH PERIOD

The study covers the period **from 2019–20 to 2024–25**, reflecting changes and developments in Coimbatore's economic sectors, investment patterns, and public infrastructure over the past five years, with forward-looking recommendations based on the most recent data available as of July 2025.

### REVIEW OF LITERATURE

**R. Sathya & N. D. Sree Devi Andal. (2022).** Pump sets come under the essential commodities category, having huge market in India and across globe. The Pump industry is the oldest growing industry in the city of Coimbatore, which contributes substantially to Coimbatore's GDP. Tamil Nadu and Gujarat are the major pump manufacturing states in India. Coimbatore of Tamil Nadu is called the 'Pump City of India' and it is home to all the leading pump brands like Aqua Pumps, Yathi Pumps, C R I Pumps, Texmo Pumps, KSB Pumps, Deccan Pumps and so on.

**T. S. Kavitha & Dr. B. Thayumanavar. (2017).** The SSI is an important pillar of Indian economy as it contributes greatly to growth of Indian economy. The Coimbatore city has more than 2000 registered and 10000 unregistered Small Scale industries functioning in and around Coimbatore, employing more than one lakh workers. An attempt has been made to study the issues and challenges in small scale pump manufacturers in Coimbatore. It is found that the Pump manufacturers are faced many Challenges on Various aspects

**Rajasekaran, R and Esther Krupa, M. (2013).** Coimbatore houses the largest number of pump manufacturers. Coimbatore exports pumps to United Arab Emirates, Europe, Egypt, USA, Italy, Greece and southern parts of African countries. By keeping this in mind, the researcher framed the objective to identify the global marketing strategies adopted by the Coimbatore Pump Industry. For this study, a systematic research methodology has been adopted and the required data has been collected from various available sources.

**Devakumar, G. (2013).** In order to cater to the customers' needs and satisfy them, various strategies, viz., customer service cell with highly trained personnel, emergency services and quick after-sales service and support, etc., have been identified. This study aims to identify the level of customer satisfaction rendered through the quality of service by the dealers, sub-

dealers and retailers of the mini pump purchasers in Coimbatore city. This analysis was carried out using the input data collected from 250 respondents at various POP.

**Muhammad Reyhan Yafi., & et al, (2025).** Human Resources (HR) plays a central role in determining the competitiveness and success of companies in the industrial sector. HR planning is becoming increasingly complex with technological disruption, globalization, and changing market dynamics. This article discusses in depth the importance of HR planning in the industrial sector by reviewing various aspects such as industrial environment analysis, identification of workforce needs, employee development strategies, and challenges faced.

**Maryam Rafique., & et al. (2021).** Technologies are emerging and affecting our lives. Industry 4.0 or Fourth industrial revolution refers to developing an environment in which disruptive technologies and trends are changing the way we live and work. It builds on the foundations laid by the first three industrial revolutions. The fourth industrial revolution is the merging of the digital, physical and biological worlds through the emergence of extra ordinary technological advancements. These smart systems should integrate with organizations and people.

**Rajnalkar Laxman, & Shivananda Manyanaik, (2024).** The industrial effects of 4.0 are expected to reflect in all areas of scientific progress. There are assumptions that HRM theories will need to rely on improving the environment, social responsibility and ethical dimensions as communities and workers demand that businesses increasingly respond to these global challenges more strategically, even though it is very difficult to predict certain facts. Companies who do not adapt to a changing environment may find it difficult to compete in the evolving "race" for talent, as employer branding becomes a crucial factor in choosing a young generation of workers.

**Ina Aust., & et al, (2024).** This introduction to the special issue Achieving Sustainable Development Goals through Common Good HRM: Context, approach and practice draws the links between the United Nations Sustainable Development Goals (SDGs), the concept of Common-Good HRM and the practice of human resource management (HRM) to extend intellectual and empirical insights into this important field. Particular attention is accorded to the collective social and environmental dimensions of SDGs and the place of HRM in contributing to the 'common good' within and beyond the workplace.

**Kipkemboi Jacob Rotich, (2015).** Various attempts have been made towards tracing the historical development of the discipline of Human Resource Management (HRM). However, these initiatives have largely been concentrated on certain specific periods of time and experiences of specific countries and regions such as Australia, the USA, the UK and Asia. This paper attempts to document the entire history of the discipline of Human Resource Management from a holistic perspective.

**Sanjay Kumar Dixit. (2014).** this paper introduces the development of Human Resource Management (HRM) from a historical perspective and explains the debate between HRM and Personnel Management. Thus, the paper identifies the historical developments and their impacts on HRM, outlines the development and functions of HRM, explains the differences between HRM and Personnel Management, evaluates „hard“ and „soft“ approaches to HRM, illustrates how diversity is an issue in Human Relations (HR) practice and finally considers HRM as an international issue.

**Alpna Tiwari, (2025).** Human resource management (HRM) is a collection of procedures used in businesses in a variety of industries, including state, commercial, service, and industrial, with the goal of improving working conditions and employee well-being while also boosting organizational financial success. The speed, dependability, efficiency, cost-effectiveness, and adaptability of HR operations have all improved as a result of the widespread adoption of digital technologies.

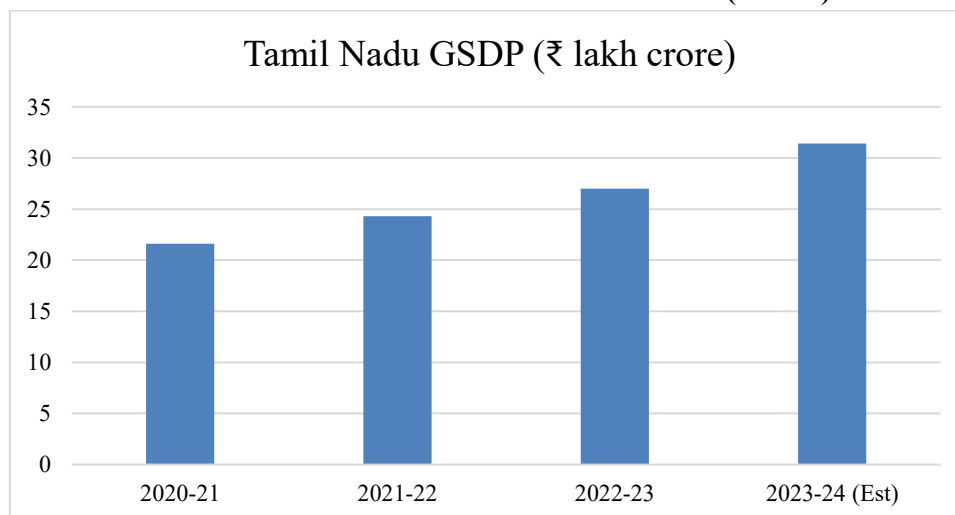
**TABLE NO - 1**  
**STATE GROSS DOMESTIC PRODUCT (GSDP)**

S. No	Year	Tamil Nadu GSDP (₹ lakh crore)	YoY Growth (%)
1	2020-21	21.6	-
2	2021-22	24.3	12.5%
3	2022-23	27.0	11.1%
	2023-24 (Est)	31.4	16.3%

**Sources:** Economic Survey Tamil Nadu 2024-25

The above table shows that, Tamil Nadu’s Gross State Domestic Product (GSDP) has experienced consistent growth over recent years, increasing from ₹21.6 lakh crore in 2020-21 to an estimated ₹31.4 lakh crore in 2023-24, reflecting a compound annual growth rate (CAGR) of approximately 10.9%. The state’s economy has expanded robustly, driven by a diverse range of sectors. Coimbatore, a major industrial and commercial hub, contributed approximately \$45 billion to the GSDP in 2021, underscoring its significance. However, detailed annual district-level data is not available, which limits insights into specific regional growth trends within Tamil Nadu. Overall, the state’s economy remains on a steady growth trajectory.

**CHART NO - 1**  
**STATE GROSS DOMESTIC PRODUCT (GSDP)**



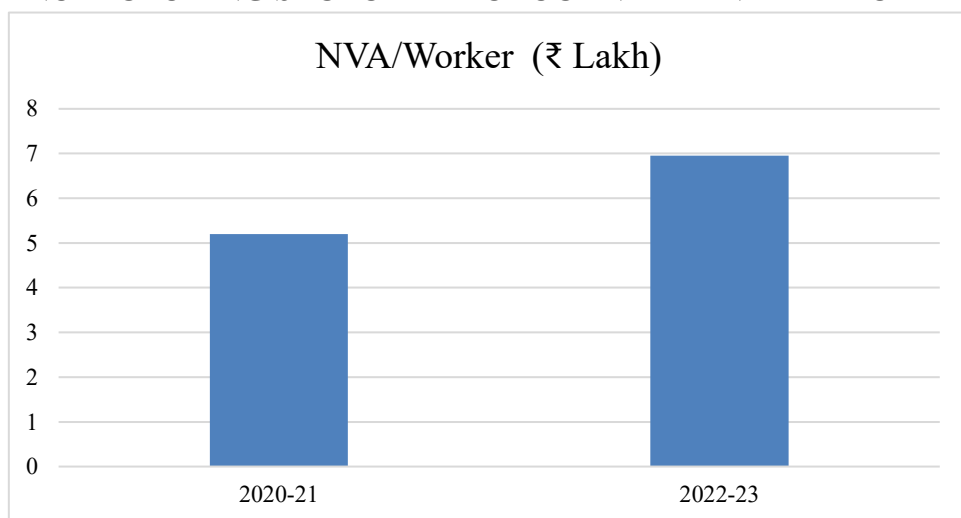
**TABLE NO - 2**  
**MANUFACTURING SECTOR – PRODUCTIVITY AND EMPLOYMENT**

S. No	Year	NVA/Worker (₹ Lakh)	Employment/Factory	CAGR of NVA (21–23)
1	2020-21	5.2	—	—
2	2022-23	6.95	88	15.7%

**Sources:** Tamil Nadu Industries Department Data 2024

The above table shows that, the manufacturing sector has experienced notable productivity growth, with net value added (NVA) per worker rising from ₹5.2 lakh in 2020-21 to ₹6.95 lakh in 2022-23, a CAGR of 15.7%. Employment per factory was recorded at 88 workers in 2022-23. The increase in NVA per worker indicates improved efficiency and output within the sector. Coimbatore, known for its strong manufacturing base, reflects or exceeds these regional averages, highlighting its role as a key manufacturing hub. This data underscores the sector's positive trajectory and its contribution to economic growth, based on sources from the Tamil Nadu Industries Department 2024.

**CHART NO - 2**  
**MANUFACTURING SECTOR – PRODUCTIVITY AND EMPLOYMENT**



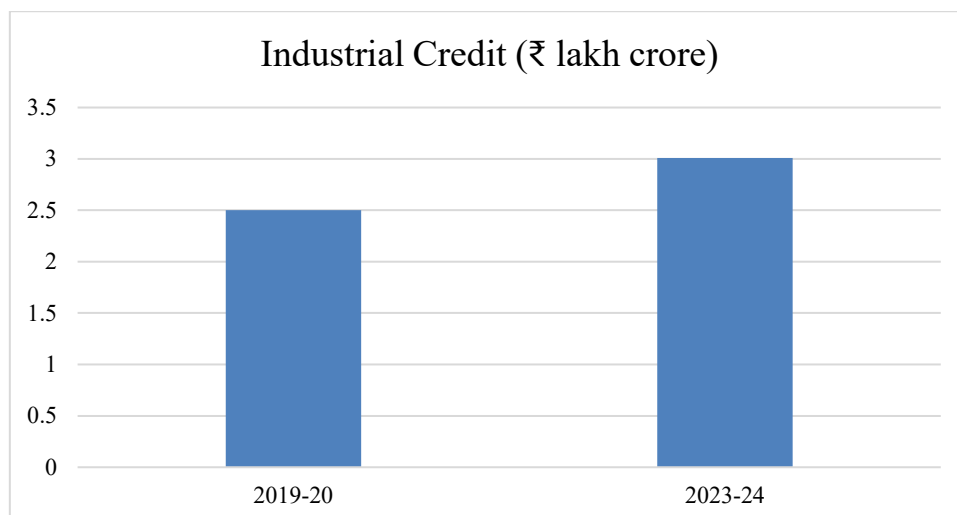
**TABLE NO - 3**  
**INDUSTRIAL CREDIT & FDI IN TAMIL NADU**

S. No	Year	Industrial Credit (₹ lakh crore)	FDI (₹ crore)
1	2019-20	2.5	5,909
2	2023-24	3.01	20,157

Sources: RBI and DIPP Reports, 2024

The above table shows that, Between 2019-20 and 2023-24, Tamil Nadu experienced significant growth in foreign direct investment (FDI), increasing by a compound annual growth rate (CAGR) of approximately 36%, from ₹5,909 crore to ₹20,157 crore. Industrial credit also grew modestly by around 4.75%, from ₹2.5 lakh crore to ₹3.01 lakh crore. Access to credit in Coimbatore is crucial for sustaining micro, small, and medium enterprises (MSMEs) and export-oriented firms, supporting the state's industrial expansion. This steady increase in FDI and credit highlights Tamil Nadu’s strengthening industrial landscape and its potential for further economic growth.

**CHART NO – 3**  
**INDUSTRIAL CREDIT & FDI IN TAMIL NADU**



**FINDINGS**

**Economic Scale:** Coimbatore is the second-largest city economy in Tamil Nadu, contributing approximately Rs. 45 crore to the state's GDP as of 2021, with particular strength in textiles, engineering, and IT/ITES sectors. **Sectoral Diversification:** The city functions as a multi-sectoral economic hub, encompassing over 25,000 industries, and is actively involved in defense manufacturing, auto components, software exports, and aerospace engineering. **Productivity & Growth:** Tamil Nadu’s manufacturing sector saw a 33.7% rise in worker productivity between 2020–21 and 2022–23, with Coimbatore expected to reflect or exceed these state-level trends due to its industrial concentration. **Infrastructure & SEZ Development:** The presence of four operational Special Economic Zones (SEZs) and Smart City investments contributes to Coimbatore’s competitive advantage in industrial exports, digital infrastructure, and investment attraction. **Data Limitations:** A consistent constraint in analysis is the lack of annual district-level data for Coimbatore on GDP, exports, and employment, which necessitates reliance on proxies like SEZ output, IT exports, and industrial credit trends for assessment.

**SUGGESTIONS**

To harness Coimbatore’s full economic potential, several policy and operational recommendations are proposed, **District-Level Annual Data Publishing:** Enable standardized reporting of district GDP, sectorial employment, industrial credit, and export performance. **SME Credit Facilitation:** Expand Coimbatore-specific access to industrial finance through dedicated channels or clusters. **Skill Development Alliances:** Foster industry-academia linkages to bridge the employment readiness gap. **Sustainable Industrialization:** Promote clean technology adoption via incentives and public-private green certifications. **Branding for FDI:** Market Coimbatore as an innovation and export hub to international investors, leveraging its industrial base.

**CONCLUSION**

Coimbatore’s contribution to Tamil Nadu’s economy is multifaceted, spanning manufacturing, IT services, urban development, and exports. It serves not only as a legacy hub for textiles but has diversified into defense production, software services, and electronics, placing it ahead of many peer cities in India. Nonetheless, integration into mainstream economic analysis is impaired by a lack of consistent, granular, district-level data. Future

economic planning should give due attention to Coimbatore, both in allocation, infrastructure investment, and policy focus. The city's strength in export-oriented and SME-led growth presents replicable models for other Indian cities. As the industrial ecosystem matures and infrastructure upgrades continue, Coimbatore can emerge as both a state and national growth anchor. Greater data transparency, urban sustainability, and investment facilitation would unlock its next stage of economic transformation.

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## **A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD BIKES – A STATISTICAL ANALYSIS**

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### **ABSTRACT**

*The purpose of this study is to evaluate customer satisfaction levels regarding Royal Enfield motorcycles, focusing on key factors such as performance, mileage, comfort, design, and after-sales service. With its legacy and distinct brand image, Royal Enfield has garnered a loyal customer base in India. The study uses primary data collected from 150 Royal Enfield bike owners and applies statistical tools such as descriptive statistics, chi-square tests, correlation, and regression to assess satisfaction levels. The findings reveal significant relationships between customer satisfaction and specific factors, notably performance and after-sales service.*

**Keywords:** Customer Satisfaction, Royal Enfield, Motorcycle Market, Statistical Analysis, Performance, After-Sales Service

### **INTRODUCTION**

Royal Enfield, known for its iconic motorcycles, has become synonymous with ruggedness, tradition, and touring in India. As the two-wheeler market evolves with increasing competition, assessing customer satisfaction is crucial for retaining loyalty and enhancing product value. This study aims to explore customer perceptions and satisfaction towards Royal Enfield bikes using quantitative methods.

### **STATEMENT OF THE PROBLEM**

While Royal Enfield maintains a strong brand image and loyal customer base, some users express concerns over fuel efficiency, maintenance cost, and service quality.

### **OBJECTIVES OF THE STUDY**

- To measure the overall satisfaction level of Royal Enfield bike users.
- To examine the influence of performance, mileage, comfort, design, and after-sales service on customer satisfaction.
- To identify the major factors influencing repurchase intention among Royal Enfield customers.
- To analyze the demographic factors affecting satisfaction levels.
- To provide suggestions for improving customer satisfaction based on statistical findings.

**REVIEW OF LITERATURE**

Several studies have investigated factors affecting customer satisfaction in the automobile sector:

- **Kumar & Ramesh (2020)** identified performance and after-sales service as the most crucial factors influencing satisfaction in the two-wheeler market.
- **Sharma et al. (2021)** emphasized the role of design and mileage in customer preference for premium bikes.
- **Singh (2019)** noted that younger consumers prioritize design and brand image, whereas older consumers focus on comfort and maintenance.
- **Kotler and Keller (2016)** in their marketing theory, described satisfaction as the difference between customer expectations and actual performance.

This literature sets the framework for examining satisfaction in the Royal Enfield segment using statistical tool

**RESEARCH METHODOLOGY**

- **Sample Size:** 150 Royal Enfield bike users.
- **Sampling Technique:** Convenient sampling.
- **Data Collection Method:** Structured questionnaire (online and offline).
- **Data Type:** Primary data.
- **Statistical Tools Used:**
  - Descriptive statistics (mean, percentage, standard deviation)
  - Chi-square test
  - Correlation analysis
  - Regression analysis
  - Hypothesis testing

**ANALYSIS AND INTERPRETATION**

*Table 1: Descriptive Statistics – Satisfaction Ratings (5-point scale)*

Factor	Mean Score	Std. Deviation
Performance	4.3	0.52
Mileage	3.1	0.84
Comfort	4.1	0.61
Design	4.5	0.48
After-sales Service	3.6	0.79

**Interpretation:**

Design and performance are highly rated, while mileage receives a relatively lower score.

**CHI-SQUARE TEST: Age vs. Satisfaction Level**

- **Null Hypothesis (H0):** There is no association between age group and satisfaction level.
- **Chi-square Value:** 11.42
- **Degrees of Freedom:** 4
- **p-value:** 0.022

**Interpretation:**

Since the p-value < 0.05, we reject H0. Age group significantly affects satisfaction level.

**CORRELATION ANALYSIS**

Variables	Correlation Coefficient (r)
-----------	-----------------------------

Performance & Satisfaction	0.67
Mileage & Satisfaction	0.41
Comfort & Satisfaction	0.58
Design & Satisfaction	0.72
Service & Satisfaction	0.66

**Interpretation:**

Design and performance show strong positive correlation with customer satisfaction.

**REGRESSION ANALYSIS**

- **Dependent Variable:** Customer Satisfaction
- **Independent Variables:** Performance, Mileage, Comfort, Design, Service
- **Regression Equation:** Satisfaction = 0.35 + 0.28(Performance) + 0.10(Mileage) + 0.20(Comfort) + 0.33(Design)+0.26(Service)  
**R<sup>2</sup> = 0.73**

**Interpretation:**

73% of variation in customer satisfaction is explained by the five variables. Design and performance have the highest coefficients.

**HYPOTHESIS TESTING**

- **H0:** There is no significant influence of performance on customer satisfaction.
- **H1:** There is a significant influence of performance on customer satisfaction.  
**t-value:**4.89  
**p-value:** 0.000

**Result:** Since p < 0.05, reject H0. Performance significantly influences satisfaction.

**FINDINGS**

- Majority of users are satisfied with performance, design, and comfort.
- Mileage is the most common dissatisfaction factor.
- Design and performance are strong predictors of overall satisfaction.
- After-sales service moderately affects satisfaction but needs improvement.
- Age and usage frequency influence satisfaction levels.

**CONCLUSION**

The study reveals that customer satisfaction towards Royal Enfield bikes is generally high, especially for design and performance. However, there are concerns regarding fuel efficiency and after-sales service. To enhance satisfaction, Royal Enfield should focus on improving mileage and expanding efficient service networks. Targeted strategies based on demographic trends can also improve loyalty and repurchase intent.

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## **EXPLORING AI'S ROLE IN SHAPING ENTREPRENEURSHIP AND ECONOMIC PROGRESS**

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### **ABSTRACT**

*In the age of the Fifth Industrial Revolution, recent technological progress in the spaces of Artificial Intelligence (AI) is changing entrepreneurship and economic growth significantly. Recent research found high levels of concern about how AI impacts the productivity of entrepreneurship and economic growth. This chapter aims to develop a theoretical framework for thinking about the potential implications of AI on the relationship between entrepreneurship and economic growth. First, we model entrepreneurship in the form of new start-ups as the principal cause of business cycles and economic growth. Then, drawing from the Knowledge Spill over Theory, we suggest that AI can bring the benefit of creating new knowledge to entrepreneurship and thus contribute to economic growth. Finally, we address the possible main lines of future developments for AI, entrepreneurship and economic growth.*

**Keywords:** Entrepreneurship · Artificial Intelligence (AI) · Economic growth · Fifth Industrial Revolution · Knowledge · Start-ups

### **INTRODUCTION**

This chapter discusses entrepreneurship and Artificial Intelligence (AI) in innovating new product and their contribution to economic growth. These previous ideas have their origins in research conducted in the last century when Schumpeter first claimed that entrepreneurs are the coordinators of production and economic agents of “creative destruction.” Later, David Audretsch and Zoltan Acs further argued that new firms produce imbalances to the situation of stationary equilibrium through the commercialization of innovations. Therefore, much of the discussion about entrepreneurship and entrepreneurs in this chapter is framed in terms of “*opportunity-driven agents who drive economic change through innovative new firms*”.

For that reason, we attempt to fill this gap by developing a framework about the interplay between AI and entrepreneurship and their impact on economic growth. At the heart of our framework is the idea that AI can increase the productivity of the entrepreneurial functions such as making better decisions entering the market and thus increase economic growth in terms of employment, and competition [14, 18, 19].

In addressing our research aim, the first section offers some theoretical background about how entrepreneurship can contribute other process of disrupting the markets and economic growth. This paves the way for the next section, discussing the potential impact of AI in strengthening the previous relationship. Finally, discussion and concluding thoughts are presented.

### **The Role of Entrepreneurship in Economic Growth**

Building on the Knowledge Spill over Theory, entrepreneurs who exploit knowledge spillovers

through new start-ups can contribute significantly to economic growth by commercializing new products and services to the industry. In history, Schumpeter first presented the substantial role of entrepreneurship in economic growth. He argued that innovative entrepreneurs are the coordinators of production and economic agents of “creative destruction.” These “agents” replace existing markets’ value by creating new markets with new products that offer a higher rate of return than that provided by existing firms. Thus, “creative destruction” is the primary source of economic growth. Current studies have shown that entrepreneurial activities based on knowledge make a significant contribution to economic growth. Specifically, entrepreneurship based on knowledge could be positively correlated to transforming an opportunity into a new venture that has an added value to the market. However, Acs suggested that entrepreneurship should be studied with its capacity to initiate new start-ups and stimulate knowledge in the country at the same time. Together, some studies found that entrepreneurship serves as a conduit to transfer knowledge capacity and, consequently, produce spillover dynamics that contribute to economic growth. Building on the previous argument, challenged Romer’s conclusions, arguing that knowledge may not be automatically linked with economic growth as acknowledged in models of endogenous growth. Therefore, an increasing amount of literature has examined the effects of entrepreneurship as a conduit of knowledge.

In this sense, different studies have examined the importance of entrepreneurs’ capacities and aspirations to start and grow businesses that promote economic growth. Mainly, one study found that opportunity-driven entrepreneurs bring the benefit of new knowledge to economic growth by creating new products that provide a continuous increment of knowledge. Cost of products and services that depend on information and prediction, known as using data needed for better business decisions. This is important because a decline in the price of an input such as prediction will affect large industries such as agriculture, transportation, healthcare, retail, and energy manufacturing. AI can lower the cost of knowledge needed for new start-ups by offering cheaper, faster and more effective ways to identify, sort, acquire and process information. Moreover, AI can reduce the costs of the research and innovation process for aspiring entrepreneurs by taking advantage of the interplay between the large datasets and enhanced prediction algorithms.

Another potential aspect of AI is the way consumers interact with new firms. AI applications may allow consumers to reduce the search cost and find more customized products and services they want. This would help more start-ups to serve customers more efficiently. As a result, economic theory tells us that when the cost of AI prediction decreases, there will be more demand for using AI applications by aspiring entrepreneurs. The second mechanism where AI is expected to contribute towards entrepreneurship and economic growth is increasing the demand for human judgment. While prediction can be enabled by AI to enhance entrepreneurial decisions, it is not the only input into the decision-making process; the other key input is judgment. The term judgment refers to “*how we compare the benefits and costs of different decisions in different situations*”. The judgment process may involve prioritizing goals for firms, considering emotional and ethical dimensions, and so on. From an economic perspective, judgment is a complement to prediction, and thus, when the cost of prediction decreases, the demand for human judgment skills could become much more valuable.

In this regard, most stakeholders who target aspiring entrepreneurs such as investors, incubators, and policymakers struggle in the selection process due to the limited time and search capabilities. This decision-making process of selecting potential successful entrepreneurial projects is often the result of two steps. The first step is the eligibility criteria, where entrepreneurs should satisfy the minimum requirements to apply for the program. The second step is for eligible entrepreneurs to go over a filtering process to decide who matches the expectations and standards to join in the program. If AI can narrow down the potential pool of desirable candidates and offer efficient early-stage predictions to investors, more entrepreneurial projects may be considered potential targets for investments. However, investors and other stakeholders must use their judgment about different activities such as supplementing or conditioning financing with technical or managerial support. As a result, more aspiring entrepreneurs are likely to enter the market due to the higher demand offered by stakeholders such as incubators and investors. Another facet of human judgment’s importance can be seen in emergent situations such as human-induced disasters, natural disasters, political change, and rapid migration flows. These events may create uncertain situations for incumbent firms that may not be predicted and managed efficiently by AI. This is evident in the case of the COVID-19 pandemic, which poses many challenges to the AI industry such as tracking and predicting the spread of the infection, helping in making diagnoses and prognoses, searching for treatments and a vaccine, and using it for social control. Therefore, aspiring

entrepreneurs will have more opportunities to start new firms that exercise human judgment [10]. This is known as the productivity effect, when automation such as AI reduces the cost of producing a subset of tasks (i.e., prediction), the demand on entrepreneurs might increase in non-automated tasks such as human judgment in the same sectors [1]. Based on the previous discussions, we propose the following: P1: AI moderates the positive relationship between entrepreneurship and economic growth such that the higher levels of AI systems, the stronger this relationship.

### DISCUSSION AND FUTURE RESEARCH

While the benefits of AI are relatively clear, as discussed in the previous section, several challenges lie ahead. In this regard, policymakers are concerned that the development of AI systems could pose a threat to labor markets and economic growth. However, as port by McKinsey & Company suggested that the revolution of AI applications would offer positive impacts on our society and economy. This is because incumbent firms that adopt automated work activities would save billions of dollars for R & D and create new kinds of job. As a result, the Knowledge Spill over Theory for Entrepreneurship suggested, *ceteris paribus*, the number of new start-ups will be more significant where investments in new knowledge are relatively high since aspiring entrepreneurs will depend on knowledge and experience gained in R&D laboratories from their former incumbent firms. At the same time, the lower cost of using AI applications may offer new opportunities to entrepreneurs to start and grow their businesses internationally due to the potential for higher returns in terms of fewer expenses and less time consuming for better exchange information. An excellent example of the previous discussion can be found in Kiss work. Although entrepreneurs in emerging economies such as India face obstacles in accessing technology due to the lack of technological infrastructure, they have managed to overcome these challenges

and develop new industries, such as medical tourism and IT services that compete effectively with other firms internationally. These new industries have become globally competitive by offering cheap and up-to-date technology and a highly-skilled labor force to attract customers and businesses around the world.

Therefore, one of how policymakers might achieve higher levels of entrepreneurship and employment is sponsoring leading technologists at ecosystem events, promoting local technologies and technologists, restructuring education and training, and paying particular attention to the Foreign Direct Investments (FDI). Although jobs from FDI are a vital source of increasing corporate entrepreneurship, it is essential to start enterprise development policies to encourage technology-based start-ups in the long run.

In addition to the threat of massive job displacement, various challenges are stemming from the development of AI systems to overcome. These challenges may include new venture risk assessment, hacking, cybersecurity, ethical dilemmas, and others. Hence, these previous challenges faced by entrepreneurs could lead to fruitful directions for future research to better understand the development of AI systems and their disruption potential in different industries. Finally, future research lines should be undertaken to explore how AI will affect new firms and incumbent firms in terms of cost advantages and to what extent they depend on data in their businesses.

### CONCLUSION

The new era of the Fifth Industrial Revolution differs in the scale and pace of market disruption compared to previous industrial revolutions. In this chapter, we discussed the potential effects of AI on entrepreneurship and economic growth due to the Fifth Industrial Revolution. Despite the growing interests and the intensifying debate about the impact of AI on entrepreneurship and economic growth, the discussions lack a satisfactory conceptual framework. This lack of appropriate conceptual approach is also the key reason for whether AI will hinder or facilitate the growth of new start-ups that foster economic growth. Therefore, we developed a conceptual framework that can help understand the implications of AI by answering the following question: How will AI reshape the future of entrepreneurship and economic growth? At the center of our frame work is the Knowledge Spillover Theory for Entrepreneurship, where AI is conceptualized as a better tool to increase the productivity of entrepreneurial operations toward economic growth. The study findings suggested that the combined effect of entrepreneurship and AI carries tremendous promise in promoting economic growth. Moreover, we provided insights for many dimensions related to individuals, firms, industries, and consumers. As a summary, it seems that the current impacts and the expected disruptive changes of entrepreneurship and AI in economic growth would be through two main mechanisms. First, innovative entrepreneurs will use AI to lower the cost of goods and services that depend on information and

prediction. Second, entrepreneurs will invest more in human judgment skills such as management, emotional, and ethical intelligence to complement the prediction results of AI systems. Therefore, future empirical investigation concerned with the two mechanisms at the industry level is strongly recommended [19].

We hope that our study will encourage further research into the relationship between AI, entrepreneurship, and economic growth.

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## **INVESTOR AWARENESS AND PERCEPTION TOWARDS MUTUAL FUNDS SPECIAL REFERENCE TO PERAMBALUR**

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### **ABSTRACT**

*Mutual funds are most suitable investment for a common man as it offers an opportunity to invest in a diversified, professionally managed basket of securities at a reasonably low cost. The diversification of schemes provides a variety of options to suit the individual objectives according to their age, financial position, risk tolerance and return expectations. Investment in mutual funds is affected by the perception of the investors. The study focuses on identify the investor's awareness and perception towards mutual funds and to analyse the factors influencing investors' perception towards mutual fund, the survey was conducted in Perambalur and data was collected by applying convenience method of sampling. Statistical tools like "Chi-square" and "Anova" were applied to analyse the data. The result of Anova test is to reveal an association among the age group and monthly income, the chi-square test revealed an association among the problem faced by the investor in mutual fund and good option to invest in mutual fund.*

**Keywords:** Mutual Fund, Awareness, Perception, Satisfaction

### **INTRODUCTION**

Mutual funds refer to funds which collect money from investors and put this money in stocks, bonds and other securities to gain financial profit. Persons whose money is used by the mutual fund manager to buy stocks, bonds and other securities, get a percentage of the profit earned by the mutual fund in return of their investments. In this way, the mutual fund offers benefit to both parties. A mutual fund is a trust that pools the savings of a number of investors who share a common financial goal. The money thus collected is then invested in capital market instruments such as shares, debentures and other securities. The income earned through these investments and the capital appreciation realized is shared by its unit holders in proportion to the number of units owned by them. Thus, a mutual fund is the most suitable investment for the common man as it offers an opportunity to invest in a diversified, professionally managed basket of securities at a relatively low cost. The flow chart below describes broadly the working of a mutual fund.

A mutual fund is a professionally managed type of collective investment scheme that pools money from many investors and invests it in stocks, bonds, short-term money market instruments, and/or other securities. The mutual fund will have a fund manager that trades the pooled money on a regular basis. Currently, the worldwide value of all mutual funds totals more than \$26 trillion.

### **SCOPE OF THE STUDY**

- To get a better understanding of how investors feel about mutual funds
- Define and analyze the investor's shaping and motivating factors

- The analysis measure of the investor's experience
- Define and examine the investor's shaping and motivating factors

**OBJECTIVE OF THE STUDY**

- To study the investor perception towards mutual fund.
- To understand the factor influencing the investor while making decision.
- To examine the level of satisfaction of the investor.
- To identify the problem faced by mutual fund investor.

**REVIEW OF LITERATURE**

**Komal B. Sharma (2020)** Mutual funds playing a key role in the development of india's debt market and have emerged as a key source of funding. Mutual funds considered as one of the best investment options as compared to other alternatives, as low cost is the common feature of the mutual fund. Mutual fund schemes also provide diversified portfolio management and reducing risk and maximizing returns. Mutual fund scheme is the most ideal investment for the common man as it provides a professionally managed stock market and low risk with maximum returns. The basic need and objectives of this study are to evaluate the performance of selected debt mutual fund schemes in India and to examine the risk and return component among these mutual funds. The present study is based on secondary data of five debt mutual funds launched by the different private sector companies between the period of January 2017 to December 2019.

**Amitsundaram (2020)** The outbreak of the covid-19 pandemic caused widespread panic among people around the world. Many countries enforced a fierce lockdown to curb the spread of the virus. But the lockdown had other plans for businesses as many of them were forced to shut shop leading to highly volatile market conditions and bearish economic conditions in most countries.

**M.Samira (2018)** In this paper an attempt was made understand the investor preference towards mutual funds. The study has been conducted on the basis of primary data and secondary data. Majority of respondents feel that mutual fund they invested on the recommendations and advise of the financial advisors and banks. Data was collected using questionnaire, the most common tool to evaluate the customers' awareness. The sample unit of the study is people living in the city of Salem.

**RESEARCH METHODOLOGY**

This study based on Descriptive research, this study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study. Convenience sampling method used to collect the sample from the target population. Primary and secondary data was collect for this study; primary data were collected from the respondent through well-structured questionnaire, secondary data collected from the annual report and websites. 105 samples collected from the respondent for this analysis. the data analysis tools (SPSS) used for testing of hypotheses. Simple percentage, chi-square and AOVA test used to analysis the data.

**Hypothesis for the study**

**Chi-square:**

Null hypothesis (H<sub>0</sub>) -There is no association between the problems faced by investor in mutual fund and good opinion to invest in mutual fund

Alternative hypothesis(H<sub>1</sub>) - There is association between the problems faced by investor in mutual fund and good opinion to invest in mutual fund.

**ANOVA:**

Null hypothesis (H<sub>0</sub>)-There is no association between Age Group and Monthly Income.

Alternative hypothesis (H<sub>1</sub>)-There is association between Age Group and Monthly Income.

**IV. DATA ANALYSIS AND INTERPRETATION**

**Table No. 1. shows that Age group of the Respondents**

Age Group	No.of Respondents	Percentage
Lessthan20	0	0
20-30	26	25%
30-40	66	63%
50andabove	13	12%
Total	105	100

(Source: Primary Data)

**Interpretation:**

From the above table it is interpreted that the 63% respondents are fall in the age category of 30-40 years, 25% in 20-30 years and 2% in 50 and above.

**Table No. 2. shows that Gender of the Respondents**

Gender	No. of Respondents	Percentage
Male	74	70%
Female	31	30%
Total	105	100

(Source: Primary Data)

**Interpretation:**

From the above table it is interpreted that the 70% respondents are male and 30% respondents are female

**FINDINGS OF THE STUDY**

- 63% of the respondents are fall in the age category of 30- 40 years.
- 70%oftherespondentsaremale.
- 41%oftherespondents saybusiness.
- 49% of the respondents are falls in monthly income category of less than rs.50000.
- 55%oftherespondentsaresaysannualsavingsislessthan 50000.
- 43% of the respondents are aware of the mutual fund investment through internet.
- 22%oftherespondent’sproblemisdelayonselling unit.
- There is no significance difference between the problem faced by investor in mutual fund and good opinion to invest in mutual fund.
- There is no significance difference between age group and monthly income.

**SUGGESTION OF THE STUDY**

- The investor should keep an eye on the performance of scheme and other good schemes which are available in the market.
- Efforts should be made to encourage or enhance online dealing of mutual funds. This will save time and cost. They can effortlessly sell or purchase any number of funds whenever they want.
- The mutual fund industry must also help people in mobilizing their savings in such a way that they can get maximum benefits out of them.
- Once they invested in mutual fund, they need returns and if is not giving proper returns to then again it is affecting the interest of the investors to invest in mutual fund.
- They should provide more information about their investment product and services mean they should also concentrate on promotion of their schemes.
- Some investors suggested that the fund values of the mutual fund investment should be informed to the investors through sms on fortnightly basis. This will help the investors in keeping themselves up to date with the latest information of different funds.

**CONCLUSION**

The minds of the investing public look for investments are safe and that it will earn good returns. This study conducted was regarding the factors influencing the investor’s awareness and perception towards mutual fund investment. It is highlighted that investors of middle-income level agree that regular income and liquidity of the investment plays a vital role. It can be perceived that high risk leads to high returns in the investment. The flexibility in the investment would lead to good performance of the funds. There’s a scope where investors belonging to different age groups seek for many other factors that can attract them to invest in the mutual fund industry than just the ones considered for the study. Measures should be taken to increase the confidence and morale of the investors. This can be done through proper communication and by educating investors to invest in mutual funds. Sensible and right information should be given to them by various communication modes so that they get to know about the latest trends in the market. Mutual funds are still and would carry on to be the unique financial instrument in the country.

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## **A STUDY ON MARKET POTENTIAL FOR FITNESS EQUIPMENT IN CARDIO PVT LTD., CHENNAI.**

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### **ABSTRACT**

*This study aims to assess the market potential for fitness equipment manufactured and marketed by Cardio Pvt. Ltd., a leading fitness solutions provider based in Chennai. With increasing awareness about health and wellness, especially in urban areas, the demand for home and commercial fitness equipment has seen substantial growth. The research investigates key factors influencing consumer purchasing decisions, current market trends, competitive landscape, and customer preferences in the fitness industry. Primary data was collected through structured questionnaires and interviews with potential customers, gym owners, and retail partners in Chennai. Secondary data from industry reports, market research firms, and fitness associations were also analyzed. The study evaluates parameters such as brand awareness, product pricing, after-sales service, technological features, and overall satisfaction levels. Findings reveal that there is significant untapped market potential in Chennai, especially in the residential segment and small fitness studios. Consumers show a growing preference for technologically advanced, space-saving, and user-friendly equipment. The study also identifies major competitors and suggests strategies for Cardio Pvt. Ltd. to strengthen its market position through product innovation, aggressive digital marketing, and strategic partnerships. The research concludes that with the right mix of product quality, affordability, and customer engagement, Cardio Pvt. Ltd. can significantly expand its market share in the Chennai fitness equipment market.*

### **INTRODUCTION**

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.

Marketing Mix: You may have heard of the "four Ps" of marketing: product, price, place, and promotion. Collectively these are called the *marketing mix*. More comprehensively they are viewed as:

- Product, service, or program - something of value you are offering the customer, client, or park visitor
- Price - what the customer, client, or park visitor pays (direct costs are financial, indirect or alternative costs are such things as time it takes and the things people give up if they choose your offering)
- Place, distribution, location, or accessibility - where the transaction takes place, perhaps in a park

- Promotion or communication - this is how you inform the target market about the benefits in your marketing mix.

Collectively these are the tools organizations use to develop offerings to satisfy their target market(s) ... the only tools at their disposal. Remember: If your marketing mix doesn't meet their needs they will not be satisfied - and if they aren't satisfied you are unlikely to meet your objectives

**Market Segmentation** is of interest to marketers because not all customers are alike. Treat them like they are alike and most will be less than well satisfied. That's the theory popular today. Thirty years ago marketers were raving about mass marketing. The rationale behind mass marketing included the economies of scale you achieve in both manufacturing and communication by reaching a large group of people with the same product and message. Over time, however, marketers discovered that if the mass market was divided into smaller, more homogeneous groups (segments) these smaller segments could be better satisfied.

**Market Positioning** Market segmentation, target marketing, and positioning are a three part process. First you segment, then you choose your target(s), then you design the totality of your offering(s) with your target consumer in mind. This totality includes what we commonly refer to in marketing as the *marketing mix*. The *marketing mix* is the particular blend of controllable marketing variables that the organization uses to achieve its objectives with the target market. One of the most popular classifications is commonly called the "four P's": *product, price, place, and promotion*.

**Product & Product Life Cycle** We define a product as "anything that is capable of satisfying customer needs. This definition includes both physical products (e.g. cars, washing machines, DVD players) as well as services (e.g. insurance, banking, private health care). Businesses should manage their products carefully over time to ensure that they deliver products that continue to meet customer wants. The process of managing groups of brands and product lines is called portfolio planning. The stages through which individual products develop over time are **Introduction Stage, The Growth Stage, The Maturity Stage, The Decline Stage.**

#### NEED FOR THE STUDY

Market potential data measures the likely demand for a product or service. The database projects the expected number of consumers and provides Market Potential Indexes. An MPI compares the demand for a specific product or service in a trade area to the national demand for that product or service nationally. The index is tabulated to represent a value of 100 as the average demand. A value of more than 100 represents high demand, and a value of less than 100 represents low demand.

#### SCOPE OF THE STUDY

The Market Potential database is designed to help companies understand, predict, and influence consumer behavior by providing insight to make informed decisions about where to offer products and services with the highest growth potential. Businesses use market potential data to:

- Optimize merchandise mix.
- Decide where to expand most profitably.
- Invest marketing dollars more effectively.
- Increase market share.
- Help establish sales quotas and revenue goals.
- Develop successful advertising and target market plans.
- Measure Demand for Your Products and Services.

#### SIGNIFICANCE OF THE STUDY

The principles of determining market share and market potential are the same for all geographic areas. First determine a customer profile (who) and the geographic size of the market (how many). This is the general market potential. Knowing the number and strength of your competitors (and then estimating the share of business you will take from them) will give you the market potential specific to your enterprise

"Our goal is to develop and realize the full market potential of each product, beginning with SANCTURA, which we are launching at a time of increasing awareness among the medical community of the prevalence and consequences of overactive bladder. In addition to emphasizing the product attributes that differentiate SANCTURA from the competition, we accommodate treating physicians by providing them with the most up-to-date, peer-reviewed scientific information and numerous practice enhancement programs."

### STATEMENT OF THE PROBLEM

Global marketing is becoming more and more important along the years with the increasing trend in internationalization. Having too many choices, marketers face the challenge of determining which international markets to enter and the appropriate marketing strategies for the countries they are planning to penetrate.

The focus of this study is ranking the market potential of 24 countries identified as "Emerging Markets" by The Economist. Although considered as an Emerging Market by The Economist, Taiwan is not included in this study because of lack of sufficient data.

The Emerging Economies comprise more than half of the world's population, account for a large share of world output and have a very high growth rate which means enormous market potential. They can be distinguished by the recent progress they have made in economic liberalization. Promising opportunities for trade is opening as their need for capital equipment, machinery, power transmission equipment, transportation equipment and high-technology products is substantial and is increasing rapidly.

### OBJECTIVES OF THE STUDY

- To find out the performance of Tread Mills.
- To find out the position on Treadmills with our company's product.
- To find out the consumer satisfaction.
- To study on the motivation and impact of the health clubs on the members

### METHODOLOGY OF THE STUDY

The number of items selected from the universe to constitute a sample includes 75 samples. The sampling procedure is afforded deliberate or non – probability sampling in order to know about facts, attitudes and opinions. The researcher objectives decide the sampling procedure. A Questionnaire is Performa containing a sequence of question to elicit information from the A random Sample is the one, in which each unit of the population has an equal chance of being included in it. The kind of sampling procedure that is applied is Simple Random Sampling.

### LIMITATIONS OF THE STUDY

- The research done the process for only 75 retailers and not cover the overall consumers.
- There was negative attitude from most of the consumers and only fewest among them give the Positive attitude.
- This study limited to Chennai and Trichy only, because of limited cost and time factor the research is contacted with 75 consumers.
- The data collected from the consumers. It is qualitative nature(i.e.) views opinions, perceptions etc.,
- This factor may be changed from time to time.
- The data was collected on the basis of primary. Hence there is change for a biased or miss leading response.

### FINDINGS

- Among the respondents the researcher identified that 80% of the respondents are belonging to the category of Hotels, and 13% of the respondents belong to Gymnasiums and 7% of the respondents belong to Institutions.
- Half the respondents are highly interested on their body fitness and more than 1/4<sup>th</sup> of the respondents have medium interest and less than 1/4<sup>th</sup> of the respondents are interested in a lower level on their body fitness.
- More than 70% of the respondents are not having fitness facilities in their organisation and only less than 30% of the respondents having fitness facilities in their organisation.
- 3/4<sup>th</sup> of the respondents have 40 – 60 members in their health club, 14<sup>th</sup> of the respondents having more than 60 members in their health club and there are no respondents if the members are less than 40 in the health club.

- The researcher identified that less than 3/4<sup>th</sup> of the respondents having excellent performance in the treadmills and more than 1/3<sup>rd</sup> of the respondents having good performance in the treadmills.
- None of the respondents want to expand their health club due to the price hike of the health club equipments.
- The researcher identified that 40% of the health clubs have high impact on employees, 35% of the respondents ha impact n the medium and 25% of the respondents has created less impact.
- The researcher identified that more than 1/4<sup>th</sup> of the respondents have motivation about the health club, more than half of the respondents have no motivation about the health club, and rest (18%) of the respondents ‘cat on the wall decision ‘ regarding motivation towards health club.
- 64% of the respondents have no future plan about the health club, 18% of the respondents have their future plan about the health club and another same percentage of the respondents have undecided opinion.
- All the respondents from the health clubs wish to have only less than 40 members in their clubs.

#### SUGGESTIONS

- Today a most of the people’s did not bother about their health. So they are not going to the health club. First we should give them awareness of the life fitness equipments in the way of exhibitions or conduct some other meetings.
- We want to give more advertisement about the life fitness equipments. .
- The Health clubs, Institutions and Gyms have to promote a positive motivation among the mass to utilize health clubs for fitness of bodies and they have to reduce their utilization costs.
- If you reduce the product price means some important equipments (Tread Mills) peoples use in the house itself.

#### CONCLUSION

The researcher through his intensive study on the Market potential for fitness equipments with special reference to tread mills, has authentically identified that Health clubs and Gyms have more feasibilities and availabilities of fitness equipments. Though no. of hotels and other setups have been made a preliminary study, the result of which has identified a very few respondents on this issue. The Health clubs, Institutions and Gyms have to promote a positive motivation among the mass to utilize health clubs for fitness of bodies and they have to reduce their utilization costs. To make every one keep away from sickness and unhealthy status exercise to the bodies are a must. So it is always preferable and encourage able that human beings to go in for Health Clubs in making themselves to be fitting in to the present scenario and signs of the times.

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## **A STUDY ON QUALITY CIRCLE MANAGEMENT TOWARDS HITHARTH ENTERPRISES, VILLUPURAM**

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### **ABSTRACT**

*This study explores the implementation and impact of Quality Circle (QC) management at Hitharth Enterprises, located in Villupuram. Quality Circles, as participative management tools, empower employees to identify, analyze, and solve work-related problems collaboratively, thereby improving productivity and organizational efficiency. The research focuses on understanding how QC practices are structured and managed within Hitharth Enterprises, evaluating their effectiveness in enhancing product quality, employee involvement, and operational performance. Primary data was collected through employee interviews, questionnaires, and observations, complemented by secondary sources. The findings reveal that Quality Circles have led to measurable improvements in workplace morale, communication, and problem-solving capabilities. However, the study also highlights certain limitations in training, follow-up mechanisms, and management support. Recommendations are provided to strengthen QC initiatives and promote a culture of continuous improvement. This research contributes valuable insights for similar enterprises aiming to adopt or optimize Quality Circle management practices.*

**Keywords:** Quality Circle, Employee Involvement, Participative Management, Continuous Improvement, Problem Solving, Productivity Enhancement, Organizational Efficiency, Workplace Communication, Hitharth Enterprises

### **INTRODUCTION**

Though the entire manufacturing industry is under constant pressure to continuously keep improving the quality, productivity, safety of its products and services, the pressure is all the more when it comes to small and medium scale industries. The small and medium scale industries do not have the wherewithal of the large scale industries to implement the elaborate quality management programmes which are in vogue. They feel the lack the financial, technological and managerial resources for execution of the modern quality concepts. However out of the various quality concepts, quality circles are much easier to implement even in the small and medium enterprises (SMEs) and can give substantial tangible and intangible benefits. QCs do not really require a high level of technological facilities or managerial abilities or financial investments. In fact they give a high return on the investment as they use low cost

creative solutions by using the common wisdom of the workers, channelized effectively by QC methodology, for solving the day to day problems at the workplace. Such problems when solved improve the quality, productivity, safety delivery time of their products and services. The cost benefits aggregated over a longer period of time are very substantial. Most importantly participation in this process of problem solving develops a positive attitude, self confidence and enthusiasm in the workers who develop a hunger for solving more and more problems with higher levels of complexities. This prepares the workers for adopting the higher level quality management systems. Quality circles thus serve as a foundation for building the more advanced quality management system in the organization The Quality Circles (QCs) or Quality Control Circles (QCCs) as they are called in some countries originated in Japan in the year 1962. They consists of forming groups of workers, generally 8 to 12 working in similar areas to solve the work related problems by using a systematic problem solving approach and the QC tools. Though the name used is quality circles the groups try to take up the problems or improvements which increase the productivity, safety, comfort etc during the working. The philosophy behind the introduction of the QCs was to involve the workers into the company wide effort of improving the organizational performance. In the process the workers remain engaged in the positive activities. It is very important that the quality circle programme once implemented in an organization succeeds. Failure can result in loss of interest and motivation to continue further. The support and commitment from the top management, creation of the proper QC organizational structure, proper training of the workers and continuous facilitation and encouragement are very important for the success of the QC programmed. Circle membership: It is homogeneous group of people usually from the same work areas. However, whenever required experts may be invited for guidance or advice. QCs believe in voluntary participation by the workers without any compulsion. Circle size: Usually a group of 6 to 12 members seems quite effective; however, it depends upon the people employed in a particular section QC meeting: An hour's duration is usually quite adequate for a meeting. Whatever the frequency may be, regular meetings should be ensured. Autonomy: An important ingredient of a QC is the sense of autonomy experienced by its members.

#### REVIEW OF LITERATURE

**Anadh Jayakumar A ital. [2011]** has discussed complete procedure for formation and implementation of Quality Circles in an organization including objectives of QCs activities operations of QCs, Structure of QCs, roles and function of members, coordinators, leaders and facilitators. The procedure for launching QCs in an organization and the training to be provided to the stake holders is also described.

**Chirakumar ital. [2012]** has described 7 QCs tools and PDCA cycle which are at the core of solving the problems using the QC approach and discussed the application of the QCs to solve the problem of rejections in the taper roller bearings. Though Quality Circle is a low-cost tool for implementing total quality management in an industry not all Quality Circle programmes achieve the desired success [Jyoti Prakash

**Majumdar, ital. 2011].** Quality Circle can fail at various stages due to organizational issues, circle formation issues, operational issues recognition issues etc. QCs awareness for the management and QC training for the workers are very important for the success for the QC programmed.

**Shantanu Welker and Shantanu Kulkarni [2013],** have discussed the use of Quality Circle to improve productivity and compared the Quality Circles with, Quality Improvement Groups and Work Groups/Project Teams.

**Monden (2014)** and many other researchers made great contributions to popularize the lean approach. To analyze the implementation of lean approach, it is essential to study the inner working of companies following the basic principles of identified by various researchers over a time period. Researcher examined the lean principles implementation and inner workings of more than 50 companies in automotive sector in USA, UK and India. They studied production

system, product development processes, supply chain management, and management style to see how these companies are following lean principles.

**Rahman (2015)** describes quality circle and use this technique to improve the productivity. Author implements in BISF (Bangladesh Industrial Sanitary Ware Factory) and enterprise of Bangladesh Industrial Corporation. The factory produces various types of insulators and sanitary ware for local market and export. In the study five different product were considered for analyze. These are then eliminated by implementing the suggestion recommended by quality circle member. Author found good results after implementation with decrease in rejection percentage.

**Karlsson (2016)** summarizes the idea in three principles: being global, building knowledge structures together, and operating in networks with other actors. Perhaps most important is the organization and building of hierarchies of technological knowledge for the development and production of products. There is one common denominator in the studies cited above: their ideas were generated through research in large companies, most commonly the global automobile industry (Karlsson, 1992; Womack et al., 1990).

**Adler (2017)** suggest that quality and productivity depend on management „s ability to free workers from the coercive constraints of bureaucracy is not true. According to him, bureaucracy can be reformed to encourage innovation and commitments while standardization, if properly understood and practiced, help continuous learning and motivation. His two-year study shows that Toyota succeeded in employing an innovative form of Toyota „s time and motion regimentation on the factory floor not only to create comparatively better productivity and quality standards but also to enhance workers motivation and satisfaction. It also provides a unique example of employee empowerment, where workers themselves design their procedures and involved in continuous improvement and leading to better employee-employer relationship.

**Kamath and Liker (2018)** went through study of best practices used by Toyota and other Japanese manufactures in supplier management and product development. They claim that Japanese structure their development programs tightly and use targets and prototype to keep suppliers in line. Japanese set clear, and understandable goals and communicate them consistently to suppliers. Japanese use schedules and targets as major coordinating mechanism. Toyota and others treat suppliers based on their capability and mutual alignment, not blind trust, is what binds important suppliers to customers.

## RESEARCH OBJECTIVE

The primary objective of this study is to examine the role and effectiveness of Quality Circle (QC) management within manufacturing industries, with a particular focus on its application and outcomes. Quality Circles are small groups of employees who voluntarily come together to identify, analyze, and solve work-related problems, aiming to improve productivity and workplace quality. The secondary objectives of the study include evaluating the level of employee participation in QC activities, which is crucial for fostering a sense of ownership and accountability among staff. It also seeks to assess the impact of QC initiatives on reducing machine and equipment downtime, thereby enhancing operational efficiency. Another key area of focus is the role of Quality Circles in promoting better communication and teamwork across all organizational levels, which contributes to a more cohesive and collaborative work environment. Additionally, the study investigates how Quality Circles influence employee recognition and involvement in the decision-making process, ultimately supporting employee motivation and engagement. This comprehensive approach provides insights into how Quality Circles can drive both human resource development and operational improvements in manufacturing settings.

## SCOPE OF STUDY

The scope of this study focuses on the implementation and effectiveness of Quality Circle Management in organizations, particularly in manufacturing, service, and corporate

sectors. It examines how Quality Circles contribute to employee engagement, problem-solving, and overall organizational performance. The study will explore employee participation at different levels, the challenges organizations face in sustaining Quality Circles, and the key success factors that enhance their effectiveness. Additionally, it will assess the impact of Quality Circles on employee motivation, job satisfaction, and productivity. The research will be limited to organizations that have implemented or are considering implementing Quality Circles, relying on case studies, surveys, interviews, and literature reviews. While it will analyze both historical and current data, it will not cover organizations without any employee participation programs or unrelated management technique.

#### **LIMITATIONS OF STUDY:**

1. The study is based upon the consumer satisfaction, perception and experience of consumer perception in online product ordering.
2. The data collected for the research is fully primary data given by the respondents by filling the google form.
3. The questionnaire was made available to consumers through google drive – forms.
4. No personal biasness happens while taking filling the questionnaire because of the online google form.Limited time frame.

#### **RESEARCH METHODOLOGY**

This study will adopt a descriptive research design to examine the implementation and effectiveness of Quality Circle Management in organizations. A combination of quantitative and qualitative methods will be used to gather and analyze data.

The research design stands for advance planning of the method to be adopted for collection the relevant data and the techniques to be used in adopted for collecting the relevant data and the techniques to be used in analysis, keeping the view the objectives of the research and availability time. In general, research design is the conceptual structure within which research is conducted: it constitutes the blueprint for the collection, measurement, and analysis of data. The Research Design undertaken for the study is Descriptive Research Design. A study, which wants to portray the characteristics of a group or individuals or situation, is known as Descriptive study.

#### **Data collection and sampling:**

Data collection is a critical component of any research process, as the accuracy and relevance of information directly influence the quality of the findings. In this study, data has been collected using both primary and secondary methods. Primary data was obtained through the questionnaire method, which served as the main tool for gathering first-hand information from respondents, allowing for direct insights into the effectiveness of Quality Circle management. Secondary data, on the other hand, consists of information that is already available and has been previously collected. This includes data gathered through Google Forms as well as from various secondary sources such as books, company websites, magazines, and other relevant publications. Together, these methods provided a comprehensive and well-rounded foundation for the research.

One of the most prominent problems that countries like India face with regard to their construction projects is quality of construction which is below par as compare to international standards. There is a need for finding substantial solutions to these problems quickly. Quick problem-solving leads to improved quality of construction, maintenance of schedule etc. The use of Quality Circles could prove to be an efficient problem-solving technique which can improve the quality of construction.

#### **FINDINGS:**

- 77.8% of the respondent have 18-24 age of the response
- 55.6% of the respondent have male Gender Criteria
- 55.6% of the respondent have undergraduate Qualification Criteria

- 55.6% of the respondent have professional Occupation Criteria
- 88.9% of the respondent have married Marital Status Criteria
- 55% of the respondent have to solve company problem Primary aim of quality circle
- 30% of the respondent have all of the above main purpose of Quality Circle in an Organization
- 60% of the respondent have yes members in your quality circle are able to solve the problems and are participative
- 77% of the respondent have yes Quality Circles are helpful in cost reduction and increases productivity
- 70% of the respondent have once in a week Most preferably Quality Circles should meet
- 40% of the respondent have yes management keep track on the activities of Quality Circle in your organization
- 41% of the respondent have satisfactory satisfaction level with the top Management role in Quality Circle of your organization
- 38% of the respondent 35% of the respondent have yes problems are resolved in an efficient manner by Quality Circle have individual problem Quality Circle
- 65% of the respondent have yes Quality circle identifies analyses and solve quality, cost reduction and any other problem in their work area
- 57% of the respondent have sometimes change developed by your Circle been implemented
- 54% of the respondent have somewhat effective was the Quality Circle in developing solutions to problems
- 45% of the respondent have satisfied are you with the Quality Circle process in your organization

### SUGGESTIONS

In the course of this study, a significant problem related to high gas consumption was identified within the organization. This issue was directly impacting operational costs and overall energy efficiency. Through the structured process of the Quality Circle (QC) methodology, the problem was thoroughly analyzed by a cross-functional team of employees. After careful examination and root cause analysis, the team proposed the installation of a solar water heating system as a sustainable and cost-effective solution. This proposal was not only environmentally friendly but also aligned with the organization's goals of reducing energy expenses and improving long-term efficiency.

The implementation followed the standard steps of the Quality Circle approach, which included problem identification, data collection, analysis, brainstorming solutions, feasibility assessment, and execution. The team collaborated across departments to ensure proper planning, resource allocation, and timely execution of the solar heater installation. Post-implementation, measurable outcomes were recorded, revealing approximately a 38% reduction in gas consumption. This reduction translated directly into significant cost savings for the company and marked a clear improvement in energy utilization.

Moreover, the success of this initiative contributed to a notable increase in productivity, as resources previously allocated to gas usage could now be redirected towards other productive activities. This case effectively illustrates how Quality Circles can serve as a practical and impactful tool for solving workplace problems, especially those related to operational efficiency and resource management. By empowering employees to participate in problem-solving and decision-making, the Quality Circle process not only delivers tangible improvements but also fosters a culture of continuous improvement and teamwork within the organization.

## CONCLUSION

Majority of employees are participating in the QC projects apart from their day to day accomplishment of task. Quality Circle was introduced in organization, the participation level is five percentages now the participation level is ninety percentages and their achievement in QC Projects have increased internally over and above sixty percentages. There is a supportive atmosphere for Quality Circle participants, each and every employee are showing good response for doing projects in Quality Circles. The company wants to implement more innovative ideas to increase the level of participation to hundred percentages and therefore to increase their employee's standards.

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## **A STUDY ON THE MARKET ANALYSIS OF SERVICES AT RECCSAR PRIVATE LIMITED, MADURAI**

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### **ABSTRACT**

*We will outline the market analysis process that enables achieving the best results in any context. This process can be applied both during the establishment of a new company and in the creation of a new product or service. Market analysis does not have a standard method by default, but there are methods and processes that may be more suitable in certain situations. The following analysis aims to provide all the necessary tools to reduce market uncertainties, allowing for the highest probability of success in any market or geographic area. Further studies will follow to delve deeper into the discussed topics.*

**Keywords:** Business strategy, market analysis, business intelligence, start-up, companies, big data etc.

### **INTRODUCTION OF THE STUDY**

Market analysis services involve the systematic study and evaluation of market conditions to help businesses understand their target markets, identify opportunities, and make informed decisions. These services include the collection and analysis of data on market size, trends, competition, customer preferences, and economic conditions. By leveraging market analysis, businesses can develop effective strategies, optimize their operations, and achieve a competitive advantage.

### **Key Components of Market Analysis Services**

#### **1. Market Research**

Market research is the foundation of market analysis services. It involves gathering data on market size, growth rates, trends, and customer preferences. This research can be conducted through surveys, interviews, focus groups, and secondary data sources.

#### **2. Competitive Analysis**

Competitive analysis examines the strengths and weaknesses of competitors in the market. This includes analyzing competitors' market share, product offerings, pricing strategies, marketing efforts, and customer satisfaction levels. Understanding the competitive landscape helps businesses identify their unique value proposition and strategic positioning.

### 3. Customer Analysis

Customer analysis focuses on understanding the needs, preferences, and behaviors of target customers. This involves segmenting the market based on demographics, psychographics, and buying patterns. Customer analysis helps businesses tailor their products, services, and marketing efforts to meet customer needs effectively.

### 4. SWOT Analysis

SWOT analysis evaluates a company's strengths, weaknesses, opportunities, and threats. This strategic tool helps businesses assess their internal capabilities and external environment, providing a comprehensive view of their market position.

### 5. Market Segmentation

Market segmentation involves dividing the market into distinct groups of consumers with similar characteristics and needs. This allows businesses to target specific segments with tailored marketing strategies and product offerings.

### 6. Trend Analysis

Trend analysis identifies emerging market trends and shifts in consumer behavior. By staying ahead of trends, businesses can innovate and adapt their strategies to capitalize on new opportunities and stay competitive.

## SCOPE OF THE STUDY

The scope of this market analysis will focus on understanding the dynamics of Reccsar Private Limited in Madurai. The study includes an assessment of current market size, growth potential, and competitive environment, focusing on analyzing the needs and preferences of customers within local residents. Data is collected through a combination of research, interviews and analysis of related local data sources. The analysis also takes into account the impacts of local economic factors, regulations and technological advances on the delivery and consumption of these services in Madurai.

## NEED OF THE STUDY

Market analysis provides insight into potential customers and competition. It helps you determine the suitability and sustainability of your product in a particular market. Market analysis provides businesses with comprehensive information on existing competitive consumer custody patterns. Companies can also use market mapping tools to understand their position in the market. Market analysis can help identify new or new threats, change market demand, and change customer needs. By analyzing these factors, companies can allocate resources when they are most important

## OBJECTIVES OF THE STUDY

- To study the various factors influencing market analysis of Career guidance service.
- To study the customers acquisition of career guidance among their marketing strategy.
- To study the market potential of online and offline service provider in Reccsar Private Limited at Madurai.
- To enhance the customer valid service among market analysis of various corporate training.
- To study the suggestion and recommendation of valid guideline service also market analysis of their solutions.

## REVIEW OF LITERATURE

**Hoxby (2019)** In this paper we have a tendency to study whether or not on-line education will "bend the price curve" in ancient educational activity. we have a tendency to target degree seeking undergraduates attending open access and less-selective postsecondary

establishments, a gaggle that accounted for concerning fifty ninep.c of all America postsecondary enrollments in 2013 supported information from the Integrated Postsecondary Education information system (IPEDS) of the America Department of Education. This tabulation doesn't embrace MOOCs and alternative non-degree pro- grams that area unit troublesome to trace within the IPEDS. Few degree-seeking students attend selective establishments through on-line programs.

**Shweta Dani, Manisha Singhai (2019)** The University of the Highlands and Islands Project (UHIMI) is developing “on-line learning” on a large scale. These developments have been accompanied by a comprehensive programme of staff development. A major emphasis of the programme is concerned with ensuring that course developers and tutors are pedagogically aware. This paper reviews (i) what is meant by “on-line learning” in the UHIMI context (ii) the theories of learning and teaching and principles of course design that inform the staff development programme and (iii) a review of progress to date.

**RESEARCH METHODOLOGY**

Research is a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. According to Clifford Woody, “Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis”.

**RESEARCH DESIGN**

Research design is the arrangement of conditions of collection and analysis of data in a matter that aims to combine relevance to the research purpose with economy in procedure.

**SAMPLING TECHNIQUES**

The sampling technique adopted for the purpose of the study is Non -probability convenience sampling. As the name implies a convenience sample means selecting particular units of the universe to constitute a sample.

**SAMPLE SIZE**

The sample size of the study is 120. This sample is considered as representative.

**TOOLS FOR ANALYSIS OF DATA**

- Simple percentage method
- Chi-square method
- Correlation

**DATA ANALYSIS AND INTERPRETATION**

**TABLE NO 4.1  
CORRELATION**

The table shows that the relationship between education qualification of the respondents and understand the steps needed to achieve my career goals

X	Y	X <sup>2</sup>	Y <sup>2</sup>	XY
11	62	121	3844	682
29	43	841	1849	1247
47	10	2209	100	470
33	5	1089	25	165
<b>∑X=120</b>	<b>∑Y=120</b>	<b>∑X<sup>2</sup>=4260</b>	<b>∑Y<sup>2</sup>=5818</b>	<b>∑XY=2564</b>

$r = 0.51$

**RESULT**

This is a positive correlation. There are relationships between education qualification of the respondents and understand the steps needed to achieve my career goals.

## **FINDINGS AND CONCLUSION**

### **FINDINGS**

1. Maximum 58% of the respondents are female.
2. Maximum 42% of the respondents are in the age between 25 to 30 years.
3. Maximum 39% of the respondents are undergraduate qualification.
4. Maximum 44% of the respondents are experienced in 2-5 years.
5. Maximum 34% of the respondents are earning Rs. 15,000-20,000.
6. Maximum 37% of the respondents is highly satisfied with career guidance service.
7. Maximum 36% of the respondents said company provide placement-oriented training service

### **CONCLUSIONS**

There is a rising awareness among students and parents in Madurai regarding the importance of professional career guidance beyond traditional options like engineering and medicine. This is fueled by increasing competition, diverse career options, and a greater understanding of the impact of informed career decisions on long-term satisfaction and success. India's career counselling market is substantial and growing rapidly, with projections indicating a continued upward trend. While urban areas have seen more penetration, Madurai, being a Tier likely represents a significant untapped segment with a growing aspirational youth population seeking direction. While awareness and access to career counselling might be higher in more urbanized parts of Madurai likely has a mix of urban and semi-urban populations. Tailoring services to reach students and parents in different socio-economic backgrounds and locations within Madurai will be crucial.

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## **A STUDY ON LABOR WELFARE IN SJLT – THURAIYUR**

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### **ABSTRACT**

*Labor welfare refers to measures undertaken to improve the overall well-being of workers, encompassing their health, safety, and social well-being. These measures extend beyond basic wages and include facilities, services, and amenities provided to enhance employees' lives and create a more satisfied and productive workforce*

### **INTRODUCTION OF THE STUDY**

Welfare means facing or doing well. It is a comprehensive term and refers to the physical, mental, moral and well being of an individual. Further the term welfare is a relative concept relative in time and space. It therefore varies from time to time from region to region and from country to country.

Labor welfare and social measures are known as labour's service program or fringe benefits. Labours enjoy these services (such as canteen crèches, education and recreation facilities) without any references to the specific work done by them.

'Welfare' is a broad concept referring to a state of living of an individual or a group in a desirable relationship with the total environment ecological, economic and social Labor welfare. It includes both the social and economic content of welfare. Social welfare is primarily concerned with the solution of various problems of the weaker section of the society like prevention of destitution and poverty.

It aims at social development by such means as social legislation, social reform, social action services, social work and social action. The object of economic welfare is to promote economic development by increasing production, productivity and through equitable distribution. The Labor welfare is a part of social welfare, conceptually and operationally converts a broad field and connects a state of well-beings, happiness, satisfaction conservation and development of human resources.

### **OBJECTIVES OF THE STUDY**

- To study the welfare measures provided to the employees in SJLT Textiles, Thuraiyur
- To know the satisfaction level of employees in job.
- To know the need and importance of the welfare in the organization
- To ascertain the level of attitude of employees towards non statutory welfare measures of the company

- To check whether the working conditions are favorable to the workers

## **RESEARCH METHODOLOGY**

### **INTRODUCTION**

Research Methodology is a systematic way to solve a research problem; It includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them.

### **RESEARCH DESIGN**

“A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure”. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

### **METHOD OF COLLECTION**

The study basically uses primary and secondary data. Primary data means data which is fresh collected data. Primary data mainly has been collected through personal interviews, surveys etc. Secondary data means the data that are already available. Generally speaking secondary data is collected by some organizations or agencies which have already been processed when the researcher utilizes secondary data; the process of secondary data collection and analysis is called desk research. Secondary data provides economy in time and cost. It is easily available and unbiased. Secondary data may either be published data or unpublished data. For this study secondary data were collected from the annual reports of the company and from the company website. The study depends mainly on the primary data and secondary data namely the text books, journals, newspapers, magazines and internet.

Labor welfare refers to measures undertaken to improve the overall well-being of workers, encompassing their health, safety, and social well-being. These measures extend beyond basic wages and include facilities, services, and amenities provided to enhance employees' lives and create a more satisfied and productive workforce.

### **SAMPLING**

#### **Population**

The aggregate elementary units in the survey are referred to as the population. Here it covers the entire employees of SJLT Textiles, Thuraiyur.

#### **Sample Size**

The study based only on the opinion and expectation of employees. Total number of sample taken for the study is 125 respondents.

#### **Sources of data**

The sources of data for the study are primary data and secondary data. The primary data which is collected through questionnaire, which includes respondents demographical factors and factors which is relevant to know about employees welfare. The secondary data which is collected from books, magazines and website for the data relevant to industry profile, company profile and review of literature and so on.

### **SAMPLING UNIT**

Sampling unit is in Thuraiyur.

#### **Sample design**

Random sampling techniques were used for the study.

### **STATISTICAL TOOLS USED**

#### **Statistical tools**

The commonly used statistical tools for analysis of collected data are:

1. Percentage analysis
2. Chi Square test

### **REVIEW OF LITERATURE**

Sharma Nishi (2016) studied the financial performance of passenger and commercial vehicle segment of the automobile industry in the terms of four financial parameters namely liquidity, profitability, leverage and managerial efficiency analysis for the period of decade from 2001-02 to 2010-11. The study concludes that profitability and managerial efficiency of Tata motors as well as Mahindra & Mahindra ltd are satisfactory but their liquidity position is not satisfactory. The liquidity position of commercial vehicle is much better than passenger vehicle segment.

Ray Sabapriya (2016) studied the sample of automobile companies to evaluate the performance of industry through indicators namely sales, production and export trend etc for period of 2003-04 to 2009-10. The study finds that automobile industry has been passing through disruptive phases by over debt burden, under utilization of assets and liquidity instability. The researcher suggested to improving the labour productivity, labour flexibility and capital efficiency for success of industry in future.

Murlidhar, A. Lok Hande & Rana Vishal S. (2016) the author tries to evaluate the performance of Hyundai Motors Company with respect to export, Domestic Sales, productions and profit after tax. For this purpose, the pie chart and bar graph are used to show the performance of company various years.

Rapheal Nisha (2016) the author tries to evaluate the financial performance of Indian tyre industry. The study was conducted for period 2003-04 to 2011-12 to analyze the performance with financial indicators, sales trend, export trend, production trend etc. The result suggests the key to success in industry is to improve labour productivity and flexibility and capital efficiency.

Dhole Madhavi (2016) Investing the impact of price movement of share on selected company performance. It advise due investors consider various factors before choosing the better portfolio. Sentimental factors do play a role in price movement only in short term but in long run annual performance is sole factor responsible for price movement.

Idhayajothi, R et al (2016) the main idea behind this study is to analyze the financial performance of Ashoka Leyland ltd. at Chennai. The result shows that financial performance is sound and also suggested to improve financial performance by reducing the various expenses. • Huda Salhe Meften& Manish Roy Tirkey (2014) have studied the financial analysis of Hindustan petroleum corporation ltd. The study is based on secondary data. The company has got excellent gross profit ratio and trend is rising in with is appreciable indicating efficiency in production cost. The net profit for the year 2010-11 is excellent & it is 8 times past year indicating reduction in operating reduction in operating expenses and large proportion of net sales available to the shareholders of company.

Agarwal, Nidhi (2016) the study focus on the comparative financial performance of Maruti Suzuki and Tata motors ltd. The financial data and information required for the study are drawn from the various annual reports of companies. The liquidity and leverage analysis of both the firms are done. To analyze the leverage position four ratios are considered namely, capital gearing, debt-equity, total debt and proprietary ratio. The result shows that Tata motors ltd has to increase the portion of proprietor’s fund in business to improve long term solvency position.

Mathur Shivam & Agarwal Krati (2016) Ratio’s are an excellent and scientific way to analyze the financial performance of any firm. The company has received many awards and achievements due to its new innovations and technological advancement. These indicators help the investors to invest the right company for expected profits. The study shows that Maruti Suzuki limited is better than Tata motors

**DATA ANALYSIS AND INTERPRETATION**

**Table showing the age of the respondents**

S NO	RANGE	NO. OF RESPONDENTS	PERCENTAGE %
A	Below 25	4	3

B	26 - 30	24	20
C	31 – 35	60	50
D	36 – 40	24	20
E	Above 40	8	7
<b>Total</b>		120	100

**INFERENCE:**

In the survey, 3% of the respondents are comes under the age limit of below 25, 20% of the respondents are comes under the age limit of 26-30, 50% of the respondents are comes under the age limit of 31-35, 20% of the respondents are comes under the age limit of 36-40, 7 % of the respondents are comes under the age limit of above 40.

**Table showing the experience (in years) of the respondents**

S NO	RANGE	NO. OF RESPONDENTS	PERCENTAGE %
A	Below 5	26	22
B	6 - 10	36	30
C	11 – 15	29	24
D	16 – 20	15	13
E	Above 20	14	11
<b>Total</b>		120	100

**INFERENCE:**

In the survey, 22% of the respondents are having the experience of below years, 30% of the respondents are having the experience of 6 – 10 years, 24% of the respondents are having the experience of 11 – 15 years, 13% of the respondents are having experience of 16 – 20 years, 11% of the respondents are having the experience of above 20 years.

**Table showing the awareness of health and safety**

S NO	RANGE	NO. OF RESPONDENTS	PERCENTAGE %
A	YES	64	53
B	NO	56	47
<b>Total</b>		120	100

**INFERENCE:**

In the survey, 53% of the respondents are aware of the health and safety measures, and 47% of the respondents respond that they are not aware of the health and safety measures adopted in the company.

**FINDINGS, SUGGESTIONS AND CONCLUSION**

**FINDINGS**

- 50% of the respondents are comes under the age limit of 31-35,
- 30% of the respondents are having the experience of 6 – 10 years
- 53% of the respondents are aware of the health and safety measures.
- 45% of the respondents have awareness through colleagues.
- 64% of the respondents said that they have no effective arrangements for communicating health and safety matters in the company.
- 50% of the respondents said that as through proper intimation for communicating health and safety matters.
- 63%of the respondents said that the company is providing medical facilities to the workers.
- 40% of the respondents say that the company is providing inside clinic.
- 86% of the respondents say that they have attended health and safety training.
- 41% of the respondents are highly satisfied in training.
- 53% of the respondents respond that the training is offered once in 3 years.
- 35% of the respondents are neutral on working temperature is reasonable to work.

**SUGGESTIONS**

- The company has to create the awareness for the workers regarding health and safety.
- They have to provide effective arrangements to the workers for communicating their health and safety matters.
- It is better to provide frequent health and safety training, at least once in a year.
- The company has to provide enough drinking water facility available at all the time.
- The management has to take necessary steps to reduce the stress level of the workers.
- Orientation programmes can be conducted to make the workers to feel that their work environment is safe to work.

### **CONCLUSION**

It is revealed from the study that, the health and safety measures adopted in SJLT Textiles, Thuraiyur are provided to the workers according to the provisions of the factories act. It reveals that the awareness of the workers about health and safety in the workplace is inadequate. Also repeated accidents like electric shocks, finger injuries are occurred in the workplace.

Suitable ideas were suggested to avoid those accidents and to improve the health and safety measures. The role of management in implementing health and safety in the organization is very effective. Most of the workers were satisfied with the health and safety measures adopted in the company. If the company implements effective disciplinary procedures; it will help the company to go with their policies and also to maintain health and safety in the organization.

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## A STUDY ON RECRUITMENT AND TRAINING WITH REFERENCE TO SUPREME STEEL COMPANY IN TRICHY

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### ABSTRACT

*The success of any organization largely depends on the efficiency and effectiveness of its human resource management practices, especially recruitment and training. This study aims to analyze the recruitment and training processes at **Supreme Steel Company in Trichy**, evaluating their role in attracting, selecting, and developing the right talent. The research explores the methods used for hiring, the criteria for candidate selection, and the training programs designed to enhance employee performance. Both primary and secondary data were collected to assess the satisfaction level of employees and the alignment of training initiatives with organizational goals. The findings suggest that systematic recruitment and well-structured training contribute significantly to employee productivity, retention, and overall organizational success. Recommendations are provided to enhance the existing HR practices for better outcomes in the competitive steel industry.*

**KEY WORDS:** Recruitment, Training, Human Resource Management, Employee Development, Talent Acquisition, Steel Industry, Supreme Steel Company and Workforce Management

### INTRODUCTION

#### RECRUITMENT

Recruitment refers to the process of attracting, screening, and selecting qualified people for a job at an organization or firm. It is undertaken by recruiters. It also may be undertaken by an employment agency or a member of staff at the business or organization looking for recruits.

#### Recruitment Process

Recruitment and selection can play a pivotally important role in shaping an organization's effectiveness and performance, if work organizations are able to acquire workers who already possess relevant knowledge, skills and aptitudes and are able to make an accurate prediction regarding their future abilities. Recruitment and selection also has an important role to play in ensuring worker performance and positive organisational outcomes. It is often claimed that selection of workers occurs not just to replace departing employees or add to a workforce but rather aims to put in place workers who can perform at a high level and demonstrate commitment.

**Definitions**

“Recruitment is the process of generating a pool of capable candidates applying to an organisation for employment (Gold, 2007). This suggests that applicants with experience and qualifications most closely related to job specifications may eventually be selected. Organisations become concerned when the cost of a mistake in recruitment is high.”

**SOURCES OF RECRUITING**

Sourcing involves the following steps:

**Internal Sources**

The most common internal sources of internal recruitment are

1. Personal Recommendations
1. 2. Notice Boards
2. 3. Newsletters
3. 4. Memoranda

**External Sources**

There are many sources to choose from if you are seeking to recruit from outside the company.

1. Word of mouth, 2. Notices 3. Job centres 4. Private agencies and consultants 5. Education institutions 6. The press 7. Radio 8. Television

**RECRUITMENT PROCESS**

Recruitment is a process of finding and attracting the potential resources for filling up the vacant positions in an organization. It sources the candidates with the abilities and attitude, which are required for achieving the objectives of an organization.

Recruitment process is the first step in creating a powerful resource base. The process undergoes a systematic procedure starting from sourcing the resources to arranging and conducting interviews and finally selecting the right candidates.

**Recruitment Planning**

Recruitment planning is the first step of the recruitment process, where the vacant positions are analyzed and described. It includes job specifications and its nature, experience, qualifications and skills required for the job, etc.

A structured recruitment plan is mandatory to attract potential candidates from a pool of candidates. The potential candidates should be qualified, experienced with a capability to take the responsibilities required to achieve the objectives of the organization.

**Identifying Vacancy**

The first and foremost process of recruitment plan is identifying the vacancy. This process begins with receiving the requisition for recruitments from different department of the organization to the HR Department, which contains –

- Number of posts to be filled
- Number of positions
- Duties and responsibilities to be performed
- Qualification and experience required

When a vacancy is identified, it the responsibility of the sourcing manager to ascertain whether the position is required or not, permanent or temporary, full-time or part-time, etc. These parameters should be evaluated before commencing recruitment. Proper identifying, planning and evaluating leads to hiring of the right resource for the team and the organization.

**Definition of Training**

Training is a process in which the trainees get an opportunity to learn the key skills which are required to do the job. Learning with earning is known as training. It helps the employees to understand the complete job requirements.

**Training Process**

Induction training, vestibule training, apprenticeship training, job training, promotional training, internship training are some of the major types of training. The merits of the training are given as under:

It results in higher productivity both quantitatively and qualitatively.

It develops a number of skills in the employees.

Improved performances.

The cooperative environment of the organisation.

It builds confidence in the employees for doing a job.

Decreased employee turnover.

Lesser chances of accidents.

### **METHODS OF TRAINING**

On the job Training Off the job Training

There are two methods through which managers can improve their knowledge and skills. One is through formal training and other is through on the job experiences. On the job training is very important since real learning takes place only when one practices what they have studied.

But it is also equally important in gaining knowledge through classroom learning. Learning becomes fruitful only when theory is combined with practice. Therefore on the job methods can be balanced with classroom training methods (off-the-job methods).

### **ON-THE-JOB TRAINING (OJT) METHODS**

- Job rotation
- Coaching
- Job instructions
- Committee assignments
- Internship training

### **OFF-THE-JOB TECHNIQUES**

- Case study method
- Incident method
- Role play
- In-basket method
- Business games
- Grid training
- Lectures
- Management education
- Conferences

### **SCOPE FOR THE STUDY**

The scope of the study is confined to Supreme Steel Company, Trichy. The project helps us to understand the recruitment and training adopted by the company. The study was done for during the period of three months and 120 respondents were chosen as sample respondents from the company. The study enables us to know the opinion of the employees towards the recruitment and training process and also give ideas of better recruitment and training techniques which can be adopted to improve the workforce of Supreme Steel Company, Trichy.

### **OBJECTIVES OF THE STUDY**

To evaluate the effectiveness of recruitment process in the organisation.

To measure the level of satisfaction in training effectiveness in the company.

To analyse the impact of training on employees performance.

To obtain suggestions from the respondents to increase the effectiveness in recruitment and training for the organisation.

### **LIMITATIONS OF THE STUDY**

Shortage of time is also reason for incomprehensiveness in this study. Time is one of the main constraints to interact with respondents.

The views of the people are biased therefore it doesn't reflect true picture.

The study is confined to the employees of the Supreme Steel Company, Trichy. This findings does not suitable to other companies.

The sample was collected using sampling techniques. As such result may not give an exact representation of the population.

### **STATEMENT OF THE PROBLEM**

Effective recruitment and training are fundamental components of human resource management that significantly influence an organization's productivity and overall growth. In a highly competitive business landscape, companies must implement robust strategies to attract, develop, and retain top talent.

At Supreme Steel Company in Trichy, operating within a fast-paced and challenging industry, the efficiency of the workforce is critical for sustaining a competitive edge. Nevertheless, issues such as talent sourcing, skill deficiencies, employee turnover, and the efficacy of existing training programs can hinder the company's performance. Securing the right talent and providing them with comprehensive training are vital to ensuring long-term success.

This study seeks to examine the recruitment and training methodologies employed at Supreme Steel Company, assess their effectiveness, and pinpoint potential areas for improvement. By identifying the shortcomings and gaps within the current system, the research aims to propose actionable recommendations that will enhance recruitment and training processes, thereby fostering improved workforce management and organizational growth.

### **REVIEW OF LITERATURE**

**Gowsalya R S, Asma V.K.M (2018)**, Training plays an important role in the effectiveness of organisations and to the experiences of people in work. Percentage is used in making comparison between two or more series of data. Training effectiveness is the measurement of improvement in the employee's knowledge, skill and behavioural pattern within the organization as a result of trainings program. This measurement help to match the cost incurred in the design and implementation of training with the associated benefits. Thus, it indicates whether the program has been able to deliver its intended goals and objectives. The purpose of this paper is to review the model of training effectiveness for the adoption by the human resources development executives in their planning, designing and implementation training program.

**Hasan Tarik, (2018)**, The aim of providing training is to ensure that an employee is capable of performing better in the current role. Training can be a source of achieving competitive advantage where the gained knowledge and skill of the employee can reap benefit for the organization. After critical review of the paper, it was found that the sample size was very small and response rate was not adequate. The study was based on primary source of data collected from 60 respondents through structured questionnaires. This review highlights on training effectiveness assessment.

**Girard, A., Fallery, B. et.al (2019)**, The development of social media provides new opportunities for recruitment and raises various questions. This chapter aims to clarify areas of agreement and disagreement regarding the integration of social media in recruitment strategies. A Delphi study was conducted among a panel of 34 French experts composed of 26 practitioners and 8 academics. Three quantitative results and five qualitative results are presented. Social media appear as an opportunity to raise the strategic role of HR professionals through employer branding strategy, internal skills development, and a greater involvement of managers within the sourcing process.

**Gupta, A. and Mishra, M. (2023)**, This study explores the role of AI tools in enhancing recruitment by saving time, reducing costs, and improving candidate experience. It reviews current AI applications like Mya and Brazen, highlighting their features, benefits, and challenges for both recruiters and applicants. The study draws on industry reports and focuses on how AI supports HR functions, especially recruitment. Companies such as Deloitte, Oracle,

and L'Oréal demonstrate partial or full AI integration. While AI aids in application screening and initial selection, human involvement remains crucial for assessments and interviews. The study concludes that although AI adoption is growing, many firms have yet to fully leverage its potential across all recruitment stages.

### **RESEARCH METHODOLOGY**

Research is the systematic study of processes with the aim of discovering more efficient methods of doing things, lowering the amount of work required to attain an aim, and determining the viability of the targets. In this study, descriptive research was used.

A research methodology gives research legitimacy and provides scientifically sound findings. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable. A researcher's methodology allows the reader to understand the approach and methods used to reach conclusions.

### **RESEARCH DESIGN**

The research design helps a researcher to pursue their journey into the unknown but with a systematic approach by their side. Research design is a plan to answer your research question. A research method is a strategy used to implement that plan. Research design and methods are different but closely related, because good research design ensures that the data you obtain will help you answer your research question more effectively.

#### **Descriptive Research Design**

In Descriptive Research Design, the scholar explains/describes the situation or case in depth in their research materials. This type of research design is purely on a theoretical basis where the individual collects data, analyses, prepares and then presents it in an understandable manner. It is the most generalised form of research design. To explore one or more variables, a descriptive design might employ a wide range of research approaches.

#### **Population**

A population refers to any collection of specified group of human beings. Here it covers the entire employees of Supreme Steel Company, Trichy.

#### **Sample Size**

Total number of sample taken for the study is 120 respondents.

#### **Sampling Unit**

Sampling unit is in Trichy.

#### **Sample design**

Convenience sampling techniques were used for the study.

#### **Sample Frame**

A Sample frame may be defined as the listing of the general components of the individual units that comprise the defined population.

### **METHODS OF DATA COLLECTION**

Data refers to information or facts. It includes numerical figures, qualitative and quantitative information. There are two types of data collection method. They are primary and secondary data.

#### **Primary Data Collection**

These are fresh data which are collected for the first time. The data collection used for this study is Interview schedule questionnaire.

#### **Questionnaires**

A list of questions was set typed and printed and then administered to the respondents to give responses for the purpose of the study. The questionnaire prepared by the Researcher was structured non-disguised questionnaire. The questionnaire contained both Open-ended and Closed-ended Questions.

#### **Secondary Data Collection**

Secondary data consist of information that already exists somewhere and have been collected for specific purpose in the study. The secondary data for this study are newspapers, journals,

magazines, internet etc. The required data for the study are basically secondary in nature and the data are collected from the annual reports of the company.. The secondary data for the project is mostly collected from the annual reports of the organization, Internet, from the Journals and Magazines.

### **Hypothesis of the study**

There is no significance relationship between the age of the respondents and recruitment practices of the organization.

There is no significance relationship between monthly income of the respondents satisfaction level in training effectiveness in the company.

### **TOOLS USED IN THE STUDY**

The following are the tools used by the researcher to interpret the data and to provide conclusion for the study.

**Percentage analysis**

**Chi-square test**

**Correlation Analysis**

### **FINDINGS**

1. 36% of the respondents said that excellent towards the recruitment process stimulates experienced candidates for the organization.
2. 32% of the respondents said that excellent towards the recruitment process reduces the employees training cost for the organization.
3. 58% of the respondents said that good towards the recruitment process creates internal brand for the organization.
4. 36% of the respondents said that poor towards the recruitment process brings candidates from competitors companies to adopt technical collaboration
5. 48% of the respondents are highly satisfied towards training satisfaction helps to job.
6. 34% of the respondents are satisfied towards improves employees quality of work life
7. 46% of the respondents are highly satisfied towards increases employees' engagement
8. 38% of the respondents are satisfied towards increases team spirit
9. 41% of the respondents are highly satisfied towards increases efficiency of the employees
10. 48% of the respondents said that agree towards training and development teach the technique of performing a job to employees
11. 37% of the respondents said that strongly disagree towards performance and productivity increase due to the ability of the employees
12. 32% of the respondents said that agree towards training helps to achieve organizational goals
13. 40% of the respondents said that strongly agree towards training helps to employees work commitment
14. 43% of the respondents said that agree towards positive impact on employees performance

### **SUGGESTION**

1. The company must convey it is expected and required skill set from the candidates in advertisements clearly.
2. The advertisement must attract the candidates to apply for the job.
3. There must be knowledgeable recruiters to recruit the talent personnel for the company.
4. The company must engage and utilize innovative techniques in recruitment to select talent personnel for it.
5. The recruitment process must be stimulating the experience candidates for the company.
6. The recruitment process must reduce the employees training cost and it must attract experienced personnel for the organization.

7. The training must ensure the employees performance in the work place. As well as it must increase productivity of the concern.
8. The training should be effective to achieve organizational goals by the employees.
9. The company should assess that whether the training helps to enhance work commitment for the employees.
10. There must be positive impact for the employees due to the training effectiveness.

## CONCLUSION

The study found that respondents expressed varying levels of satisfaction with different aspects of recruitment and training processes, reflecting both strengths and areas for improvement. It revealed that while the recruitment process is seen as effective in attracting talent and fostering employee engagement, there are concerns about innovation and the attraction of candidates from competitor companies. The study concluded that training has a significant positive impact on job satisfaction, employee engagement, and work efficiency, highlighting its role in organizational success. It suggested that organizations should focus on enhancing recruitment techniques and providing more targeted training to improve overall performance and employee commitment. It is concluded that, the HR part is not completed after they recruit the right person at the right job. They are in the intention to train the selected employees effectively. The recruiter must be a qualified one. The recruitment process must be having the capability to acquire experienced personnel to the organization. The training for the employees must be effective one and it must impact on employees performance to increase productivity of the concern.

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## **A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF THE ASSOCIATED CEMENT COMPANIES LTD., COIMBATORE**

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### **ABSTRACT**

*Financial performance refers to the overall financial health of the business. Financial analysts often assess the society's liquidity, solvency, efficiency, profitability, operating efficiency and financial stability in both short-term and long-term. The objective of the study is to analyze the financial statement of The Associated Cement Companies Ltd., Coimbatore during from 2019-20 to 2023-2024. This study focuses on understanding and analyzing the financial performance of companies, particularly their ability to manage short-term obligations, maintain long-term stability, and generate profits effectively. It emphasizes evaluating operational efficiency and resource utilization to determine how well a company creates value for its shareholders while identifying growth opportunities. The study depends mainly on the secondary data namely the annual reports of the company. Five years annual reports had been collected from the company. Analytical research design is used.*

### **INTRODUCTION**

Finance means more than money. While money is a legal tender used for transaction settlements, finance refers to asset allocation and management of monetary resources. Finance cuts across multiple activities like developing a cash flow forecast for your business, keeping money in a high-interest savings account, and creating budgets and financial models.

Personal finance refers to managing an individual's monetary resources across five key areas income, savings, investments, expenditure, and assets protection. The goal is to make intelligent investment decisions and build a safety net that sustains the individual without constraints or bad debts.

### **SCOPE FOR THE STUDY**

The study mainly attempts to analyse the financial performance of the The Associated Cement Companies Ltd., Coimbatore. The financial authorities can use this for evaluating their performance in future, which will help to analyse financial statements and help to apply the resources of the company properly for the development of the company and to bring overall growth. The present study attempt to develop a trend analysis model for sales and working capital and profit and loss accounts. The study is based on secondary data. The sources of data are from the last five years annual reports of the company from the year 2019-20 to 2023-24.

### **STATEMENT OF THE PROBLEM**

The sustainability and expansion of The Associated Cement Companies Ltd., Coimbatore, are significantly influenced by its financial performance. The company's financial stability, however, may be hampered by issues including ineffective resource use, inadequate liquidity management, and an unbalanced capital structure. Investor confidence and business continuity may be impacted by challenges in fulfilling financial commitments brought on by inadequate short- and long-term solvency.

Furthermore, inefficiencies in operating efficiency and asset utilization might lower profitability, which will affect the expansion of the organization as a whole.

### **OBJECTIVES OF THE STUDY**

#### **Primary objectives**

- To study on financial performance analysis of The Associated Cement Companies Ltd., Coimbatore

#### **Secondary objectives**

- To analyse the short term solvency of the company
- To measure the long term solvency position of the company
- To study the effective utilization of the company
- To ascertain and understand the operating efficiency of the company
- To analyse the present financial and future financial position of the company

### **RESEARCH METHODOLOGY**

Research methodology refers to the systematic and structured approach employed to conduct and carry out research, including the planning, data collection, analysis, and interpretation stages. It serves as a framework that guides the scientific investigation process, helping researchers design experiments, surveys, or studies to answer specific research questions or test hypotheses.

### **RESEARCH DESIGN**

Research design is the conceptual structure within which, research is conducted. The researcher used analytical type of research for the study. Analytical research is a type of research, where the research is to be undergone on the basis of facts or information already available and analysis those to make a critical evaluation of the materials. The investigation focuses on evaluating The Associated Cement Companies Ltd's financial health. An analytical approach is adopted to gain a deeper understanding of the matter, leveraging secondary data from various sources for a thorough assessment.

### **LIMITATIONS OF THE STUDY**

- This study is based on the secondary data collected from the annual report of the company
- This study is based on the details of last 5 years.
- The study done using ratios may not provide an accurate values and financial position of the company.
- Approximate values are taken in the study.
- As the financial statements are prepare on going concern basis, it does not give exact position.
- Being the time limit for the researcher is very short; it becomes impossible to gather much more details recording this study

### **SUGGESTIONS**

Current assets like cash and bank balances which are in excess can be converted into investments which can earn profits for the company. Inventory should be increased in future to larger extent which increases sales and contribute to huge profits for the company. Company can go for manageable debt and thus can take benefits relating to tax for the future years.

If the company will took any precautionary methods to reduce all the expenses then the prodigality of the company will goes up. The company has to reduce its operating expenses which are within the control of the company. The company can make a good amount of profit by diversifying the existing production or by manufacturing new products.

Company has to develop zeal to increase its profit. The company should utilize the available resources in proper manner. As a company is facing a stiff competition from competitors it has to work hard to meets its targets. It needs to give more importance for research and development.

It needs to update with latest technology to match with its competitors. And the company can invest fairly good amount in investments of fixed assets. The company assets in the form of loans and advances are to be verified and appropriate measures have to be taken for the collection of same time.

### **CONCLUSION**

After analyzing the financial statements of The Associated Cement Companies Ltd, Coimbatore during the five financial years, it is clear that the financial position of the company is in favorable. We can say that there should be an efficient financial management system in the organization. It should overcome the adverse condition and minimize its losses and protect firm from facing the negative condition of liquidity. In tomorrow's economy the world will belong to those who are open to creative,

imaginative and flexible to changes, having open mindless, strength of taking risk and an innovative spirit. These entire characteristics can lead the company on a successful path.

However the management needs to focus more on the inventory and go for manageable debt. Based on this study the major findings are that from the overall finance point of view, company is not performing to a very high degree level of achievement. This study indicates that in order to improve the overall performance of company the management must take all possible steps to review and modify various policies, cash budgets, inventory status by using sound information management system. This will enable the management to have a close control over the various operations.

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## **AI IN ENTREPRENEURSHIP AND BUSINESS INNOVATION**

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### **ABSTRACT**

*Artificial Intelligence (AI) has emerged as a transformative force in the realm of entrepreneurship and business innovation. The integration of AI technologies has enabled entrepreneurs to enhance decision-making, streamline operations, and develop data-driven strategies. This article investigates the role and impact of AI on entrepreneurship, focusing on how it fuels innovation, productivity, and market competitiveness. A quantitative research methodology was employed using a structured questionnaire with a sample size of 120 respondents. Data analysis using statistical tools such as Chi-square tests reveals that AI significantly contributes to the entrepreneurial process, especially in customer service, marketing, and product development. The findings suggest that AI adoption leads to increased efficiency and fosters innovative thinking in start-ups and small enterprises.*

**Keywords:** Artificial Intelligence, Entrepreneurship, Innovation, Startups, Business Growth, Technology Integration, AI Tools

### **INTRODUCTION**

In today's fast-evolving digital economy, artificial intelligence (AI) has become central to entrepreneurial success. Entrepreneurs and businesses are increasingly leveraging AI to address customer needs, optimize internal processes, and gain a competitive edge. This article aims to explore how AI intersects with entrepreneurship and how it contributes to business innovation, especially in start-ups and small to medium enterprises.

### **ARTIFICIAL INTELLIGENCE (AI)**

Artificial Intelligence refers to the simulation of human intelligence in machines that are designed to think and act like humans. AI applications include machine learning, natural language processing, robotics, and expert systems. These technologies enable machines to analyze data, make predictions, and automate complex tasks, making them invaluable in modern business environments.

### **ENTREPRENEURSHIP**

Entrepreneurship involves the identification of opportunities and the creation of new ventures to bring innovative products or services to the market. Entrepreneurs are risk-takers

who drive economic development through innovation, job creation, and disruption of traditional business models.

### **BUSINESS INNOVATION**

Business innovation refers to the development of new ideas, products, services, or processes that improve a company's performance and competitiveness. It is a crucial element of entrepreneurship, allowing firms to adapt to changing market demands and technological advancements.

### **IMPACT OF AI IN ENTREPRENEURSHIP**

AI significantly impacts entrepreneurship by:

- Automating repetitive tasks and reducing operational costs
- Enhancing customer experience through personalization
- Providing real-time analytics for better decision-making
- Assisting in market research and product development
- Enabling predictive forecasting and strategic planning

AI is transforming how entrepreneurs launch, manage, and scale their businesses by enabling smarter, data-driven innovations.

### **FUNCTIONS OF AI IN ENTREPRENEURSHIP**

AI plays several critical roles in enabling entrepreneurial success and innovation. Key functions include:

#### **Market Analysis and Research**

AI algorithms analyze market trends, customer preferences, and competitor strategies, helping entrepreneurs make informed decisions.

#### **Customer Relationship Management (CRM)**

Chatbots and AI-driven CRM tools enhance customer support, automate responses, and personalize communication.

#### **Product Development and Innovation**

AI helps entrepreneurs design products based on predictive analytics, consumer behavior, and simulation tools.

#### **Sales and Marketing Automation**

AI enables automated ad targeting, lead generation, email marketing, and customer segmentation.

#### **Financial Forecasting and Risk Management**

AI systems analyze historical data to predict future financial performance and detect potential risks.

#### **Supply Chain and Inventory Optimization**

Entrepreneurs use AI to streamline supply chains, manage inventory, and reduce operational costs.

#### **Business Decision-Making**

AI provides data-driven insights, helping in strategic planning, pricing, and performance evaluation.

#### **Talent Acquisition and HR Support**

AI tools assist in screening resumes, matching candidates, and automating onboarding processes.

#### **Cybersecurity and Data Protection**

AI systems detect security breaches, ensuring the safety of digital business infrastructure.

#### **Personal Virtual Assistants**

Entrepreneurs use AI-based assistants to manage schedules, set reminders, and handle routine tasks efficiently.

### **OBJECTIVES OF THE STUDY**

- To examine the role of AI in enhancing entrepreneurial activities and business innovation.
- To identify the specific functions of AI that contribute to entrepreneurial success.
- To analyze how AI influences business decision-making, customer service, and product development.
- To assess the level of awareness and adoption of AI tools among entrepreneurs.
- To understand the challenges and limitations faced by entrepreneurs in implementing AI.
- To provide suggestions for improving AI adoption in small and medium enterprises (SMEs).
- To evaluate the impact of AI-driven innovation on business growth and market competitiveness.

**REVIEW OF LITERATURE**

- **Brynjolfsson & McAfee (2017)** emphasized AI’s role in reshaping business models through automation and innovation.
- **Bughin et al. (2018)** found that AI adoption leads to productivity growth and cost reduction, especially in start-ups.
- **Kaplan & Haenlein (2019)** discussed how AI enables mass customization and improved customer interactions in entrepreneurial ventures.
- **Gauthier et al. (2020)** noted that AI-driven tools like chatbots and virtual assistants reduce workload and enhance customer satisfaction.
- **Chatterjee et al. (2021)** examined AI’s role in identifying entrepreneurial opportunities using big data analytics.

**STATEMENT OF THE PROBLEM**

Although AI is recognized as a powerful driver of innovation and efficiency, many entrepreneurs lack the resources, knowledge, or infrastructure to implement AI effectively. This gap hinders their ability to fully leverage AI’s benefits in a competitive business environment.

**METHODOLOGY**

- **Research Design:** Descriptive and quantitative
- **Sample Size:** 120 respondents (entrepreneurs and startup founders)
- **Sampling Method:** Stratified random sampling
- **Data Collection Tools:** Structured questionnaire (Google Forms and offline)
- **Data Collection Period:** 30 days
- **Statistical Tool Used:** Chi-square test for independence

**DATA ANALYSIS AND INTERPRETATION**

**CHI-SQUARE TEST:**

Variable	Observed Frequency	Expected Frequency	Chi-square Value	Significance
AI improves decision-making	85	60	10.42	Significant
AI improves customer support	90	60	15.00	Significant

AI helps with product design	75	60	3.75	Significant
AI adoption faces challenges	70	60	1.67	Not Significant

**Interpretation:** The Chi-square test indicates that AI significantly influences entrepreneurial decision-making, customer service, and product design. However, challenges in AI adoption are not considered statistically significant in affecting its utility.

**FINDINGS**

- Most entrepreneurs believe AI significantly improves operational efficiency and strategic planning.
- Customer relationship management is the most positively impacted area.
- Awareness and training in AI tools are still limited among micro-entrepreneurs.
- Financial constraints are the biggest barrier to AI implementation.

**SUGGESTIONS**

- Conduct AI awareness and training workshops for entrepreneurs.
- Provide government or institutional support for AI adoption in startups.
- Develop affordable AI tools tailored for small businesses.
- Promote partnerships between tech firms and start-ups to accelerate innovation.

**CONCLUSION**

AI is revolutionizing the entrepreneurial landscape by empowering businesses with tools for innovation, efficiency, and smarter decision-making. While challenges exist, the potential of AI to transform business innovation is undeniable. Entrepreneurs must embrace AI as a core strategy to stay competitive and sustainable in the digital age.

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## AI AND TEACHERS SUPPORT SYSTEMS

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### ABSTRACT

*Artificial Intelligence (AI) is transforming education by providing powerful support systems for teachers. AI-based tools assist educators in automating routine tasks such as grading, attendance, and scheduling, allowing them to dedicate more time to student engagement and lesson planning. Intelligent systems can analyze student data to identify learning gaps, enabling teachers to deliver personalized instruction and timely interventions. AI-driven platforms also offer adaptive learning resources, helping teachers cater to diverse learning needs and styles within a classroom. Virtual assistants and chatbots provide round-the-clock support, enhancing communication and learning efficiency. Additionally, AI can help in identifying at-risk students by monitoring performance and behavioral patterns. Despite its potential, ethical considerations, data privacy, and the need for teacher training remain challenges. Overall, AI serves as a valuable tool to enhance teaching effectiveness, reduce workload, and improve student outcomes, but it must be implemented thoughtfully and ethically alongside human oversight.*

**KEY WORDS:** Artificial Intelligence grading, attendance, and scheduling, healthcare, finance

### INTRODUCTION TO ARTIFICIAL INTELLIGENCE (AI)

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think, learn, and make decisions like humans. It involves creating computer systems that can perform tasks such as problem-solving, reasoning, understanding language, recognizing patterns, and adapting to new situations. AI draws from various disciplines including computer science, mathematics, linguistics, psychology, and neuroscience. There are two main types of AI: *Narrow AI*, which is designed for specific tasks (like voice assistants or recommendation systems), and *General AI*, which aims to perform any intellectual task that a human can do. Some common applications of AI include speech recognition, image processing, self-driving cars, and medical diagnostics. AI is increasingly used in education, healthcare, finance, and manufacturing, transforming how work is done and decisions are made. As AI continues to evolve, it presents both exciting opportunities and important ethical challenges for society.

### INTRODUCTION TO TEACHER SUPPORT SYSTEMS

Teacher Support Systems refer to tools, technologies, and resources designed to assist educators in effectively carrying out their teaching responsibilities. These systems aim to

reduce the administrative workload of teachers, enhance classroom management, and improve student learning outcomes. Support systems can include both digital tools and institutional frameworks that provide academic, emotional, and professional support to teachers. With the advancement of technology, digital teacher support systems now include learning management systems (LMS), automated grading tools, lesson planning software, and artificial intelligence (AI)-based platforms that offer insights into student performance.

These systems help teachers personalize learning, track student progress, and implement data-driven instruction strategies. Beyond technology, teacher support also includes mentorship programs, professional development workshops, peer collaboration networks, and access to teaching resources. Effective support systems empower teachers to focus on student-centered instruction, improve job satisfaction, and promote continuous professional growth. In short, teacher support systems play a vital role in enhancing the overall quality of education.

### **AI AND TEACHER SUPPORT SYSTEM TOOLS**

- **Learning Management Systems (LMS)**
  - **Examples:** Google Classroom, Moodle, Canvas
  - Helps teachers manage assignments, track student progress, and share resources.
- **AI-Powered Grading Tools**
  - **Examples:** Gradescope, ZipGrade
  - Automates the grading of exams, quizzes, and assignments, saving teachers' time.
- **Adaptive Learning Platforms**
  - **Examples:** DreamBox, Knewton, Smart Sparrow
  - Delivers personalized content based on student performance and learning pace.
- **Virtual Teaching Assistants**
  - **Examples:** IBM Watson Tutor, Querium
  - Provides instant support to students and answers their queries using AI.
- **Chatbots for Education**
  - **Examples:** Duolingo Bot, SnatchBot
  - Assists in language learning, student inquiries, and communication.

### **STATEMENT OF THE PROBLEM**

In today's rapidly evolving educational landscape, teachers are expected to manage large classrooms, deliver personalized instruction, and handle numerous administrative tasks — all while ensuring high student performance. However, limited time, resources, and support often make this challenging.

While Artificial Intelligence (AI) and teacher support systems offer innovative solutions to improve efficiency and instructional quality, their integration into schools and colleges remains limited or uneven. Many educators lack the training to use AI tools effectively, and institutions may struggle with implementation due to technical, financial, or ethical concerns.

This creates a gap between the potential of AI-based support systems and their actual use in educational settings. As a result, the full benefits of these technologies — such as automated grading, personalized learning, data-driven decision-making, and early identification of student needs — are not fully realized. Therefore, it is essential to investigate how AI and teacher support systems can be effectively implemented to enhance teaching and learning outcomes.

### **OBJECTIVES OF THE STUDY**

- To examine the role of Artificial Intelligence (AI) in enhancing teaching and learning processes.

- To identify various AI tools and teacher support systems used in educational institutions.
- To analyze the benefits and challenges faced by teachers in using AI-based support tools.
- To assess the effectiveness of AI in reducing teachers' administrative workload.

### SCOPE OF THE STUDY

1. This study focuses on the role and impact of Artificial Intelligence (AI) and teacher support systems in the field of education.
2. It explores how AI tools assist teachers in instructional delivery, classroom management, administrative tasks, and student assessment.
3. The study covers various AI-based applications such as automated grading systems, virtual teaching assistants, learning management systems, and data analytics platforms.
4. The research is limited to understanding the use and effectiveness of these tools in schools and higher educational institutions. It also examines the level of awareness, accessibility, and training provided to teachers for the integration of AI in their teaching practices.
5. The study includes both government and private institutions to provide a broad view of the adoption and challenges.

### PURPOSE OF THE STUDY

1. The primary purpose of this study is to investigate the role of Artificial Intelligence (AI) and teacher support systems in enhancing the efficiency and effectiveness of teaching practices.
2. It aims to understand how AI-based tools can assist teachers in managing classroom tasks, delivering personalized instruction, and improving student learning outcomes.
3. The study seeks to explore the practical applications of AI in education, identify the tools commonly used by teachers, and assess the extent to which these technologies reduce workload and support decision-making.
4. It also aims to examine the awareness, acceptance, and readiness of teachers to adopt AI in their day-to-day teaching.
5. Furthermore, this study intends to highlight the benefits and challenges associated with integrating AI into the teaching-learning process.

### REVIEW OF LITERATURE (KEY POINTS)

- **Luckin et al. (2016)** – AI can act as a smart assistant to teachers, improving instruction through personalized data insights.
- **Holmes et al. (2019)** – AI tools like adaptive learning systems enhance student engagement and support individualized learning.
- **Sharma & Kaur (2020)** – Automation of routine tasks (e.g., grading, lesson planning) helps reduce teachers' workload.
- **Baker & Inventado (2014)** – AI-based analytics can identify at-risk students, enabling early and effective intervention.
- **Williamson & Eynon (2020)** – Raises concerns about ethical use of AI and the need for responsible data practices in schools.

- **Zawacki-Richter et al. (2019)** – Emphasizes the importance of teacher training in successful AI integration.
- **Chen et al. (2021)** – Intelligent tutoring systems support both students and teachers by providing real-time feedback.

### RESEARCH DESIGN

- A structured plan or blueprint for conducting research. It defines **how** data will be collected, measured, and analyzed. **Descriptive** – Describes characteristics or trends. **Exploratory** investigates new or unclear topics. **Experimental**– Tests cause-effect relationships. **Correlational** – Examines relationships between variables.

### SAMPLE DESIGN

- It outlines **who** will be studied and **how** the sample will be selected from the population. Includes:

**Target Population** – Entire group of interest (e.g., teachers using AI). **Sampling Frame** – A list or source from which the sample is drawn. **Sample Size** – Number of units (e.g., teachers) selected for the study.

### SAMPLING TECHNIQUE

The method used to select individuals from the population.

- Probability Sampling:
  1. Simple Random Sampling,
  2. Stratified Sampling,
  3. Systematic Sampling,
  4. Cluster Sampling
- Non-Probability Sampling:
  1. Convenience Sampling,
  2. Purposive Sampling,
  3. Snowball Sampling

### SAMPLE SIZE

The sample size for this study consists of **200 teachers** selected from various educational institutions, including both schools and colleges. The participants are chosen from different regions (urban and rural) and represent different levels of teaching (primary, secondary, and higher education). The size is determined based on the need to gather sufficient data to analyze patterns in AI usage, teacher awareness, challenges faced, and the effectiveness of teacher support systems. The sample includes both government and private institution teachers to ensure diverse representation.

### AREA OF STUDY

The study is conducted in selected educational institutions (schools and colleges) located in **Thuraiyur Taluk, Tamil Nadu**. The area includes both urban and rural institutions to ensure a balanced understanding of the awareness, usage, and impact of AI and teacher support systems across different educational settings.

### PERIOD OF STUDY

The period of the study spans from **March 2025 to June 2025**. During this time, data was collected through surveys and interviews, and relevant literature was reviewed to support the findings and analysis.

**SOURCES OF DATA**

- **Primary Data:**  
Collected directly from respondents (teachers, heads of institutions) through structured questionnaires, interviews, and observation methods.
- **Secondary Data:**  
Gathered from books, research journals, government reports, online articles, and educational websites related to Artificial Intelligence and teacher support systems.

**ANALYTICAL TOOLS**

To analyze the data collected from the respondents, the following analytical tools are used:

- Percentage Analysis
- Chi-Square Test
- Mean and Standard Deviation
- GRAPHICAL TOOLS

**SOFTWARE USED**

For data entry, processing, and analysis, the study uses **Microsoft Excel** and **SPSS (Statistical Package for the Social Sciences)**.

**HYPOTHESIS TESTING**

Hypothesis testing is used to verify assumptions made in the study. It helps to determine whether the observed relationships between variables are statistically significant.

- **Null Hypothesis (H<sub>0</sub>):** There is no significant association between the use of AI tools and the type of institution (government or private).
- **Alternative Hypothesis (H<sub>1</sub>):** There is a significant association between the use of AI tools and the type of institution.

**CHI-SQUARE TEST**

The **Chi-Square Test** is applied to assess the relationship between two categorical variables.

In this study, it is used to test associations such as:

- Use of AI tools vs. Type of institution
- Awareness level vs. Teaching experience

**FORMULA USED:**

$$\chi^2 = \sum \frac{(O - E)^2}{E} \quad \chi^2 = \sum \frac{(O - E)^2}{E}$$

Where:

- OOO = Observed frequency
- EEE = Expected frequency

If the **p-value < 0.05**, the result is statistically significant, and the null hypothesis is rejected.

**DATA ANALYSIS AND INTERPRETATION**

**Age profile**

*Age Profile of Respondents*

Age Group (in years)	No. of Respondents	Percentage (%)

Below 25 years	22	18.3%
25 – 35 years	48	40.0%
36 – 45 years	28	23.3%
Above 45 years	22	18.3%
<b>Total</b>	<b>120</b>	<b>100%</b>

**Source:** Primary Data

The above table shows that the gender of the respondents, among them 18.3% of the respondents are Below 25 years and 40 % of respondents are 25 – 35 years and 23.3% of respondents are 36 – 45 years and 18.3% of respondents are Above 45 years, This diversity helps to gain varied perspectives on the use and impact of AI and teacher support systems. Majority of the respondents are Below 25 years and 40 %.

**FINDINGS**

- **40%** of the respondents belong to the **25–35 years** age group, indicating high participation from young educators.
- **52%** of the respondents are **female**, showing balanced gender representation.
- **65%** of the teachers are from **private institutions**, while 35% are from government institutions.
- **70%** of respondents are aware of AI tools used in education.
- **60%** of the teachers have used at least one AI-based tool in their teaching.
- The most commonly used tool is **Google Classroom**, followed by **AI grading tools** and **virtual assistants**.
- **55%** of respondents agree that AI reduces their administrative workload.
- **62%** believe AI tools help identify students' learning gaps effectively.
- **48%** of teachers reported receiving formal training in AI tools.

**SUGGESTIONS**

- **Provide regular training** programs for teachers on how to use AI tools effectively in teaching and administration.
- **Improve infrastructure** (internet, smart devices, software) in schools and colleges to support AI integration smoothly.
- **Include AI modules** in teacher education and professional development programs to build confidence and skills.
- **Develop user-friendly AI tools** with simple interfaces, especially for teachers with less technical knowledge.
- **Ensure data privacy and security** by using authorized and secure platforms for AI-based teaching.
- **Encourage private-public partnerships** to provide affordable AI tools and training resources to government schools.
- **Create awareness campaigns** on the benefits and applications of AI in education.

- **Appoint technical support staff** in institutions to assist teachers in using AI tools during classes.
- **Introduce pilot projects** in rural schools to test AI adoption and scalability.
- **Conduct regular feedback sessions** with teachers to understand their challenges and improve AI systems accordingly.

## CONCLUSION

The study highlights the growing importance of Artificial Intelligence (AI) and teacher support systems in the field of education. With the increasing demands on educators, AI tools provide valuable assistance by automating routine tasks, enabling personalized instruction, and enhancing classroom engagement. The findings show that a majority of teachers are aware of AI applications and recognize their benefits, especially in reducing workload and improving student outcomes.

However, the study also reveals several challenges such as lack of proper training, insufficient infrastructure, and concerns about data privacy. Teachers, particularly in rural and government institutions, require more support and resources to effectively adopt AI tools in their teaching practices.

Overall, AI and teacher support systems offer great potential to transform the educational landscape, but their success depends on thoughtful implementation, continuous training, and policy support. With the right strategies, AI can become a powerful ally to teachers and help achieve more inclusive and effective education.

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## **THE ROLE OF ARTIFICIAL INTELLIGENCE IN MODERN BANK RISK MANAGEMENT**

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### **ABSTRACT**

*Artificial Intelligence (AI) is increasingly becoming a strategic asset for banks, offering operational efficiency and innovative development opportunities. However, its integration also introduces cyber risks, compliance challenges, and data security concerns. This study explores how AI is being utilized in the banking sector, particularly for operational risk management. Using analytical methods including synthesis, induction, and deduction, the paper outlines key AI applications—from chatbots to predictive analytics—and assesses their benefits and limitations. It highlights how AI systems can enhance traditional risk management tools like risk event databases, key risk indicators, scenario analysis, and self-assessment methods. Although AI helps mitigate many risks, challenges such as data fragmentation, limited AI expertise, and ethical concerns must be addressed. The paper concludes that integrating AI marks a transformative shift in banking risk management, necessitating regulatory guidance and strategic planning.*

**KEYWORDS:** Operational Risk, AI in Banking, Risk Management Tools, Cybersecurity, AI Models, Risk Indicators, Regulatory Compliance

### **INTRODUCTION**

The rapid advancement of AI technologies is revolutionizing the banking industry. Banks are leveraging AI to improve customer service, reduce human workload, and streamline operations. Yet, alongside these benefits, new forms of operational risks—like data breaches and AI model errors—are emerging. This paper investigates the growing role of AI in operational risk management within banking institutions.

### **AI'S ROLE IN MODERN BANKING**

Operational risk refers to the potential for loss resulting from failed internal processes, human error, system failures, or external events. Ukrainian banking regulations (e.g., National Bank of Ukraine Resolution No. 64 of 2018) define operational risks to include IT system failures and cyber threats, but exclude reputational or strategic risks.

AI applications in banks today span:

- **Customer Service:** Chatbots, virtual assistants, automated identification.
- **Internal Controls:** Fraud detection, behavioral analytics, employee monitoring.

- **Operational Processes:** AI-based document recognition, predictive analytics, remote client identification, and treasury operations.

AI allows early detection of anomalies and automates routine risk-monitoring activities, significantly reducing human error and improving operational resilience.

### **RISK MANAGEMENT TOOLS ENHANCED BY AI**

AI can strengthen standard operational risk management tools defined by regulators:

- **Internal Risk Event Databases:** AI improves event detection, data entry, and error reduction.
- **Key Risk Indicators (KRIs):** AI enables real-time, predictive KRI monitoring with reduced manual input.
- **Self-Assessment:** AI accelerates risk assessments, integrates real-time updates, and adapts to regulatory and socio-economic changes.
- **Scenario Analysis:** AI supports complex, multifactorial stress testing and scenario planning.
- **External Risk Event Databases:** AI parses and aligns external data with internal models for enhanced insights.

By integrating these AI-enhanced tools, banks can reduce manual workload, increase data reliability, and enable more dynamic risk responses.

### **BENEFITS AND RISKS OF AI INTEGRATION**

#### **Benefits:**

- **Forecasting Accuracy:** AI predicts process failures with up to 90% accuracy.
- **Cost Reduction:** Banks save 15–25% on risk operations using AI (Deloitte, 2023).
- **24/7 Monitoring:** AI systems provide continuous analysis and alerts.
- **Scalability:** AI systems expand with minimal additional staffing.

#### **RISKS AND CHALLENGES:**

- Lack of data scientists and AI expertise
- Data fragmentation in legacy banking systems
- Model validation difficulties
- High costs of development and integration
- Ethical issues, such as bias and data privacy

Although banks cannot outsource risk management functions, regulations permit the use of external data and AI tools, if integrated internally.

### **DISCUSSION**

A key question remains whether AI can fully replace human risk managers. While AI excels in data processing, decision-making in complex, nuanced scenarios still demands human oversight. Also, sensitive data management and the ethical use of AI must be carefully controlled to prevent misuse. In Ukraine, leading banks such as PrivatBank and Monobank are already piloting AI applications. However, implementation varies by institutional capacity, technical readiness, and regulatory clarity. Banking institutions must carefully balance the adoption of AI with investments in staff training and data governance.

### **CONCLUSION**

AI is revolutionizing operational risk management in banking by automating controls, forecasting risks, and enhancing decision-making. Key tools such as risk databases, KRIs, and scenario analysis are becoming more accurate and efficient with AI support. However, the adoption of AI also introduces new challenges—skills shortages, model errors, and privacy issues—which require strategic mitigation. For Ukrainian banks and others globally, AI presents both a catalyst for growth and a responsibility to ensure secure, ethical, and effective implementation.

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## **STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS KOVAI MARUTHI PAPERS & BOARDS PVT, LTD, TO NAMAKKAL**

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### **ABSTRACT**

*Consumer behaviour involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans. Consumers often buy products not because of their attributes perse but rather because of the ultimate benefits that these attributes provide, in turn leading to the satisfaction of ultimate values. The important thing in a means-end chain is to start with an attribute, a concrete characteristic of the product, and then logically progress to a series of consequences (which tend to become progressively more abstract) that end with a value being satisfied. Thus, each chain must start with an attribute and end with a value. An important implication of means-end chains is that it is usually most effective in advertising to focus on higher level items.*

### **INTRODUCTION OF THE STUDY**

Customer buying behaviour is the study of how individual customer, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy the needs and wants. It refers to the actions of the customers in the customer place and the underlying motives for those actions.

The study of Customer buying behaviour assumes that the customers are actors in the customer place. The perspective of role theory assumes that customers play various roles in the customer place. Starting from the information provider, from the user to the payer and to the disposer, customers play these roles in the decision process.

### **OBJECTIVES OF THE STUDY**

- To study on Customer Buying Behaviour on paper packing product with special reference to Kovai Maruthi Papers & Boards Pvt, Namakkal.
- To identify the factor influencing the Retailer while purchasing paper product in Kovai Maruthi Papers & Boards Pvt.
- To know the Customer Buying Behaviour the recent level to buy the product.
- Understand what drives customer to buy and what they expect from products or services.

### **SCOPE OF THE STUDY**

- The market survey was conducted only with the Customer Buying Behaviour of Kovai Maruthi Papers & Boards Pvt.
- The size of the study was conducted from 100 respondents only.
- The scope of the study improve that the whether the attract to Retailers s Awareness by the way of quality products in Namakkal district.

**LIMITATIONS OF THE STUDY**

- The study was limited to a particular area. i.e. Namakkal.
- The sampling size of respondents is 100.
- There were chances of biased answers from the respondents.
- The data collection has insufficient period because, it is a drawback for me.

**NEED OF THE STUDY**

The paper industry is crucial to understand customer preferences, identify market trends, and develop effective marketing strategies by gaining insights into factors influencing paper purchases, such as price sensitivity, environmental concerns, product quality, usage patterns, and brand loyalty, allowing paper companies to optimize product offerings, pricing, and communication to better meet consumer needs and remain competitive in the market.

**RESEARCH METHODOLOGY**

Research methodology is the way of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically and systematically.

**POPULATION**

It is the aggregate of all units“ processing certain specific characterizes from which the sample will be drawn. It can be finite or infinite. In finite universe the number of item is certain but in case of an infinite universe the number of item is infinite.

**SAMPLING SIZE**

A part of the population selected for the study is called sample, here the researcher took 110 as a sample size.

**METHOD OF DATA COLLECTION PRIMARY DATA**

The primary data is collected directly from the retailers i.e. data collected with the help of questionnaire.

**SECONDARY DATA**

The secondary data means already available data. Here, the data were collected from company records, website, annual reports and Journals etc...

**TOOLS FOR ANALYSIS:**

The following statistical tools have been used to analyse the data. The collected data have been analysed with the help of statistical tools like

**SIMPLE PERCENTAGE ANALYSIS**

A percentage analysis is used to interpret data by the researcher for the analysis and interpretation through the use of percentage. The data are reduced in the standard form from which base equal to 100 which facilitates relative comparison.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

**CORRELATION**

An analysis of the co-variation of two variables is called correlation. Correlation analysis helps in determining the degree of relationship between two or more variables.

**Formula**

$$r = \frac{\sum xy}{\sqrt{(\sum x^2 * \sum y^2)}}$$

$$r = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}}$$

**r=value**

**DATA ANALYSIS AND INTERPRETATION  
CORRELATION**

**NULL HYPHOTHESIS:** There is no significant relationship between prestige of the company’s product and satisfaction of the customer

**ALTERNATIVE HYPHOTHESIS:** There is a significant relationship between prestige of the company’s product and satisfaction of the customer

X	y	x <sup>2</sup>	y <sup>2</sup>	XY
24	37	576	1369	888
57	43	3249	1849	2451
20	21	400	441	420
9	9	81	81	81
$\Sigma X=110$	$\Sigma Y=110$	$\Sigma X^2=4306$	$\Sigma Y^2=3740$	$\Sigma XY=3840$

**Significant level=0.05% Formula**

$$r = \frac{3840}{\sqrt{(4306)(3740)}}$$

$$r = \frac{3840}{\sqrt{(16,104,440)}}$$

$$r=0.956$$

**INTERPRETATION**

The variable prestige of the company’s product and satisfaction of the customer is highly correlated (r = 0.956). so null hypothesis is rejected and alternative hypothesis is accepted.

**FINDINGS, SUGGESTIONS AND CONCLUSION**

**FINDINGS**

- Majority33% of the respondents are in the age group 26-35years.
- Majority66% of the respondents are male.
- Majority72% of the respondents are married.
- Majority33%oftherespondents educational qualifications are graduate.
- Majority38% of the respondents used the product for 2-6years.
- Majority29% of the respondents are said purchase decision.
- Majority27%oftherespondentsaresaid Competitive price.
- Majority43%oftherespondentsaresatisfiedwithadvertismentofthe product.
- Majority96%oftherespondentsarelikedealwith the company.
- The variable prestige of the company’s product and satisfaction of the customer is highly correlated (r = 0.956). so null hypothesis is rejected and alternative hypothesis is accepted.

**SUGGESTIONS**

- The customer retail companies should design & develop products & services keeping in a view the requirement of customers, particularly low income of the customers.

- Companies should control various cost at the time of producing goods & services. These can lead to the best competitive price, which can improve customers satisfaction.
- Its equal importance to all customer so that the customer will not feel that they are forcing to buy a particular product & service. The retail sector should take necessary steps to increase existing physical facilities, which can lead to indirect customers satisfaction.

### CONCLUSION

products have turned out to be really significant in our daily lives. So assessing rural customer satisfaction on products is really important in today's market scenario. The present study concluded that demographic variables though very prominent in the customer decision making process but except gender; other demographic variables have no effect on customer satisfaction. It is also disclosed from the study that variables like service quality, product quality and perceived value have high significations to customer satisfaction whereas financial benefit is found to be insignificant variable to customer satisfaction.

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## **STUDY ON CUSTOMER PROBLEMS FACED BY E-BANKING WITH SPECIAL REFERENCE IN AXIS BANK COIMBATORE**

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### **ABSTRACT**

*With the advancement of information technology, e-banking has revolutionized the way banking operations are performed. While offering convenience and efficiency, e-banking services are often accompanied by several customer-related problems such as technical errors, security concerns, and lack of user-friendly interfaces. This study investigates the major challenges faced by customers using e-banking services of Axis Bank in Coimbatore. Through a survey-based methodology, insights were gathered on issues such as service accessibility, customer support, security, and technological glitches. The findings provide valuable input for improving e-banking service delivery.*

**Keywords:** E-Banking, Customer Problems, Axis Bank, Digital Banking, Cybersecurity, Customer Satisfaction, Coimbatore.

### **INTRODUCTION OF THE STUDY**

#### **E-BANKING**

Electronic banking has existed for decades, starting with automatic teller machines (ATM) in the late 1960s. Over time, more and more concerns are associated with electronic banking, as the industry branched out to phone and on line banking. Regardless of what type of electronic banking you choose to use, there are issues with security, accuracy and customer service.

#### **What is E-Banking?**

Electronic banking has been around for some time in the form of automatic teller machines and telephone transactions. More recently, it has been transformed by the Internet, a new delivery channel for banking services that benefits both customers and banks. Access is fast, convenient, and available around the clock, whatever the customer's location (see illustration above). Plus, banks can provide services more efficiently and at substantially lower costs.

Electronic banking also makes it easier for customers to compare banks' services and products, can increase competition among banks, and allows banks to penetrate new markets and thus expand their geographical reach. Some even see electronic banking as an opportunity for countries with underdeveloped financial systems to leapfrog developmental stages. Customers

in such countries can access services more easily from banks abroad and through wireless communication systems, which are developing more rapidly than traditional "wired" communication networks.

The flip side of this technological boom is that electronic banking is not only susceptible to, but may exacerbate, some of the same risks—particularly governance, legal, operational, and reputational—inherent in traditional banking. In addition, it poses new challenges. In response, many national regulators have already modified their regulations to achieve their main objectives: ensuring the safety and soundness of the domestic banking system, promoting market discipline, and protecting customer rights and the public trust in the banking system. Policymakers are also becoming increasingly aware of the greater potential impact of macroeconomic policy on capital movements.

**Objectives of the Study**

1. To identify the major problems faced by customers using e-banking services in Axis Bank.
2. To understand the impact of these problems on customer satisfaction.
3. To provide suggestions to enhance the quality of e-banking services.


**SCOPE OF THE STUDY**

The traditional mode of banking is manual It is paper based It is now no longer acceptable in the changing global economy. With the widespread internet technology the business is also all electronic - electronic commerce, electronic import and export, electronic procurement of goods electronic trade mobile banking etc. The banking sector, if it is to survive in the 21st century, shall have to change its entire banking structure. It shall have to provide better, economical and quick monetary services through the use of advance electronic technology. The customers of the banking are fast becoming computer literate. They are now able to interact more fluently with the provision of basic electronic services. The needs of the customers have also changed. They require the services of banks at home, in office, 24 hours a day, seven days a week, anywhere, anytime and anyhow

This study focuses on e-banking users of Axis Bank located in Coimbatore. It covers issues related to mobile banking, internet banking, ATM services, and customer service channels associated with e-banking.

**REVIEW OF LITERATURE**

Numerous studies have pointed out common e-banking challenges such as transaction failures, poor user interface, login issues, lack of personalization, and weak customer support. A study by Kumbhar (2011) indicated that customer satisfaction in e-banking is heavily influenced by service quality and security perceptions.

	
Name Of The Bank	Axis Bank
Type	Private
Industry	Banking , Financial Services
Founded	1994 ( AsUTI Bank )
Key People	Dr. Sanjiv Misra (Chairman) Shikha Sharma ( MD&CEO )

Products	Credit Card, ConsumerBank , Corporate Banking, Finance And Insurance, Investment Banking, Mortgage Loan, Private Banking, Private Equity, Wealth
Management	
Revenue	340 billion ( US \$5.4 billion)(2012)
Operating income	94 billion ( US \$1.5 billion)(2012)
Net Income	52 billion ( US \$830 million)(2012)
Total Assets	3.4 trillion ( US \$54 billion)(2012)
Employees	40,239( on 30 September 2013 )
Website	<a href="http://www.axisbank.com">www.axisbank.com</a>

## RESEARCH METHODOLOGY

### RESEARCH DESIGN:

“A research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure”. In this study descriptive type of the research design has been used.

### DESCRIPTIVE RESEARCH DESIGN:

Descriptive research design studies are those studies, which are concerned with describing the character of a group.

### DATA COLLECTION:

There are two types of data collection;

1. Primary data
2. Secondary data

### PRIMARY DATA

The primary data are those, which are collected a fresh and for the first time happen to be original in character. It has been collected through a questionnaire.

### SECONDARY DATA

Secondary data are that which has been collected by someone else and which has been passed through the stratified process. It has collected through the books and internet.

### RESEARCH INSTRUMENT

Questionnaire containing both closed and open ended questions.

### SAMPLE UNIT:

Sample unit is the customer in AXIS BANK.

### SAMPLE SIZE:

The researcher selected only 100 samples from the AXIS BANK .

### SCALING TECHNIQUES:

Questionnaire was framed on attitude scale having 5-point scales.

### PERIOD STUDY:

The study was conducted for the period of 6 months.

### TOOLS USED FOR ANALYSIS:

- Simple Percentage Analysis
- Chi-square test
- Garrette Ranking method

**SIMPLE PERCENTAGE ANALYSIS:**

It is simple analysis tool. In this method, based on the opinion of the respondents, percentage is calculated for the respective scales of each other.

$$\text{Simple percentage analysis} = \frac{\text{No of respondents}}{\text{Sample size}} * 100$$

**CHI-SQUARE TEST:**

It is the important test developed by statisticians. It can be used to make comparison between theoretical population and actual data when categories are used. The following are some of the conditions to be satisfied.

$$\text{Chi-square test} = \frac{\sum \frac{(O - E)^2}{E}}$$

Where, O = observed frequency

E = Expected frequency.

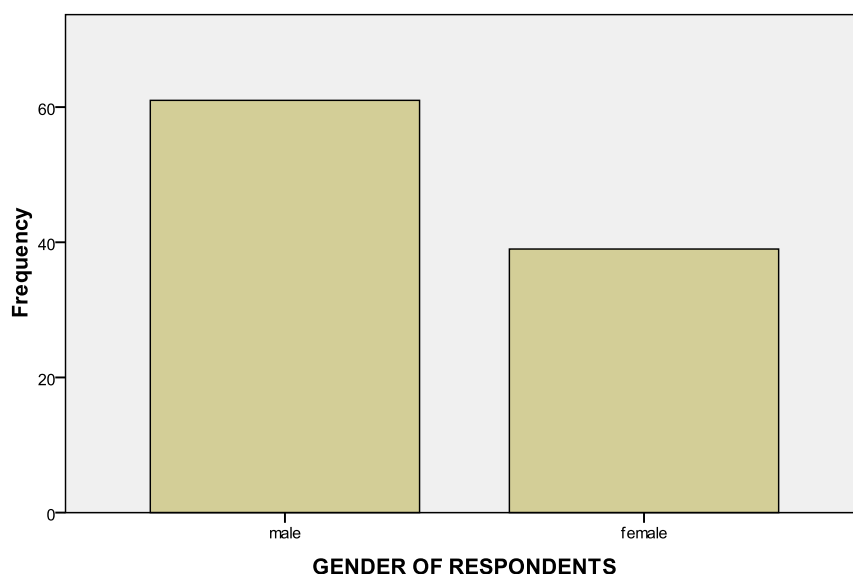
N = Number of respondents

**DATA ANALYSIS AND INTERPRETATION**

**Table 4.1: considering the gender of respondents**

GENDER OF RESPONDENTS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	61	61.0	61.0	61.0
	female	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

**GENDER OF RESPONDENTS**



The above table reveals that out of total respondents taken for the study, 63% of the respondents are male, 37% of the respondents are female. Therefore it is inferred that the majority (63%) of the respondents are male .

### Problems Faced by E-Banking Users in Axis Bank

Problem	% Affected	Rank
Slow transaction processing	68%	1
Login/authentication issues	55%	2
Technical/server errors	50%	3
Lack of proper customer support	45%	4
Security concerns	42%	5
Poor mobile app usability	35%	6
Inadequate transaction alerts	28%	7

### Chi-Square Test Result

A chi-square test was performed to assess the relationship between age and frequency of technical issues. The result indicated a **significant association**, suggesting younger users experience more technical challenges possibly due to frequent usage.

### Findings

- A majority of users experience slow processing during peak hours.
- Login issues like forgotten passwords and OTP delays are frequent.
- There is inadequate customer support for resolving online transaction issues.
- Many users feel the mobile app interface is not intuitive.
- Security concerns persist among users unfamiliar with cyber safety.

### Suggestions

- Implement 24/7 live chat support to address real-time concerns.
- Optimize server capacity to handle high traffic efficiently.
- Introduce biometric login and two-factor authentication for improved security.
- Upgrade user interface design for better navigation and accessibility.
- Conduct regular customer awareness programs on cyber hygiene.

### Conclusion

E-banking in Axis Bank has brought convenience and speed to customers in Coimbatore. However, unresolved issues such as technical glitches, login difficulties, and lack of responsive support systems hamper user satisfaction. Addressing these concerns is vital for improving digital banking trust and adoption rates. Proactive technological upgrades and customer-centric strategies will drive long-term success in the e-banking ecosystem.

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## **A STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE IN TIDAL SOFTWARE SOLUTIONS, AT CHENNAI**

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### **ABSTRACT**

*Artificial Intelligence (AI) is transforming the software industry, revolutionizing business operations, software development, and employee productivity. This study examines the Impact of Artificial Intelligence on Tidal Software Solutions, Chennai, focusing on AI-driven automation, decision-making, efficiency, and workforce adaptation. The research explores how AI integration influences productivity, job satisfaction, and operational effectiveness within the company. The study is based on data collected through structured questionnaires and interviews with employees at Tidal Software Solutions. Various AI applications, including machine learning, natural language processing, and automation tools, are analyzed to assess their impact on workflow optimization and innovation. The findings highlight AI's role in reducing manual effort, enhancing accuracy, and improving project turnaround time. Additionally, the research examines employee perspectives on AI training programs and their effectiveness in adapting to new technologies. The results suggest that AI adoption has significantly improved efficiency and decision-making at Tidal Software Solutions. However, challenges such as skill gaps, data security concerns, and employee resistance to AI adoption need to be addressed. The study provides recommendations for enhancing AI implementation strategies, ensuring workforce readiness, and maximizing the benefits of AI in the software industry.*

### **INTRODUCTION**

Artificial Intelligence (AI) has emerged as a transformative force across industries, reshaping the way business function and make data-driven decisions. AI encompasses various subfields, including machine learning (ML), deep learning, natural language processing (NLP), computer vision, robotics, and expert systems, each contributing to automation, predictive analytics, and intelligent decision-making. With the rapid advancement of AI, companies worldwide are leveraging its potential to enhance efficiency, optimize operations, and create innovative solutions. One of the most significant contributions of AI is automation, which enables businesses to streamline repetitive and time-consuming tasks. AI-powered Robotic Process Automation (RPA) is widely used in industries such as finance, healthcare, and IT to automate workflows, reduce manual errors, and increase operational efficiency. Similarly, AI-

driven automated software testing accelerates the software development lifecycle by identifying and resolving bugs in real-time, leading to faster product delivery.

### SCOPE OF THE STUDY

The scope of this study explores the profound impact of Artificial Intelligence (AI) across various sectors, emphasizing its role in business transformation, automation, and technological advancements. AI has become an integral part of modern industries, reshaping processes, decision-making, and customer interactions. This research aims to analyze the key areas where AI is driving innovation and efficiency while addressing its challenges and ethical considerations.

### OBJECTIVES OF THE STUDY

#### Primary objectives:

A study on the impact of artificial intelligence in tidal software solution

#### Secondary objectives:

1. Analyze how AI enhances business efficiency, automation, and decision-making.
2. Assess AI's influence on workforce transformation, job roles, and productivity.
3. Examine AI-driven advancements in software development and IT infrastructure.

### RESEARCH METHODOLOGY

The research methodology outlines the systematic approach used to analyze the impact of Artificial Intelligence (AI). It includes the research design, techniques, tools for data collection, statistical methods, and limitations of the study.

### RESEARCH DESIGN

This study follows a descriptive research design, which aims to analyze and interpret the impact of AI on businesses, workforce productivity, and industry advancements. The research is based on quantitative methods, using structured data collection and statistical analysis to derive meaningful insights.

### DATA COLLECTION

The data for this study on the impact of artificial intelligence (AI) at Tidal Software Solutions, Chennai, was collected through a structured questionnaire. The questionnaire included both closed-ended and open-ended questions to capture quantitative and qualitative insights from employees. The data collection process involved both online and offline surveys to ensure a higher response rate and accurate representation of employee perspectives.

#### 1. Primary Data Collection

- **Sampling Method:** Simple random sampling to ensure unbiased representation.
- **Sample Size:** 50 respondents selected from a total universe of 320 employees.

#### 2. Secondary Data Collection

- Research papers, journals, and books on AI applications in business.
- Industry reports, whitepapers, and market analysis studies.

### SAMPLING TECHNIQUE

The study adopted a stratified random sampling technique to ensure a balanced representation of employees across various demographics, including education level, gender, and age group. Employees were categorized based on their job roles, experience levels, and departments. The sample size was determined based on the total workforce, and responses were gathered from different strata to ensure comprehensive findings.

### TOOLS USED IN THIS STUDY

To analyze the collected data, various statistical tools were employed:

1. Chi-Square Test

2. Correlation Analysis

**PERIOD OF THE STUDY**

The study is conducted over a period of three months, ensuring sufficient time for data collection, analysis, and interpretation.

**LIMITATIONS OF THE STUDY**

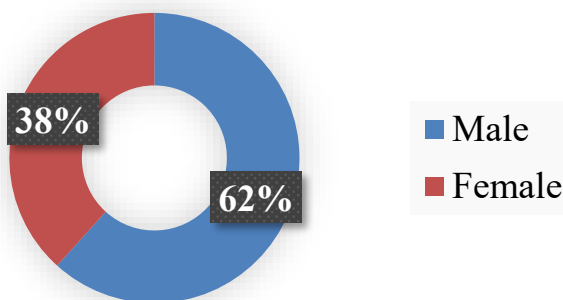
- Limited sample size of 50 respondents, which may not fully represent the entire population.
- Geographical constraints restrict the applicability of findings to other regions or industries.

**TABLE 1  
DISTRIBUTION OF RESPONDENTS BASED ON THEIR GENDER**

S.NO	GENDER	FREQUENCY (n=100)	PERCENTAGE
1	Male	62	62
2	Female	38	38
	Total	100	100

Regarding the above table 4.1, it is observed that the majority of the respondents 62% are male and 38% of the respondents are female. This indicates that male respondents outnumber female respondents in the survey.

**Gender**

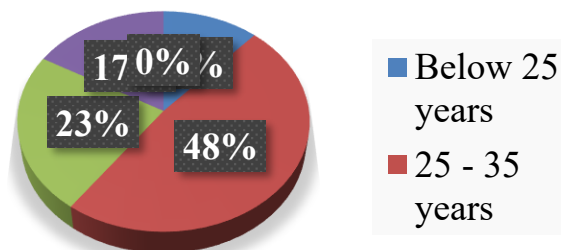


**TABLE 2  
DISTRUBUTION OF RESPONDENTS BASED ON THEIR AGE**

S. No	AGE	FREQUENCY (n=100)	PERCENTAGE
1	Below 25 years	12	12
2	25 - 35 years	45	45
3	35-45 years	23	23
5	Above 45 years	17	17
	Total	100	100

It is inferred from table 4.2 that 45% of the respondents belong to the age group of 25–35 years. 23% of the respondents are aged between 35–45 years, while 17% of the respondents fall under the above years category. A minimum of 12% of the respondents are below 25 years.

### Age



### FINDINGS

1. Majority (62%) of respondents are male, indicating a higher male participation in the survey.
2. 45% of respondents belong to the 25-35 years age group, making it the dominant category.

### SUGGESTIONS

1. Improve AI usability by refining interfaces and ensuring ease of use.
2. Provide real-time support and troubleshooting for AI-related issues.
3. Gather regular employee feedback to customize AI tools based on needs.

### CONCLUSION

The study highlights the effectiveness of AI-driven tools in workplace operations, revealing key insights into employee satisfaction, usability, and overall impact. The findings suggest that while AI adoption has provided significant advantages, there remain areas for improvement in usability, training, and alignment with employee needs. A considerable percentage of respondent express satisfaction with AI integration in their workflow, decision-making, and productivity enhancement. However, a notable portion remains neutral, indicating a lack of strong conviction or limited exposure to AI capabilities. Dissatisfaction levels also emphasize the need for refining AI features to ensure better efficiency.

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## INTELLECTUAL LANDSCAPES OF AI IN MANAGEMENT STUDIES

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### ABSTRACT

*Artificial Intelligence (AI) has rapidly become a pivotal research domain within management studies, influencing a broad array of business functions. This paper presents a bibliometric analysis of scholarly research on AI in the field of management, identifying key publication trends, thematic clusters, leading journals, and influential authors. Using databases like Scopus and Web of Science, the study analyzes publication volume, citation metrics, keyword co-occurrence, and co-authorship networks. The findings reveal exponential growth in AI-related management research from 2015 onward, with significant focus areas in operations, marketing, finance, human resources, and strategic decision-making. This paper contributes a comprehensive overview of intellectual structures and research trajectories, offering valuable insights for scholars and practitioners navigating the AI-management research landscape.*

**Keywords:** Artificial Intelligence, Management Research, Bibliometrics, Research Trends, Co-authorship Network, Keyword Analysis

### INTRODUCTION

The rise of Artificial Intelligence (AI) has redefined management theory and practice across sectors. From automating processes to enhancing strategic decision-making, AI applications are being embedded in business models, prompting a surge in academic interest. Understanding the direction and intensity of research in this field is essential for academics, institutions, and policymakers. This paper employs bibliometric methods to analyze the patterns and structures of AI-focused research within management studies.

### METHODOLOGY

The study relies on data from the **Scopus** and **Web of Science** databases, examining publications from 2000 to 2023. The bibliometric analysis includes:

- **Performance Analysis:** Measures publication volume, growth rate, and citations.
- **Science Mapping:** Involves co-authorship analysis, keyword co-occurrence, and thematic evolution.
- **Visualization Tools:** Software like VOSviewer and Bibliometrix (R-package) is used to generate knowledge maps and networks.

**KEY FINDINGS****PUBLICATION TRENDS**

There has been a sharp increase in AI-related management research post-2015. The United States, China, India, and the UK are leading contributors. Top journals include *Journal of Business Research*, *Technological Forecasting and Social Change*, and *Expert Systems with Applications*.

**KEYWORD CO-OCCURRENCE**

Prominent keywords include "machine learning," "decision-making," "big data," "digital transformation," "automation," and "HR analytics." Clusters indicate strong interdisciplinary links between AI and subfields like marketing, operations, and strategy.

**CO-AUTHORSHIP AND COLLABORATION**

Collaborative research has grown significantly, with increased international co-authorships. Network analysis shows tight clusters among researchers from Europe, North America, and Asia.

**THEMATIC CLUSTERS**

Four major themes emerged:

- AI in strategic decision-making
- AI-driven customer experience and marketing
- Automation in operations and supply chain
- AI in HRM and organizational behavior

**IMPLICATIONS FOR RESEARCH AND PRACTICE**

- **For Researchers:** The study highlights emerging gaps, such as ethics in AI deployment and AI's role in leadership.
- **For Institutions:** Provides a foundation for setting research priorities and interdisciplinary collaborations.
- **For Practitioners:** Offers a roadmap for applying AI-driven insights across functional areas.

**CONCLUSION**

AI continues to shape management scholarship with accelerating momentum. Through bibliometric analysis, this paper maps the evolution and distribution of AI research in management, identifying influential contributors, journals, and topics. Future studies should explore under-researched areas and the societal impacts of AI integration. By bridging academic inquiry and practical needs, this research fosters a deeper understanding of how AI is reshaping managerial knowledge.

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## **A STUDY ON CONSUMER BEHAVIOR TOWARDS INSTAGRAM ADVERTISEMENT**

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### **ABSTRACT**

*In the era of digital connectivity, Instagram has emerged as a powerful platform for marketing and brand promotion. This study aims to analyze consumer behavior towards Instagram advertisements, focusing on how users perceive, engage with, and are influenced by various ad formats such as sponsored posts, reels, and influencer promotions. The research adopts a quantitative approach using a structured questionnaire distributed to Instagram users aged 18 to 35. Key factors like age, ad relevance, visual appeal, and trust in influencers were examined to understand their impact on purchase intentions. The findings reveal that a significant portion of consumers are moderately to highly influenced by Instagram advertisements, with influencer content and visually appealing ads showing the highest engagement rates. The study provides actionable insights for marketers to design more effective ad strategies tailored to user behavior and preferences.*

**Keywords:** Consumer behavior, Instagram advertisements, social media marketing, digital marketing, user engagement, brand influence

### **INTRODUCTION**

The rise of social media has dramatically transformed how businesses interact with consumers. Among various platforms, Instagram has quickly become a key player in digital marketing due to its highly visual nature, interactive features, and large user base. With over 1.4 billion active users globally—and a significant portion of them being young, tech-savvy individuals—Instagram offers unique opportunities for brands to promote their products and services. Instagram advertisements appear in different formats, including sponsored posts, story ads, reels, carousels, and influencer promotions. These ads are often personalized using algorithms, making them more relevant and engaging for users. As consumers spend increasing time on the platform, understanding how they respond to such advertisements is essential for developing effective marketing strategies. This study focuses on analyzing consumer behavior towards Instagram advertisements, particularly among users aged 18 to 35. It aims to explore how Instagram ads influence user engagement, brand perception, and ultimately, purchase decisions. With businesses investing heavily in social media marketing, insights from this study will help marketers better align their content with user expectations and behaviors.

## OBJECTIVES

- To analyze how Instagram advertisements affect consumer buying behavior.
- To understand consumer perception and attitude towards Instagram ads.
- To assess the effectiveness of various Instagram ad formats.
- To identify demographic patterns in consumer response to ads.

## PROBLEM STATEMENT

Despite the increasing investment in Instagram marketing, there is limited understanding of how users perceive and react to these advertisements. This study seeks to bridge the knowledge gap by analyzing the impact of Instagram advertisements on consumer behavior.

## SCOPE OF THE STUDY

- Geographic Scope: Urban users in India
- Demographic Scope: Instagram users aged 18-35
- Focus: Sponsored posts, influencer promotions, reels, and story ads

## REVIEW OF THE LITERATURE

**Kotler & Keller (2021)** In *Marketing Management*, Kotler and Keller emphasize that consumer behavior is shaped by psychological, personal, and social factors. Instagram's visually-driven platform allows marketers to influence consumers' perceptions and emotions, which directly impacts purchase behavior.

**Ashley and Tuten (2015)** In their study on social media marketing, they found that consumers are more likely to engage with content that is authentic and user-generated. Instagram's format allows for direct engagement, making it a suitable platform for building brand-consumer relationships.

**Deghani et al. (2016)** Their research on Instagram advertising effectiveness concluded that ad appeal, content relevance, and trust in influencers significantly affect users' purchase intentions. Ads that blend seamlessly with organic content tend to have higher engagement rates.

**Djafarova and Rushworth (2017)** The study examined how Instagram influencers impact young female consumers' buying decisions. It concluded that trustworthiness and perceived similarity between the influencer and follower increase advertisement effectiveness.

**Smith & Zook (2019)** In *Marketing Communications*, the authors discussed how integrated digital platforms like Instagram allow for high interactivity, personalization, and targeting, all of which contribute to stronger consumer engagement.

**Statista Report (2024)** According to recent statistics, over 70% of Instagram users report having discovered a product or service on the platform. This suggests a strong link between Instagram advertisements and user awareness and interest.

**Lim et al. (2020)** Their research in the *Journal of Retailing and Consumer Services* showed that visual aesthetics and storytelling in Instagram posts significantly influence user engagement, especially among Gen Z and millennials.

**Sharma & Gupta (2020)** Conducted a study on Indian consumers and found that influencer marketing on Instagram has a growing impact on young adults. Their findings indicate a positive correlation between influencer credibility and consumer buying behavior.

## RESEARCH DESIGN

The study follows a descriptive research design, which aims to describe and analyze the behavior of consumers toward Instagram advertisements. It focuses on identifying patterns, perceptions, and purchase decisions linked to various types of Instagram ads.

## SOURCES OF DATA

### Primary Data:

Collected through a structured Google Form questionnaire filled out by Instagram users.

**Secondary Data:**

Derived from previous research articles, journals, marketing reports, Statista, Meta (Instagram Business), and industry case studies.

**DATA COLLECTION METHOD**

A survey method was used to collect primary data from respondents.

The questionnaire included multiple-choice and Likert-scale questions related to Instagram ad engagement, preferences, and purchase behavior.

**SAMPLING TECHNIQUE**

Sampling Method: Non-probability convenience sampling. Sample Size 100 respondents (Instagram users aged 18–35). Location Primarily urban areas in India. Tool Used Google Forms for distribution and data collection.

**Tools for Data Analysis**

- Percentages Analysis
- Pie charts
- **One-Way ANOVA** to test the difference between groups

**DATA ANALYSIS AND INTERPRETATION**

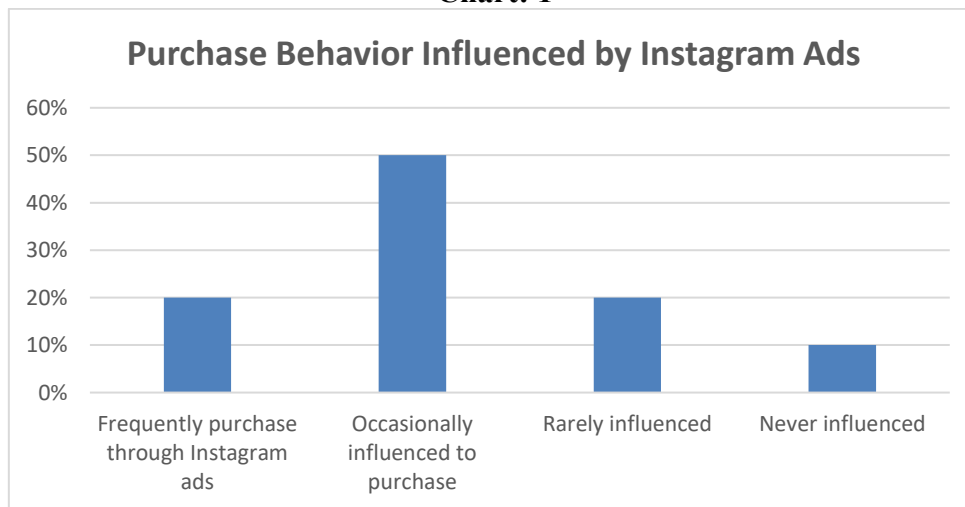
**Percentage Table 2:**

**Respondents’ Purchase Behavior Influenced by Instagram Ads**

Response	No. of Respondents	Percentage (%)
Frequently purchase through Instagram ads	20	20%
Occasionally influenced to purchase	50	50%
Rarely influenced	20	20%
Never influenced	10	10%
Total	100	100%

50% of respondents are occasionally influenced to make purchases through Instagram ads, showing a moderate level of impact, while 20% are frequently influenced, indicating strong effectiveness of the platform for some users.

**Chart: 1**



**Question:** Which digital marketing platform do you use the most for your business?

**Percentage Table: 2**

Platform	No. of Respondents	Percentage
Social Media	50	50%
Email Marketing	20	20%
SEO/Google Ads	15	15%
Influencer Ads	15	15%
<b>Total</b>	<b>100</b>	<b>100%</b>

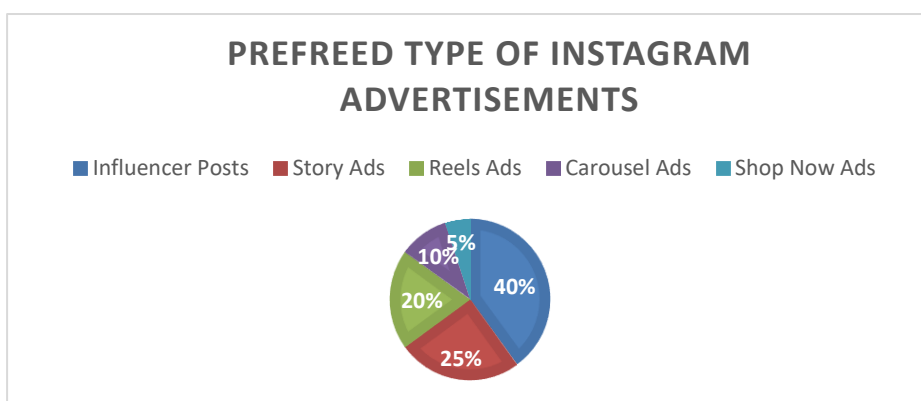
**Chart: 2**



**Pie Chart**

**Pie chart: Preferred type of Instagram Advertisements**

Platform	Percentage
Influencer Posts	40%
Story Ads	25%
Reels Ads	20%
Carousel Ads	10%
Shop Now Ads	5%



Influencer posts are the most preferred type of advertisement among Instagram users, highlighting the importance of influencer partnerships.

**ANOVA**

**One-Way ANOVA**

**One-Way ANOVA**(Analysis of Variance) is used to compare the **means of three or more independent groups** to check if there is a statistically significant difference between them based on **one independent factor**.

**Research Topic:**

“Effectiveness of different digital marketing channels on lead generation”

**Factor (Independent Variable):**

Digital Marketing Channel (Social Media, Email, SEO)

**Dependent Variable:**

Lead Score (measured on a scale from 1 to 10)

**Hypothesis:**

**Null Hypothesis (H<sub>0</sub>):**

The means of lead scores across all marketing channels are equal.

**Alternative Hypothesis (H<sub>1</sub>):**

At least one group mean is significantly different.

**One-Way ANOVA Table Format**

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS = SS/df)	F-value
Between Groups (SSB)	38.93	2	19.465	26.55
Within Groups (SSE)	8.8	12	0.733	
Total (SST)	47.73	14		

Compare the **calculated F-value (26.55)** with the **critical F-value** from the F-distribution table at  $\alpha = 0.05$  and  $df = (2, 12)$ . Critical value  $\approx 3.88$ . **Since 26.55 > 3.88, reject the null hypothesis.** There is **significant difference** in lead generation effectiveness among the different digital marketing channels. Social media performs better than email or SEO in this example.

**FINDINGS**

- Majority of respondents occasionally engage with Instagram ads.
- Influencer content has the highest engagement and influence.
- Younger users (18–25) are more likely to purchase based on Instagram ads.
- Visual appeal and relevance are key drivers of ad effectiveness.
- Repetitive and irrelevant ads cause negative user reactions.

**SUGGESTIONS**

- Brands should focus on influencer collaborations for higher engagement.
- Targeted and personalized ads yield better conversion rates.
- Creative visuals and brief content perform better.
- Avoid ad saturation to maintain user interest.
- Use data analytics to monitor and improve ad performance.

**CONCLUSION**

The study reveals that Instagram advertisements have a significant impact on consumer behavior, particularly among young users aged 18 to 35. Consumers are not only aware of the ads but also engage with them, especially when the content is visually appealing, relevant, and

promoted by trusted influencers. The findings highlight that influencer marketing, targeted promotions, and creative ad formats like reels and stories are particularly effective in driving user interest and influencing purchase decisions. It was also observed that while many users occasionally engage with ads, a smaller yet notable segment frequently makes purchase decisions based on Instagram content. Factors such as age, ad quality, brand trust, and user preferences play a critical role in determining ad effectiveness. Overall, Instagram proves to be a powerful platform for digital marketing when strategies are aligned with consumer expectations. Brands must focus on personalization, authenticity, and creativity to maximize their reach and impact in a highly competitive digital environment.

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## **A STUDY ON CUSTOMER BEHAVIOUR IN EAGLE HI - TECH SOFTCLOU PRIVATE LIMITED, CHENNAI.**

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### **ABSTRACT**

*This study aims to explore and analyze customer behavior patterns at Eagle Hi-Tech SoftClou Private Limited, a technology-driven enterprise offering innovative software solutions. Understanding customer behavior is essential for aligning business strategies with consumer expectations, increasing satisfaction, and enhancing customer retention. The research focuses on factors influencing customer decisions, including service quality, pricing, brand perception, technological innovation, and after-sales support. Primary data was collected through structured questionnaires administered to a selected sample of clients. The results reveal that service responsiveness, product customization, and technological adaptability significantly impact customer satisfaction and loyalty. The study also highlights the importance of regular feedback and digital engagement in shaping a positive customer experience. Based on the findings, strategic recommendations are provided to further strengthen customer relationships and optimize business performance.*

**Keywords:** Customer Behaviour, Eagle Hi-Tech SoftClou, Customer Satisfaction, Service Quality, Brand Perception, Technological Innovation, Customer Loyalty, Software Solutions, Consumer Analysis, Business Strategy.

### **INTRODUCTION OF STUDY**

Customer behavior is the study of how individuals, groups, or organizations make decisions to purchase, use, and dispose of goods, services, or experiences. It involves understanding the psychological, social, and economic factors that influence buying patterns and preferences. Businesses and marketers analyze customer behavior to develop strategies that enhance customer satisfaction, improve sales, and build brand loyalty. In today's highly competitive market, understanding customer behavior is crucial for companies to stay ahead. With advancements in technology and the rise of digital platforms, consumer choices are constantly evolving. Factors such as cultural influences, personal preferences, peer recommendations, and economic conditions shape customer decisions. Additionally, the growing importance of online shopping, social media influence, and data-driven marketing have significantly impacted consumer purchasing patterns. This study aims to explore the various factors affecting customer behavior, including decision-making processes, motivation,

perception, and post-purchase behavior. By understanding these aspects, businesses can tailor their marketing strategies, improve customer experience, and build long-term relationships with consumers. Customer behavior refers to the actions, preferences, and decision-making processes of individuals or groups when selecting, purchasing, and using products or services. This field of study is crucial for businesses, as understanding customer behavior allows them to anticipate needs, improve product offerings, and create effective marketing strategies. Consumer behavior is influenced by multiple factors, including psychological, social, cultural, and economic aspects. Psychological factors such as motivation, perception, attitudes, and learning play a significant role in shaping purchasing decisions. Social influences, such as family, peer groups, and social media, also impact buying patterns. Additionally, economic conditions, personal income, and market trends contribute to consumer choices. With the rise of digital transformation, consumer behavior has changed significantly. Online shopping, social media marketing, and personalized recommendations have reshaped the way customers interact with brands. Businesses now rely on data analytics, artificial intelligence, and customer feedback to understand consumer preferences and enhance their offerings.

This study aims to explore the key factors that drive customer behavior, analyze the impact of digital advancements, and provide insights into how businesses can adapt to changing consumer trends. By understanding customer behavior, businesses can improve customer satisfaction, enhance brand loyalty, and increase long-term profitability.

#### NEEDS OF THE STUDY

- **Understanding Consumer Preferences** – Customers have diverse preferences based on personal interests, cultural influences, and social trends. Studying consumer behavior helps businesses understand what influences purchasing decisions.
- **Adapting to Market Changes** – With rapid changes in technology and market trends, businesses must stay updated on consumer preferences to remain competitive. This study helps organizations adjust their strategies to evolving customer needs.
- **Enhancing Customer Satisfaction** – By analyzing customer behavior, businesses can develop products and services that meet customer expectations, leading to higher satisfaction and brand loyalty.
- **Improving Marketing Strategies** – A deep understanding of consumer behavior allows companies to create targeted marketing campaigns that effectively appeal to their target audience, improving engagement and conversion rates.
- **Predicting Future Trends** – Businesses that study consumer behavior can anticipate future market trends and prepare in advance, ensuring they stay ahead of competitors.

#### IMPORTANCE OF THE STUDY

- **Helps in Product Development** – Companies can design and modify their products based on customer needs and preferences, increasing the chances of success in the market.
- **Aids in Effective Pricing Strategies** – Understanding how customers perceive value helps businesses set competitive and profitable pricing strategies.
- **Enhances Customer Relationship Management (CRM)** – Businesses that understand their customers' buying habits can build strong relationships, leading to customer loyalty and repeat purchases.
- **Optimizes Business Operations** – By analyzing buying behavior, businesses can improve inventory management, supply chain efficiency, and service delivery.
- **Boosts Sales and Revenue** – When businesses align their offerings with consumer needs, they increase customer satisfaction, which directly impacts sales and overall profitability.

Customer behavior plays a crucial role in shaping business success, marketing strategies, and overall customer satisfaction. Understanding why, when, and how consumers

make purchasing decisions helps businesses enhance their offerings and build long-term customer relationships.

### STATEMENT OF THE PROBLEM

In today's dynamic and competitive market, understanding customer behavior has become essential for businesses to develop effective marketing strategies, improve customer satisfaction, and enhance brand loyalty. However, many businesses struggle to identify the key factors influencing consumer decision-making, leading to ineffective marketing efforts and poor customer engagement.

- **Changing Consumer Preferences** – Rapid shifts in trends, technological advancements, and evolving consumer needs make it difficult for businesses to predict purchasing behavior accurately.
- **Impact of Digitalization** – The rise of e-commerce, social media, and online reviews has transformed how consumers make buying decisions, requiring businesses to adapt to digital marketing strategies.
- **Influence of Psychological and Social Factors** – Consumers are influenced by emotions, peer recommendations, cultural values, and economic conditions, making it complex to understand their motivations.
- **Difficulty in Measuring Brand Loyalty** – Many businesses struggle to retain customers due to a lack of personalized experiences and inconsistent customer service.
- **Lack of Data-Driven Decision-Making** – Companies often fail to utilize customer insights effectively, resulting in marketing campaigns that do not resonate with the target audience.

### OBJECTIVES OF THE STUDY

- To Understand the Consumer Decision-Making Process, analyze how customers recognize needs, search for information, evaluate alternatives, make purchase decisions, and exhibit post-purchase behavior.
- To Analyze the Impact of Digitalization on Consumer Behavior Study how e-commerce, social media marketing, and online reviews influence purchasing decisions. Explore the role of artificial intelligence (AI), chatbots, and personalized recommendations in shaping consumer choices.
- To Examine Brand Loyalty and Customer Retention Strategies Identify the factors that lead to customer satisfaction and long-term loyalty.
- To Evaluate the Effectiveness of Marketing Strategies, analyze how advertising, promotions, and product placement affect consumer buying decisions. Determine the effectiveness of online vs. offline marketing strategies.
- To Study the Role of Cultural and Regional Differences in Consumer Behavior Examine how cultural background, traditions, and location-based preferences impact purchasing habits.

### SCOPE OF THE STUDY

The study on customer behavior focuses on understanding how consumers make purchasing decisions, what factors influence their choices, and how businesses can adapt to meet customer needs effectively. The scope of this study includes various dimensions such as market trends, psychological influences, digital consumer behavior, and brand loyalty.

- **Geographic Scope**- The study may be conducted at a local, national, or international level depending on the target market. It may focus on urban vs. rural consumers to analyze differences in purchasing behavior.
- **Industry Scope**- The study can be applied to various industries such as retail, e-commerce, food & beverage, banking, fashion, technology, and healthcare to understand sector-specific consumer behavior.

### IMPORTANCE OF THE STUDY

- **Helps Businesses Understand Customer Needs and Preferences** Provides insights into what consumers want, need, and expect from products or services. Allows businesses to design products that align with customer preferences.
- **Improves Marketing Strategies** Helps businesses create targeted marketing campaigns based on consumer interests and behaviours. Enhances the effectiveness of advertisements, promotions, and branding strategies.
- **Enhances Customer Satisfaction and Loyalty** Identifies factors that lead to customer satisfaction and long-term brand loyalty. Helps businesses improve customer experience and build stronger relationships.
- **Supports Product Development and Innovation** Encourages businesses to develop new products and services based on market demand. Helps in modifying existing products to meet changing consumer preferences.
- **Assists in Pricing and Competitive Strategies** Provides insights into how consumers perceive price, value, and affordability. Helps businesses set competitive pricing strategies to attract and retain customers.
- **Facilitates Better Customer Segmentation** Allows businesses to divide the market into different customer groups based on demographics, interests, and behavior. Enables personalized marketing and customized product offerings.
- **Improves Sales and Revenue Growth** Understanding consumer purchasing patterns helps businesses boost sales and profitability. Increases conversion rates by aligning marketing efforts with consumer behavior.
- **Helps in Decision-Making for Business Growth** Provides data-driven insights for making informed business decisions. Reduces the risks of launching new products or entering new markets.
- **Analyzes the Impact of Digital Transformation** Examines how digital marketing, e-commerce, and online reviews influence buying behavior. Helps businesses adopt new technologies for customer engagement.
- **Contributes to Sustainable and Ethical Business Practices** Explores consumer preferences for eco-friendly and ethical products. Encourages businesses to adopt corporate social responsibility (CSR) initiatives.

### LIMITATIONS OF THE STUDY

- **Dynamic and Changing Consumer Preferences** Consumer behavior is not static; it changes due to market trends, economic conditions, and technological advancements. This makes it difficult to predict long-term patterns accurately.
- **Subjectivity and Bias in Responses** Data collected through surveys, interviews, and focus groups may be influenced by personal biases, memory lapses, or social desirability, leading to inaccurate conclusions.
- **Limited Sample Size**. Due to time and resource constraints, studies may rely on a small sample size, making it difficult to generalize findings to a larger population.
- **Influence of External Factors** Economic fluctuations, political conditions, global crises (such as pandemics), and unexpected events can alter consumer behavior, making it challenging to isolate specific factors influencing purchasing decisions.
- **Difficulty in Measuring Psychological and Emotional Factors** Psychological aspects such as emotions, attitudes, and perceptions are complex and difficult to quantify, leading to challenges in drawing precise conclusions.
- **Rapid Evolution of Digital Consumer Behavior** The growing influence of online shopping, social media, and AI-driven recommendations continuously reshapes customer behavior, requiring constant updates in research methodologies.

- Cultural and Regional Differences Consumer behavior varies across cultures and geographic locations. Findings from one region may not be applicable to another due to cultural and economic differences.
- Ethical and Privacy Concerns in Data Collection Collecting consumer data, especially from digital platforms, raises ethical concerns regarding privacy, consent, and data security, which may limit the scope of research.

### REVIEW OF LITERATURE

**Kumar & Mittal (2022)** conducted a study on customer behaviour in Indian IT startups and found that customization, fast response times, and data security are major factors affecting client satisfaction. Their findings highlight how customer-centric approaches enhance retention rates in software firms.

**Sharma et al. (2021)** examined digital consumer behaviour post-COVID-19, revealing that remote service access, virtual engagement, and transparency have become critical in building customer trust—especially relevant for cloud-based technology companies.

**Raj & Mehta (2020)** explored the behavioural patterns of B2B clients in SaaS companies and observed that long-term relationships and efficient problem-solving mechanisms are central to client loyalty. The study emphasized proactive support and regular product updates.

**Iyer & Subramanian (2019)** analyzed consumer satisfaction in South Indian tech firms and found that brand image, employee interaction quality, and after-sales service significantly influenced customer perceptions. These factors align with the operational priorities of firms like Eagle Hi-Tech.

**Thomas & Joseph (2023)** noted a shift in customer expectations toward AI-driven personalization and predictive support. Clients now expect software companies to anticipate needs and provide seamless tech experiences.

**Varma & Srinivasan (2018)** highlighted that in Chennai-based IT firms, word-of-mouth referrals and client testimonials play a key role in influencing customer behaviour, particularly in a highly competitive local market.

**Bhattacharya & Roy (2021)** explored the role of social media and online reviews in shaping the image of IT service providers. The study concluded that digital reputation management significantly impacts customer acquisition and retention.

**Natarajan & Devi (2020)** found that continuous innovation and timely implementation of new features are essential to maintain customer interest in software solutions. Customers tend to stay loyal when they see value-added upgrades.

**Patel & Kumar (2019)** investigated how customer engagement platforms influence behavioural loyalty. Their research showed that interactive communication and feedback-driven updates make customers feel valued and increase repeat usage.

**Fernandez & Pillai (2022)** emphasized that emotional connection through personalized service and empathy during support interactions strongly affects customer behaviour in small and medium-sized IT enterprises.

### RESEARCH METHODOLOGY

Research methodology refers to the systematic approach used to conduct research, including the methods, techniques, and procedures used to collect and analyse data. It provides a framework for research to ensure reliability, validity, and accuracy.

### RESEACH DESIGN

Research methodology refers to the systematic approach used to conduct research, including the methods, techniques, and procedures used to collect and analyse data. It provides a framework for research to ensure reliability, validity, and accuracy.

### SAMPLING TECHNIQUE:

**Target Population:** Customers who have purchased specific products or services.

**Sampling Method:**

- **Probability Sampling** (e.g., stratified random sampling for diverse customer groups).
- **Non-Probability Sampling** (e.g., convenience sampling for online surveys).

**SOURCE DATA:**

The source data for a study on customer behavior depends on the research objectives. Here are some common types of data sources:

**PRIMARY DATA**

- Surveys & Questionnaires – Directly ask customers about preferences, satisfaction, and purchasing habits.
- Interviews – In-depth discussions with customers to understand motivations.
- Focus Groups – Small customer groups discussing products/services.
- Observational Data – Watching customer interactions in-store or online.
- A/B Testing – Comparing two versions of a website, app, or product feature to see which performs better.

**SAMPLE SIZE**

Total number of samples taken for the study is 120 respondents.

**STATISTICAL TOOLS USED**

1. Simple Percentage analysis
2. Chi-square Analysis
3. Correlation

**SIMPLE PERCENTAGE ANALYSIS**

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

**DATAANALYSIS AND INTERPRETATION**

**TABLE – 1  
GENDER WISE CLASSIFICATION**

<b>PARTICULARS</b>	<b>NO. OF. RESPONDENTS</b>	<b>PERCENTAGE</b>
Below 20 years	37	30.83
20 to 25 years	27	22.5
26 to 30 years	38	31.67
Above 30	18	15
<b>Total</b>	<b>120</b>	<b>100</b>

**Source:** Primary Data

The above table shows that 30.83% of the respondents are comes under the age group of Below 20, 22.5% of the respondents are comes under the age group of 20-25, 31.67% of the respondents are comes under the age group of 26-30, 15% of the respondents are comes under above 30.

**FINDINGS**

- Majority 50% respondents are male and 50% are females.
- Majority 31.67% of respondents are aged below.
- Majority 66.67% respondents are Married and 33.33% are females are unmarried.
- Majority 33.33% of the respondents finish their graduate degree.
- Majority 55.83% of the respondents are entrepreneurs.
- Majority 37.5% of the respondents are in rural area.
- Majority 29.16% of the respondents parent income below 5000.
- Majority 29.16% of the respondents daily make online purchases.
- Majority 29.16% of the respondents necessity motivates to make the purchase.

- Majority 29.16% of the respondents always make research before purchasing.
- Majority 29.16% of the respondents buy clothing and accessories usually purchase.
- Majority 47.5% of the respondents brand is important thing.
- Majority 75% of the respondents switched after seeing the advertisement.
- Majority 29.16% of the respondents choose in store shopping.
- Majority 47.5% of the respondents satisfied with the online shopping.
- Majority 47.5% of the respondents ratings and review are more important.
- Majority 75% of the respondents returned the product after purchase.
- Majority 75% of the respondents recommended the brand product.
- Majority 47.5% of the respondents share their purchase experience with their family and relatives.
- Majority 47.5% of the respondents shop more online for future.
- Majority 29.16% of the respondents lower prices need to purchase.

### SUGGESTIONS

- The study overall reveals both the positive and negative aspects of consumers on based of their experiences in social media marketing.
- Consumers experience in buying through social media marketing nowadays is positive as soul as the negative side is because of that fraudulent involved in some of the block post or social media marketing platforms.
- Some of the customers have also complaint about social media marketing flexibility for illiterate and elder generation people.
- Business nowadays widely welcoming marketing methods involving social media handles for innovative advertisements are supportive but understandable for consumers and being transparent is more important.
- There are various variables like education, occupation, income, gender, age and many more which affecting consumer behavior and social media too.
- There are different types social networking sites are there like twitter, whatsapp. You tube, skype, and many more which affecting consumer behavior.
- There many social media marketing and social networking sites where as some of them are very much significant while some are not significant.

### CONCLUSION

It's the consumer that has all the power in the market. Assumptions regarding consumer behaviour are used to make all marketing choices. Marketers must know why consumers react the way they do to a wide range of goods and services if they are to produce value for consumers and profit for businesses. In the context of economics, consumer behaviour refers to all of the behaviours and activities of people who buy and use economic products and services. This will assist us to better understand various market categories and develop strategies for achieving market penetration. Research on consumer buying behavior is reviewed in this study. Marketing professionals focus more on the buying process of consumer behaviour than the consuming process. As a result, it is critical for marketers to understand consumer behaviour and the decision-making process. Understanding the foundations of consumer behaviour is critical to creating hypotheses for quantitative research, which can then be tested. Consumer behaviour ideas and concepts were unearthed via this research. Various consumer behaviour models are also discussed. The elements that affect consumer behaviour are also discussed in detail. In addition, it explained the five-stage decision-making process for consumer. For the model, buying an item is only the beginning of an ongoing process that starts well before the actual buying and continues long after the sale has been completed. Identification of the need, information gathering, comparison of options, buying choice, and follow-up action are all parts of this five-stage process. It is therefore a review of the literature that provides a foundation for future quantitative studies on consumer behaviour.

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## **A STUDY ON FINANCIAL LITERACY AMONG COLLEGE STUDENTS**

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### **ABSTRACT**

*Financial literacy is a critical life skill that enables individuals to make informed and effective decisions regarding money management, savings, investments, and financial planning. This study aims to assess the level of financial literacy among college students, identify gaps in their understanding, and explore factors that influence their financial knowledge and behavior. A structured questionnaire was distributed among 120 college students from various academic backgrounds to collect data on their awareness, practices, and attitudes toward budgeting, banking, credit, insurance, and investment options. The findings revealed that while most students have basic financial knowledge, a significant number lack practical understanding of financial products and long-term planning. The study also showed that students with commerce or business education, or those exposed to financial discussions at home, displayed better financial awareness.*

**KEY WORDS:** critical life skill, money management, savings, investments, basic financial knowledge, economic independence, financial literacy, descriptive research design.

### **INTRODUCTION**

In today's dynamic economic environment, financial literacy is an essential life skill for individuals, especially youth and students. Financial literacy refers to the ability to understand and apply financial concepts such as saving, budgeting, investing, credit management, and financial planning. With increasing access to digital banking, credit facilities, and online financial platforms, young people are faced with more financial decisions than ever before.

College students represent a key demographic as they transition into adulthood and begin managing their own finances—often for the first time. However, many students make financial decisions without a sound understanding of financial principles, which can lead to debt, poor saving habits, and financial stress.

This study seeks to assess the level of financial literacy among college students, identify the factors influencing their financial behavior, and suggest measures to enhance their knowledge. Promoting financial literacy among students can lead to more responsible money management, economic independence, and financial security in the future.

**ADVANTAGES OF THE STUDY**

1. Promotes Financial Awareness:  
Helps in understanding the current level of financial literacy among college students.
2. Encourages Responsible Behavior:  
Highlights the need for proper money management, saving, and investment habits.
3. Supports Educational Planning:  
Provides insights for educators and policymakers to introduce financial education into Academic curricula.
4. Identifies Gaps and Challenges:  
Detects areas where students lack knowledge and need further training or guidance.
5. Improves Future Decision-Making:  
Encourages students to make informed financial decisions and avoid future financial stress.

**LIMITATIONS OF THE STUDY**

1. Limited Sample Size:  
The study may not represent all student populations, especially those from different regions or socio-economic backgrounds.
2. Self-Reported Data:  
Responses may be biased or inaccurate due to personal perceptions or lack of interest.
3. Geographical Constraints:  
Conducted in a specific area or college, limiting the generalizability of the results.
4. Time Constraints:  
Due to the limited period of study, long-term financial behaviors could not be evaluated.
5. Lack of Depth:  
The study may not fully explore psychological or cultural factors influencing financial decisions.

**BENEFITS OF THE STUDY**

1. Improves Financial Awareness  
Helps students understand key financial concepts such as budgeting, saving, credit, insurance, and investment.
2. Encourages Good Money Habits  
Promotes responsible financial behavior like tracking expenses, avoiding unnecessary debt, and planning for the future.
3. Supports Academic Curriculum Enhancement  
Provides useful data to educational institutions to design or update financial education modules in college syllabi.
4. Builds Economic Independence  
Empowers students to manage their personal finances confidently, leading to financial independence at a young age.
5. Reduces Financial Stress  
Students who are financially literate are less likely to face confusion or anxiety about money matters.
6. Prepares for Future Financial Responsibilities

Lays the foundation for making informed decisions about loans, credit cards, investments, and long-term savings.

#### 7. Boosts Employment Readiness

Financially literate students are better equipped to handle salary, taxation, and benefits in their future careers.

#### 8. Informs Policymaking

The findings can help governments and institutions develop programs aimed at improving youth financial literacy.

### **STATEMENT OF THE PROBLEM**

In today's complex financial world, managing personal finances has become a critical life skill. However, many college students lack the necessary financial knowledge to make informed decisions regarding saving, budgeting, investing, and managing debt. This lack of awareness can lead to poor financial habits, excessive spending, and long-term financial insecurity.

While students are increasingly exposed to financial products such as credit cards, online banking, and digital wallets, their understanding of how to use these tools wisely remains limited. Despite having access to formal education, financial literacy is not always a part of the academic curriculum, leaving students unprepared to handle real-life financial challenges.

### **OBJECTIVES OF THE STUDY**

1. To assess the level of financial literacy among college students.
2. To identify students' awareness of key financial concepts such as budgeting, saving, investment, loans, and insurance.
3. To examine the influence of demographic factors (such as age, gender, and course of study) on financial literacy levels.
4. To understand students' financial behavior and practices, including spending and saving habits.
5. To determine the sources of financial knowledge commonly accessed by students (e.g., parents, internet, formal education).
6. To highlight the need for financial education in academic institutions.
7. To provide suggestions and recommendations to improve financial literacy among college students.

### **SCOPE OF THE STUDY**

This study focuses on evaluating the level of financial literacy among college students across various academic disciplines such as Commerce, Arts, Science, and Management. It aims to assess their understanding of fundamental financial concepts including budgeting, saving, investment, credit, and insurance. The research is limited to a selected group of 120 college students from [mention location if applicable, e.g., Trichy District, Tamil Nadu]. The study covers both undergraduate and postgraduate students from first year to final year, ensuring representation across age groups and genders.

The scope includes:

1. Assessing students' financial behavior and awareness.
2. Identifying the influence of demographic and educational factors.
3. Examining sources of financial information students rely on.
4. Recommending strategies to improve financial education among youth.

### **REVIEW OF LITERATURE**

A review of existing literature helps understand previous research findings and identify gaps that this study aims to address.

1. Lusardi & Mitchell (2011) Found that young adults globally lack basic financial knowledge, especially in areas like interest rates, inflation, and risk diversification.

2. Chen & Volpe (1998) Their study revealed that college students demonstrated low levels of financial literacy, particularly in personal finance and investing.
3. Mandell (2008) Observed that high school and college students are not financially prepared for the responsibilities they face in adult life.
4. OECD (2014) Emphasized that financial literacy is crucial for youth, as early habits strongly influence adult financial behavior.
5. Kaur & Vohra (2012) Identified that gender and stream of study have a significant impact on financial literacy levels among college students.
6. Nidar & Bestari (2012) Reported that financial behavior improves significantly with increased financial knowledge and parental guidance.
7. Bashir et al. (2013) Found that students who attended financial education workshops showed improved financial decision-making.
8. Joo & Grable (2004) Concluded that income level, financial education, and family background influence students financial management skills.
9. Remund (2010) Defined financial literacy as a set of knowledge that allows an individual to make effective financial decisions.
10. Agarwal et al. (2015) Highlighted the role of digital tools and mobile banking in improving financial literacy among tech-savvy students.

### **RESEARCH METHODOLOGY**

The research methodology outlines the framework used to collect, analyze, and interpret data in order to understand the level of financial literacy among college students.

### **RESEARCH DESIGN**

The study adopts a descriptive research design, aimed at identifying the knowledge, attitudes, and behavior of college students regarding financial literacy. It helps in providing a clear picture of their current financial awareness and practices.

### **SAMPLING DESIGN**

Population:

College students from various academic streams (Commerce, Science, Arts, etc.) In research, population refers to the entire group of individuals relevant to the study from which a sample is drawn. For this study, the population consists of college students pursuing undergraduate and postgraduate degrees across various streams such as Commerce, Science, Arts, and Management.

This includes students from:

- Government and private colleges
- Different academic years (first year to final year)
- Various socioeconomic and educational backgrounds

### **SAMPLE SIZE:**

The sample size refers to the number of individuals selected from the population to participate in the study. In this research, a total of 120 college students were selected as the sample. These students were chosen from various academic disciplines such as Commerce, Arts, and Science, and from different year levels (first year to final year) to ensure diversity and reliability in the findings.

### **SAMPLING TECHNIQUE:**

Stratified random sampling was used to ensure representation from different courses and year levels. The sampling technique refers to the method used to select individuals from the population to be part of the study sample. In this study, the Stratified Random Sampling technique was used.

Explanation:

- The total population (college students) was divided into different strata based on factors such as:
- Course of study (Commerce, Science, Arts)

- Year of study (I, II, III year)
- Gender (Male, Female)
- From each stratum, a random sample of students was selected to ensure fair and proportional representation.

#### **SOURCES OF DATA**

- Primary Data: Collected through structured questionnaires administered to the selected students.
- Secondary Data: Collected from books, research journals, government reports, articles, and online sources related to financial literacy.

#### **TOOLS FOR DATA ANALYSIS**

- Percentage analysis
- Chi-square test (for testing hypotheses)
- Graphs and tables for presentation and interpretation

#### **PERIOD OF STUDY**

The study was conducted over a period of 2 months during the academic year 2024–2025.

#### **FINDINGS**

- 37.5% of respondents were from Commerce, 33.33% from Science, and 29.16% from Arts.
- Equal representation was maintained across I, II, and III-year students (33.33% each).
- 60% of respondents were female and 40% were male.
- 52% of students fall under the 18–20 age group.
- 75% of respondents have a savings bank account.
- Only 40% of students regularly maintain a budget.
- 68% are aware of basic banking operations.
- Only 35% understand the concept of compound interest.
- 30% are aware of different investment options like mutual funds or SIPs.
- 45% know about insurance and its benefits.
- 70% of Commerce students showed higher financial knowledge than others.
- 65% of students rely on parents for financial decisions.
- 25% of students follow financial content on social media.
- 33% borrow money occasionally for personal use.
- 50% don't know how to read a bank statement.
- 40% are interested in learning about digital payments and UPI apps.
- 62% of students felt that financial stress affects their academic performance.

#### **SUGGESTIONS**

- Financial literacy should be included as part of the college curriculum.
- Organize regular financial education workshops and webinars.
- Use social media and YouTube channels to spread financial awareness.
- Encourage students to use budgeting apps and digital finance tools.
- Promote savings habits through campus banking initiatives.
- Provide training on using digital payment systems (UPI, net banking).
- Offer peer-to-peer financial mentoring within colleges.
- Create tie-ups with banks to conduct sessions on financial products.
- Encourage real-life financial decision-making through student projects.
- Display financial tips and news on college notice boards or websites.

#### **CONCLUSION**

The study reveals that while college students are somewhat aware of basic financial tools, their overall financial literacy level remains low. Most students lack practical knowledge

about savings, investments, credit management, and budgeting. Commerce students performed better due to academic exposure, while Arts and Science students showed gaps in understanding. There is a clear need for structured financial education at the college level. Improving financial literacy will empower students to make informed decisions, avoid debt, and build financial independence, leading to a more financially secure future generation.

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## **OPERATIONAL AND MARKETING EFFICIENCY OF VIJAY MILK DAIRY**

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### **ABSTRACT**

*Employee job satisfaction is important to management because they determine the behavior of workers in the organization. The commonly held opinion is that “A satisfied worker is a productive worker”. A satisfied work force will create a pleasant atmosphere within the organization to perform well. Hence job satisfaction has become a major topic for research studies. The specific problem addressed in this study is to examine the impact of job satisfaction on performance. It considered which rewards (intrinsic and extrinsic) determine job satisfaction of an employee. It also considered the influence of age, gender and experience of employees on level of job satisfaction. In addition it investigated the most satisfying event of an employee in the job, why employees stay and leave the organization. Data were collected through a field survey using a questionnaire from the employee groups, namely Professionals, Managers and Non-managers from organizations covering **Vijaydairy & farm products pvt. ltd.**, at Tiruchirappalli The analysis data revealed that there exists positive correlation between job satisfaction and performance of employees.*

**Keywords:** Dairy Industry, Vijay Milk, Customer Satisfaction, Product Diversification, Operational Efficiency, Supply Chain, Coimbatore

### **INTRODUCTION**

The Indian dairy industry is not only the largest milk producer in the world but also one of the most fragmented, with thousands of small and regional firms contributing to its vast network. Vijay Milk Dairy, based in Coimbatore, represents one such enterprise that has successfully carved a niche in the local market by delivering quality dairy products to its consumers. The firm maintains strong relationships with local milk producers and emphasizes hygiene, freshness, and affordability in its offerings. Despite its local success, Vijay Milk faces significant challenges related to scalability, infrastructure limitations, product diversification, and brand visibility. With the increasing entry of national and international dairy brands into Tier-2 and Tier-3 cities, regional players need to rethink their marketing and operational strategies. This study delves into the strategic business operations of Vijay Milk Dairy, examining how it can leverage its strengths while addressing its internal and external challenges for long-term growth.

**OBJECTIVE**

1. To understand the current operations of Vijay Milk Dairy.
2. To measure customer satisfaction and expectations.
3. To explore the scope for product and service improvement.
4. To suggest methods to strengthen marketing and logistics.

**Problem Statement**

Despite the increasing demand for quality dairy products in urban and semi-urban markets, many regional dairy firms like Vijay Milk Dairy face challenges in expanding their customer base and maintaining consistent operational efficiency. While the company enjoys local trust and offers quality products, issues such as limited product diversification, weak promotional activities, and inadequate cold chain logistics restrict its potential growth. Additionally, customer expectations are evolving, with rising interest in value-added dairy products and digital engagement. There is a pressing need to identify the gaps in operations and marketing strategies to ensure the sustainable growth of Vijay Milk Dairy in a competitive and evolving dairy industry.

**SCOPE OF THE STUDY**

- Area: Focused on the Coimbatore district.
- Industry: Dairy production and distribution
- Stakeholders: Includes customers, dairy staff, and suppliers.

**REVIEW OF THE LITERATURE**

- **Gupta & Narayan (2022)** emphasized the need for cold chain infrastructure in ensuring milk quality in rural and semi-urban India.
- **Sundaram (2021)** highlighted that customer satisfaction in the dairy industry is increasingly tied to the availability of value-added products like flavored milk, butter, and cheese.
- **Meena & Radhakrishnan (2020)** suggested that small-scale dairies need to adopt digital marketing platforms to retain young urban consumers.
- **Kavitha(2023)** found that consumer loyalty in regional dairy brands is driven more by quality and word-of-mouth than advertisements.
- **FAO India Report (2021)** forecasted growth in Tier-2 cities for regional dairy brands with good supply chain and localized marketing efforts.

**Research Design**

- Type: Descriptive and analytical.
- Primary Data: Customer surveys and employee interviews.
- Secondary Data: Company records, industry reports.
- Sampling Method: Simple random sampling.
- Sample Size: 50 customers and 10 employees.

**DATA ANALYSIS AND INTERPRETATION**

**GENDER OF THE RESPONDENTS**

GENDER	NO OF RESPONDENTS	PERCENTAGE%
male	80	66.7
female	40	33.3
Total	120	100.0

From table 4.1 it shows that 80% of respondents are male and 40% of the respondents are female. It is found that the majority (80%) of respondents are male.

**AGE GROUP OF THE RESPONDENTS**

AGE	NO OF RESPONDENTS	PERCENTAGE
Below 25 years	40	33.3
25-35 years	22	18.3
36-45 years	27	22.5
Above 45 years	31	25.8
Total	120	100.0

From the above table 4.2, it is found that 40% of the respondents belong to the age group of below 25 years and 22% of the respondents are in the age group of 25-35 years and 27% of respondents belong to the age group of 36-45 years and 31% of the respondents belong to the age group of above 45 years. It is found that the majority (40%) of the respondent's age group is between 25-35 years.

**Tools for Analysis of Data**

1. Simple Percentage Method
2. Chi-square Method

**FINDINGS**

1. Vijay Milk Dairy is well-regarded for its quality and freshness.
2. Customers demand new and innovative dairy products.
3. Brand promotion is minimal and mostly offline.
4. Some delivery gaps exist in semi-urban areas due to weak cold storage logistics.
5. There is potential to expand through modern retail and social media platforms.

**SUGGESTIONS**

1. Introduce value-added products (butter, flavored milk, icecream).
2. Implement digital marketing through Instagram, Facebook, and WhatsApp.
3. Improve last-mile delivery and refrigeration facilities.
4. Offer training and incentives to partner farmers.
5. Launch reward programs for loyal customers and retailers.

**CONCLUSION**

The research on Vijay Milk Dairy highlights the critical role that local dairy firms play in meeting the daily nutritional needs of communities, particularly in semi-urban and rural markets. Vijay Milk Dairy has built a reputation for offering quality products at competitive prices, backed by a loyal customer base. The findings reveal that a majority of customers are satisfied with the current product quality and service, which is a strong foundation for the company to grow further.

However, the study also brings attention to some pressing issues. The limited range of dairy products, lack of aggressive marketing strategies, and underdeveloped cold chain infrastructure present challenges to scalability and competitiveness. As consumer preferences evolve especially among younger and urban populations—the firm must adapt by introducing value-added products, embracing digital marketing, and strengthening its delivery and supply chain capabilities.

Moreover, the company can benefit from enhanced farmer partnerships and improved quality control at the source. By training dairy farmers and incentivizing consistent quality, Vijay Milk can ensure raw milk reliability, which directly impacts product consistency.

In an era where national and multinational brands are aggressively expanding into regional markets, firms like Vijay Milk must balance their traditional strengths with innovation and modernization. With strategic investment and a customer-centric approach, Vijay Milk Dairy can transform from a strong local brand into a regional leader in the dairy industry.

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## **A STUDY ON PRODUCTION AND PRODUCTIVITY OF MILK IN VEPPUR BLOCK OF PERAMBALUR DISTRICT**

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### **ABSTRACT**

*The study was conducted in Perambalur District of Veppur Block. The study area was purposefully selected by the researcher due to the following reasons: Agricultural based area, Animal Intensity Rearing habit and livelihood pattern and Employment opportunity. This study examined milk production and productivity in the study area during the financial year 2019 - 2020. The main breeds kept by milk producers in this area were cross- breeds, indigenous breed and buffalo. Cross- breeds, cows produced more milk than the other two groups. Milking was done by hand and most of the producers used bicycles to transport milk to the collection centre. The milk was sold fresh or after it was fermented to naturally fermented or cultured milk*

**Keywords:** *Standard of living, milk production and productivity, smallholder dairying,*

### **I-INTRODUCTION:**

India has attained the first rank in milk production in the world. The first five countries in the world producing maximum milk are India, USA, Russia, Germany and France. India has produced 13.1 per cent of the total milk produced in the world. To maintain our first position in milk production, India will have to face healthy competition from other countries. For this, only producing largest quantity is not sufficient, but the quality of milk and other factors also need to be borne in mind, the "operation flood" programme will have to be supported by quality improvement and quality maintenance.

Dairying has brought about socio-economic transformation in Tamil Nadu and is playing a significant role in strengthening rural economy. Majority of milk producers are small farmers, marginal farmers and downtrodden. Millions of small and marginal farmers in dairying who own two to three animals and produce an average of five liters comprise a critical portion of India's dairy industry. Dairying has vast potential to generate employment and has helped in alleviating poverty in rural belt. Dairying provides definite and regular income to millions of rural families throughout the year, improving the quality of their life. Thus, changes in the dairying environment have important implications for the smallholder farmers and for poverty reduction.

### **Research gap:**

The present study covers the production and marketing of milk in the Veppur Block. So far no research has been conducted in the block, particularly in milk production. Studies have been undertaken to analyse the function of co-operative societies but the unorganized sectors were not taken for any other study. Therefore the milk produced by the people in the Block is

not accounted for. So the milk that is produced by the producers in that area is being marketed to the household, tea stalls and the milk vendors are not accounted for.

### **Statement of the problem:**

India is the largest milk producer in the world. The milk production of this country has increased from 17 million tonnes in 1950-51 to 108.5 million tonnes in 2008-09 and the per capita availability of milk has also increased from 112 grams / day in 1968-69 to 258 grams / day during 2008-2009. But still it is low compared to the world average of 265 grams/day. About 80 per cent of the milk produced in the country is handled in the unorganized sector and the remaining 20 per cent is shared equally by cooperative and private dairies. The productivity of the animal is also low when compared to the world countries. This deficit which is of a very serious nature may affect the health and vitality of the nation, as milk is the only source of animal protein for a large number of people in this country. To meet the nutritional requirements of the people, there is an urgent need to boost milk production. In this context this investigation aims to study the production and marketing of milk in Veppur Block of Perambalur district and know the problems encountered in the dairy sector on productivity, finance, marketing, feeding, infrastructure, and other problems.

### **Objectives of the study:**

1. To study the standard of living of the milk producers in the study area.
2. To know the productivity of milk production in the study area.
3. To suggest appropriate measures to strengthen the milk production in the study area.

### **Hypotheses of the study:**

1. There is an insignificance relationship between education level and standard of living of the milk producers in the study area.
2. There is a positive relationship between feed intake of milk and milk yield.

### **Period of the study:**

The study uses both primary and secondary data. The primary data were collected for the financial year 2019 - 2020. The data were collected from the respondents through interview method. The secondary data were also collected.

### **Sampling design:**

The study was conducted in Perambalur District of Veppur Block. The study area was purposefully selected by the researcher due to the following reasons: Agricultural based area, Animal Intensity Rearing habit and livelihood pattern and Employment opportunity. The above facts are presented based on the survey conducted by the researcher. The researcher felt that Veppur Block is viable and potential one to conduct so meaningful and systematic study for dairy Industry. There are three veterinary dispensaries of which three zones have been identified viz., Thungapuram, Veppur and Kilapuliyur. In Thungapuram dispensary controlled villages are 33, in Veppur dispensary controlled villages are 11 and in Kilapuliyur dispensary controlled villages are nine. The classification has been done on the basis of the bovine population at these villages, five villages from each group have been selected using random sampling method. The data relating to the standard of living of the milk producers in the study area. The productivity of milk production in the study area of the respondents have been obtained. From each category of villages 100 respondents have been chosen using simple random method. In this way, a total of 300 respondents (milk producer) have been chosen by using stratified simple random sampling technique.

### **Result and Discussion:**

The stand of living index (SLI) is calculated as given in National Family Health Survey (NFHS-2) by giving score for each items of house and household articles. The analysis of the standard of living of milk producers in the study area can be understood with the help of the following ten tables.

**TABLE NO: 1**  
**AREA WISE STANDARD OF LIVING OF THE RESPONDENTS**

Standard of living	Area			Total
	Thungapuram	Veppur	Kilapuliyur	
Low	3 (17.6)	7 (41.2)	7 (41.2)	17 (100.0)
Medium	81 (33.3)	81 (33.3)	81 (33.3)	243 (100.0)
High	16 (40.0)	12 (30.0)	12 (30.0)	40 (100.0)
<b>Total</b>	<b>100</b> <b>(33.3)</b>	<b>100</b> <b>(33.3)</b>	<b>100</b> <b>(33.3)</b>	<b>300</b> <b>(100.0)</b>

Source: Primary data

The table shows that designates the area wise standard of living of the respondents in the study area. It is classified into three categories, viz., low, medium and high. 40 per cent of the respondents were in high standard of living in Thungapuram area which is higher, In Veppur and Kilapuliyur area, the standard of living of the respondents were 30 per cent respectively. The table points out the standard of living of the respondents was very low in Thungapuram area, but in Veppurand Kilapuliyur area, the standard of the living of the respondents was the same which is 41.2 per cent respectively.

**CHI - SQUARE TESTS**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi - Square	2.682	4	.612
Likelihood Ratio	2.878	4	.578
Association	1.732	1	.188
N of Valid Cases	300		

From the Chi-Square test the significance value is 0.612 which is greater than 0.05, the Chi-Square test is not significant, which means that the standard of living is not significantly associated with the three areas of study.

**TABLE NO: 2**  
**EDUCATION WISE STANDARD OF LIVING OF THE RESPONDENTS**

Standard of living	Education							Total
	Illiterate	Primary School	Middle School	High School	Higher Secondary School	Diploma	Graduate	
Low	0 (0.0)	3 (17.6)	4 (23.5)	8 (47.1)	0 (0.0)	0 (0.0)	2 (11.8)	17 (100.0)
Medium	21 (8.6)	50 (20.6)	31 (12.8)	97 (39.9)	34 (14.0)	8 (3.3)	2 (0.8)	243 (100.0)
High	5 (12.5)	6 (15.0)	3 (7.5)	22 (55.0)	3 (7.5)	1 (2.5)	0 (0.0)	40 (100.0)
<b>Total</b>	<b>26</b> <b>(8.7)</b>	<b>59</b> <b>(19.7)</b>	<b>38</b> <b>(12.7)</b>	<b>127</b> <b>(42.3)</b>	<b>37</b> <b>(12.3)</b>	<b>9</b> <b>(3.0)</b>	<b>4</b> <b>(1.3)</b>	<b>300</b> <b>(100.0)</b>

**Source:** *Primary data*

The table explains the educational status wise standard of living of the respondents. They are classified as Illiterate, Primary School, Middle School, High School, HigherSecondary School, Diploma and Graduate level. 47.1 per cent of the respondents have low standard of living that have finished High School level of education. 11.8 per cent of the respondents have low standard of living and they have completed Graduate level. The table discloses the medium of standard of living of the respondents. 39.9 per cent of the respondents have medium of standard of living and the respondents have completed High School level of education. 3.3 per cent of respondents have medium of standard of living which is lower and the respondents have finished Diploma level of education.

The table reveals that 55.0 per cent of the respondents have high level of standard of living and the respondents have completed High School level of education and 2.5 per cent respondents have high standard of living and the respondents have completed Diploma education.

**Correlation analysis**

	Value	Asymp. Std. Error	Approx. T	Approx. Sig.
Interval by Interval Pearson's R	-.048	.057	-.833	.406
Ordinal by Ordinal Spearman Correlation	-.019	.054	-.334	.738
N of Valid Cases	300			

The correlation value between education level and standard of living is -0.048 and the significant value is 0.406 which is greater than 0.05. There is no significant correlation between educational level and standard of living.

From the correlation analysis the **hypothesis - 1** is proved.

The analysis of the productivity of the bovine population in the study area can be understood with the help of the following tables.

**REGRESSION ANALYSIS FOR INDIGENOUS COW MILK YIELD ON FEED INTAKE**

Regression analysis is used for giving a mathematical equation between a response variable Y and a independent variable X. Here milk yield per day is taken as the response variable Y and feed given per day is taken as the independent variable X. The results are given below.

**TABLE NO: 3  
MODEL SUMMARY**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.977	.955	.955	.47678

**Source:** *Primary data*

From the above model summary table we observe that the R<sup>2</sup> value is 0.955 which means that 95.5 per cent of variability in milk yield per day is determined by the feed given per day.

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.086	.035		2.434	.016
Feed intake	.784	.010	.977	79.662	.000

**Source:** *Primary data*

From the above table we obtain the regression equation of milk yield on feed intake given by  $Y=0.086 + 0.784X$ . Further, the correlation value between milk yield and feed given is 0.977 which is highly significant. It means that higher the feed intake higher the milk yields.

**REGRESSION ANALYSIS FOR CROSS BREED COW MILK YIELD ON FEED INTAKE**

Here the milk yield per day is taken as the response variable Y and feed given per day is taken as the independent variable X, the results are given below.

**TABLE NO: 4  
MODEL SUMMARY**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.955	.912	.845	5.95377

Source: Primary data

From the above model summary table we observe that the  $R^2$  value is 0.912 which means that 91.2 per cent of variability in milk yield per day is determined by the feed given per day.

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.715	.387		9.598	.000
Feed intake	1.520	.040	1.33	38.000	.000

Source: Primary data

From the above table we obtain the regression equation of milk yield on feed intake given by  $Y = 3.715 + 1.520 X$ .

**REGRESSION ANALYSIS FOR BUFFALO MILK YIELD ON FEED INTAKE**

Here milk yield per day is taken as the responsive variable Y and feed given per day is taken as the independent variable, the results are given below.

**TABLE NO: 5  
MODEL SUMMARY**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.933 <sup>a</sup>	.871	.870	1.15921

Source: Primary data

From the above model summary table we observe that the  $R^2$  value is 0.871 which means that 95.5 per cent of variability in milk yield per day is determined by the feed given per day.

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.150	.073		2.053	.041
Feed intake	1.044	.023	.933	44.813	.000

Source: Primary data

From the above table we obtain the regression equation of milk yield on feed intake given by  $Y = 0.150 + 1.044 X$ .

From the above three regression analysis, the regression coefficient for cross breed cow is higher (i.e.) 1.52 compared to the other animals, which means that cross breed cow gives higher returns compared to the other animals.

From this regression analysis the **hypothesis - 2** is proved.

#### FINDINGS:

- 40 per cent of the respondents were in high standard of living in Thungapuram area.
- 81.10 per cent of the milk producers in the study area are leading medium standard of life.
- The area wise indigenous cow average feed intake of 0.8527 kg in Veppurarea and 0.8391 kg in Kilapuliyur area.
- The area wise cross breed cow average feed intake of 2.4722 kg in Thungapuram area and 2.3889 kg in Kilapuliyur area.
- The area wise buffalo average feed intake of 1.3043 kg in Kilapuliyur area and 1.2712 kg in Thungapuram area.
- From this study the average of milk yield of different area is not much different whereas the milk yield is different between type of animals.
- The correlation value between milk yield and feed given is highly significant. It means that higher the feed intake higher the milk yield.

#### SUGGESTIONS

Dairy sector in the study area depends upon the natural resource such as grazing land, forest, pastures and other uncultivated land. In a nutshell to develop bovine population resources into an income and employment generating enterprise, the productivity of milk cattle can be improved by adopting appropriate breeding policies. Necessary steps should also be taken for supply of balance feed to enable the off spring to protect their genetic potential. For improvement of milk production the innovative technique has to be adopted by the dairy farmers.

#### CONCLUSION

In conclusion, two differing points of view emerge about the status of dairy development in the study area. While on one hand, the area showed remarkable progress in terms of overall growth rate in milk production over the period, on the other hand, there were also wide inter-and intra-area variations in growth rates. The factors underlying area imbalance in the growth of milk production could be many. Imbalances might be associated with (a) differences in the distribution of breedable bovine population in different study area of the block; (b) differences in resource base with respect to feeds and fodder and bovine health cover; (c) differences in terms of number of insemination in the field areas for breed improvement and thereby causing differences in genetic architecture of milkanimals, and (d) differences in the productivity of animals.

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## **IMPACT OF INTRA ORGANISATIONAL RELATIONSHIP ON ORGANISATIONAL EFFECTIVENESS AT JAMBAL KNM TEXTILE PRIVATE LTD, KOMARAPALAYAM**

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### **ABSTRACT**

*The research work is undertaken for finding the level of intra organizational relationship in the company. The main objective of the project is to assess the level of Motivation, Communication, Trust, Participation, Relationship and Conflict Resolution for the employees. The study is conducted by survey method using structured questionnaire with five point rating scales and Yes or No Questions. From a total of 200 employees, 100 Samples were taken into consideration. Probabilistic Random Sampling Technique was applied to use for selecting the Sample size of the respondents. Data was analysed using simple percentages, correlation analysis and chi-square test.*

**Key words:** Intra-Organizational Relation, Motivation, Organizational Effectiveness, Psychological Contact

### **INTRODUCTION**

Rapidly changing business environment, new work culture, and ethos, and changes in the composition of the workforce have necessitated the up-gradation of organizational theories and behaviour. Organizations have become part and parcel of human life and civilization and have a definite relationship with effective and efficient dealing with several aspects of human life. Modern organizations are exemplified by a superior intensity of rationality, dynamism, complexities, and specialization. All organization's operations are influenced by their internal and external environments, and a management information system could aid in improving the organization's public image.

The success of any organization revolves around its employees. Employees who work alongside and develop a positive relationship with their managers get work done faster. Managing employee relations is critical to a company's success and compelling benefits. Employee Relation(ER) is a significant determinant of an organization's overall performance. Because strong employee relationship management leads to increased employee satisfaction (and performance). Because employees are the lifeblood of any company, you must guarantee that the employer-employee and employee relationships are well-cared for. The degree of effective and extensive comprehensive interaction at the start of a relationship, when most formation obligations of are commitments are established, can have a significant impact on the size of the disagreements that arise between employee parties Employers, and employer Employers.

Reneging and incongruence are the two primary reasons for perceived psychological contract breakdown. Reneging occurs when an organization's agent realizes that a duty exists but willfully fails to fulfill it. A good example is when a recruiter promises a prospective hire that he or she will be promoted within three years and then fails to follow through on that promise (Robinson, 1997). Employees and employers have various perspectives on the situation. ERM is a dynamic process of managing the knowledge worker's relationship with the organization in such a way that the knowledge worker chooses to continue a mutually beneficial exchange of intellectual assets for remuneration that adds value to the firm. Understand the responsibilities and performance expectations of each party. Employees and employers have different perspectives, which lead to misunderstandings, disagreements, and contract breaches.

Intra organizational networks are the sum of a company's formal and informal connections. The existence or absence of formal and informal characteristics in the ties between two members of the organization can be used to define four fundamental types of intra organizational linkages. The intra organizational network is made up of all of them. At three levels, Intra-organizational networks are critical. At work, people's networks have an impact on opportunities, perceptions, and behavior at all stages of their careers: from being hired to be promoted and fired, and from learning the ropes to getting the job done. Workgroups at all phases of the production process benefit from the informal network's structure (input, throughput, and output).

The condition of intra-organizational networks, particularly those involving superiors, is a critical aspect of a corporate organization's ability to activate emergent strategies. (Toshihiko Kato, 2011)

#### **STATEMENT OF THE PROBLEM:**

Competition is important for any organization to provide reassurance in getting customers because of the quality of products and services. To maintain a competitive edge around the globe, employees must have competitiveness and required skills. Due to the requirement of certain specialized skills among employees, there is a rise in intra-organizational conflicts. This study attempts to identify how to maintain a cordial relationship within the organization which could help the firm to design a competitive and efficient workforce that accelerates organizational effectiveness.

#### **OBJECTIVES OF THE STUDY:**

1. To study the level of Motivation among employees in the organization
2. To assess the level of intra organizational communication among employees in the organization.
3. To know the extent of trust existing in the organization.
4. To assess the effectiveness of interpersonal relationship.
5. To identify the extent of participation and involvement of worker with the organization.
6. To assess the effectiveness of conflict handling and resolution.

#### **REVIEW OF LITERATURE**

The intra-organisational competition theories focus on relative performance across organisations by comparing individual contribution and behaviour of employees at work. It is a part of process that have successive influence on internal social comparison. The Internal social comparison is a primary stage of competition and during the period of times it develops into full fledged intra-organisational competition (Baumann, Eggers & Stieglitz, 2019).

Internal social comparison exists within departments, divisions, teams and business units (Gartenberg & Wulf, 2017). Subordinates working for the same organization often aim to outperform colleagues treat co-workers as competitors (Fehr & Falk, 1999). The internal social comparison give rise to the competitive behaviour that leads to internal competition followed by intra-organizational competition (Baumann, Eggers & Stieglitz, 2019).

The psychology of internal social comparison is influenced by process of interaction between individuals at the work place, primarily focused on achieving the targets set by organisation (Becker & Kernan, 2003). Employees, managers and team leaders working in the organisation practice internal social comparison. The effect of social comparison between colleagues and subordinates working within the organisation have the tendency to create competitive working environment. The action and reaction between influencer and influencee shape attitude and work behaviour and engagements (Garcia, Tor & Schiff, 2013).

It is quite controversial to practise and encourage internal competition having its sustained effect on behavioural attitude of employees. The macro and micro level studies conducted at the social comparisons have identified effects on work environment including the coordination between teams and departments (Kacperczyk, Beckman & Moliterno, 2015). The group dynamics can be compromised as a result of internal competition (Blader et al., 2015). The extensive internal competition includes increased sense of discomfort, uneasiness, distress and tension mounts between employees that reflects in their day-to-day work (Marino and Zabonik, 2004).

Another dimension of internal competition from workplace point of view, where employees are competing against each other for full time employment has seen different challenges (Bartling, Fehr & Schmidt, 2010). The intensity of competition increases as employees working for organisation purposely aim hard in order to receive permanent position, more salaries, remuneration or promotion (Nickerson & Zenger, 2008; Charness, Masclet, & Villeval, 2013; Chan, Li, & Pierce, 2014).

The internal social comparison at workplace offer significance of wage distribution among employees. The co-workers give importance to the salaries earned and inequality between subordinates (Cohn et al., 2011). It has been observed that employee comparing salaries with colleagues and team members sizeably reduces their work and effort level inconsideration to the difference of remuneration paid by organisation (Gachter and Thoni, 2010).

## RESEARCH METHODOLOGY

Introduction Research methodology is a way to solve the research problems systematically. It may be understood as a science of studying how research is done technically. It includes the overall research techniques, the sampling design, tools of data collection method and statistical procedure. Research design: Descriptive research design is used in the project. Descriptive Research: Describes intra organisational relationship and organisational effectiveness. Sampling Design: simple random sampling size: 100.

**DATA COLLECTION METHOD** There are two major approaches to gathering data are categorized as (i) primary data (ii) secondary data

### PRIMARY DATA

With the help of the structures questionnaire, technique has been used for the collection of primary data from the respondents

**SECONDARY DATA** The secondary data has been collected from the company records, journal and various websites. **TOOLS FOR DATA ANALYSIS** The data that researcher have collated need to be analyzed and processes to generate meaningful and useful information, to serve this purposes, simple percentage analysis and chi square test analysis and correlation analysis were used.

- Percentage Method :
- Correlation, Regression and ANOVA

### LIMITATIONS OF THE STUDY:

There may be personal bias of the respondents, which affect the result of the study

The study size was limited to 100.

Some of the employees are busy due to their work schedule. .

The study is limited to the period of 3 months.

**DATA ANALYSIS AND INTERPRETATION**

**Table no. 1**

**Shows that the work settings & other facilities provided by the organization.**

Opinion	No. of Respondents	%
Highly satisfied	23	23.00
Satisfied	58	58.00
Neutral	7	7.00
Dissatisfied	9	9.00
Highly Dissatisfied	3	3.00
Total	100	100

(Source: Primary Data)

It is inferred from the table that 81% of the employees are satisfied in the work settings & other facilities provided by the organization.

**Table no. 2**

**Shows that Departmental communication is necessary for mutual understanding and it prevails in this organization**

Opinion	No. of Respondents	%
Strongly agree	16	16.00
Agree	62	62.00
Neutral	9	9.00
Disagree	11	11.00
Strongly disagree	2	2.00
Total	100	100

(source: Primary Data)

It is inferred from the table that 78% of the employees agreed that Departmental communication is necessary for mutual understanding and it prevails in this organization.

**Table no. 3**

**Shows that discussions with the superior**

Opinion	No. of Respondents	%
Highly satisfied	26	26.00
Satisfied	61	61.00
Neutral	13	13.00
Dissatisfied	0	0.00
Highly dissatisfied	0	0.00
Total	100	100

(source: Primary Data)

It is inferred from the table that 87% of the employees are satisfied in the Discussions with the superior.

**Table no. 4**  
**Shows that Level of satisfaction in the intra departmental relationship**

Opinion	No. of Respondents	%
Highly satisfied	23	23.00
Satisfied	60	60.00
Neutral	9	9.00
Dissatisfied	8	8.00
Highly dissatisfied	0	0.00
Total	100	100

(source: Primary Data)

It is inferred from the table that 83% of the employees satisfied in the Intra departmental relationship.

**Table no. 5**  
**Shows that Opinion about conduction of meetings**

Opinion	No. of Respondents	%
Highly satisfied	20	20.20
Satisfied	52	54.26
Neutral	8	7.45
Dissatisfied	16	15.96
Highly dissatisfied	4	2.13
Total	100	100

(source: Primary Data)

It is inferred from the table that 74.46% of the employees are satisfied about conduct of meetings.

**Table no. 6**  
**Shows that the conflict resolving person is impartial and independent.**

Opinion	No. of Respondents	%
Highly true	27	27.00
True	58	58.00
Neutral	5	5.00
Not true	10	10.00
Not at all	0	0.00
Total	100	100

(source: Primary Data)

It is inferred from the table that 85% of the employees said that the conflict resolving person is impartial and independent

**Table no. 7**  
**Shows that Resolutions of the conflicts are quick & effective**

Opinion	No. of Respondents	%
Highly satisfied	14	14.00
Satisfied	59	59.00
Neutral	11	11.00
Dissatisfied	13	13.00
Highly dissatisfied	3	3.00
Total	100	100

(source: Primary Data)

It is inferred from the table that 73% of the employees are satisfied that Resolution of the conflicts are quick & effective.

**Table no. 8**  
**shows that Resolving Conflict Improves Relationship**

Opinion	No. of Respondents	%
All Ways	34	34.00
Most of the time	57	57.00
Sometimes	5	5.00
Rarely	3	3.00
Very Rarely	1	1.00
Total	100	100

(source: Primary Data)

34% of respondents feel that conflict resolution always improves relationship. 57% of employees feel that most of the time conflict resolution improves relationship. Only 4% of respondents feel that it rarely improves relationship.

**REGRESSION ANALYSIS**

Table no. 9

Shows that Employee Engagement and Organizational Relationship

**HYPOTHESIS TESTING**

H<sub>0</sub>: Employee engagement has no impact on the organizational relationship.

H<sub>1</sub>: Employee engagement has an impact on the organizational relationship.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.687a	.473	.468	.36264
a. Predictors: (Constant), Employee engagement				
b. Dependent Variable: Organizational relationship				

In the above table on model summer, the coefficient of determination is estimated by any changes in the dependent variable (Organizational Relationship) justified by the independent variable (Employee engagement) to an extent of R square value which is 0.473.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.726	1	12.726	96.772	<.001
	Residual	14.203	98	.132		
	Total	26.930	99			
a. Dependent Variable: Organizational relationship						
b. Predictors: (Constant), Employee engagement						

From the above ANOVA table, it is evident that the significant value (p-value) is <0.001, which is less than 0.05. Hence, the null hypothesis is rejected, and the alternative hypothesis is accepted.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.361	.289		4.702	<.001
	Employee engagement	.669	.068	.687	9.837	<.001
a. Dependent Variable: Organizational relationship						

The coefficient table portrays that the significant value is <0.001 and that any change in the independent variable has an impact on the dependent variable. Hence, we reject the null hypothesis and accept the alternative hypothesis, concluding that employee engagement has a significant impact on organizational relationships.

**Table no. 10**

**Shows that Leadership and Organizational Effectiveness**

**HYPOTHESIS TESTING**

Ho: There is no influence of leadership on organizational effectiveness.

Ha: There is an influence of leadership on organizational effectiveness.

Model Summary
---------------

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.617a	.381	.375	.40835

a. Predictors: (Constant), Leadership

In the above table on model summer, the coefficient of determination is estimated by any changes in the dependent variable (Organizational Effectiveness) justified by the independent variable (Leadership) to an extent of R square value which is 0.381.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.071	1	11.071	66.396	<.001
	Residual	18.009	108	.167		
	Total	29.080	109			

a. Dependent Variable: Organizational effectiveness

b. Predictors: (Constant), Leadership

From the above ANOVA table, it is evident that the significant value (p-value) is <0.001, which is less than 0.05. Hence, the null hypothesis is rejected, and the alternative hypothesis is accepted.

**FINDINGS OF THE STUDY**

- The study revealed that there exists a relationship between company policy and employee performance. The positive relationship among these two attributes is interlinked with each other and any improvement in one attribute will affect the improvement of the other attribute.
- The study reveals that there is a significant impact of employee engagement on organizational relationships. any change in the employee engagement model will significantly impact the relationship of employees in the organization.
- The findings of the study reveal that there is an influence of leadership on organizational effectiveness. The change in leadership style will have a substantial influence on organizational effectiveness.

**SUGGESTION**

- To enhance the relationship between employer and employee, leaders must encourage their subordinates to contribute to the decision-making process and consider their opinion. Diversity can be practiced in conjunction with inclusion while recruiting diverse talent and retaining skilled and talented employees.
- Since the company policies have a strategic effect on the performance of employees, it is important to communicate the policies to each employee, and the company policy should support employees' development and, where necessary, assist in boosting their performance standards.
- All employees may be good in one area but lacking in another. Corporate policies need to support employee development and, if necessary, help improve employee performance standards.
- Since most of the employees are empowered working in the organization, encouraging employees, not just star players, to incorporate ideas and solutions. Facilitate teamwork by creating opportunities for collaboration, adapting to individual work styles, and

giving everyone the freedom to make decisions and modify courses.

## CONCLUSION

In today's competitive and thriving business environment, improving employee mental health and well-being is more important than ever. A healthy workforce improves job performance and cooperates more and reduces occupational accidents. Organizations with well-established wellness programs can enjoy a better image and attract and retain talented employees. With a successful EEP, leaders can improve the quality of work for their employees, promote a balance between work and life, empathize with them, and help them develop a sense of purpose.

Awareness of happiness is spreading. The prevailing stresses of modern life and the quest for antidotes against them drive this awareness. Organizations need to add the psychodynamics that work challenges create. When an organization collects data about work challenges and workloads and links it to internal or external factors, it provides powerful resources. It allows companies to indulge in good health communication and networking. Major transformations often result from the constant flow of small reorganizations that have failed across the organization. When a company typically forms a team dedicated to organizational design to anticipate this issue, it lacks both a clear link to business strategy and the skills to drive OEO (Office of Equal Opportunity ) to help the organization understand. Therefore, the current inertia is strengthened. The value of a successful operating model conversion breaks away from the redesigned treadmill faster, unleashing the promised value of current and future operating model conversion efforts. Initial benchmarking procedures for changes that adapt to a particular organization at a particular time are inseparable from leadership. That is also important to get the right people to accept the change program.

Leaders may foster a culture that values each employee's time, makes them happy, and reduces burnout. In addition, some collaboration tools have the following features: For example, work hours that can be segmented in an employee's calendar, and ways to reduce distractions and notifications that help everyone maintain a balance between work and life. Work and life. The organization also wins multiple votes. 89% of executives say that regardless of the role or seniority, new ideas for corporate success must come from everyone in the organization. Leading companies understand this, and many are taking concrete steps to level the hierarchy, promote diversity, and promote creative thinking at all levels. More than half of American workers say they are regularly asked to innovate the way things are done, but only two in five encourage their company to invest time in innovation.

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## **A STUDY ON CHALLENGES FACED BY YOUNG ENTREPRENEURS WHILE ENTERING THE SMALL AND MEDIUM ENTERPRISE SECTOR IN CHENNAI**

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### **ABSTRACT**

*The reason for this paper was to analyze the youthful business people entering the small and medium ventures in Chennai. The review included non-likelihood purposive inspecting test of 76 youthful business people from government and personal business. The discoveries showed that an absence of help to youthful business visionaries from monetary establishments, an absence of individual investment funds and business guidelines were unmistakable difficulties, which impacted youthful business visionaries. The concentrate likewise extended that instruction of the business people impacted their insight towards challenges. For example, the insight in fire up and funding, running business and business support administrations were practically equivalent between the alumni and the postgraduate business people. The limited scale business people experienced many difficulties in business support administrations contrasted with the medium scale business visionaries. The sole owners and organization business had practically equivalent discernment on fire up and supporting, business enrollment and administrative and business support administration challenges. Nonetheless, the sole owners dealt with more issues in maintaining their business.*

**Key Words:** Young Entrepreneurs, MSME, Challenges

### **INTRODUCTION**

Youthful Entrepreneurs are supporting in the business is definitely not a simple errand. An Young Entrepreneurs needs to make information in the whole field of his business. The Young Entrepreneurs needs to satisfactory him in the troublesome basic circumstance taking care of to get the errand of his business. Business visionaries should regularly settle on choices in incredibly dubious environments where a lot is on the line, time powers are gigantic, and there is an board enthusiastic speculation ,individuals thinking diversely in these stressed conditions than they do when the idea of an issue is surely known and they have time and ordinary occasions close by to goal it. Youthful Entrepreneurs are supporting in the business is certainly not a simple undertaking. An Entrepreneur needs to make the information in the whole field of his business. The business person needs to satisfactory him in the troublesome/basic circumstance dealing with to get his undertaking of his business. Young Entrepreneurs should frequently settle on choices in profoundly questionable conditions where a lot is on the line, time pressures are enormous, and there is an extensive enthusiastic speculation. Individuals

figure diversely in these stressed conditions than they do when the idea of an issue is surely known and they have time and levelheaded techniques within reach to settle it.

### **STATEMENT OF THE PROBLEM**

Entrepreneurship is something that should be taken up with passion and courage. It also requires some special skills like doing things in advance, in an innovative way and with lot of care and professionalism. While starting new businesses entrepreneurs facing problems like financial crisis, production, lack of skilled labor's heavy competition, lack of marketing strategy, and lack of self confidence. The present study is an attempt to know major curdles faced by the new entrepreneurs.

### **OBJECTIVES OF THE STUDY:**

- To study the challenges experienced by young entrepreneurs while starting their business.
- To analyse the challenges experienced by young entrepreneurs during 1- 5 years of running their business.
- To identify difference between the educational level of young entrepreneurs while running their business .

### **SCOPE & SIGNIFICANCE OF THE STUDY:**

This research addresses the challenges experienced by the young entrepreneurs, education of the entrepreneurs and perception of the challenges experienced while establishing their business. The research concludes by comparing the perception of challenges experienced by entrepreneurs while running their business for first 5 years.

### **SAMPLE SIZE:**

The number of inhabitants in the flow concentrate on comprises of 76 young entrepreneurs in Chennai city.

### **SAMPLE LOCATION:**

The point of this review is to investigate the difficulties experienced by young entrepreneurs people in Chennai city ,Tamil Nadu, India.

### **SAMPLE TARGETED PEOPLE:**

The targeted people used for this research is young entrepreneurs.

### **HYPOTHESIS:**

H0:There is no significant difference between challenges experienced by young entrepreneurs while running their business.

H1:There is significant difference between challenges experienced by young entrepreneurs while running their business.

H0:There is no significant difference in challenges experienced by young entrepreneurs during 1- 5 years of running their business.

H1: There is significant difference in challenges experienced by young entrepreneurs during 1- 5 years of running their business.

H0:There is no significant difference between the educational level of young entrepreneurs while running their business.

H1:There is significant difference between the educational level of young entrepreneurs while running their business.

### **REVIEW OF LITERATURE**

**Porter & Kramer, (2019)**Capital is essential from the start-up stages until the time the organization is mature and controls a bigger percentage of the market. Additionally, they require adequate funds to expand the business, employ more employees and provide them with a good salary according to their job description .

**Nabi,(2017)**Education provides the entrepreneurs with the required knowledge on how to run their ventures. Educated entrepreneurs address the problems in critical and creative ways compared to those entrepreneurs with limited education . Education is essential in analyzing the competitors, advertising, keeping up with current trends and the target market. Skills alone

might limit the entrepreneurs, as the other aspects require an in-depth understanding of the successful running of business ventures. Education promotes entrepreneur in doing research about the other ventures to identify their strengths and weakness.

**Sarkar, (2016)**When sufficient funds are not invested in a qualified workforce, technology, marketing and provision of the best working environment, its growth becomes limited. A business enterprise requires a lot of money to successfully go through all the stages of development and expand to provide employment opportunities to more employees because of the increased workload. Funds are essential for the timely payment of salaries, training and the provision of bonuses to the employees to ensure they are motivated, therefore, being able to invest their best skills within the organization Limited credit is one of the biggest challenges facing new entrepreneurs.

**Fayolle & Gailly, (2015)**Entrepreneurship education is essential for the successful running of the small and the medium business enterprises. Education on entrepreneurship prepares the entrepreneurs for the management, financing and the marketing elements, which are significant in the running of the business operations. Adequate business education promotes individuals in developing successful business enterprises through enhancing entrepreneurial thinking, which is essential for a robust economy and sustainable development Challenges are inevitable when running a business; therefore, education of the entrepreneurs becomes a tool, which can alter these challenges into opportunities, thereby promoting the growth of their ventures.

**Hampel-Milagrosa et al., (2015)**Young entrepreneurs experience many challenges when entering into business. Some of these challenges include insufficient funds, unfavorable government policies and lack of experience in running the enterprise. The lack of funds is a prominent challenge affecting entrepreneurs in India

**Sanghi & Srija, (2015)**, explains an input-output affiliation is a vital factor whose profits can be spread in a number of different ways such as better wages and working situations to workforce; enlarged profits and dividend to stakeholders; eco-friendly protection and increase in revenue to Administrations.

The **Khosa & Kalitanyi, (2014)**entrepreneurs need to have adequate funds to ensure they address all aspects of the business stages. Capital is essential from the start-up stages until the time the organization is mature and controls a bigger percentage of the market. Additionally, they require adequate funds to expand the business, employ more employees and provide them with a good salary according to their job description.

**DATA ANALYSIS AND INTERPRETATION**

**Garrett Ranking**

ATTRIBUTES	1	2	3	4	5	TOTAL
Cash flow management	41	23	11	1	0	76
Time management	35	20	16	5	0	76
Hiring of employees	19	29	18	7	3	76
Choosing the product	50	20	4	2	0	76
Delegations of tasks	52	14	9	1	0	76

GARRET VALUE:	Calculated Value	Garrett Value
$100(R_{ij}-0.5)/N_j$		
$100(1-0.5)/5$	10	52
$100(2-0.5)/5$	30	40
$100(3-0.5)/5$	50	30
$100(4-0.5)/5$	70	20

100(5-0.5)/5	90	10
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Calculate garretvalue	1	2	3	4	5	TOTAL
Cash flow management	2132	1196	572	52	0	3952
Time management	1400	800	640	200	0	3040
Hiring of employees	570	870	540	210	90	2280
Choosing the product	1000	400	80	40	0	1520
Delegations of tasks	520	140	90	10	0	760

Garret Score:			
Factors	Garret Score	Average Score	Rank
Cash flow management	3952	51.97	1
Time management	3040	40	2
Hiring of employees	2280	30	3
Choosing the product	1520	20	4
Delegations of tasks	760	10	5

**Inference:** There is significant difference between challenges experienced by young entrepreneurs while running their business.

### CHI-SQUARE ANALYSIS

S.No	Factors	Chi-square Value	Degrees of Freedom	'P'Value	Result
1	Finding new customers	15.503	14	0.05	Significant
2	Keeping existing customers	10.955	14	0.204	Nonsignificant
3	Funds to run the business	6.446	14	0.511	Nonsignificant
4	Funds to grow the business	10.955	14	0.204	Nonsignificant
5	Self doubt and fear	6.191	14	0.626	Nonsignificant
6	Laws, Policies and Regulations	8.770	14	362	Nonsignificant
7	Skilled Employees	7.311	14	0.504	Nonsignificant
8	Network and Connections	8.389	14	0.396	Nonsignificant
9	Information Education & Knowledge	6.446	14	0.511	Nonsignificant
10	Social support	8.389	14	0.396	Nonsignificant
11	Time to devote to the business	6.191	14	0.626	Nonsignificant
12	Location and Region	5.656	14	0.686	Nonsignificant
13	Technology	7.311	14	0.504	Nonsignificant
14	Mentors to provide guidance	8.770	14	362	Nonsignificant
15	Inclusion	5.656	14	0.686	Nonsignificant

There is significant difference between challenges experienced by young entrepreneurs during 1- 5 years of running their business.

### FINDINGS OF THE STUDY

- Majority (51.3 %) of the respondents are age between 18 to 25 years.
- Majority (33.3) of the respondents educational qualification were Master Degree.
- Majority (61%) of the respondents were female.
- Majority (61%) of the respondents were women entrepreneur and (39%) of the respondents were male entrepreneur .
- Mostly the entrepreneurs specify the challenges are in the cash flow management . So they are work hand to scarify the funding problem .

- Marketing Issues are the second major challenges of entrepreneurs. The young entrepreneurs are not well experienced in choosing product based on the market analysis. So they are very much challenges to face in the business. I suggest the young entrepreneurs have gathered the full market potential of his business.
- Others are the general challenges to face like labour management, work place management etc so the young entrepreneurs should face clearing the technical issues of the business.

### SUGGESTION

- Mostly the entrepreneurs specify the challenges are in the financial issues. So they are work hand to scarify the funding problem.
- The entrepreneurs specify the challenges are space availability. They don't have more space in their own. They are rented to their business. So it they are mostly started their business by own place.
- Workforce issues are the third major challenges of entrepreneurs. Workers are notworking permanently. They will consist to switch over their job in different places of the job. I suggest to the Entrepreneurs workers are consist of minimum work relaxation of the job.
- Marketing Issues are the fourth challenges of entrepreneurs. The young entrepreneurs are not well experienced in the market analysis. So they are very much challenges to face in the business. I suggest the young entrepreneurs have gathered the full market potential of his business.
- Others are the general challenges to face like cash management, labour management, theft issues, etc., so the young entrepreneurs should face clearing the technical issues of the business. I suggest the young entrepreneurs are making good decision making in each and every steps perfectly.

### CONCLUSION

The Young entrepreneurs mostly suffer due to the lack of capital and encouragement from the society and there are many tax regulations passed by the government which also highly affect the youth people to make the business effective. The opportunity for the entrepreneurship is growing highly as they have to take positive decisions but the risk factor in the entrepreneurship is high when compared to others. The young entrepreneurs face many risks in the business. The business makes the entrepreneur take an excellent decision in the business which does not affect the environmental factors of the society. These are the above tables and charts are showing the challenges and prospectus of young entrepreneurs. These are the steps to follow the young entrepreneurs are to run the success of a new business.

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## A STUDY ON THE ROLE OF EMOTIONAL INTELLIGENCE IN LEADERSHIP

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### ABSTRACT

*This study explores the critical role of Emotional Intelligence (EI) in effective leadership across various organizational settings. Emotional Intelligence, encompassing self-awareness, self-regulation, motivation, empathy, and social skills, has emerged as a key differentiator between average and outstanding leaders. The research investigates how leaders with high EI influence team performance, decision-making, conflict resolution, and organizational culture. Through a combination of literature review, case analysis, and survey data, the study demonstrates that emotionally intelligent leaders foster higher employee engagement, trust, and resilience. Findings suggest that integrating EI development into leadership training programs can significantly enhance managerial effectiveness and organizational success. The paper concludes with recommendations for cultivating EI in current and future leaders. In today's fast-paced and emotionally complex work environments, Emotional Intelligence (EI) has emerged as a critical attribute for effective leadership. Unlike traditional leadership skills rooted solely in intelligence quotient (IQ) or technical expertise, EI encompasses the ability to recognize, understand, regulate, and utilize emotions in oneself and in others. Leaders with high emotional intelligence are more adept at managing interpersonal relationships, resolving conflicts, and creating inclusive, high-performing teams.*

**KEY WORDS:** Emotional Intelligence, Leadership, Team Performance, Conflict Resolution, Empathy

### INTRODUCTION

In the dynamic landscape of modern organizations, effective leadership extends beyond technical expertise or cognitive intelligence. Today's leaders are expected to navigate complex interpersonal dynamics, motivate diverse teams, and manage change with resilience and empathy. This is where Emotional Intelligence (EI) plays a transformative role. Defined as the capacity to recognize, understand, and manage one's own emotions and those of others, EI is now recognized as a vital leadership skill. Emotionally intelligent leaders not only foster trust and collaboration but also drive higher performance and well-being across teams. As workplaces grow increasingly people-centric, EI is no longer optional—it is essential for sustainable and impactful leadership.

### SCOPE OF THE STUDY

This study focuses on understanding the impact and significance of Emotional Intelligence (EI) in leadership within organizational settings. It explores how the five key dimensions of EI—self-awareness, self-regulation, motivation, empathy, and social skills—

contribute to effective leadership practices. The scope includes analyzing the role of emotionally intelligent leaders in enhancing team performance, communication, conflict resolution, and employee engagement.

Furthermore, the study examines the strategic involvement of HR professionals in developing EI competencies through leadership training, feedback mechanisms, and organizational culture initiatives. While the primary focus is on corporate and business environments, the insights are also applicable to leadership roles across sectors such as education, healthcare, and public service.

The study is conceptual in nature and does not include empirical or statistical data, but it draws from existing literature, leadership frameworks, and real-world organizational practices to highlight the growing importance of EI in today's leadership landscape.

### **OBJECTIVES OF THE STUDY**

The primary objective of this study is to explore and emphasize the importance of Emotional Intelligence (EI) as a critical factor in effective leadership.

The specific objectives include:

- To define and explain the five core components of emotional intelligence—self-awareness, self-regulation, motivation, empathy, and social skills—and their relevance to leadership roles.
- To examine how emotional intelligence contributes to key leadership functions, including team building, communication, conflict management, and decision-making.
- To analyze the benefits of emotionally intelligent leadership in fostering a positive work environment, enhancing employee performance, and promoting organizational well-being.
- To underline the growing significance of EI in modern workplaces, especially in the context of remote work, diversity, and employee well-being.

### **Research Design**

The study titled “The Role of Emotional Intelligence in Leadership” follows a descriptive and conceptual research design. It adopts a qualitative approach, relying primarily on secondary data sources such as books, scholarly journals, articles, case studies, and organizational reports.

The data collection method involves a comprehensive literature review and thematic analysis to identify patterns and insights related to emotional intelligence in leadership. The study area focuses on leadership within various organizational contexts, including corporate, educational, and public sectors.

The target group includes current and aspiring leaders, human resource professionals, and management students. Key variables explored in the study are emotional intelligence (EI), leadership effectiveness, and organizational culture.

The study uses conceptual frameworks and recognized EI models, such as Daniel Goleman's Five Components of Emotional Intelligence, along with tools like 360-degree feedback. The overall purpose is to understand and emphasize the growing importance of emotional intelligence as a strategic leadership capability.

### **REVIEW OF LITERATURE**

**Sadri (2019)** emphasized that emotional intelligence has become even more relevant in the digital workplace. As virtual teams and remote work increase, emotionally intelligent leaders are better at managing communication barriers, fostering trust, and maintaining team cohesion.

**Pratiwi et al. (2020)**, EI directly impacts a leader's ability to handle workplace stress and make balanced decisions. Leaders with high EI were also shown to promote better employee well-being and organizational commitment.

**Kotsou et al. (2021)** highlighted the importance of emotional regulation as a key component of leadership. Their findings suggested that leaders who can manage their own emotional responses are more effective at guiding their teams through uncertainty and conflict.

**McKinsey & Company (2022)** reported that emotionally intelligent leaders are more successful in managing diverse teams and enhancing psychological safety in the workplace—two factors that are increasingly prioritized in modern organizational cultures.

**Zhou & George (2023)** noted that emotional intelligence is a significant predictor of ethical leadership. Leaders who score high on empathy and self-awareness tend to make fairer decisions and build stronger organizational trust.

**DATA ANALYSIS AND INTERPRETATION**

EI Component	Summary Analysis	Interpretation
Self-Awareness	Leaders understand their emotions, strengths, and weaknesses.	Enhances decision-making and builds confidence in leadership roles.
Self-Regulation	Ability to control impulses and stay composed under pressure.	Promotes calm conflict resolution and emotional stability in high-stress situations.
Motivation	Intrinsic drive to achieve goals with energy and persistence.	Leads to increased productivity, goal alignment, and team motivation.
Empathy	Understanding and sharing others' feelings and perspectives.	Improves relationships, reduces misunderstandings, and supports diverse and inclusive work culture.
Social Skills	Proficiency in managing relationships and building networks.	Facilitates teamwork, negotiation, and clear communication across all levels of the organization.

**FINDINGS, SUGGESTION AND CONCLUSION**

**FINDINGS**

- Emotional Intelligence is a core leadership competency that influences communication, decision-making, and team dynamics.
- Each EI component—self-awareness, self-regulation, motivation, empathy, and social skills—contributes directly to leadership effectiveness.
- Transformational leaders often display higher levels of emotional intelligence compared to transactional leaders.
- Emotionally intelligent leaders build better team morale, trust, and employee engagement.
- HR departments play a strategic role in developing EI through training, feedback, and performance evaluations.
- EI is especially important in remote and hybrid work settings for maintaining clear communication and team connection.
- Emotional Intelligence is measurable and can be developed through structured learning and coaching programs.

**SUGGESTIONS**

Organizations should integrate Emotional Intelligence (EI) training into leadership development programs to build more effective leaders. HR professionals must implement tools such as 360-degree feedback to assess and enhance EI among current and future leaders. Leaders should practice continuous self-awareness through techniques like journaling, reflection, and executive coaching. Developing empathy and active listening skills should be made a core component of leadership and team management training. Remote and hybrid

leadership programs should include modules on emotional regulation, virtual communication, and team connection. Companies should encourage a culture of psychological safety where employees feel free to express emotions and ideas. EI should be a key criterion in leadership evaluations and performance appraisals to ensure alignment with organizational goals.

### CONCLUSION

In today's complex and people-centric work environments, Emotional Intelligence (EI) has become a defining factor for effective leadership. Leaders who possess high emotional intelligence are better equipped to manage relationships, adapt to change, resolve conflicts, and inspire their teams toward common goals. The analysis of EI's five key components—self-awareness, self-regulation, motivation, empathy, and social skills—reveals that emotionally intelligent leaders foster stronger collaboration, build trust, and create psychologically safe workplaces. These traits are especially important in the modern era of hybrid work, organizational diversity, and increased focus on employee well-being.

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## **PERFORMANCE APPRAISAL AND FACTORS INFLUENCING JOB SATISFACTION WITH SPECIAL REFERENCE TO BSNL, TRICHY**

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### **ABSTRACT**

*The present study investigates that the Performance Appraisal and Reward influencing Job Satisfaction with special reference to BSNL, Trichy SSA. Organizations use these processes to increase the likelihood of hiring individuals who possess the right skills and abilities to be successful at their jobs. To examine the level of Performance Appraisal and Reward associated with Job Satisfaction using by Job Descriptive Index (JDI) Scale among BSNL employees. The JDI scale included Work, Supervision, Pay, Promotions, and Co-worker. Job satisfaction may be defined as a pleasurable positive emotional state resulting from the appraisal of one's job or job experiences.*

**KEY WORD:** Performance Appraisal, Job Satisfaction, and Reward system,

### **INTRODUCTION**

The basic purpose of performance appraisal has been to prepare a useful feedback to personals so that they can develop their performance. (Peretz, 2010)It has eight suitable methods: Personal appraisal, 360 degree appraisal, self appraisal, Competence assessment, objective setting, performance related to pay, Coaching, Personal improving plan.(Peretz,2008). Rewards management is the one of processes in the human resources that is developed, underpinned practically, academically and known as a “Soft Variant” for human nature in the subject (EkateriniGalanou, 2011).Performance appraisal is the periodic evaluation of an employee's performance measured against the job's stated or presumed requirements (George Terry 2012). One way to review the performance and potential of staff is through a system of performance appraisal. It is important that members of the organization know exactly what is expected of them, and the yardsticks by which their performance and results will be measured. The BSNL Tamil Nadu Telecom Circle office is situated in Chennai as like state Headquarters, it is further divided in to Secondary Switching Areas as like Revenue Districts. The BSNL TN Telecom Circle consists of 17 SSAs, the names of the SSAs are Coimbatore, Cuddalore, Dharmapuri, Erode, Karaikudi, Kumbakonam, Madurai, Nagercoil, Nilgiris, Pondy cherry, Salem, Thanjavur, Tirunelveli, Trichy, Tuticorin, Vellore, and Virudhunagar SSA. The study comprises in Trichy SSA, five Revenue Districts were covered namely Trichirappalli, Ariyalur, Pudukottai, Karur and Perambalur Districts.

### **REVIEW OF LITERATURE**

According to Andrew (2017), commitment of all employees is based on rewards and recognition. Lawler (2010) argued that prosperity and survival of the organizations is determined through the human resources how they are treated. Most of organizations have

gained the immense progress by fully complying with their business strategy through a well balanced reward and recognition programs for employee.

Laksmi.G (2016), "Performance Management & Appraisal System in an Organisation" the method outlined in this study showed managers a simple and logical way that they can analyze and validate both the positive and negative aspects of their fuzzy mental impressions. It then showed them how to communicate the information in a way that builds the employee's self-esteem, confidence, and desire to do well. It can be used in several different ways depending on the organisations vision for improving performance-related information and communication.

### OBJECTIVE OF THE STUDY

1. To know the demographic profile of employees working in BSNL, Trichy SSA.
2. To identify the relationship between Performance Appraisal and Reward and Job satisfaction of employees working in BSNL, Trichy SSA.
3. To know the level of job satisfaction among employees working in BSNL, Trichy SSA.

### RESEARCH METHODOLOGY

The methodology of the study is based on the primary data as well as secondary data. The study depends mainly on the primary data collected through a well-framed and structured questionnaire to elicit the well-considered opinions of the respondents. For conducting this research a sample of 100 employees in BSNL, Trichy. Both executives and non-executives group are included male and female and their age group is 25 to 56 years. A pilot study was carried out to revise the questionnaires and for item analysis. The validity and reliability of the questionnaires were measured. The internal consistencies of scale were assessed through computing Cronbach's Alpha. The questionnaire shows the reliability value ranging from 0.6 to 0.9. Implication from these values indicates that all of the items used for each component in the questionnaire have a high and consistent reliability values.

### RESULTS AND DISCUSSION

**Table 1: Distribution of study subjects by characteristics**

Sl. No.	Characteristics	Groups	Frequency	Percentage
1	Age Groups	25-34	9	9.0
		35-44	36	36.0
		45-54	40	40.0
		Above 55	15	15.0
2	Cadre	Executive	57	57.0
		Non Executive	43	43.0
3	Gender	Male	64	64.0
		Female	36	36.0
4	Education qualification	Diploma	12	12.0
		Graduate (Technical)	34	34.0
		Graduate(Non Technical)	32	32.0
		Post Graduate	22	22.0
5	Nature of Job	Technical	69	69.0
		Non Technical	31	31.0
6	Years of Service	0-10	9	9.0
		11-20	41	41.0

		21-30	38	38.0
		More than 30	12	12.0
7	Monthly Income	35001-50000	54	54.0
		50001-70000	43	43.0
		More than 70000	3	3.0

Source: Primary Data

**Table: 2**  
**Descriptive Statistics**

Characteristics	N	Mean	Std. Deviation
Age Groups	100	2.61	0.852
Cadre	100	1.43	0.498
Gender	100	1.36	0.482
Education qualification	100	2.64	0.959
Nature of Job	100	1.31	0.465
Years of Service	100	2.53	0.822
Monthly Income	100	2.49	0.559
Performance Appraisal and Reward	100	72.66	11.254
Job Satisfaction	100	89.36	4.215

Source: Primary Data

**Table:3**  
**Level of Job Satisfaction of Employees in BSNL, Trichy**

Job Satisfaction	Frequency	Percent
Moderate Level	57	57.0
High Level	43	43.0
Total	100	100.0

Source: Primary Data

As shown in above table 3, Level of Job Satisfaction of Employees in BSNL. 57% Employees having moderate level of Job Satisfaction & 43% Employees having their Job Satisfaction in high level to the organisation.

**Table: 4**  
**Association between Performance Appraisal and Reward regard to Job Satisfaction by using t-test**

Items	N	Mean	Std. Deviation	t-Value	P-value
Performance Appraisal and Reward	100	72.66	11.254	14.231	<0.001**
Job Satisfaction	100	89.36	4.215		

Source: Primary Data

\*\* significant at 1% level

Since, P -value is less than 0.001 at the 1% level of significance. Hence, it is concluded that there is no significant difference between Performance Appraisal and Reward regard to Job satisfaction.

### CONCLUSION

This study reveals a diverse aspect of a practical operation of human resource management in BSNL Trichy SSA. It shows that human resource planning; the most critical element of personnel function is emerging. The task of acquiring sound and credible employees belongs to the Human Resources Management (HRM). Since, HRM is a known field under the concept of management, it is expected that several theories, models and tools have been developed to promote its manifestations.

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## **A STUDY ON DATA DRIVEN HUMAN RESOURCE PRACTICES TOWARDS NLC INDIA LIMITED, NEYVELI.**

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### **ABSTRACT**

*The present study titled “a study on data-driven human resource practices towards NLC India limited, Neyveli” aims to examine the impact and effectiveness of data-driven approaches in the Human Resource (HR) function of the organization. The study focuses on how data analytics supports HR decision-making and influences workforce management, employee performance, and organizational outcomes. A total population of 300 employees was considered, from which a sample of 150 respondents was selected using the simple random sampling method to ensure unbiased representation. Primary data was collected through a structured questionnaire, and the responses were analysed using statistical tools such as percentage analysis and correlation to derive meaningful insights. The study concludes that adopting data-driven HR methods can substantially enhance decision-making processes and contribute to the sustainable growth of NLC India Limited.*

**KEY WORDS:** Data-driven HR, HR analytics, employee performance, decision-making, NLC India Limited, correlation analysis.

### **INTRODUCTION**

Data-driven HR is the practice of using data to inform decisions about all aspects of HR, from recruiting and hiring to compensation and benefits. Human Resources (HR) is the function within an organization responsible for managing the employee life cycle, encompassing every thing from recruitment and training to compensation and employee relations, ultimately aiming to support the organization's success through its people. Data-driven HR is the practice of using data to inform decisions about all aspects of HR, from recruiting and hiring to compensation and benefits. The Human Resources (HR) job is going through a significant transition in today's fast-paced and dynamic business environment. The time when HR was solely in charge of administrative duties like managing payroll and benefits is long gone.

### **SCOPE OF THE STUDY**

The scope of data-driven HR (Human Resources) refers to the increasing use of data analytics, machine learning, and artificial intelligence to inform and improve HR practices, strategies, and decision-making. In a data-driven HR environment, HR professionals leverage data to enhance productivity, engagement, and organizational performance.

- Talent acquisition.
- Employee engagement.

- Performance management.
- HR efficiency.
- Employee Well-being.
- HR Analytics for Strategic Decision-Making.

#### OBJECTIVE OF THE STUDY

The objective of Data-Driven HR is to leverage data and analytics to inform and improve human resource decisions and practices. It involves using data to enhance various aspects of HR, such as recruitment, employee engagement, performance management, and retention, to create more effective and efficient HR strategies. Key objectives include:

- Improving decision-making
- Enhancing recruitment and talent acquisition
- Boosting employee engagement
- Optimizing performance management
- Predicting trends and future needs
- Aligning work force with business goals
- Promoting diversity and inclusion

#### RESEARCH METHODOLOGY

Research methodology is the way of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically and systematically.

#### RESEARCH DESIGN

The research design is the blueprint for conducting the study. In data driven HR, research design often includes the following steps: Problem Definition: Identifying HR challenges (e.g., employee turnover, performance management, recruitment efficiency) that can be addressed with data.

#### POPULATION

It is the aggregate of all units“ processing certain specific characterizes from which the sample will be drawn.

#### SAMPLING METHOD

Here the researcher used the simple random sampling method.

#### SAMPLINGSIZE

A part of the population selected for the study is called sample, here the researcher took 150 as a sample size.

#### METHODOFDATACOLLECTION PRIMARY DATA

The primary data is collected directly from the retailers i.e. data collected with the help of questionnaire.

#### SECONDARYDATA

The secondary data means already available data. Here, the data were collected from company records, website, annual reports and Journals etc. The researcher also collected information through primary data as well as secondary data.

#### TOOLSFORANALYSIS:

The following statistical tools have been used to analyse the data. The collected data have been analysis with the help of statistical tools like

#### LIMITATIONS OF THE STUDY

- Data Quality.
- Privacy and Ethical Concerns.
- Over-reliance on Quantitative Data.
- Implementation Challenges.
- Bias in Algorithms.
- Lack of Actionable Insights.

- Employee resistance.
- Short-term focus.

**REVIEW OF LITERATURE**

Although researchers have studied the enterprise human resource management strategy based on corporate social responsibility for many years, most studies only conduct surface analysis based on social phenomena, the relevant quantitative characteristic indicators are fuzzy, and there is a certain information lag.

Mas A, according to the grounded theorem, and such scholars designed a course to improve the project management ability of human resources. The effective implementation of the course in enterprises can greatly improve the management efficiency of users. Herrera J and other scholars took the human resource management of a place in Spain as an example, analyzed the decision-making data of human resource managers, and obtained the descriptive characteristics based on the five dimensions of technical management, technical ability, administrative management, administrative ability, and strategic thinking.

**DATA ANALYSIS AND INTERPRETATION**

**Table No: 1**

**PERIOD OF RECRUITMENT PROCEDURE**

PERIOD	NO. OF RESPONDENTS	PERCENTAGE
Less than a week	18	26%
Two weeks	50	32%
One month	32	34%
Above a month	10	8%
<b>Total</b>	<b>150</b>	<b>150</b>

**INTERPRETATION:**

From the above table we can come to a conclusion that 26% of the respondents were recruited in less than a week, 32% of the respondents were recruited in two weeks, 34% of the respondents were recruited in one month and 8% of the respondents were recruited in above a month. Thus the majority of the respondents were recruited in one month.

**Table No: 2**

**TAKING TECHNOLOGICAL SUPPORT FOR THE PROCESS OF RECRUITING**

LENGTH	NO OF RESPONDENTS	PERCENTAGE
Telephone	32	45%
Video conferencing	25	16%
Online support	35	36%
Other	18	3%
<b>TOTAL</b>	<b>150</b>	<b>150</b>

**INTERPRETATION:**

The above table of sample respondents is with regard to the Taking technological support for the process of recruiting. 45% of the respondents are taking telephone, 16% of the respondents are taking video conferencing, 36% of the respondents are taking online support and 3% of the respondents are taking other technological support.

**Table No. 3**

**CORRELATION**

**The table shows the relationship between Management in performance appraisal and Current appraisal System**

X	Y	$x^2$	$y^2$	XY
42	36	1764	1296	1512
38	24	1444	576	912
12	22	144	484	264
8	18	64	324	144
$\sum X=100$	$\sum Y=100$	$\sum X^2=3416$	$\sum Y^2=2680$	$\sum XY =2832$

**RESULT**

This is positive correlation( $r=0.936$ ). There is a relationship between Management in performance appraisal and Current appraisal System.

**FINDINGS, SUGGESTIONS AND CONCLUSION**

**FINDINGS**

1. The majority 68% of the respondents are male.
2. The majority 36% of the respondents are the age of 26-36 years. The majority 61% of the respondents are married
3. The majority 36% of the respondents are graduates degree holders.
4. The majority 35% of the respondents are having 3-5 years working experience.
5. The majority 26% of the respondents are come to know about a vacancy in the industry through campus interviews.
6. The majority 38%of the respondents are said that job security is the attribute attracted to apply for a post in the company.
7. The majority 36% of the respondents said that personal interview is conducted in recruitment more.
8. The majority45%ofthe respondents are taking telephone technological support for the process of recruiting.

**SUGGESTIONS**

The Company Policy has enables the Human Resource Department to recruit and select a favorable work force in the organization. However few suggestions have being given that will enable the organization to improve on its workforce.

1. While recruiting the company should avoid internal promotions at all times since this brings about in ner breeding which discourages new recruits who would have contributed tremendously to the growth of the company.
2. The Company should also go to different colleges and Educational institutions to recruits out going students since they are young people who have a growth potential in the Company and will be able to apply their knowledge into skills and also give fresh new ideas that can help to improve the Company efficiency.
3. The Company should also increase the salary level of the employees so as to attract other outside people who are qualified and willing to join the organization.
4. The Company should also try and reduce the probation period of one year to atleast six months since this keeps the selected employees in anxiety since he or she is not permanently employed.

**CONCLUSION**

The study on Recruitment process Adopted by the company enables us to understand what is expected of the Human Resource Department while it recruits and selects employees to work inside the Organization. From the study the Company can use both Findings and Recommendations to be able to improve on its Recruitment and selection techniques so as to enable it to have an efficient and effective workforce.

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## **A STUDY ON CUSTOMER SATISFACTION TOWARDS BHARATH PETROLEUM SPECIAL REFERENCE AT, PULLAMBADI**

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### **ABSTRACT**

*Do take some time of for a brief interlude with the past, as we take you back in time to the evolution of Bharat Petroleum Corporation Limited. A new chapter in the history of Indian industry. Petroleum (derived from Latin Petra -rock and oleum -oil) first came up in wells drilled for salt. People found it useful as illuminating oil and the demand for it steadily increased. The development and promotion of efficient kerosene-burning appliances for lighting and cooking was an important part of kerosene selling activity the company introduced LPG as a cooking fuel to the Indian home in the mid-1950s. And all along, it went beyond selling petroleum, An agreement to build a modern refinery at Trombay, Bombay was signed between the Burmah Shell group of companies and the Government of India on 15th December 1951.*

**KEYWORDS:** Customer satisfaction, Consuming behavior, Petroleum Product,

### **INTRODUCTION**

The origin of oil & gas industry in India can be traced back to 1867 when Oil was struck at Makur near Margheritain Assam At the time of Independence in 1947, the Oil & Gas industry was controlled by international companies. India's domestic Oil production was just 250,000 tonnes per annum and the entire production was from one state - Assam.

During 1960s, anumber of Oil and gas-bearing structures were discovered by ONGC in Gujarat and Assam Discovery of oil in significant quantities in Bombay High in February, 1974 opened up new avenues of oil exploration in offshore areas. During 1970s and till mid 1980 sex ploratory efforts by ONGC and OIL India yielded discoveries of oil and gas in a number of structures in Bassein, Tapti, Krishna-Godavari-Cauvery basins, Cacher (Assam), Nagaland, and Tripura. In 1984-85, India achieved a self-sufficiency level of 70% in petroleum products.

By the end of 1980s, the petroleum sector was in the doldrums. Oil production had begun to decline whereas there was a steady increase in consumption and domestic oil production was able to meet only about 35% of the domestic requirement. The situation was author computed by the resource crunch in early 1990s. The Government had no money for the development of one of the then newly discovered fields (Gandhar, Heera Phase-II and III, Neelam, Rava, Panna, Mwata, Tapti, Lakwa Phase-II, Gilaki, Bombay High Final Development schemes etc. This forced the Government to go for the petroleum sector reforms which had become inevitable if India had to attract minds and technology, from abroad into the petroleum sector.

## NEED FOR THE STUDY

The research carried out is based on the concept of consumer behaviour. It is valuable to a marketer in retaining the market and increasing the market share. Petroleum marketing in India is characterized by severe competition. In such a case, it is important to look beyond the Regular product quality and Quantity. The oil marketing companies are into focusing of non-filed services to withstand the competition. It is very important to know about the perception of such ventures by the average consumers. In other words, study tries to strike a balance between the perception of consumers and the Bharat Petroleum Ltd.

## STATEMENT OF THE PROBLEM

The present age of petroleum sector is dominated by the public sector companies which include Indian Oil Corporation Limited (IOCL), Bharat Petroleum Corporation Limited (BPCL) and Hindustan petroleum Corporation Limited (HPCL). The public sector comprising of three companies is offering varied services to differentiate themselves and gain better competitive position in the market and improve customer loyalty. Various services ranging from food store to medicine store, ATM to portal counters are provided to the customers to improve customer experience, customer loyalty and customer satisfaction. The researcher felt a need to identify the services important by considered the consumer. The researcher in this content wanted to analyse the consumers' behaviour and loyalty towards Bharat Petroleum Ltd and the importance given to various services used by the consumers in petrol retail outlets.

## OBJECTIVES OF THE STUDY

- To identify the consuming behaviour of the consumers in Bharat Petroleum Ltd.
- To identify the level of importance given by the consumers to various services
- To analyse the services used by the consumers
- To study the motors playing major rule in the fuel Consumption
- To study the Various expectations and perceptions of the consumers with respect to Bharat Petroleum

## SCOPE OF THE STUDY

The study can be used by the marketers of the Petroleum to focus on the most valued motor of the consumer. It can differentiate the necessities the luxuries in a petrol bunk i.e. the degree of importance to be accorded to attributes of a meal station-thereby ensuring proper allocation of funds. The companies can improvise on the data and increase market share.

## RESEARCH METHODOLOGY

The sample size selected for the study is 200. Convenience sampling method was used to select the sample. Primary data is the main source used for the study. It has been collected using structured questionnaires from both two wheeler and four wheeler users. Secondary data is collected from journals and websites.

## TOOLS FOR ANALYSIS

The following statistical tools have been used to analyse the data. The collect data have been analysis with the help of statistical tools like, Simple percentage method and correlation.

## REVIEW OF LITERATURE

**Pany (1991)** has sought to identify motors which influence corporate economic performance. Important industrial characteristics which have been used by industrial organization researchers as the determinants of financial performance are concentration, market share, industry growth, research and development expenditure, advertisement intensity, and size of in the industry. These characteristics may allow firm to be in a better position to implement their strategies successfully and profitability. Consequently, firms may reflect better performance on account of favorable industrial characteristics.

According to 'BP statistical review of world energy' 2005" energy consumption of the world in the year 2004 was 10224 million, 4.3% growth compared to 2003 year. The point at which maximum oil production Will takes place is known as Hubert peak. Reaching Hubert point indicates that in future production will be declined with increase in demand. Significance

of Vegetable oil as alternative Riel Vegetable oils were proven to be an alterative fuel for diesel engines and for heating 011 burners. For engines designed for where the viscosity of diesel fuel is less compared to vegetable oil .

**III-DATA ANALYSIS AND INTERPRETATION**

**TABLE No. 1  
FUELTYPEOFTHERESPONDENTS**

S.NO	PARTICULAR	RESPONDENT S	PERCENTAGE
1	Petrol	44	37.0%
2	Diesel	44	37.0%
3	CNG(Compressed NaturalGas)	24	26.0%
<b>TOTAL</b>		<b>112</b>	<b>100%</b>

Interpretation

From the above table it is interpreted that the number of Petrol respondents is 37.0%, Diesel respondents is 26.% and CNG respondent is 37.0%.

**TABLE No. 2  
ARE YOU SATISFIED WITH THE CUSTOMER SERVICE PROVIDED BY BHARAT PETROLEUM**

S.NO	PARTICULAR	RESPONDENT S	PERCENTAGE
1	Very Satisfied	19	25.5%
2	Satisfied	53	55%
3	Neutral	11	19.5%
<b>TOTAL</b>		<b>112</b>	<b>100%</b>

Interpretation

From the above table it is interpreted that the number of Very Satisfied respondents is 25.5%, Satisfied respondents is 55.0% and Neutral respondent is 13.5%.

**CORRELATION ANALYSIS**

**NULL HYPHOTHESIS:** There is no significant relationship between prestige value for money offered by Bharat Petroleum compared to other petrol pumps

**ALTERNATIVE HYPHOTHESIS:** There is a significant relationship willing to pay a premium for environmentally friendly or sustainable fuel options offered by Bharat Petroleum

x	y	x <sup>2</sup>	y <sup>2</sup>	XY
44	19	1936	361	836
24	53	576	2809	1272
44	11	1936	121	484
<b>ΣX=112</b>	<b>ΣY=83</b>	<b>ΣX<sup>2</sup>=4448</b>	<b>ΣY<sup>2</sup>=3291</b>	<b>ΣXY=2592</b>

Significant level= 0.06%

**Interpretation:**

The variable prestige of the satisfaction of the customer is highly correlated (r=0.677). so null hypothesis is rejected and alternative hypothesis is accepted.

**FINDINGS, SUGGESTIONS AND CONCLUSIONS**

**FINDINGS**

- From the above table it is interpreted that the number of respondents are Less than 30

(20%), 31- 40 years (29%), 41-50 (61%).

- From the above table it is interpreted that the number of male respondents is 66.6% and female respondent is 33.4%.
- From the above table it is interpreted that the number of respondents are Diploma is 25.5%, Master degree is 19.5%, Bachelor degree 55%.
- From the above table it is interpreted that the number of Student respondents is 60.0%, Business respondents is 28.0% and Professional above respondent is 12.0%.
- From the above table it is interpreted that the number of Below Rs.20, 000 respondents is 37.0%, Rs.20,001-Rs.30,000 respondents is 26.% and Rs.30,001-Rs.40,000 respondent is 37.0%.
- From the above table it is interpreted that the number of Very Likelys respondents is 25.0%, Likely respondent is 60.0% and Neutral respondent is 15.0%.
- From the above table it is interpreted that the number of Rewards and discounts is respondents is 25.0%, Convenience respondent is 60.0% and Exclusive offers respondent is 15.0%.
- From the above table it is interpreted that the number of Cash is respondents is 66.0%, Card respondent is 19.5% and Mobile payment respondent is 13.5%.
- The variable prestige of the satisfaction of the customer is highly correlated ( $r=0.677$ ). so null hypothesis is rejected and alternative hypothesis is accepted.

## SUGGESTIONS

- Convenience-Seeking: Consumers prioritize convenience when choosing a petrol pump, such as location, ease of payment, and availability of additional services.
- Price Sensitivity: Consumers are price-sensitive and tend to choose petrol pumps that offer competitive pricing.
- Quality Consciousness: Consumers prioritize fuel quality and tend to choose petrol pumps that offer high-quality fuel.
- Loyalty Program Participation: Consumers are more likely to visit Bharat Petroleum petrol pumps if they participate in the loyalty program and receive rewards or discounts.
- Digital Payment Preference: Consumers prefer to use digital payment methods, such as mobile wallets or card payments, when purchasing fuel at Bharat Petroleum petrol pumps.
- Additional Services: Consumers value additional services offered by Bharat Petroleum, such as car wash, food court, or restrooms.
- Environmental Concerns: Consumers are becoming increasingly environmentally conscious and may prefer to choose petrol pumps that offer eco-friendly fuel options.
- Word-of-Mouth Influence: Consumers are influenced by word-of-mouth recommendations from friends, family, or colleagues when choosing a petrol pump.
- Brand Loyalty: Consumers tend to be loyal to brands they trust and have a positive experience with, such as Bharat Petroleum.
- Expectation of Good Customer Service: Consumers expect good customer service, including friendly staff, clean facilities, and prompt service, when visiting Bharat Petroleum petrol pumps.

## CONCLUSION

This study aimed to investigate consumer behaviour towards Bharat Petroleum, exploring the factors that influence customers' decisions to choose Bharat Petroleum petrol pumps. The findings suggest that consumers prioritize convenience, price, quality, and additional services when selecting a petrol pump. The study revealed that Bharat Petroleum's loyalty program, digital payment options, and additional services, such as car wash and food

court, are key factors that influence customer loyalty and retention. Additionally, the research highlighted the importance of good customer service, clean facilities, and environmentally friendly practices in shaping consumer behaviour. The study's findings have significant implications for Bharat Petroleum's marketing strategies and service offerings. By understanding consumer behaviour and preferences, Bharat Petroleum can tailor its service to meet customer needs, enhance customer satisfaction, and maintain a competitive edge in the market.

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## A STUDY ON PERFORMANCE ANALYSIS OF STOCK MARKET TRENDS IN INDIA

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### ABSTRACT

*This study analyzes the performance trends of the Indian stock market, focusing on indices like Nifty 50 and Sensex over a five-year period. It examines the effect of macroeconomic factors, investor behavior, and global events on market performance. Using secondary data and basic analytical tools, the study identifies patterns in market movement and evaluates sector-wise performance to assist investors in making informed decisions. This research provides a comprehensive performance analysis of stock market trends in India, focusing on the period from 2019 to 2024. The study investigates how benchmark indices such as Nifty 50 and BSE Sensex have behaved in response to key economic events, including the COVID-19 pandemic, geopolitical tensions, monetary policy changes, and budget announcements. It also examines the sector-wise performance of industries like IT, pharmaceuticals, banking, FMCG, and automobiles, highlighting their individual growth trajectories and contribution to market trends. Using secondary data from NSE, BSE, and financial platforms, the study employs percentage change analysis, trend lines, and comparative sectoral charts to identify key movements and patterns. The analysis reveals that despite intermittent volatility, the Indian stock market showed strong recovery and growth, particularly led by defensive sectors during uncertain periods. It also notes a significant rise in retail investor participation post-2020, aided by digital trading platforms and simplified access to markets. The study contributes to investor awareness by identifying high-performing sectors, major influencers of market volatility, and the evolving nature of stock market dynamics. It offers useful insights for financial analysts, individual investors, and policymakers aiming to understand market behavior and enhance market efficiency through data-driven decisions.*

**KEYWORDS:** Stock Market Trends, Investor Behaviour, Equity Performance

### INTRODUCTION

The stock market plays a critical role in the economic development of a country. It reflects investor sentiment and the overall business environment. Analyzing stock market trends helps investors, policymakers, and businesses understand market behavior and make strategic decisions. With economic shifts, pandemics, and policy reforms, Indian stock markets have shown fluctuating trends in recent years. The stock market serves as a vital indicator of a country's economic health and investor sentiment. In India, the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) are the primary platforms that reflect the performance of listed companies across various sectors. Over the years, stock markets have evolved into a

complex system influenced by multiple factors, including domestic policies, global events, Interest rates, inflation, technological advancements, and investor behavior.

The period from 2019 to 2024 has been especially significant for the Indian stock market. It witnessed major disruptions and recoveries—from the COVID-19 pandemic's market crash and rapid rebound, to geopolitical tensions, interest rate fluctuations by central banks, and increased participation from retail investors. Benchmark indices like the Nifty 50 and Sensex have shown both volatility and resilience during this time. This study aims to analyze these stock market trends in detail, focusing on how different sectors have performed, how macroeconomic and global factors have affected investor confidence, and what patterns can be observed from historical data. By understanding these trends, investors and analysts can make better-informed decisions, while policymakers can frame strategies that promote long-term market stability.

### **PROBLEM STATEMENT**

Stock markets are influenced by multiple dynamic factors. Investors often struggle to interpret patterns, especially during volatile periods. This study aims to analyze past trends to understand performance cycles and provide clarity on market movements.

### **SCOPE OF THE STUDY**

- Time Frame: 2019 to 2024
- Focus: Nifty 50, BSE Sensex, Sectoral indices (e.g., IT, Pharma, Banking)
- Geography: Indian stock market only
- Data Type: Historical market data, secondary sources

### **OBJECTIVES OF THE STUDY**

1. To study the historical performance trends of major Indian stock indices.
2. To examine the impact of macroeconomic events on market behavior.
3. To analyze sector-wise movements within the stock market.
4. To identify trends and provide insights for potential investors.

### **REVIEW OF LITERATURE**

Sharma & Patel (2021) investigated the impact of macroeconomic variables such as inflation, interest rates, and GDP growth on Nifty 50. They concluded that GDP growth positively correlates with stock market performance, while inflation has a negative impact.

SEBI (2022) Report on "Retail Participation Post-COVID" highlighted a significant surge in retail investors in the Indian market. It noted that demat accounts more than tripled between 2020 and 2022, driven by digital access, mobile trading apps, and financial awareness.

Ramesh and Thomas (2020) analyzed the sector-wise performance during and after the COVID-19 lockdown. Their study showed that while travel and hospitality stocks declined sharply, the pharma and IT sectors performed exceptionally well due to increased global demand.

Bhalla (2023) emphasized the influence of global cues—such as oil prices, US Federal Reserve policies, and geopolitical events—on Indian stock markets. The research found that foreign institutional investment (FII) inflows/outflows significantly drive short-term volatility.

Jain & Agarwal (2019) explored investor sentiment and behavioral finance in Indian equity markets. They found that market momentum and herd behavior played a key role in driving trading decisions, especially among new investors.

RBI Bulletin (2023) discussed the role of monetary policy and interest rate decisions in shaping stock market expectations, particularly in the banking and real estate sectors.

### **RESEARCH DESIGN**

- Type: Analytical research
- Data Source: NSE, BSE websites, Money control, Yahoo Finance
- Sampling: 5-year historical data of key indices

### **Tools Used:**

- Microsoft Excel

- Moving average & percentage change analysis
- Charts (line & bar) for trend visualization

### Tools Used

- Microsoft Excel (for graphing, percentage calculation, trend lines)
- NSE/BSE historical data
- Charting tools (for visual representation)

### Investor Behavior Trends (Based on NSE Data)

- Retail investor participation rose 45% post-2020
- Demat accounts grew from 40 million in 2020 to 140+ million by 2024
- High interest in IPOs, especially tech and digital-based companies
- SIP (Systematic Investment Plan) inflow crossed ₹17,000 crore/month in 2024

### Detailed Sectoral Trend Analysis

#### Top-Performing Sectors (2023–2024):

##### 1. Pharmaceuticals:

- Growth due to export demand and R&D investments.
- Defensive sector during economic downturns.

##### 2. Information Technology (IT):

- Strong performance due to global outsourcing and digital transformation.
- Favorable rupee-dollar exchange boosted margins.

##### 3. Banking & Financial Services (BFSI):

- Stable interest income, credit growth revival post-COVID.
- Digital lending and fintech collaboration contributed to positive sentiment.

##### 4. Automobile Sector:

- Growth due to rising rural demand and EV adoption.
- Positive budget incentives supported sales recovery.

### Risk Factors in Market Trends

- Geopolitical tensions (e.g., Middle East, Ukraine)
- Crude oil price volatility
- Global recession threats
- Currency fluctuations impacting export-led stocks
- Overvalued IPOs creating speculative bubbles

### Possible Future Research Areas

- Post-2025 outlook: impact of AI/ML in algorithmic trading
- Crypto assets and their influence on investor interest in equity
- ESG (Environmental, Social, Governance) investments in Indian markets
- Psychological behavior patterns of Gen Z retail investors.

### Macroeconomic Indicators and Market Trends

- Inflation Rates: Lower inflation in 2023–24 supported market stability.
- Repo Rate Movements: RBI hikes affected banking & housing sectors.
- FII/DII Activity: Foreign Institutional Investors pulled out during global rate hikes, but Domestic Institutional Investors (DIIs) supported market.

### FINDINGS

- The Nifty 50 and Sensex showed consistent growth, with dips only during major global disruptions.
- Pharma and IT sectors outperformed in post-pandemic recovery.
- Banking and Auto sectors showed cyclical growth patterns.
- Market is highly responsive to global cues and policy changes.

### SUGGESTIONS

1. Investors should diversify across sectors to mitigate risks.
2. Regular analysis of market cycles helps in better timing of investments.
3. Retail investors should follow market news and use reliable tools for analysis.

4. SEBI and financial institutions should enhance investor education.

#### **CONCLUSION**

Stock market performance is shaped by a complex mix of economic, political, and social factors. Trend analysis helps decode patterns and enables better investment strategies. With proper data tracking and sectoral understanding, both new and seasoned investors can benefit from market movements.

#### **LIMITATIONS OF THE STUDY**

- Based only on secondary data, no primary investor survey included
- Focused on Indian markets; global comparatives not studied in-depth
- Past trends may not predict future due to market unpredictability

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## **A STUDY ON VIRTUAL FINANCE- THEORETICAL APPROACH**

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### **ABSTRACT**

*Virtual finance represents a transformative shift in the global financial landscape, driven by the rapid advancement of digital technologies. It encompasses a wide range of financial services delivered through virtual platforms, including digital banking, mobile payments, cryptocurrencies, blockchain-based systems, and decentralized finance (DeFi). These innovations have redefined how individuals and institutions access, manage, and exchange financial resources, promoting greater efficiency, accessibility, and inclusivity. This research paper examines the evolution, key components, and real-world applications of virtual finance, while analyzing its impact on traditional financial models. The study also explores the role of artificial intelligence, big data, and blockchain in shaping financial decision-making and service delivery. Furthermore, the paper discusses critical challenges such as cybersecurity risks, regulatory complexities, and the digital divide that may hinder widespread adoption. Through a combination of literature review, case analysis, and emerging trends, this research highlights the potential of virtual finance to reshape the future of global finance and provides insights for stakeholders navigating this rapidly evolving domain.*

**KEYWORDS:** Virtual Finance, Artificial Intelligence, Traditional Financial System, Mobile Banking

### **INTRODUCTION**

The rapid evolution of digital technology has fundamentally reshaped the financial services industry, giving rise to what is now commonly referred to as virtual finance. Unlike traditional finance, which relies heavily on physical infrastructure such as bank branches, paper documentation, and manual processes, virtual finance operates primarily through digital platforms, mobile applications, cloud computing, and decentralized networks. This paradigm shift has enabled faster, more secure, and more inclusive financial transactions and services, accessible anytime and anywhere.

Virtual finance encompasses a broad spectrum of innovations including digital wallets, cryptocurrencies, blockchain technology, artificial intelligence (AI) in financial services, mobile banking, and decentralized finance (DeFi). These tools and platforms not only enhance user convenience but also reduce operational costs and improve transparency in financial transactions. For instance, blockchain-based systems provide decentralized and immutable ledgers that can eliminate the need for intermediaries, while AI-powered financial assistants can offer personalized investment advice in real time.

However, the growth of virtual finance also presents several challenges. Issues such as cybersecurity threats, regulatory uncertainty, data privacy concerns, and digital illiteracy

remain significant barriers to widespread adoption. Additionally, the shift toward virtual financial systems may exacerbate the digital divide, leaving behind populations without reliable access to digital technologies.

This paper aims to explore the concept of virtual finance in depth—its evolution, applications, advantages, and challenges. It further analyzes current trends and real-world case studies to understand the implications of virtual finance for individuals, institutions, and policymakers. As the financial sector continues to evolve in the digital era, understanding virtual finance is essential for navigating the future of global economic systems.

### **PROBLEM OF STATEMENT**

The rapid advancement of digital technologies has revolutionized the financial sector, giving rise to virtual finance systems that operate independently of traditional physical banking infrastructure. While virtual finance offers significant advantages such as increased accessibility, lower transaction costs, and enhanced efficiency, its adoption also introduces a range of complex challenges. These include cybersecurity threats, data privacy concerns, regulatory uncertainty, lack of digital literacy, and the risk of financial exclusion among populations without access to digital infrastructure.

Despite the growing relevance of virtual finance, there remains a limited understanding of its full implications—both positive and negative—across different economic and social contexts. Moreover, there is a need for comprehensive research that evaluates how virtual finance can be harnessed responsibly and inclusively, without exacerbating existing inequalities or compromising financial security. This study seeks to address these gaps by analyzing the key components, benefits, and risks of virtual finance, and offering insights into its future role in shaping global financial systems.

### **OBJECTIVES OF STUDY**

1. To define and explain the concept of virtual finance and its evolution from traditional financial systems.
2. To examine the key technologies driving virtual finance, including blockchain, AI, digital wallets, and mobile banking.
3. To analyze the impact of virtual finance on individuals, businesses, and financial institutions in terms of accessibility, efficiency, and cost-effectiveness.
4. To explore the role of virtual finance in promoting financial inclusion, especially in underserved or remote areas.

### **SCOPE OF STUDY**

This study focuses on examining the concept, development, and implications of virtual finance in the modern financial landscape. It covers a broad range of digital financial technologies and services including, but not limited to, digital banking, mobile payments, cryptocurrencies, blockchain-based platforms, decentralized finance (DeFi), and AI-powered financial tools.

The study primarily investigates how these innovations are transforming traditional financial systems, enhancing accessibility, and promoting financial inclusion. It also explores the challenges associated with virtual finance, such as cybersecurity risks, regulatory uncertainties, digital literacy barriers, and unequal access to technology.

Geographically, the study takes a global perspective, with relevant examples from both developed and developing countries. However, where applicable, it emphasizes regional trends or case studies to highlight differences in adoption, regulation, and impact.

The scope is limited to the analysis of virtual finance in the retail and consumer finance sectors, rather than corporate finance or institutional-level systems. The study is descriptive and analytical in nature, drawing from secondary data, recent literature, and current case studies.

## REVIEW OF LITERATURE

The emergence of virtual finance has gained significant scholarly attention in recent years due to the growing influence of digital technologies on the global financial ecosystem. Researchers have explored various dimensions of virtual finance, including its technological foundations, economic implications, regulatory challenges, and role in financial inclusion.

### Evolution and Conceptual Framework:

According to Arner, Barberis, and Buckley (2016), the term “FinTech” represents the convergence of finance and technology, laying the groundwork for virtual financial services. Their work outlines how innovations such as blockchain, artificial intelligence (AI), and cloud computing have redefined the delivery of financial services.

### Digital Banking and Mobile Payments:

Studies by Gomber et al. (2018) emphasize the rise of digital banking platforms and mobile payment systems, which have made financial services more accessible and cost-effective. These innovations have reduced reliance on physical bank branches and paper-based processes, streamlining customer experience.

### Blockchain and Decentralized Finance (DeFi):

Narayanan et al. (2016) highlighted the disruptive potential of blockchain technology in enhancing transparency, security, and efficiency in financial transactions. More recent work by Schär (2021) explores how DeFi leverages smart contracts to create open financial systems that operate without intermediaries.

### Artificial Intelligence in Finance:

Research by Brynjolfsson and McAfee (2017) shows how AI-driven financial tools, such as robo-advisors and chatbots, are transforming personal finance management and investment decision-making. AI is also being used in fraud detection, credit scoring, and customer support.

### Financial Inclusion and Accessibility:

Demirgüç-Kunt et al. (2018), in the Global Findex Database, found that digital financial services play a critical role in improving financial inclusion, especially in developing countries where traditional banking infrastructure is limited.

### Challenges and Risks:

Several researchers, including Zetzsche et al. (2020), have raised concerns about the legal and regulatory uncertainties surrounding virtual finance. Issues such as data privacy, cybersecurity, digital literacy, and inequality in technology access continue to hinder its broader adoption.

### Case Studies and Regional Perspectives :

In India, Singh and Srivastava (2022) examined how mobile wallets and UPI (Unified Payments Interface) have revolutionized retail transactions. Similarly, studies in Africa and Southeast Asia highlight the role of mobile money in reaching unbanked populations.

## VIRTUAL FINANCE

### 1. Adoption of Virtual Finance Services

- Virtual finance adoption has significantly increased across both developed and developing countries.
- As per the Global Findex Database (2021), the percentage of adults using digital financial services globally rose from 62% in 2017 to 76% in 2021.
- In India, usage surged due to the success of platforms like UPI, which processed over 12 billion transactions monthly in 2025.
- In Sub-Saharan Africa, mobile money solutions like M-Pesa have driven financial access in rural areas.

### 2. Trends in Virtual Finance Tools (2017–2024)

- Mobile banking and digital wallets saw over 50% growth in global usage.

- Cryptocurrency trading grew by more than 300%, driven by increased interest in decentralized financial systems.
- DeFi platforms and AI-based financial tools like robo-advisors are gaining traction, particularly among tech-savvy users and investors.

### 3. Key Challenges in Virtual Finance

- Cybersecurity risks remain a major concern due to increasing fraud, phishing, and data theft.
- Regulatory uncertainty affects the growth of cryptocurrencies and DeFi systems, as most governments have yet to establish clear policies.
- Digital illiteracy and technology access gaps, especially in rural or low-income areas, limit the inclusive potential of virtual finance.

### 4. User Behavior and Trust

- A survey by PwC (2024) showed that 68% of users trust mobile apps more than traditional banks.
- However, only 39% of users fully understand how blockchain and DeFi platforms work.
- Around 31% of people still prefer cash transactions due to concerns over digital security.

### 5. Case Study: India's Virtual Finance Boom

- India has become a leading example of digital finance transformation.
- UPI (Unified Payments Interface) and digital wallets like Paytm, Google Pay, and PhonePe dominate the digital transaction landscape.
- The Reserve Bank of India (RBI) is piloting a Central Bank Digital Currency (CBDC) to digitize government-backed money.

## CONCLUSION

Virtual finance has emerged as a transformative force in the global financial ecosystem, revolutionizing how individuals and institutions access, manage, and exchange money. Through the integration of digital technologies such as mobile banking, digital wallets, blockchain, and decentralized finance (DeFi), financial services are becoming more accessible, efficient, and user-friendly. The study reveals that the adoption of virtual finance has grown significantly over the past decade, driven by increased smartphone penetration, internet accessibility, and supportive government initiatives. In countries like India, the rise of platforms such as UPI has not only enhanced convenience but also accelerated financial inclusion across rural and urban populations. Similarly, mobile money platforms in Africa have proven that technology can bridge financial gaps even in low-infrastructure regions. However, the research also highlights several challenges that could hinder the sustainable growth of virtual finance. These include cybersecurity threats, digital illiteracy, regulatory ambiguity, and unequal access to digital infrastructure. Addressing these issues requires coordinated efforts from governments, financial institutions, fintech companies, and civil society. In conclusion, virtual finance holds immense potential to democratize financial services and promote economic inclusion. With the right mix of regulation, innovation, security, and education, it can serve as a catalyst for financial empowerment and long-term development in both emerging and advanced economies.

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## **BEHAVIOURAL BIASES AND THEIR INFLUENCE ON INVESTOR'S INVESTMENT DECISION: A CONCEPTUAL REVIEW**

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### **ABSTRACT**

**1.Purpose** – Behavior finance is an emerging study in the finance branch since it focuses more on psychological and financial theories with economic, financial, and market understanding of investors making financial decisions, it examines the psychological feature biases and feelings of investors. The objective of the study is to observe the implications of the growth in financial sector also various opportunities are increasing for the capitalist to make their financial investments which is leading to their financial growth. Behavioural finance theories aid in understanding the investor's rational and irrational decisions and their cognitive biases being responsible for financial decisions. By assessing existing literature and empirical studies the study's intention furnishes an exhaustive and nuanced comprehension of how these predispositions affect investors' behavior and the inferences for investment outcomes. **2. Design/Methodology/Approach-** the study is predicted on Prisma literature review methods and founded on the review analysis the data visualization is done using Power BI and Word Cloud and period of the study is from January to June. **3.Findings-**The key highlights of the survey is to know the significance and handling behavioral biases of capitalist to improve their outlay decision devising which might lead in better financial outcomes. Behavioral favoritisms are significantly influencing investors decision making processes frequently leading to sub-optimal investments results. These psychologically and emotionally based biases can cloud judgment , skew perceptions and lead illogical investing choices. The research is aiming at examining the several cognitive biases and various financing options and seeking out diverse outcomes.

**KEYWORDS:** Behavioral Finance, Finance Decisions, Investors Behaviour, Investment, Cognitive Biases

### **1. INTRODUCTION**

Traditional finance posits that rational investors to evaluate risk and return before making investment choices. Behavioral finance is an evolving area of finance which helps in understanding the behavioral and cognitive aspects of the monetary decisions making process of capitalist. As there is growth of finance sectors which is aiding more investment opportunities and investment avenue for the capitalist to diversify their investment. Investors possess divergent perspectives when they decides regarding the allocation of resources in a particular investment channel because of their behavioral biases are being the reasons for the investment patterns. These biases rooted in psychology and emotion can distort perception, affect judgment and result in irrational investment choices therefore understanding biases is very crucial for investors. This conceptual review aims to explore the diverse cognitive predispositions that impact investor. Financing decision and analysis these biases be challenge in there ration investment choices. Investors typically analyze investment using many approaches like passive investing active investing value investing growth investing income investing contrarian investing socially responsible investing(SRI) quantitative investing but they majorly focus on these three aspect fundamental analysis technical analysis and judgement. They preferably use decision tools to support their investment judgment it is believed that the structural of information and market factors systematically determinant the investors decision making and market outcomes.

**1.1 Conceptual framework:**

Investment Biases are systematic mistake in judgment or decision pathway that may impact the investors perceptions and choices of there investment. These biases canful lead investors to make sub-optimal decision, deviating from what from what might be considered logical or analytical behavior.

Few of the major types of biases are by Painoli (2022) are:

Table 1: Types of biases

Emotional Biases	Cognitive Biases
Overconfidence bias	Anchoring bias
Loss-aversion bias	Mental accounting bias
Regret aversion bias	Herd behavior
Endowment bias	Hindsight bias
Position quo bias	Disposition effect
Self - control bias	Framing bias
	Self- attribution bias
	Ambiguity aversion bias
	Conservatism bias
	Representatives bias

Source: *pompian,M.(2016).risk profiling through a behavioral finance lens.CFA institute research foundtaion.*

**Operational definition**

- **Overconfidence bias:** Investor will tend to overvalue their ability to predict future market actions and makes investment decision.
- **Loss Aversion:** Stockholders feel the discomfort of losses more strongly than the pleasure of equivalent gains, persuading them to avoid selling losing investment.
- **Anchoring bias:** Investors fixate on specific information such as the purchase price of a stock and give it more weight than is warranted when making subsequent decisions.
- **Confirmation Bias:** Savers pursue data that corroborates their reinforce their pre-existing convictions by selectively attending to evidence that validates these beliefs, while dismissing or downplaying data that challenges them.
- **Herding behavior:** savers often tend to track the crowd's actions, even when they opposes their analysis or beliefs, which might trigger market bubbles and crashes..
- **Framing Bias:** The what information is presented can stimulus investors decisions.

- **Regret aversion:** Investors hold back from result they fear could result in regret, even if those decisions might be in their best interest from a rational standpoint.
- **Mental accounting:** investors treat money differently depending on its source or intended use leading to sub-optimal allocation of funds
- **Availability bias:** investor overestimate the importance of information that is readily available to them, based on news events , foremost to biased decision making.
- **Disposition effect:** Investors incline to sell winning investment too early and hold onto losing investment too long driven by the desire to avoid the regret of realizing a loss.
- **Status Quo bias:** there preference for maintaining one's current situation and opposing actions that may change the state of decision making.
- **Hindsight bias:** moderate clients may be susceptible to hindsight bias, wherein they perceive past investment outcomes as predictable after the fact.
- **Conservatism bias:** this bias arises when individual reject new information in favor of sticking to existing beliefs or forecasts.
- **Representation bias:** when processing new information a flawed perceptual framework can lead to representational bias. Some investor may attempts to predict outcomes that align with their existing notions to better understanding the new information.

The study is attempting to analysis how these biases may impact investors decision making.

## 2. LITERATURE REVIEW

Luong and Ha (2011) has conducted a study “ Behavioral factors manipulating individual investors decision pathway and performance: A investigation at the Hochi Minh stock market the educates to explain the various theories of behavioural finance also study tries to explores the result of behavioural factors on the decision-making procedure of discrete investors the heuristics behaviour are found to have the highest positive effect on the investment performance.

Marchand (2012) “Behavioral biases in monetary decision making has conducted research the study aims to prove the various biases which might influence the behavioral financial decision making the researcher aims in describing various behavioural biases like prospect theory, excessive confidence, the disposition effect, narrow framing, heuristics, regret aversion, cognitive dissonance, anchoring and mental accounting. The study concludes by the various behavioral anomalies being responsible for behavioral biases. Bashir (2013) had conducted as research on “Impression of behavioral biases on investors choice making: the study proves decision making differences between males and females concerning overconfidence bais with illusion of control bias awareness bias, loss aversion bias and confirmation bias the study aims in identifying there is no any consequence difference between male and female decision making regarding overoptimism bias. Rehan and Umer (2017) conducts and research on Behavioural preconceptions and investors decisions the study aims in analysing that behavioural factors have a profound effect on investors decision as argued by behavioral finance theorists. Kapoor and Prosad (2017) have conducted an invistigation on “Behavioural finance: A review” the study states the connotation between behavioural finance and decision making with perceptive biases such as overconfidence, anchoring effect and confirmation bias”. The bias presenting the closest proximity to the behavioral finance field in the present study was overconfidence. Khalid et al. (2018) as conducted a research on “Impact of behavioral biases on investment decision making with regulating role of financial literacy”. the results demonstrate that overconfidence and herding bias exhibit a positive effect on investment on result making and financial literacy positively influence investment deciosn – making. Nikolić (2018) had conducted a research on biases in the decision - making process and possibilities of overcoming them. The research attempts in analyzing the rational choice made by a conclusion maker and emerging as a consequence of their limited cognitive capacity and the information asymmetry Omoruyi and Ilaboya (2019) conducted a research on “Does Behavioural biases influences individual investment decisions” the reseraches tries to explain

compared to other biases hindsight bias significantly influenced individual investor decisions. Shukla et al. (2020) had done a research on “Effect of behavioral biases on investment decision ‘ A systematic review’”. The emphasis on emerging concepts of behavioral finance and it aims in indentifying the solutions to minimize the outcome of biases in decision making approach. Kigen et al. (2020) “ The consequence of behavioral biases on speculation evaluation choices by unit trust investors in Kenya. The study aims to prove that bias have insignificant negative effect on outlay choices. Sattar et al. (2020) had conducted a research on “Behavioural finance biases in investment decision making”. The researcher aims to discover how behavioral biases distress investment decision construction framework under uncertainty also the study majorly finds portfolio allocation decision making influenced by heuristic behaviors over than predictions and behavior characteristics. Dhungana et al. (2022) had conducted a research on “Effect of cognitive biases on investment decision making : A case of Pokhara Valley Nepal” The study finds various psychological factors have a important role in funding decisions and overconfidence bias appears to positively impact the irrationality of separate investor investmnet decisions. Beatrice et al. (2021) had conducted research on “the effect of demographic factors on behaviral biases” the study tries to observe the demographic factors the results shows that the overconfident bias was influenced by investment experience. Ayaa et al. (2022) had conducted a research on “Influence of heuristic techniques and biases in investment decision making : A conceptual analysis and directions for future research” the study tries to prove heuristics which frequently lead to systematic errors in judgement. Ahmed et al. (2022) has conducted a research on Arbitrating role of risk awareness between behavioral prejudices and investors investment results. Research tries to explore the direct and indirect connections between behavioral partialities and investors investing decisions through the mediating part of risk perception using structural equation modeling. Weixiang et al. (2022) had performed a research on “ An experimental assessment of finnacila literateness and behavioral biases on speculation decision: Fresh evidence from minor investor insight. The study aims in finding individual investors financial educational level momentarily impact the choices made about speculation in stock market.

Korteling et al. (2023) “Cognitive bias and how to improve sustainable decision making” the study helps in understanding the how cognitive biases is affecting the sustainable choice or behaviors of people. Yashvi et al. (2023) had conducted a research on “ An examination on Behavioural Biases in investment Decision” the helps in understanding the investors needs to accomplish their sentiments while making investment choices.

### **3. RESEARCH GAP**

Based on the available evidences founded on the above literature review the investigate gap was recognized. The prevalent literature evaluation was conducted using methodical literature review method where it was initiate that several studies have been showed world wide in USA, UK, Pakistan, Indonesia, Nepal and china similarly in India was involved in it as well. The research gap acknowledged was Gender difference in behavioral biases, effects of financial literacy, cross- cultural studies, impact of demographic factors, Interventions to mitigate biases and long term Impact of biases. The following areas are found missing.

### **4. STATEMENT OF THE PROBLEM**

Despite the extensive research on psychological biases in investment decision making, there remains a need for a comprehensive conceptual review that synthesizes existing literature and empirical studies to provide a clear and deeper knowledge and understanding of how these biases affect investor behaviour and the implications for investment outcomes. The studies tries to more focus on examining various cognitive biases and their impact and factors that are responsible in making investment decision. The research aims in addressing key biases that significantly affect decision making processes. And exploring potential strategies to mitigate these biases for improved financial outcomes.

### **5. OBJECTIVES OF STUDY**

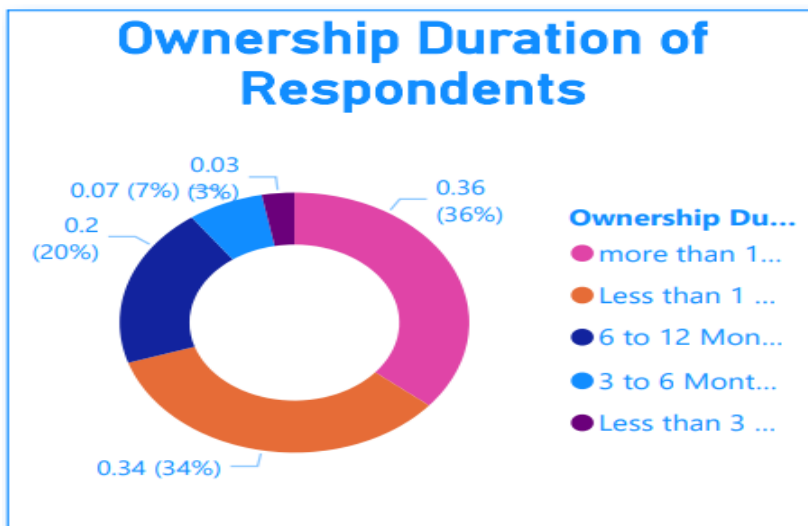
- To provide a comprehensive outline of the key behavioral biases identified in literature that impact investors investment decisions.
- To analyze the implications of the biases on stockholders decision making processes and the resulting investment outcomes.
- To inspect the association between demographic factors susceptibility to behavioral biases in investment decision making.

**6. METHODOLOGY**

The data is obtained based on secondary data utilizing the preferred reportage items for systematic reviews ( PRISMA) method also through many sources like government agencies, journals, book chapters and published studies the available data is the data which is collected is explored using descriptive statistics and visualization to understand its distribution, patterns and relationships. The same data is analyzed using Power BI and Tableau analytical software.

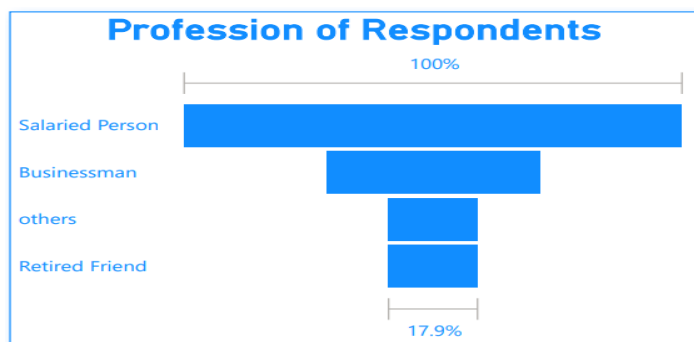
**7. ANALYSIS AND INTERPRETATIONS**

- To examine the implications of the biases on investors decision pathway and investment out come and also to inspect the association between demographic factors susceptibility to behavioral biases and investment choice Power BI software is used.



**Figure 1**

- In which figure1 donut chart tries to represent ownership duration from the respondents out of which 36 % of the population is trying to invest over a year and 34% of population is opting under a year for investing option 20% population is opting for less then 6 months and 7% , and 3% population respondents trying less than 6 months.
- Funnel chart



**Figure 2**

- Funnel chart figure 2 represents the profession of the respondents grounded on the various review collected majority of the respondent information were collected through following professions salaried persons, businessman, retired friends and other individuals where

taken into study it tries to conclude the high progression of profession is been visualized in the study is salaried person are investing more than other profession respondent.

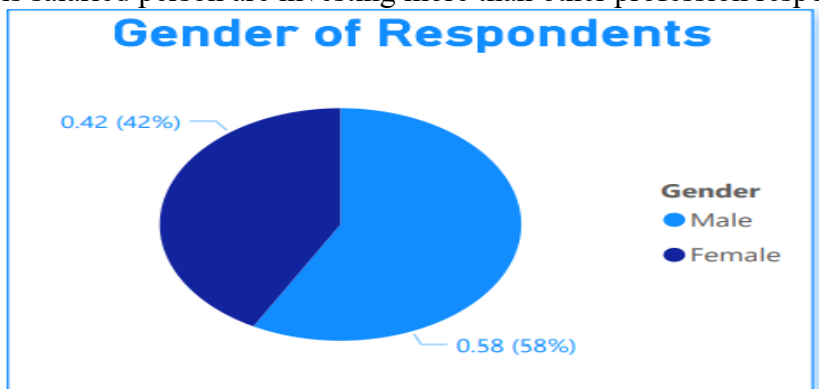


Figure 3

- Pie chart figure 3 indicated the number of respondent based on the review it clarifies that most of them where male which is 58% and total female is 42%.

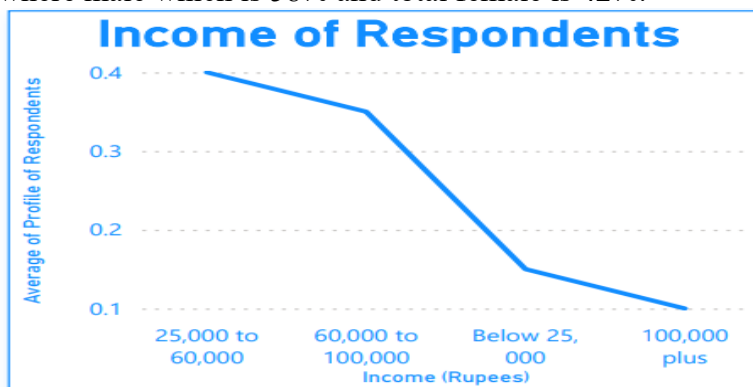


Figure 4

- Line chart figure 4 used to analyse the trends of the participant of which income of the contributor is analyzed respondent who income is between 25 thousand to 60 thousands are seems to be more and very few respondent are belongs the above one lakh category.

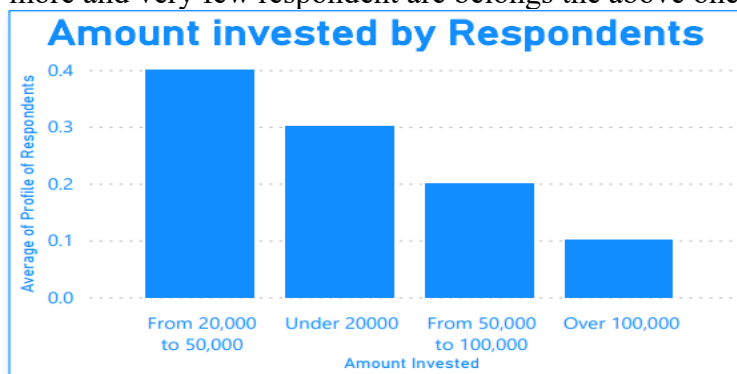


Figure 5

- Column chart 5 represents the visualize proportion of investment pattern of the respondent. In which based on the review collected respondent who investment is between 25,000 to 50,000 annually visualized more investors compared to others.

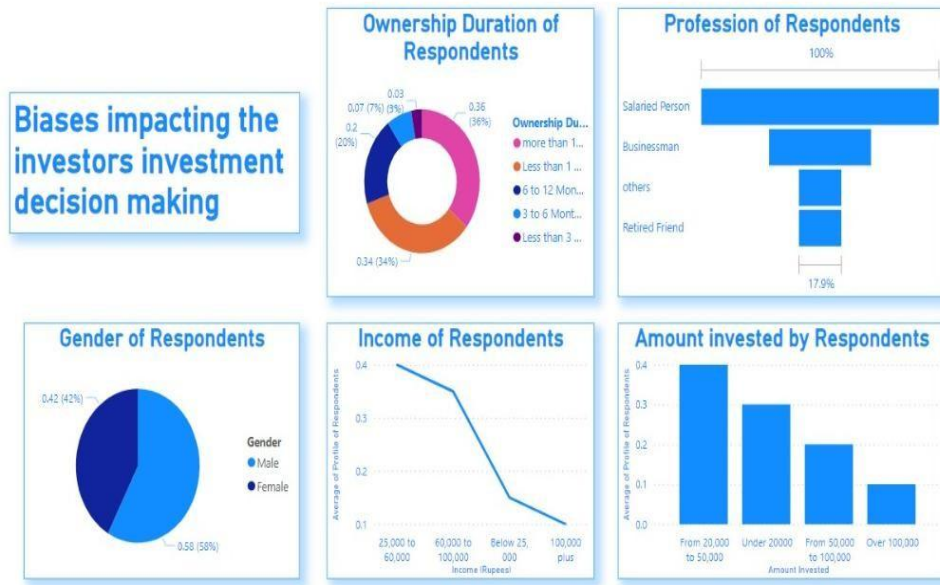


Figure 6

- the consolidate dashboard using power bi which help in visualizing
- To provide a complete overview of the key behavioral biases identified in literature that impact investors investment decision for analyzing these various visualization methods have been adopted using Power BI and tableau software

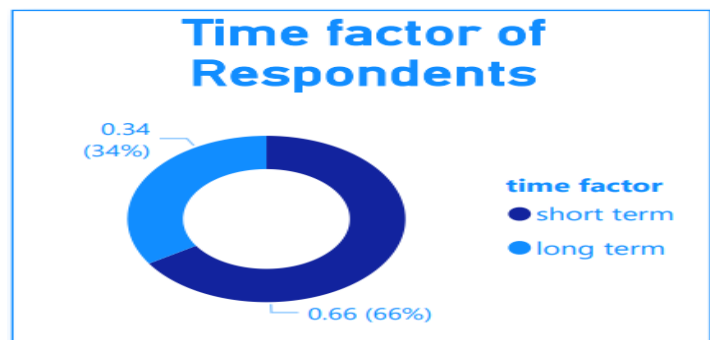


Figure 7

The pie chart 7 is representing the the time factor of the informant highest category of the population of the respondent belongs to short term investment. Only 34% of the researchers are concluding that they are willing to invest in long term.

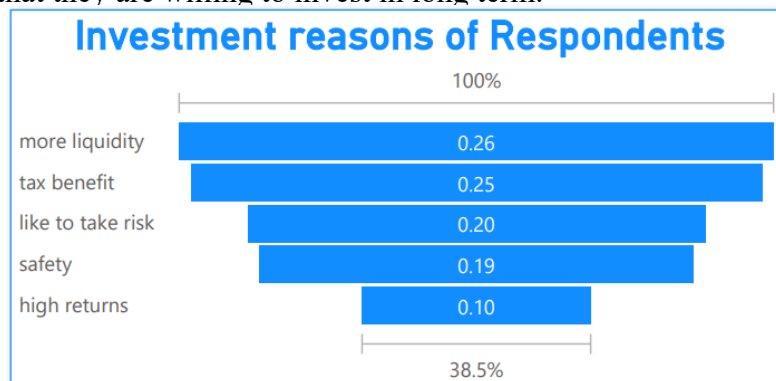


Figure 8

Funnel chart 8 represents the reasons for the investment of the respondent among which 26% of the researchers are tries to show investors are investing based on liquidity and 25% are focusing on tax benefits, 20% of researcher are focused on taking more risk, 19% are

concluding that there are looking on safety and 10% tries to prove they focal point is on high returns.

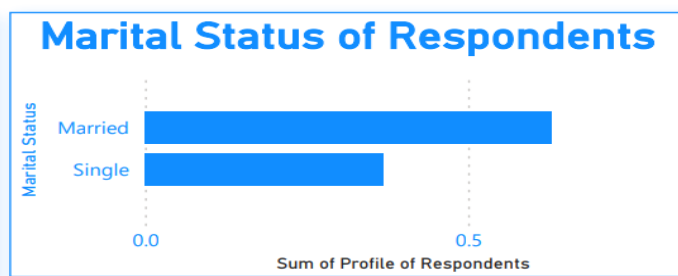


Figure 9

Figure 9 indicates the marital status the various research are concluding that most individuals are from married class that is 63% and 37% people belongs to unmarried category. Tree Map Analysis is done using Power BI which is conducted to analysis the behavioral bias based on the ranking method.

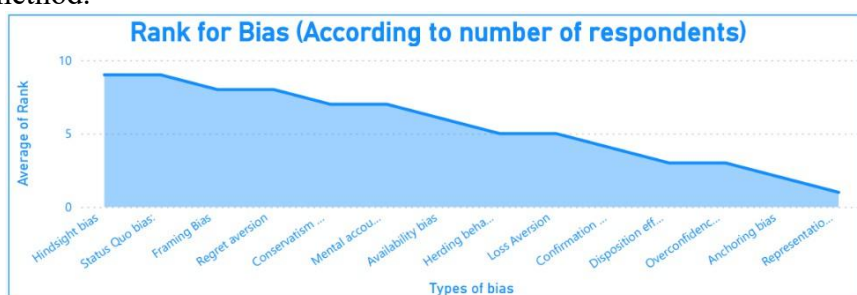


Figure 10

Researchers are manifested in their study representative bias , overconfidence bias, anchoring bias confirmation bias are impact more. Among which representative bias is ranked 1<sup>st</sup> and status quo bias and hindsight bias is ranked highest order which indicates the involvement of these bias are preferred less which does not make much impact on investment decision

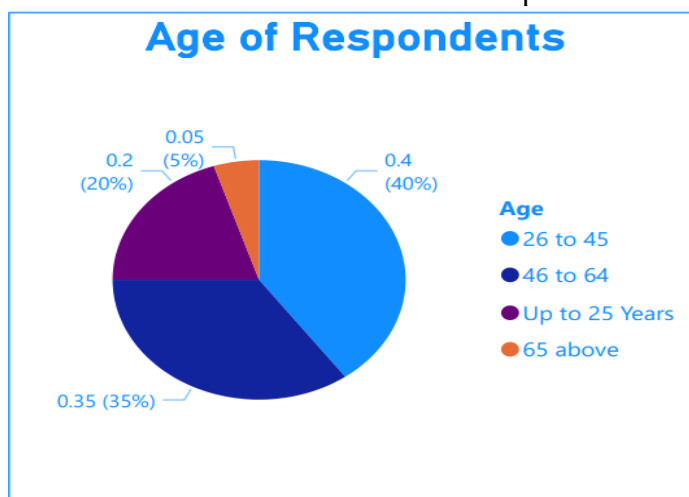


Figure 11

Pie chart 11 representation is used to view the age of the respondece in which the 40% range of population belongs to age category of 25 to 45 and 35% of the respondece belongs to age of 46 to 64 also 20% of the respondece belongs to up to 25 years lastly 5% of the people belongs to the phase of above 65 years.

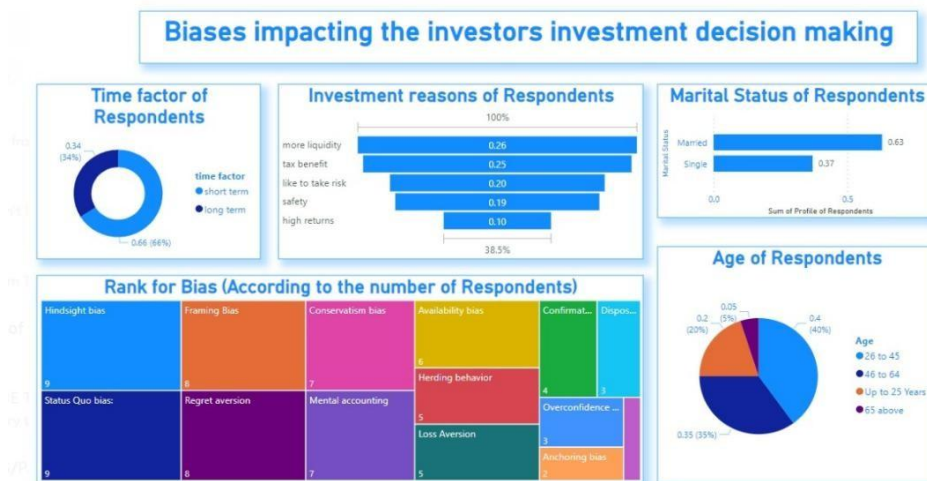


Figure 12 source extracted from Power BI dashboard

Consolidate dashboard of the power bi which includes times factors , reasons for investment , marital status of respondents, age of respondece and rank of bias.

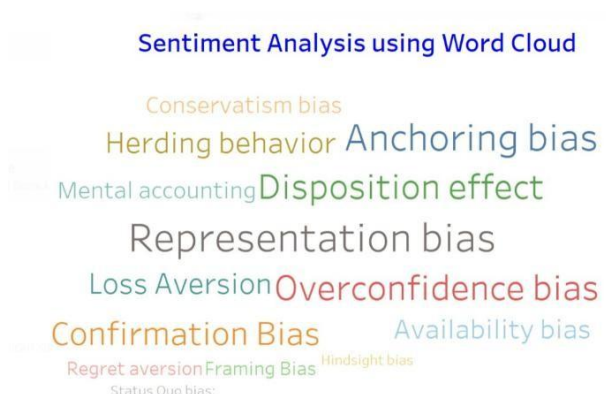


Figure 13 source extracted from word cloud

Sentimental Analysis is also performed using word cloud in figure 13 which two parameters was selected for the analysis types of bias and its ranks. The analysis tries to establish the representative bias is impact more compared to other bias. Sentiment analysis helps in understanding how emotions are impacting the investors decision making.

To check the correlation between types of bias and rank of the research review the correlation analysis is conducted.

Table 2: Correlation analysis

Types of bias	Rank
Overconfidence bias	3
Loss Aversion	5
Anchoring bias	2
Confirmation Bias	4
Herding behavior	5
Framing Bias	8
Regret aversion	8
Mental accounting	7
Availability bias	6
Disposition effect	3

Status Quo bias:	9
Hindsight bias	9
Conservatism bias	7
Representation bias	1

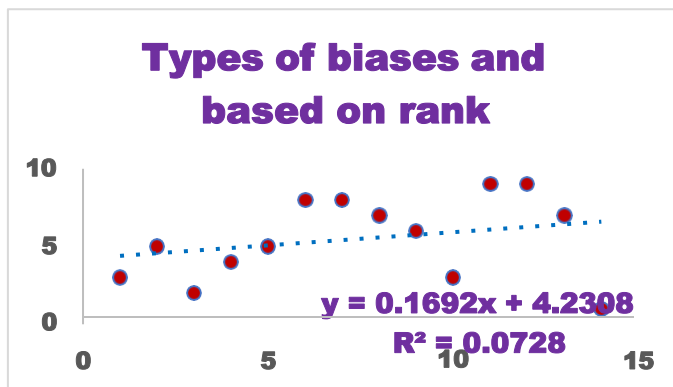


Figure 14

The above graph 14 designates that all the appearances are positively correlated with the aid of a linear line the y value is 0.1692 and the R<sup>2</sup> value is 0.0728 which shows a substantial correlation between the types of biases and their rankings.

**8. MAJOR FINDINGS**

- Based on systematic review among 36% of people are investing more then 1 year for the long term basis.
- Liquidity and tax benefit is the major look-over by the investors.
- Investors majorly belongs to married population compared to unmarried group.
- Mainly investors between the age of 25 to 45 years are investing more compared to other age category.
- The study identifies that representative bias , overconfidence bias, anchoring bias confirmation bias are impact more compared to other biases.
- The study tries in recognize the emotional level based on which representative bias effects investors sentimentally.

**9. CONCLUSION**

The above study indicates a noteworthy relationship between the types of biases and psychological reasons for investment choices likewise more influencing biases are representative biases overconfident bias and anchoring effect. Maximum of the investors are younger populations in the age group between 25 to less than 50 years of age emotions also impact people in decision-making patterns lastly most of the financier are focusing on the short term rather long term.

**Conflict of Interest statement**

Its statement is critical to ensure the openness and integrity in research and authors declare that there are no conflicts of interest that could affect the research performed or the results and explanations presented in this paper . A conflict of interest occurs when there is a conflict between an individual’s personal interest and their professional responsibilities to the research its publication. As the researchers declare there is no financial, personal or professional conflict of interest connected to the contents of this investigate paper also there is no funding or grants received from any commercial entities that could impact the research results. There is no any affiliations or professional engagements are stands unrelated to the subject matter of this paper, ensuring objectivity in the study’s findings and interpretations by both authors.

**Author’s contribution**

Eshwari B: Investigation, Data analysis, drafting original draft, software usage, validation, data visualization.

Dr A Megala: supervision, reviewing and editing, methodology and conceptualization.

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## EMPLOYEE PERCEPTIONS AND ATTITUDES TOWARDS HUMAN RESOURCE MANAGEMENT PRACTICES IN PRIVATE SECTOR BANKS

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### ABSTRACT

*This study examines employee perceptions and attitudes towards Human Resource Management (HRM) practices in private sector banks. The research aims to understand how employees perceive various HR practices including recruitment and selection, training and development, performance management, compensation and benefits, and employee relations. Through empirical investigation, this study seeks to identify the relationship between employee attitudes towards HRM practices and their job satisfaction, organizational commitment, and overall performance. The findings will provide valuable insights for HR managers and bank executives to enhance their HRM strategies and improve employee engagement in the competitive banking sector.*

**KEY WORDS:** Employee Perceptions, Human Resource Management, Private Banking, Employee Attitudes, Job Satisfaction, Organizational Commitment

### INTRODUCTION

The banking sector has undergone significant transformation in recent decades, with private sector banks emerging as key players in the financial services industry. In this highly competitive environment, human resources have become a critical differentiator for organizational success. The effectiveness of Human Resource Management practices directly influences employee Behavior, satisfaction, and ultimately, organizational performance.

Employee perceptions and attitudes towards HRM practices play a crucial role in determining the success of HR initiatives. When employees have positive perceptions of HR practices, they are more likely to be engaged, committed, and productive. Conversely, negative perceptions can lead to decreased motivation, higher turnover rates, and reduced organizational effectiveness.

### STATEMENT OF THE PROBLEM

Despite the growing recognition of the importance of effective HRM practices in the banking sector, there remains a gap in understanding how employees actually perceive and respond to

these practices. Many private sector banks invest significantly in HR initiatives without fully understanding their impact on employee attitudes and behaviors. This study addresses this gap by examining employee perceptions and attitudes towards various HRM practices in private sector banks.

### **RESEARCH OBJECTIVES**

1. To analyze employee perceptions and attitudes towards Human Resource Management practices in private sector banks.
2. To assess employee satisfaction with current recruitment and selection practices
3. To evaluate employee perceptions of training and development programs
4. To examine employee attitudes towards performance management systems

### **SIGNIFICANCE OF THE STUDY**

This research contributes to the existing literature on HRM in the banking sector and provides practical insights for:

1. HR professionals in designing more effective HR policies
2. Bank management in understanding employee needs and expectations
3. Academic researchers studying HRM practices in financial services
4. Policy makers in the banking industry

### **LITERATURE REVIEW**

#### **Social Exchange Theory**

Social Exchange Theory provides a foundation for understanding employee-organization relationships. According to this theory, employees form attitudes based on the perceived balance between their contributions to the organization and the benefits they receive.

#### **Expectancy Theory**

Expectancy Theory explains how employee perceptions of HRM practices influence their motivation and performance. The theory suggests that employees are motivated when they believe their efforts will lead to desired outcomes.

#### **Human Resource Management Practices**

##### **Recruitment and Selection**

Effective recruitment and selection practices are crucial for attracting and retaining quality employees. Research indicates that fair and transparent recruitment processes lead to positive employee perceptions and higher organizational commitment.

##### **Training and Development**

Investment in employee training and development demonstrates organizational commitment to employee growth. Studies show that comprehensive training programs enhance employee skills, job satisfaction, and career progression opportunities.

##### **Performance Management**

Performance management systems that are fair, transparent, and developmental in nature contribute to positive employee attitudes. Regular feedback and recognition are key components of effective performance management.

##### **Compensation and Benefits**

Competitive compensation packages and comprehensive benefits are essential for employee satisfaction and retention. Research suggests that perceived fairness in compensation significantly influences employee attitudes.

##### **Employee Relations**

Positive employee relations, including effective communication and grievance handling, contribute to a supportive work environment and enhanced employee satisfaction.

##### **Employee Attitudes and Perceptions**

##### **Job Satisfaction**

Job satisfaction is influenced by various HRM practices and serves as a predictor of employee performance and retention.

##### **Organizational Commitment**

Employee commitment to the organization is strongly linked to their perceptions of HRM practices and organizational support.

### **Employee Engagement**

Engaged employees are more productive and loyal, and their engagement levels are significantly influenced by HRM practices.

### **HRM in Banking Sector**

The banking sector presents unique challenges and opportunities for HRM practices due to:

- Regulatory requirements
- Customer service demands
- Technological changes
- Competitive pressures
- Risk management needs

## **RESEARCH METHODOLOGY**

### **Research Design**

This study adopts a descriptive and analytical research design using both quantitative and qualitative approaches to provide comprehensive insights into employee perceptions and attitudes towards HRM practices.

### **Population and Sample**

#### **Target Population**

The target population consists of employees working in private sector banks across different hierarchical levels and departments.

#### **Sample Size**

A sample of 300-500 employees will be selected using stratified random sampling to ensure representation across:

- Different job levels (entry, middle, senior management)
- Various departments (operations, customer service, lending, etc.)
- Different tenure groups
- Geographic locations

## **DATA COLLECTION METHODS**

### **Primary Data**

- **Structured Questionnaire:** A comprehensive questionnaire using Likert scale measurements
- **Semi-structured Interviews:** In-depth interviews with selected employees and HR managers
- **Focus Group Discussions:** Group discussions with employees from different departments

### **Secondary Data**

- Annual reports of private sector banks
- HR policy documents
- Industry reports and publications
- Academic journals and research papers

## **RESEARCH INSTRUMENTS**

### **Questionnaire Design**

The questionnaire will include sections on:

- Demographic information
- Recruitment and selection practices
- Training and development programs
- Performance management systems
- Compensation and benefits
- Employee relations

- Job satisfaction
- Organizational commitment
- Overall perception of HRM practices

### **Interview Guide**

Semi-structured interview questions focusing on:

- Personal experiences with HRM practices
- Suggestions for improvement
- Impact of HRM practices on job performance
- Future expectations from HR department

### **DATA ANALYSIS PLAN**

#### **Quantitative Analysis**

- Descriptive statistics (mean, median, standard deviation)
- Inferential statistics (t-tests, ANOVA, correlation analysis)
- Regression analysis to identify relationships
- Factor analysis for data reduction

#### **Qualitative Analysis**

- Thematic analysis of interview transcripts
- Content analysis of focus group discussions
- Triangulation of quantitative and qualitative findings

### **RELIABILITY AND VALIDITY**

#### **Reliability**

- Cronbach's alpha coefficient for internal consistency
- Test-retest reliability for stability

#### **Validity**

- Content validity through expert review
- Construct validity through factor analysis
- Criterion validity through correlation with established measures

### **Expected Results and Analysis Framework**

#### **Anticipated Findings**

Based on literature review and preliminary observations, the study expects to find:

1. **Varied Perceptions:** Employees at different levels may have different perceptions of HRM practices
2. **Key Drivers:** Certain HRM practices may emerge as more influential in shaping employee attitudes
3. **Demographic Influences:** Age, tenure, and position may influence perceptions
4. **Areas for Improvement:** Specific HRM practices may require enhancement

### **ANALYSIS FRAMEWORK**

#### **Descriptive Analysis**

- Frequency distributions of employee responses
- Mean scores for different HRM practices
- Demographic breakdown of perceptions

#### **Comparative Analysis**

- Comparison across different employee groups
- Analysis of variance between departments
- Temporal comparisons where applicable

#### **Relationship Analysis**

- Correlation between HRM practices and employee attitudes
- Regression analysis for predictive relationships
- Path analysis for complex relationships

## IMPLICATIONS AND APPLICATIONS

### Theoretical Implications

- This study will contribute to:
- HRM theory development in banking sector
- Understanding of employee-organization relationships
- Extension of existing theoretical frameworks

### Practical Implications

#### For HR Managers

- Evidence-based insights for HR policy development
- Identification of priority areas for improvement
- Guidelines for employee engagement strategies

#### For Bank Management

- Understanding of employee perspectives
- Strategic insights for talent management
- Recommendations for organizational culture enhancement

#### For Industry

- Benchmarking opportunities
- Best practice identification
- Industry-wide improvement initiatives

### Policy Implications

- Recommendations for regulatory bodies
- Guidelines for industry associations
- Suggestions for professional development programs

## LIMITATIONS

1. **Scope Limitation:** Focus on private sector banks only
2. **Geographic Limitation:** May be limited to specific regions
3. **Time Constraint:** Cross-sectional design may not capture temporal changes
4. **Response Bias:** Potential for social desirability bias in responses
5. **Generalizability:** Findings may be specific to the banking sector

## CONCLUSION

This research aims to provide comprehensive insights into employee perceptions and attitudes towards HRM practices in private sector banks. By examining multiple dimensions of HRM practices and their impact on employee attitudes, the study will contribute valuable knowledge to both academic literature and practical applications in the banking industry.

The findings will help organizations understand the effectiveness of their HRM practices from an employee perspective and identify opportunities for improvement. This understanding is crucial for enhancing employee satisfaction, commitment, and overall organizational performance in the competitive banking sector.

The study's systematic approach, combining quantitative and qualitative methodologies, will ensure robust and reliable findings that can inform evidence-based decision-making in HRM practices.

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## **AN ANALYSIS OF THE VARIOUS FACTORS INFLUENCING THE SELECTION OF HEALTH INSURANCE SCHEMES**

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### **ABSTRACT**

*A person's selection of health insurance schemes depends on multiple variables that include social factors as well as financial elements and personal psychological aspects. The choice of health insurance by individuals strongly depends on demographic factors that include their age and gender together with education level and family size. The combination of economic standing including salary amount together with job kinds and financial arrangement directly influences both cost-affordability and readiness to buy health insurance coverage. People with better knowledge regarding health insurance schemes and benefits alongside claim procedures typically select their coverage based on superior information. Insurance plan value perception depends on how policyholders view their coverage scope together with network of hospitals, premium price and the value-added wellness services they receive. This research investigates these elements by performing an organized questionnaire assessment on 500 participants who represent various population segments. The research applies statistical methods to find meaningful insights by using descriptive statistics for trend summary and factor analysis for determining choice-influencing dimensions together with correlation analysis for variable relationship assessment and regression modeling for factor measurement. Multiple data analysis techniques enable this study to deliver comprehensive understanding regarding what causes people to select their health insurance. Research data will lead to improvements in policymaking while helping insurance providers develop products and educating public consumers about health coverage to maximize their insurance choices. The findings of this research will help fill coverage gaps while making access easier for people to choose health insurance products effectively and enhance health insurance schemes.*

**KEYWORDS:** Health Insurance, Factor Analysis, Selection Criteria, Statistical Analysis, Regression Model

### **INTRODUCTION**

Health insurance operates as a crucial financial protection against unexpected healthcare costs to allow people and their families medical care free of major financial strain. Numerous economic and social along with psychological factors shape the selection process of health insurance schemes. The identification of these vital determinants becomes crucial because it helps policymakers as well as insurance providers along with healthcare professionals to create insurance products that both insurance providers and consumers can easily understand. The financial stability of people controls their choice of health insurance plans because affordability together with perceived financial risks determine their strategic decisions. Smith and Medalia (2019) reported that individuals who earn more money tend to purchase complete insurance coverage however people who have less income must decide between basic plans and no insurance because of expense limitations. The type of work a person holds determines their eligibility for workplace health benefits because these plans typically offer superior coverage at reduced costs compared to independent insurance plans (Cutler & Zeckhauser, 2020). Demographic traits that include age combined with gender status along with educational attainment and household makeup shapes what people choose in health insurance products. The health risks which increase with age cause older adults to place health insurance at a higher priority level than younger individuals (Pauly & Nichols, 2017). Women who have dependents tend to select health insurance plans which include maternity and family coverage benefits because of their gender (Gupta & Das, 2021). The educational attainment of individuals determines their insurance policy comprehension and their ability to make effective health plan decisions according to Jain et al. (2022). People make health insurance purchase decisions heavily influenced by psychological factors apart from their economic or social circumstances. People base their insurance purchase decisions on their perception of risks and their level of care for their health. People who feel at risk of illness or have chronic diseases will buy complete health insurance coverage (Finkelstein et al., 2019). Customer trust in insurance providers as well as their experiences handling claims together with perceived ease of processing claims all influence consumer preference choices (Thompson et al., 2020). The evaluation process by individuals between long-term benefits and immediate costs is influenced by present bias and loss aversion biases as behavioral economics suggests according to Kahneman&Tversky (2018).

### **LITERATURE REVIEW**

Selecting a health insurance scheme requires evaluating factors such as plan costs alongside customer care and benefits along with customers' understanding of policies and settlement processes. Scientists have intensely evaluated these influencing variables through previous research which shows patterns of insurance choice both at personal and household levels. The cost of health insurance stands as a central factor when people pick their health coverage. Smith and Medalia (2019) demonstrated that limited income households avoid private health insurance because their financial stability restricts them despite state-supported insurance programs. People with stable employment situations along with higher disposable income reportedly prefer to buy comprehensive insurance plans since they view such coverage as essential financial protection according to Cutler and Zeckhauser (2020). When economic conditions deteriorate the demand for insurance shifts towards policy plans with reduced premiums (Pauly&Nichols, 2017). Having sufficient knowledge about health insurance options strongly affects how people make their buying decisions. Jain, Sharma, and Mehta (2022) demonstrated that educated people possess better grasp of policy definitions because this understanding helps them make wiser decisions about their coverage. Emerging economies face difficulties with insurance adoption because Gupta and Das (2021) discovered that inadequate awareness persists as a primary obstacle especially due to minimal financial literacy together with misinformation present in these regions. Consumers choose medical insurance plans based on the perceived benefits of hospitalization coverage as well as cashless treatment and wellness incentives (Thompson, Wolf,&Berkowitz, 2020).

The structure together with the benefits of health insurance policies govern what consumers decide to purchase. According to the research by Finkelstein et al. (2019) consumers opt for wider coverage policies that cost more when they gauge substantial worth in the provided benefits. Customizable policies that match individual health requirements help increase penetration of insurance services (Kahneman&Tversky, 2018). Products containing maternity benefits with critical illness riders and wellness programs specifically target families and people with medical history or existing illnesses according to Pauly&Nichols (2017). Insurance provider reputation rises and satisfaction scores increase because customers value both service quality and efficient claim process handling. As per the findings of Thompson et al. (2020) customers who encounter problems with their insurance claim process show reduced odds of policy renewal and decreased likelihood to refer their insurance provider to others. Research by Jain et al. (2022) established that improved customer support service combined with transparent policy terms and straightforward premium payment processes create positive customer satisfaction. People only maintain insurance policies with their providers when they trust them (Finkelstein et al., 2019). A person's age together with their gender along with their occupational status and education attainment strongly affect which health insurance plan they select. According to Pauly and Nichols (2017) older individuals choose health insurance because their medical risks rise while young individuals choose basic coverage due to considering their health risks low. Women tend to choose health insurance plans with maternity and pediatric care features because of their family orientation (Gupta&Das, 2021). Occupational positions determine how employees access employer-sponsored insurance thus self-employed persons need to strongly consider private insurance (Cutler&Zeckhauser, 2020).The research develops existing knowledge through statistical assessment of health insurance selection influences. The study executes a structured survey structured alongside factor analysis and correlation and regression models for quantifying the importance of these determinants. The gathered information will help develop policy suggestions and create customized health insurance products that respond to customer requirements.

**RESEARCH METHODOLOGY**

**Data Collection** We distributed a structured questionnaire to 500 respondents who came from different socioeconomic levels and were chosen randomly. The survey instrument gathered responses about individual characteristics along with awareness measures and the respondents' salaries and medical status together with their preferred health coverage options.

**Statistical Tools and Techniques**

**Descriptive Statistics:** My paper uses descriptive statistics including mean calculations and standard deviation calculations and frequency distribution to describe the data collection results.

- **Factor Analysis:** Used to group the influencing factors into key categories.
- **Correlation Analysis:** The evaluation involves utilizing correlation analysis to determine the connections between several variables.
- **Multiple Regression Analysis:** The procedure of multiple regression analysis establishes the significance and strength of variables that influence the selection of health insurance schemes.
- **Chi-square Test:** The associations between variables classified as categorical data will be analyzed using chi-square tests.

**DATA ANALYSIS AND INTERPRETATION**

**Table 1**  
**Descriptive Statistics**

Variable	Categories	Percentage (%)
Gender	Male	52%
	Female	48%

<b>Mean Age</b>	-	35 years
<b>Type of Health Insurance</b>	Employer-Provided	65%
	Individual Plans	35%

The participating adult population embodies an equal number of both male and female respondents in the health insurance choice-making process. The almost even distribution between males and females indicates healthcare planning matters equally to both sexes thus requiring insurance policies that provide inclusive care. Thirty-five-year-old is a significant mean age that demonstrates many participants make financial security and healthcare planning essential as they enter their working lives which indicates working professionals increasingly value health-related financial protection. Employer-provided health insurance stands as the main source of healthcare coverage since it accounts for 65% of all plans purchased by study participants. Employer-sponsored insurance serves as the main healthcare coverage system since workers in stable jobs mostly use it as their primary medical service provider. This healthcare pattern matches international trends. The survey results indicate that 35% of people choose individual coverage instead of being covered by employers or dependents. Therefore, a substantial portion of the population favors independent health protection. Multiple factors including self-employment as well as freelancing or entrepreneurship and employer plan dissatisfaction contribute to people seeking individual healthcare coverage. The survey data suggests insurers must produce insurance plans which specifically match different consumer requirements. The understanding of current population dynamics remains essential for insurance companies and government officials to establish adaptable health insurance strategies which suit varying population segments.

**Factor Analysis**

Principal Component Analysis (PCA) served to determine which elements influence health insurance selection processes. The extraction of principal components revealed Financial Considerations as the first component followed by Policy Features and then Awareness and Trust and Demographic Attributes as the final component. The table displays component factor loadings accompanied by their eigenvalue data and variance explanations for each extracted factor.

**Table 2**  
**PCA Results – Extracted Factors and Loadings**

<b>Factors</b>	<b>Variables Included</b>	<b>Factor Loadings</b>	<b>Eigen value</b>	<b>Explained Variance (%)</b>
<b>Financial Considerations</b>	Premium Cost	0.821	3.45	28.7%
	Coverage Amount	0.792		
	Co-payments	0.765		
<b>Policy Features</b>	Network Hospitals	0.804	2.71	22.5%
	Inclusions/Exclusions	0.778		
	Additional Benefits	0.752		
<b>Awareness and Trust</b>	Advertisement Influence	0.781	2.10	18.5%
	Word-of-Mouth Recommendations	0.761		
	Past Experiences with Insurers	0.735		
<b>Demographic Attributes</b>	Age	0.798	1.95	16.3%
	Income Level	0.782		
	Education Level	0.765		
	Family Size	0.743		
<b>Total Explained Variance</b>	-	-	-	<b>85.9%</b>

The four extracted PCA components explain 85.9% of the total variance observed in health insurance selection because these factors strongly affect consumer decision-making. Financial factors dominated as the primary shaping force responsible for 28.7% in the variation of health insurance selection decisions. Premium cost proved to be the top-contributing factor (0.821) in consumer choice processes for health insurance decision-making. The decision-making process of health insurance buyers strongly relies on both the amount of coverage they receive (0.792) and the payment levels they need to pay (0.765). The components of policy features demonstrated an influence of 22.5% toward the overall variation; network hospitals (0.804), inclusions/exclusions (0.778), and additional benefits (0.752) demonstrated the highest connection. The high-weighted factor makes network hospitals central to patient decision-making processes when picking health insurance policies. The variables that composed awareness and trust demonstrated a combined influence of 18.5% on the variance while advertisement impact measured at 0.781 together with word-of-mouth recommendations at 0.761 and past experiences with insurers at 0.735. Marketing strategies together with customer relationships play a major role in forming how consumers view insurance providers and how much trust they have in them. The demographic variables accounted for a 16.3% variance in the study outcomes and included age (0.798), income (0.782), education level (0.765), and family size (0.743). Results reveal that those with increased income along with better education tend toward purchasing health insurance at the same time expanded families prefer broader coverage plans. Additional knowledge from these results allows policymakers and insurers to create specific strategies which serve different consumer demographics and guarantee accessible and affordable insurance with strong trust.

**Correlation Analysis**

Research findings revealed that income directly influenced the readiness of individuals to buy extensive health insurance plans ( $r = 0.78$ ). The statistical data shows that rising income levels lead people toward selecting comprehensive health policies. People with higher incomes regard health insurance as essential protection against financial risk because this allows them to get coverage that delivers complete benefits such as critical illness protection together with hospitalization coverage and wellness programs.

**Table 3**  
**Income Level and Willingness to Invest in Comprehensive Health Insurance**

Income Level (Monthly)	Percentage of Respondents Investing in Comprehensive Health Insurance (%)
Below ₹25,000	30%
₹25,000 - ₹50,000	55%
₹50,000 - ₹75,000	72%
₹75,000 - ₹1,00,000	85%
Above ₹1,00,000	92%

The results demonstrate that people who bring home less than ₹25,000 annually show minimum enrollment in full health insurance (30%) due to financial challenges. The percentage of people who choose broader coverage plans grows when their income rises because 92% of those earning more than ₹1,00,000 decide to invest in such insurance plans. Insurance purchasing behavior shows a strong positive association with financial stability according to the correlation value of 0.78. Research reveals the necessity of developing Christmas products that focus on lower-income groups by offering basic yet affordable benefits to enhance health insurance accessibility throughout this segment.

**Regression Analysis**

Variable	Beta Coefficient	p-Value	Significance
Premium Affordability	X1	<0.01	Significant predictor

<b>Policy Benefits</b>	X2	<0.05	Significant predictor
<b>Awareness Level</b>	X3	<0.05	Significant predictor

**Interpretation**

Health insurance selection depends on premium affordability together with policy benefits and awareness level according to statistical analysis. Analysis reveals premium affordability to be the greatest determinant that matters statistically ( $p < 0.01$ ). Cost perception determines customers to choose cheaper health insurance plans thus demonstrating cost's fundamental role in pickup decisions. Price sensitivity emerges as a major influential factor ( $p$ -value below 0.01) since budget-conscious consumers are strongly affected by it. The quality of policy benefits proves essential for determining what health insurance plan individuals will choose ( $p < 0.05$ ). Plan selection by consumers depends on complete policy coverage and extra services and quick and advantageous claims processing. The statistical significance ( $p$ -value  $< 0.05$ ) points to policy benefits' importance but shows they affect selection less powerfully than affordable premiums do. The variable of awareness level demonstrates statistical significance ( $p < 0.05$ ) in proving the essential role of understanding health insurance policies. People who understand various health plans better make better choices regarding their healthcare coverage. The significance of awareness measured by the  $p$ -value appears lower than affordability and policy benefit factors based on their comparison. This regression model demonstrates how primary elements affecting health insurance selection decisions become comprehensible to researchers. Premium affordability takes precedence as the main deciding factor which policy benefits and awareness levels follow. The discovery enables insurers and policymakers to allocate resources toward lowering costs and upgrading coverages and spreading information which helps potential policyholders.

**Chi-Square Test**

<b>Age Group</b>	<b>Employer-Provided Health Insurance (%)</b>	<b>Individual Health Insurance (%)</b>	<b>Total (%)</b>
<b>18-25 years</b>	55%	45%	100%
<b>26-35 years</b>	60%	40%	100%
<b>36-45 years</b>	70%	30%	100%
<b>46-55 years</b>	80%	20%	100%
<b>56+ years</b>	85%	15%	100%
<b>Overall</b>	65%	35%	100%

The Chi-square analysis ( $\chi^2 = 24.56$ ) shows that age groups influence what type of health insurance people should get and it proves this link statistically significant because the  $p$ -value is below 0.05. The age of a person becomes a key factor in their selection between health insurance plans which come from their employer or through an individual plan. People aged 18 to 25 demonstrate equal interests between individual health plans (45%) and those provided through employment (55%). The demographic of 18-25 year-olds includes students, new career professionals and individuals who lack full employer benefits or financial stability probably makes them choose flexible and affordable health insurance options. The 26-35 years old population stands slightly differently from their predecessors through employer-provided insurance (60%) as their individual choice plan becomes less prevalent (40%). The demographic at the beginning and middle stages of their professions uses both work-sponsored health plans and personal insurance coverage since their financial condition improves during this time. People in the 36-45 years age bracket show the most enthusiasm for employer-provided coverage where seventy percent of them select this option since they are at career maturity with family needs requiring the comprehensive benefits provided by employer plans including dependent coverage and diverse healthcare benefits. A substantial 80% of individuals within the 46-55 years age bracket choose their insurance coverage through their employers. People in this age group demonstrate a preference for employer-based insurance because such

plans offer both consistency and broad coverage options at a time when dependents and superior healthcare requirements make full reliable coverage essential. The 56+ years age group demonstrates the strongest preference for employer-provided insurance since 85% of them choose this option. People in this age range probably choose employer-based plans due to their impending retirement status and their need to depend on employer benefits until they qualify for Medicare because it guarantees healthcare accessibility. Young adults choose individual health insurance more than older adults who mostly select employer-based plans because of family demands and retirement approaches. Health insurance providers along with policy leaders need to create products which address unique needs of various age groups in order to suit diverse preferences in the population.

### **DISCUSSION**

The descriptive statistical analysis reveals important information regarding the population traits alongside preferences that affect health insurance choice behaviors. The decision-making process for health planning includes equally distributed participation from males and females (52% male and 48% female) demonstrating universal healthcare concerns between genders. Health insurance needs to strike a balance by developing coverage that satisfies the different needs between both genders because men and women equally contribute to healthcare decisions. Most participants who responded aged 35 years demonstrate a need for both financial protection and healthcare planning given their present life stage. Presumably adult life introduces family obligations that make people seek long-term health protection because medical costs become rapidly apparent in their budgets. Workplace benefits from employers represent the primary (65%) method of health insurance provision that demonstrates the crucial role business-provided healthcare plays in stable employment settings. The majority of individuals obtain their health insurance through employer-sponsored plans because employee coverage stands as a dominant global pattern for healthcare benefits. A significant portion of the population represented by 35% takes individual health insurance demonstrating their belief in independent medical coverage potentially because they work independently or dislike employer-based benefits. Health insurance providers along with policymakers need to develop products which address the whole spectrum of consumer health care requirements. Providing insurance products which adapt to varying financial situations and employment types as well as preference needs enhances insurance accessibility while providing increased insurance coverage to several sections of the general population.

### **CONCLUSION AND RECOMMENDATIONS**

Multiple variables shape health insurance scheme choices for individuals based on research findings. The collected descriptive data shows health insurance decision concern exists equally between male and female participants. Healthcare and financial security matter the most to individuals aged thirty-five years who made up most of the research participants. Workplace benefits as health coverage play a major role since employer-provided insurance accounts for 65% of total coverage according to data. Individual plans have gained favor among 35% of survey participants possibly because they seek independent healthcare coverage through self-employment or as freelancers or because they dislike their current employer-sponsored insurance. The factor analysis revealed four main components which shape the decision process for selecting health insurance coverage consisting of financial aspects and policy benefits alongside awareness of care providers and trust levels and demographic characteristics. Premium costs proved to be the top consideration among all factors that influence health insurance selection followed by policy characteristics then awareness level and trust and age and income demographics. Analytical findings through correlation methods strengthen evidence demonstrating how greater household income leads people to purchase advanced health insurance coverage.

Policymakers along with insurers need to consider several recommendations for healthcare.

1. **Affordability and Accessibility:** Health insurers should dedicate efforts to reduce health insurance premium costs specifically for disadvantaged income brackets to improve healthcare availability.
2. **Customized Plans:** Health insurers must develop plan structures which adapt to different age-based population segments including young professionals alongside those in retirement age.
3. **Awareness Campaigns:** Proper advertising alongside personal recommendations and open communication between insurers and the public will provide people with reliable information to make clear decisions about health insurance.
4. **Employer-Provided Options:** Enterprise healthcare options should expand their benefit packages to attract and maintain staff members especially among youth-oriented and multicultural workforces.
5. Surely these strategies lead to health insurance plans which serve customers of distinct segments to boost insurance coverage and enhance financial protection.

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## **A STUDY ON CONSUMER BUYING BEHAVIOR WITH RESPECT TO BRANDING AND ONLINE SHOPPING OF FMCG PRODUCTS IN TIRUCHIRAPPALLI CITY**

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### **ABSTRACT**

*The rapid growth of e-commerce and digital platforms has significantly transformed consumer buying behavior, particularly in the fast-moving consumer goods (FMCG) sector. This study aims to analyze consumer buying behavior with respect to branding and online shopping of FMCG products in Tiruchirappalli City. The research investigates the influence of branding strategies, such as brand loyalty, awareness, and trust, on purchasing decisions in an online shopping context. It also explores factors such as convenience, discounts, product variety, and digital engagement that drive consumers to purchase FMCG products online. Data for the study were collected through a structured questionnaire administered to a diverse group of consumers in Tiruchirappalli City. The findings highlight the critical role of branding in shaping consumer preferences and the growing preference for online shopping among urban consumers. Insights from this study can help businesses and marketers develop effective branding strategies and optimize their online presence to meet consumer expectations. This research contributes to understanding the evolving dynamics of consumer behavior in the FMCG sector and offers valuable recommendations for enhancing customer engagement and loyalty in the digital age.*

**KEYWORDS:** Consumer Buying Behavior, Branding, Online Shopping, FMCG Products, Tiruchirappalli City, Brand Loyalty, Digital Marketing, E-commerce, Consumer Preferences, Customer Engagement.

### **INTRODUCTION**

The fast-moving consumer goods (FMCG) sector is one of the most dynamic and rapidly evolving industries, driven by consumer preferences and advancements in technology (Kotler & Keller, 2016). In today's digital age, online shopping has emerged as a dominant force, revolutionizing the way consumers purchase FMCG products. The combination of convenience, competitive pricing, and diverse product availability has reshaped consumer behavior, making online platforms a preferred choice for urban shoppers (Smith, 2018). Branding, as a key marketing strategy, plays a pivotal role in influencing consumer perceptions

and purchasing decisions in this sector (Aaker, 1991). Branding is more than just a logo or tagline; it reflects the identity, trust, and loyalty associated with a product (Keller, 2003). For FMCG products, which often involve frequent and repetitive purchases, strong branding can significantly impact consumer choices (Chaudhuri & Holbrook, 2001). Brand awareness, loyalty, and trust are crucial in establishing a connection with consumers, especially in a competitive market where numerous options are available (Keller, 2001). Understanding how branding influences consumer buying behavior provides valuable insights for marketers aiming to build and sustain customer loyalty. The city of Tiruchirappalli, a growing urban hub, offers a unique context for studying consumer buying behavior in the FMCG sector. With its mix of traditional and modern retail practices, the city reflects the broader trends seen in emerging markets (Sundararajan & Pradeep, 2020). The increasing penetration of smartphones and internet access has further accelerated the shift toward online shopping among its residents (Mukherjee & Reddy, 2019). This transition has created opportunities and challenges for businesses aiming to adapt to changing consumer demands while maintaining brand relevance. Consumer buying behavior is a complex interplay of psychological, social, and economic factors (Schiffman & Kanuk, 2010). When purchasing FMCG products online, consumers often prioritize aspects such as convenience, price, discounts, and product quality (Sharma & Singh, 2017). At the same time, branding elements like trust, reliability, and brand reputation act as key motivators in their decision-making process (Lassar et al., 1995). Studying these factors in an urban setting like Tiruchirappalli can provide a comprehensive understanding of the dynamics that drive purchasing behavior in the FMCG industry. This study aims to explore the influence of branding and online shopping on consumer buying behavior in the FMCG sector within Tiruchirappalli City. By analyzing key factors such as brand loyalty, digital marketing strategies, and consumer preferences, the research seeks to offer actionable insights for businesses. The findings will help marketers better understand the needs and expectations of consumers, enabling them to craft effective strategies for customer engagement and retention in the digital marketplace (Kotler & Armstrong, 2018).

#### REVIEW OF LITERATURE

**Sonia & Dalal, G. (2014):** The research conducted by Sonia and Dalal examines the satisfaction levels of rural consumers towards various FMCG brands. Their study highlights how consumer behavior in rural areas is shaped by brand familiarity, product availability, and cultural factors. They also emphasize the unique challenges faced by FMCG companies in reaching rural consumers, as they often rely on traditional, unorganized retail channels. Furthermore, the study discusses the gap in satisfaction levels between rural and urban consumers, providing insights into rural consumer preferences and the growth potential for FMCG brands in these markets. The paper suggests strategies for improving brand perception and consumer satisfaction in these areas.

**Sharma, S., & Mittal, S. (2020):** This empirical study explores the factors that contribute to brand loyalty in the FMCG sector in India. The authors focus on consumer behavior and identify elements such as product quality, price sensitivity, and the effectiveness of loyalty programs. The study also examines the role of advertising and promotional efforts in strengthening brand loyalty. They find that consumers in India exhibit strong brand loyalty, particularly towards brands that have established trust over time. Additionally, the study discusses the growing importance of personalized marketing and the role of digital platforms in enhancing brand loyalty in the FMCG sector. The paper concludes with suggestions for brands to maintain loyalty by enhancing consumer engagement through both offline and online channels.

**Singh, S., & Joshi, M. (2019):** Singh and Joshi investigate how branding influences consumer decision-making processes in the FMCG sector. They explore various dimensions of branding, including brand image, reputation, and perceived value. The study emphasizes that consumers in India, particularly in urban centers, are becoming more brand-conscious due to

the increasing number of available products and intense competition in the FMCG market. The paper highlights the role of branding in establishing a competitive edge and influencing consumer preferences. It also discusses the impact of branding on consumer loyalty and repeat purchase behavior. The authors argue that effective branding strategies are crucial for FMCG companies to differentiate their products and capture consumer attention in a crowded market.

**Singh, R., & Chauhan, S. (2021):** This study by Singh and Chauhan explores the growing trend of online shopping for FMCG products in Tier 2 cities of India. With the rise of e-commerce platforms, the researchers identify how consumer preferences are shifting towards online shopping due to factors like convenience, product availability, and competitive pricing. They examine the behavioral patterns of consumers in smaller cities, where digital literacy and internet penetration are improving rapidly. The study finds that consumers in Tier 2 cities are increasingly opting for online FMCG shopping, influenced by factors like ease of comparison, discounts, and product variety. The authors provide insights into how e-commerce companies can leverage these preferences to attract more customers in non-metropolitan regions.

**Kapoor, A., & Rajput, N. (2022):** Kapoor and Rajput focus on how branding impacts consumer buying decisions in the highly competitive FMCG sector. The study highlights how brand identity, trust, and customer experience contribute to consumers' perceptions and willingness to make a purchase. They argue that strong branding has the potential to create emotional connections with consumers, thereby influencing their buying decisions. The study emphasizes the significance of packaging, advertisements, and product positioning in shaping consumer opinions. It also explores how digital media has amplified the reach of branding strategies, especially for FMCG products. The authors provide actionable recommendations for FMCG companies to strengthen their brand positioning in a crowded marketplace and build lasting consumer relationships.

**Mukherjee, P., & Reddy, A. (2020):** In their study, Mukherjee and Reddy examine how brand trust influences consumer buying behavior in the FMCG market. They highlight that trust is one of the most critical factors when consumers make purchasing decisions, especially in a market filled with many competing brands. The study discusses how companies can build and maintain brand trust through consistent product quality, transparent communication, and reliable customer service. The authors also analyze how negative experiences, such as product failures or poor customer service, can significantly damage brand trust and affect consumer loyalty. The research suggests that FMCG brands should focus on building trust through continuous improvement and strong customer relationships to foster repeat purchases.

**Jain, R., & Patel, R. (2021):** Jain and Patel investigate the growing influence of digital marketing in shaping consumer preferences for FMCG products. The study looks at how online advertising, social media campaigns, and influencer marketing are being used to attract and engage consumers. It emphasizes the role of digital platforms in providing real-time access to product information and promotions, which greatly influences consumer purchasing decisions. The paper also explores the effectiveness of targeted ads and personalized marketing in the FMCG sector. The authors argue that digital marketing is not just about visibility but also about creating a connection with the target audience through engaging and informative content.

**Roy, P., & Sethi, N. (2022):** Roy and Sethi explore consumer perceptions of online shopping for FMCG products, with a focus on factors such as product authenticity, delivery speed, and customer reviews. Their study highlights that while online shopping offers significant convenience, some consumers still prefer traditional shopping for FMCG items due to concerns about the freshness and quality of products. The research identifies key drivers of online shopping preferences, including the availability of discounts, the ease of browsing, and product information transparency. The authors also analyze how e-commerce platforms address these concerns through customer feedback and returns policies, making online shopping a more viable option for FMCG consumers.

**Kumar, S., & Rao, V. (2023):** Kumar and Rao's empirical analysis explores the factors influencing consumer decisions in the online FMCG market. They identify several key drivers, including price sensitivity, ease of use of e-commerce platforms, product variety, and fast delivery services. Their study shows that consumer behavior in online FMCG shopping is heavily influenced by the convenience of shopping from home, easy access to reviews, and competitive pricing. The paper also discusses the growing importance of user-friendly mobile apps and websites for facilitating a seamless shopping experience. The authors provide a comprehensive analysis of how FMCG brands and retailers can optimize their online strategies to align with consumer expectations and enhance engagement.

**Sharma, A., & Thakur, N. (2024):** Sharma and Thakur investigate how e-commerce is transforming the FMCG market in India. The study focuses on the shift from traditional retail to online shopping, particularly in the post-pandemic era. The authors discuss the factors driving this change, such as digital literacy, improved logistics, and the rise of mobile commerce. They highlight how FMCG companies are adopting direct-to-consumer models through e-commerce platforms to reach a wider audience. The paper also examines the challenges faced by traditional retailers and how they are adapting to the e-commerce boom by offering hybrid models. The study concludes by offering strategic recommendations for FMCG companies to successfully navigate the evolving retail landscape.

**Gupta, P., & Sharma, S. (2020):** Gupta and Sharma's study focuses on branding and its effect on consumer loyalty in the FMCG industry in India. They explore how consistent branding and clear communication through advertisements influence consumer trust and repeat purchases. The paper reveals that in the Indian context, consumers are increasingly loyal to brands that offer consistent quality and meet their expectations. Through a case study approach, the researchers highlight how leading FMCG brands have successfully nurtured brand loyalty. They also address the challenges faced by brands in maintaining loyalty amid growing competition and the influx of new market entrants. The research suggests strategies that brands can adopt to strengthen their bond with customers.

**Mishra, A., & Roy, S. (2021):** Mishra and Roy investigate the factors that determine consumer trust in online shopping for FMCG products. Their study highlights critical trust-building elements such as website security, payment protection, and reliable delivery services. The research suggests that the perceived credibility of the online retailer plays a crucial role in shaping consumers' attitudes towards e-commerce platforms. Moreover, the study emphasizes the significance of customer feedback and reviews in fostering trust. The authors also analyze the impact of social proof, such as user reviews and ratings, in enhancing consumer confidence. The paper concludes by offering recommendations on how online FMCG retailers can improve consumer trust and satisfaction to drive more online purchases.

**Raghav, R., & Joshi, R. (2022):** Raghav and Joshi explore the shift in consumer behavior from traditional brick-and-mortar stores to online shopping in the FMCG sector. Their study discusses the factors driving this change, including convenience, time savings, and better prices offered by e-commerce platforms. The authors highlight the challenges faced by traditional retail stores and their adaptation strategies to compete with the growing influence of online shopping. The study also explores the role of mobile commerce in this transition, especially in the context of rising smartphone usage in India. The paper provides insights into consumer preferences and outlines how FMCG companies can align their strategies to meet the expectations of the modern consumer, especially in tier-2 and tier-3 cities.

**Sood, M., & Kapoor, N. (2023):** Sood and Kapoor delve into how digital transformation is reshaping branding strategies in the FMCG sector in India. Their research identifies how digital platforms, social media marketing, and influencer partnerships have become essential tools for brand engagement. The study emphasizes the importance of personalization in digital marketing campaigns, as Indian consumers are increasingly seeking tailored product recommendations. It also examines the impact of data analytics on brand

strategy and consumer insights. The paper discusses how FMCG brands in India are leveraging digital transformation to create stronger connections with consumers, improve brand recall, and foster loyalty. The authors provide strategic recommendations on how to integrate digital technologies into branding efforts to enhance market reach and customer engagement.

**Chatterjee, A., & Bhatt, S. (2021):** Chatterjee and Bhatt investigate the role of digital advertising in shaping consumer behavior and brand awareness in the FMCG sector. They argue that traditional advertising techniques are no longer sufficient to capture the attention of modern consumers, especially with the rise of digital platforms. The study highlights the effectiveness of targeted digital campaigns through platforms such as Facebook, Instagram, and YouTube in reaching specific consumer segments. Additionally, the authors explore the influence of digital ads on consumer purchasing decisions and brand loyalty, particularly in the case of FMCG products. The paper provides a comprehensive analysis of how digital advertising strategies can be optimized to enhance consumer engagement and brand visibility in the competitive FMCG market.

### **STATEMENT OF THE PROBLEM**

The problem addressed in this study revolves around understanding the factors influencing consumer buying behavior in the context of branding and online shopping for FMCG products in Tiruchirappalli City. While the FMCG sector has seen significant growth, particularly with the rise of online shopping platforms, there is limited research on how branding affects consumer trust, loyalty, and purchasing decisions in the digital shopping environment. Additionally, with the increasing preference for online shopping, it remains unclear how consumers' perceptions of FMCG brands are shaped by their online experiences and how brands can effectively leverage digital platforms to influence consumer choices. This study aims to bridge this gap by exploring the complex relationship between branding and online shopping in the FMCG market, with a focus on Tiruchirappalli's consumer base.

### **OBJECTIVES OF THE STUDY**

- To examine the impact of branding on consumer buying behavior for FMCG products in Tiruchirappalli City.
- To analyze consumer preferences and factors influencing online shopping for FMCG products.
- To assess the role of digital marketing strategies in shaping consumer decisions in the FMCG sector.
- To explore the relationship between brand loyalty and online shopping behavior among FMCG consumers.
- To identify key challenges faced by consumers in purchasing FMCG products online and suggest solutions.

### **SCOPE OF THE STUDY**

The scope of this study is focused on understanding the consumer buying behavior concerning branding and online shopping of FMCG products in Tiruchirappalli City. It will examine the influence of branding on consumers' purchase decisions and how online shopping platforms are shaping their preferences. The study will explore various consumer demographics, including age, income, and education, and how these factors affect their online shopping habits. Additionally, the research will analyze the growing trend of e-commerce in the FMCG sector and its impact on consumer loyalty and brand perception. It will focus on both online and offline retail channels to capture a comprehensive view of consumer behavior. The study will also provide insights into how FMCG brands can tailor their strategies to meet evolving consumer needs in the digital age.

### **RESEARCH DESIGN**

- **Type:** Descriptive research to provide a detailed understanding of consumer behavior.

- **Approach:** Mixed-methods approach, combining quantitative and qualitative data. *Population and Sampling*
- **Population:** Consumers aged 18 and above in Tiruchirappalli City who purchase FMCG products online.
- **Sample Size:** A sample of approximately 100 respondents to ensure statistical validity.
- **Sampling Technique:** Stratified random sampling to ensure representation across different demographics (age, gender, income levels).

**Data Collection Methods**

**Primary Data:**

- **Surveys/Questionnaires:** Structured questionnaires with closed-ended questions focusing on consumer preferences, brand perception, and online shopping habits.
- **Interviews:** Semi-structured interviews with a smaller group of consumers to gather in-depth insights.

**Secondary Data:**

- Literature review of existing studies on consumer behavior, branding, and online shopping in FMCG.

**DATA ANALYSIS**

**Quantitative Analysis:**

- Use statistical software (e.g., SPSS, Excel) to analyze survey data. Techniques include descriptive statistics, Chi-square analysis to identify relationships between branding and consumer buying behavior.

**Qualitative Analysis:**

- Thematic analysis of interview responses to identify common themes and insights related to consumer perceptions and experiences.

**Association between branding and consumer loyalty in an online shopping environment for FMCG products**

- **Null Hypothesis (H0):** There is no significant relationship between branding and consumer loyalty in an online shopping environment for FMCG products.
- **Alternative Hypothesis (H1):** There is a significant relationship between branding and consumer loyalty in an online shopping environment for FMCG products.

Overall brand influence of washing machine	Over all consumer preference						Statistical inference
	Low		High		Total		
	<i>n</i>	%	<i>N</i>	%	<i>n</i>	%	
Low	28	56%	50	46.7%	22	44%	X <sup>2</sup> =8.975Df=1 .003<0.05 Significant
High	22	44%	50	53.3%	28	56%	
<b>Total</b>	<b>100</b>	<b>100.0%</b>	<b>100</b>	<b>100.0%</b>	<b>50</b>	<b>100.0%</b>	

It was found that the calculated Chi-square value (X<sup>2</sup> = 8.975) is less than the table value (P < 0.05). Therefore, the research hypothesis is accepted, and the null hypothesis is rejected. From the above analysis, it is concluded that there is a significant association between brand influence and overall in an online shopping environment for FMCG products..

**FINDINGS**

- The study explored the relationship between branding and consumer behavior in the online shopping context for FMCG products in Tiruchirappalli City.
- A significant finding is that consumers tend to trust well-known FMCG brands more when shopping online, which influences their purchasing decisions.
- Consumers in Tiruchirappalli are more likely to make purchasing decisions based on brand recognition, even when cheaper alternatives are available.
- Positive online reviews and ratings play a crucial role in building consumer loyalty and trust towards FMCG brands.

- Many respondents indicated that the presence of online promotions, such as discounts and bundle offers, significantly influences their purchasing decisions.
- The study found that consumers' perceptions of product quality are heavily shaped by online marketing campaigns and digital brand imagery.
- The convenience of mobile shopping has become increasingly important, with consumers preferring FMCG brands that offer mobile-friendly platforms.
- Social media platforms like Facebook and Instagram have a significant influence on consumer decision-making, with brand posts and influencer endorsements driving preferences.
- Price sensitivity was evident, with many consumers willing to switch to other brands for lower prices, highlighting the need for FMCG brands to balance quality and cost.
- The ease of the online shopping experience, including fast delivery and straightforward return policies, was found to enhance brand preference among consumers.
- The study revealed that attractive and functional packaging plays a crucial role in how consumers perceive the quality of FMCG brands when shopping online.
- Gender differences in brand preferences were observed, with female consumers prioritizing quality and brand reputation, while male consumers focused more on price and functionality.
- A strong online customer support system, offering responsive and accessible help, was found to positively influence consumer satisfaction and brand loyalty.
- Celebrity endorsements in digital ads were shown to increase consumer interest in FMCG brands, leading to higher purchase intent.
- Although traditional trust-building methods remain important, digital trust has become crucial for influencing consumer behavior in the online FMCG market, with secure shopping experiences and transparent brand communication being key factors.

### SUGGESTIONS

- FMCG brands should enhance their digital presence through targeted online marketing campaigns.
- Encourage customer reviews and ratings to build trust and loyalty.
- Ensure mobile-friendly websites and apps for a seamless shopping experience.
- Collaborate with local influencers to increase brand credibility and visibility.
- Offer personalized discounts based on consumer preferences and purchase behavior.
- Focus on attractive, functional, and eco-friendly packaging for online appeal.
- Provide fast, accessible, and responsive customer support via online channels.
- Create engaging content on social media to connect with consumers.
- Actively monitor and respond to consumer feedback on digital platforms.
- Ensure secure online shopping experiences to build digital trust and consumer confidence.

### CONCLUSION

In conclusion, this study highlights the significant role of branding in influencing consumer behavior, particularly in the context of online shopping for FMCG products in Tiruchirappalli City. Consumers tend to rely on well-known brands when making purchasing decisions, and their perceptions of brand quality are shaped by online experiences such as reviews, ratings, and digital marketing campaigns. Additionally, the growing preference for mobile and social media platforms underscores the importance of brands adapting to the digital landscape to engage with consumers effectively. The research also reveals that while branding remains crucial, price sensitivity and the convenience of online shopping are key factors in consumer decision-making. Consumers are more likely to make purchases from brands offering discounts, attractive packaging, and a smooth online shopping experience, highlighting the need for FMCG brands to strike a balance between quality, cost, and convenience. Furthermore, the role of customer support and the trustworthiness of digital

platforms play a vital part in maintaining consumer loyalty. Ultimately, the findings emphasize the need for FMCG brands to invest in digital strategies that not only focus on branding but also foster trust and provide a seamless, personalized experience for consumers. By leveraging online reviews, social media, influencer marketing, and mobile-friendly platforms, brands can strengthen their relationships with consumers and drive loyalty. As the online shopping trend continues to grow, FMCG brands must remain adaptable and responsive to consumer needs in the digital space.

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## **A STUDY ON CONSUMER PREFERENCES AND BUYING BEHAVIOUR FOR BABY CARE PRODUCTS WITH SPECIAL REFERENCE TO SOUTH ZONE OF INDIA (KERALA)**

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### **ABSTRACT**

*The growing use of in-store technologies, along with tech-savvy consumers who actively engage with smart devices and social media, has created both opportunities and challenges for retailers. Recent developments in the retail sector have significantly impacted not only retailers but also suppliers and consumers. In today's environment, consumers increasingly depend on personal data and past experiences to guide future purchase decisions. Advancements in technology have also blurred the boundaries between online and offline shopping. Consequently, understanding consumer buying behaviour has become crucial for identifying their motivations and choices. As each individual is unique, a uniform set of consumer behaviour principles cannot be applied to all customers. This study explores the ongoing shift in consumer preferences from physical stores to online platforms, with a particular focus on baby care products. It examines evolving buying patterns, the role of technology in shaping decisions, and preferred payment methods, with the aim of analysing overall consumer buying behaviour trends for baby care products.*

**KEYWORDS:** Consumer Buying Behaviour, Retailers, Consumers, Technology, Online & Offline Shopping, Retailing.

### **INTRODUCTION**

Since independence, India has emerged as a unique socio-economic model, demonstrating how population growth and economic development can be managed effectively. The Indian economy has gradually transitioned from being predominantly agricultural to one that now draws strength from agriculture, industry, and an expanding service sector. Today, India stands among the world's fastest-growing economies, capitalizing on its demographic dividend despite the challenges of a vast population. A young and dynamic workforce has reduced the dependency ratio, enabling families to meet their essential needs more efficiently.

India is currently in the early phase of its demographic dividend cycle, which is expected to continue for over three decades. This provides a promising outlook for the baby care products industry, highlighting its potential for long-term growth. The post-globalization era has fostered a more liberal Indian consumer, increasingly open to cultural influences and lifestyle shifts. Rising social awareness and improved economic conditions have made Indian consumers more adaptable, creating favorable conditions for marketers in the baby care sector.

Technological advancements have further reshaped shopping by making it more interactive, engaging, and affordable, thereby strengthening the connection between retailers and consumers through faster and more convenient transactions. While India has successfully balanced population pressures with rapid economic progress, the baby care products market faces certain environmental and regulatory challenges.

The marketing of baby care essentials has often neglected environmental concerns. In 2017, social activists urged the National Green Tribunal (NGT) to frame guidelines for the proper disposal of used diapers, accusing manufacturers of violating environmental safety and waste management standards. The Pollution Control Board of Maharashtra and the Ministry of Environment, Forest, and Climate Change were also involved in the issue. Although no clear policy exists yet, the need for a dedicated regulatory framework for baby care product manufacturers has been emphasized.

Regulation of the sector currently falls under multiple bodies: the Drug Advisory Authority monitors baby skincare and cosmetic items such as oils, lotions, creams, powders, and fragrances; the Consumer Regulatory Commission oversees the quality and safety of toys and accessories; and the Infant Milk Substitutes, Feeding Bottles, and Baby Foods (Regulation of Production, Supply, and Distribution) Act of 1992 & 2003 governs baby food and nutrition products.

Meanwhile, e-commerce continues to grow rapidly, offering convenience and affordability, though traditional retail stores remain attractive by allowing consumers to physically inspect products before purchase. Against this backdrop, this study seeks to explore the evolving consumer shift from brick-and-mortar outlets to digital platforms, focusing specifically on the baby care products industry.

A consumer is an individual who buys a product based on their requirements, preferences, and financial capacity, with other elements impacting their decision-making. Comprehending evolving customer behaviour is essential for grasping the baby care marketplace. The desire for baby care products in the family is determined by the child's age. This study defined a kid as a baby if they were five years old or less since this is the minimum age necessary for entrance to the first standard in primary schools (Swati, S.G 2018). Parents often buy baby care products for a limited period of five years, starting with the birth of the baby and ending when the kid is five. Parents browse through several baby care products during their shopping trip for baby care products. Research on Baby care products is limited, with the majority of research concentrating on older children and parental behaviour. baby food, parent roles, motherhood, and baby care routines are well-studied, but consumer behaviour is not.

Research on Baby food mostly originates from pharmaceutical and medical sources, whereas research on consumer behaviour is theoretical. Researchers should aim to enhance marketing literature on baby care products independently since this field is gaining importance. Consumer behaviour may be understood via several factors, however, there are special considerations to consider while purchasing Baby care products. Most consumers (about 70%) make purchasing choices after seeing the product Rettie, R., & Brewer, C. (2000). According to Shiffman G., L., & Lazer Kanuk, L. (2014), studying consumer purchase decision-making provides insight into abstract stages, particularly when buying from a new or crowded baby-care product category. Perception of risk in baby care products is vital for consumer decision-making. Parents and marketers both strive to reduce danger by gathering information and ensuring safety. Experts' confirmation that something is "safe to use" may greatly decrease

the perceived level of danger. This data aids marketers in enhancing communication to boost trust among consumers in the product. Consumer buying decisions are influenced by interactions with the environment, marketing strategies, and psychological factors. Integrating this procedure into research on baby care products helps to comprehend consumer opinions and marketers' views.

### REVIEW OF LITERATURE

Vokes, C., & Limmer, H. (2015), Festivals, fairs, and religious rituals are common in India. Early commerce was influenced by event-driven product demand, demographic segmentation, and culture and society. Due to economic growth and industrial advances, retailing is important. In this time, Indian society changed. Lifestyle changes, education, female workforce participation, urbanization, and nuclear families matter. These innovations transformed retail. Store model diversity helped retailers adapt to social needs. Gupta, P (2015), Women buy online more than men. Technology makes 18-to 35-year-olds buy more online. Srivastava, N., et. al., (2015), Indian, and global retailing includes online and offline stores. Plans to overproduce products to cut costs by using full facility capacity have grown retail. Consumers bought overproduction from stores. Manufacturers and retailers form distribution chains for informal retailing. Pradhan, S (2017), Retailers can sell by phone, TV, online, or door-to-door. France retail. Cut or break. Retailers bulk-buy and sell small packs. Even with small purchases, customers can bargain. Moharana, T. R., & Pattanaik, S. (2016), Just-brand stores in India. Stores sell mostly brand clothes. Exclusive stores. Unlike specialty stores, branded stores sell only brands.

Bajaj, Tuli, and Srivastava (2016) that corporate retail shop chains are owned by individuals, partnerships, or joint ventures. Multi-location shops share ownership. Stores manage retail and management. Management is similar at all retailers. Franchises allow foreign retailers to enter countries. Local retailers own these stores but pay international franchisers annually for foreign brands. Franchise models are helping Indian retailers grow as retail grows. Retail store owners run their businesses with franchisor guidance. Schmid, B., & Axhausen, K. W. (2019), Research show that internet cost and customer preferences affect online shopping popularity and reputation. The latest research supports regular online shopping app updates. Online sellers need solid logistics and distribution. Online retail requires a nationwide smartphone and high-speed internet adoption. Online commerce is popular and fast, so consumers like it, according to studies. Retail pros and cons. Example: cybercriminal. Research suggests retailers have offline and online stores.

Hameli, K. (2018), consumer cooperatives run stores. Department stores cooperative. Low prices in these shops. Indian malls have shops. Malls sell various goods and services. Leasing turns malls into 'leased retail outlets'. Pradeepa, V., & Pandurangan, P. (2016), the study recommended that manufacturers and sellers of Baby care products should highlight the inherent risks associated with their use, as many consumers lack familiarity with them. This study identified a pattern of brand trust formation in customers when buying Baby care products. Research indicates that brand trust initially stems from knowledge-based reasoning, while trust after purchase is formed by customers' emotional reactions to the product. Research suggests that meeting initial expectations of newborn care products is essential for establishing trust, which is pertinent to the current study. Brand performance can assist customers in overcoming uncertainties and perceptions of risk, resulting in an emotional response that reinforces initial trust.

Ly, D. (2017), A literature review found that Finland offers suitable care for babies during their early developmental years, under the guidelines. The guidebook is published by the Institute of Health and Welfare for parents who are expecting or have babies. The baby care product industry benefits from resources such as guides and instructional books that inform parents about the importance of proper child-rearing. Rajeswari, P., et. al., (2017). Impressions were discovered to affect the decision-making process of baby-care products, with the potential

for consumer gender to influence this impact. This study examines women's perspectives on Baby care products. Fowlestone, M., & Crocker, P. (2018, February), Research shows that towels, diapers, mattresses, nail clippers, and soft toys are manufactured in multiple countries. These initiatives support the baby care product market by offering guidance on essential products for children aged 0-4 years. Studies show that consumers prefer Baby care products with uncomplicated, user-friendly packaging, as well as a focus on safety and creativity. This study is essential because online baby care products are frequently packaged in packets that may pose a danger to the baby if the packaging is inadequate. This factor, though not extensively studied, is essential for the sales of Baby care products Tyagi, V. (2018) publication research study emphasizes the increasing importance of Baby care products for consumers and businesses. This study investigated how competitor factors influence consumers' buying behaviour of private-label Baby care products.

Durgamani, M. K., & Ganesan, M. (2018), Customers are growing more concerned about the environmental repercussions of product consumption, alongside the advantages they receive. Studies show that individuals desire to minimize packaging in retail due to feelings of guilt when unwrapping products and concerns about environmental consequences. Companies that specialize in baby care use packaging as a means to differentiate their brand from competitors. Extra layers of packaging are used for baby care products to increase their attractiveness. This is significant in retail. Retailers should reduce the amount of packaging material used because of the increasing volume of goods. Kumar, V., & Kumari, K. (2014), This study investigated convenience, product alternatives, and value perceptions in online purchasing. The analysis indicates that online retailers should prioritize convenience as a valuable attribute. Singh, P., et., al., (2014), Retail can convert consumers into buyers. Their research analyzed the impact of shop architecture and atmosphere on customer purchasing behavior. Kanchan, U., et. al., (2016) Consumers adjust to changes and strive for increased benefits from online stores. Online sales are increasing quickly, so companies need to comprehend their potential customers, their desires, motivations for purchasing online, and strategies to transition in-store shoppers into online customers to maximise their opportunities.

Kanupriya, R., & Kaur, A. (2016), stated that the internet has altered how people allocate their time and conduct business. This pertains to both retail businesses and retail customers. The emergence of electronic commerce has revolutionized the retail industry and changed consumer preferences from traditional to online shopping. Research in shopping literature emphasizes the advantages of customers being informed about online shopping choices and comparing products from different brands and manufacturers. Solomon analyzed customers' behaviour during the purchasing process. Merchants must take into account the influence of mindset, intention, and behavioral reactions to attract more customers to online commerce. Agyapong, H. (2018), Many Indian consumers prefer online retail because of its convenience, which plays a key role in the shift from traditional to online shopping. The study emphasises the significance of time engagement and enhanced pricing options for online consumers. The study showed that customers purchased tickets for various reasons. The top shopping categories include computer parts, fashion goods, and clothing. Jose, J., & Jose, J. (2017), The Technology Acceptance Model (TAM) is commonly utilised to explain the impact of technology on consumer variables. This method evaluates customer comfort and satisfaction with technological applications. Researchers have discovered that TAM is easy to use and apply in various fields of study. The second important finding regarding the applicable technology. Consumer purchasing decisions in online retail are influenced by how consumers perceive the benefits of technology Bhalerao, A., & Pandey, R. K. (2017), conducted a study. The study found that online retail businesses offer simplicity, convenience, and other benefits due to technology, which is also found in traditional brick-and-mortar stores. This study investigated the pleasurable benefits of online fashion retail stores for consumers. This technology also enhanced enjoyment and exhilaration. The study determined that this

technology is advantageous for online retailers.

Drinkwater, D. (2016) stated that alterations in socio-economic status, globalisation, social media, and other external factors have caused a change in consumer behaviour. To promote Baby care products effectively, traditional and online retailers need to move beyond mere product sales. All formats need to be quick and flexible to ensure secure and knowledgeable transactions for consumers. Jetta, K. (2017), Research on Online Retail shops in the context of Jetta Concerns about the future of online retailing are growing due to closures and lost sales of Baby care products. An example is the shutdown of *diapers.com*. Amazon owned this online retail company. Despite being profitable and holding a substantial market share, the company had doubts about the viability of selling Baby care products online following the closure of the store. Conversely, the emergence of *firstcry.com* gained dominance over time. Baby care products, once a leading category on *target.com*, have experienced a decline in sales across all sectors. Trend identification is possible, but the length of the trend remains uncertain. Reuters, E (2018), It is essential for online and traditional retailers to comprehend trends and customer attitudes regarding the purchase of Baby care products. Providers of baby care products may experience a rise in expansion and funding for creative initiatives to fulfill customer needs in all sectors soon. A survey of prosperous US retailers revealed that online platforms selling Baby care products experienced a slight increase in market share. The study revealed that although e-commerce revenue has risen with the addition of new merchants, overall sales have decreased. This trend could continue, leading to challenges for online retailers specialising in baby care products. The study investigated various online shopping platforms such as *Walmart.com*, *Amazon.com*, *Target.com*, and *Diapers.com*.

#### **OBJECTIVES OF THE STUDY:**

This research study examines changing consumer trends in purchasing baby care products. The thesis title outlines the main research areas. This research aims to understand the factors that influence consumers' decision to purchase baby care products online. The research focuses on respondents who are parents, expecting parents, or have children in their families. The research objectives are as follows:

- To identify factors influencing consumers' buying behaviour from traditional to online shopping for baby care products.
- To identify consumers' preferred payment methods for baby care products.

#### **RESEARCH METHODOLOGY**

Research design is a structured plan for conducting research using specific methods and techniques. There are four primary research designs: exploratory, descriptive, causal, and experimental. This study employs an exploratory research design focusing on baby care products because of their diverse and intricate nature. Descriptive research design enables the study of variables using both qualitative and quantitative methods. Data analysis aids in the design process by conducting hypothesis testing and statistical analysis. The goal is to comprehend consumer buying decisions and identify the most favoured payment method. This research design is defined by its restricted scope and emphasis on comprehending consumer factors. This study utilises non-probability sampling because a sampling frame is unavailable, which restricts equal opportunities for all elements of the population. Purposive sampling is utilised to allow researchers to gather data based on their own discretion and selection of samples.

This study investigates the transition in consumer buying behaviour from brick-and-mortar stores to e-commerce platforms by analysing the impact of demographic factors on these trends. The study utilises a range of sources such as published research papers, conference papers, and electronic databases like EBSCO and Science Direct. A survey was carried out on 86 participants, utilising a structured questionnaire that included inquiries about demographics and reasons for purchase decisions. The survey was distributed both online and in face-to-face

interviews with participants. The data was revised to identify any missing values and outliers, and coding was applied to prepare it for analysis. The data was analysed utilising descriptive statistical techniques such as percentages, mean, and standard deviation. Factor analysis was conducted to assess the reliability of the 10-item Likert scale regarding shoppers' preferences in multivariate data analysis. The chi-square test was utilised for hypothesis testing, while ANOVA was employed to examine the impact of demographic variables on identified factors.

**DATA ANALYSIS AND INTERPRETATION**

**Table 1  
Demographic profile**

S.No	Demographic Profile	Description	Frequency	Percentage
1	Gender	Male	32	37.21%
		Female	54	62.79%
		18-25 years	35	40.70%
		26-35 years	27	31.40%
		35-45 years	17	19.77%
		Above 45 years	7	8.14%
3	Marital Status	Married	64	74.42%
		Unmarried	22	25.58%
4	Education	Schooling	5	5.81%
		Under Graduates	35	40.70%
		Post Graduates	28	32.56%
		Professional and Others	18	20.93%
	Occupation	Business & Self-employed	21	24.42%
		Private Job	35	40.70%
		Government Job	14	16.28%
		Other	16	18.60%
6	Annual Household Income	Below 5 lakhs	40	46.51%
		6-10 lakhs	27	31.40%
		11-15 lakhs	12	13.95%
		Above 15 lakhs	7	8.14%

**Objective 1: Identify the key factors that influence the transition of buyer buying preferences from traditional to online shopping for Baby care products.**

Principal Component Analysis is a statistical technique used to reduce and summarize data to reveal the underlying structure of the variables. A factor represents the fundamental features that explain the correlation among the variables making up the factor structure. Factors are latent constructs that emerge from the combination of variables. Factors in this study are analyzed using Factor analysis in SPSS. The KMO test result indicated that the data is suitable for Factor analysis and the BARTLETT test indicates the appropriateness of the sample size. This study utilizes the Maximum Likelihood technique with varimax rotation.

**Table 2  
KMO and Bartlett's Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		<b>0.885</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	2222.42
	Df	45
	Sig.	<b>0.000</b>

Factor analysis is conducted by the Maximum Likelihood Method and VARIMAX

ROTATION in factor analysis, revealing 15 items loaded on 3 factors that account for 57.605% of the total variance. The factor analysis's results were determined using the Maximum Likelihood approach and Varimax rotation with Kaiser Normalization, based on the Eigenvalue requirements.

The discussion that follows pertains to the organization of these three components. The table below represents the Rotated Factor Matrix values used to extract the structure of the three factors such Convenience, Technical, and Personal factors.

**Table 3**  
**Rotated Factor Matrix**

<b>Rotated Factor Matrix</b>			
	<b>Factor</b>		
	<b>1</b>	<b>2</b>	<b>3</b>
<b>Wide range of products</b>	0.723	0.204	0.174
<b>Smartphone usage</b>	0.629	0.349	0.164
<b>Record of each billing</b>	0.557	0.272	0.257
<b>Fit to modern lifestyle needs</b>	0.554	0.264	0.357
<b>Growing number of online stores</b>	0.517	0.380	0.218
<b>Availability of digital payment options</b>	0.294	0.945	0.140
<b>Ease in shopping</b>	0.388	0.562	0.342
<b>Ease in comparing products</b>	0.320	0.738	0.218
<b>Help in informed decision-making</b>	0.319	0.833	0.269
<b>transaction tracking</b>	0.376	0.682	0.323
<b>Technology reduces risk perception</b>	0.267	0.572	0.224
<b>Technology raised consumers' expectations for more ease in shopping</b>	0.368	0.670	0.395
<b>Consumer friendliness</b>	0.322	0.261	0.900
<b>Discount</b>	0.471	0.193	0.184
<b>Return Policies</b>	0.459	0.114	0.356

*Source: Data Generated from SPSS output*

**Objective 2: IDENTIFY CONSUMERS' PREFERRED PAYMENT METHODS FOR BABY CARE PRODUCTS.**

**Table 4**  
**Cross table between payment option preference and gender**

<b>Which of the following payment options do you MOSTLY prefer to pay a bill for purchased baby care products? * Gender Cross tabulation</b>				
<b>Count</b>				
		<b>Gender</b>		<b>Total</b>
		<b>Male</b>	<b>Female</b>	
Which of the following payment options do you MOSTLY prefer to pay a bill for purchased baby care products?	Digital Wallet	5	7	12
	Credit Card/ Debit Card/ ATM Card	12	27	39
	Net Banking	3	6	9
	COD (Cash on Delivery)	7	14	21
	Cash Payment at the store	2	3	5

<b>Total</b>	<b>29</b>	<b>57</b>	<b>86</b>
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**Table 5**  
**Chi-Square Tests**

	<b>Value</b>	<b>Df</b>	<b>Asymp. Sig. (2- sided)</b>
Pearson Chi-Square	16.672	4	<b>0.002</b>
N of Valid Cases	86		

A chi-square test indicated a substantial association between gender and payment option preference. The Pearson Chi-Square value is 16.672, with a significant value of 0.002. If the p-value is less than 0.05, the null hypothesis must be rejected. Thus, it can be inferred that there is a substantial correlation between the payment option preference and the gender of the respondents.

**DISCUSSIONS**

Convenience Technology is causing a change in customer buying habits from traditional to online shopping for baby care products. There is a moderate correlation between technology and consumer purchasing habits. Technology has simplified the process of decision-making. Transaction tracking and shopping are easy. Technology has simplified the process of comparing products in the market. Furthermore, technology aids in diminishing risk perception.

The analysis revealed that the most favored payment method to date is credit cards or debit cards. However, digital wallets are expected to become a more common payment method in the future. There is an anticipated growth in the demand for infant products in the future, leading to a rise in repeat purchases. Increased personalization of baby care items is expected in the future. E-commerce applications would be developed. Natural, herbal, and organic baby products are predicted to become more popular in the future. Another upcoming development is the potential increase in outsourcing within the baby care business due to the presence of additional external suppliers of baby care items.

The frequency of repeat purchases in the baby care market is expected to rise. The decline in population growth could reduce future sales volume in the baby care industry. In the future, a regulatory agency may be necessary to oversee and regulate the baby care industry.

**CONCLUSION**

This study intends to investigate the factors that impact the transition of consumer purchasing preferences from traditional to online shopping for baby care items. Factor analysis is utilized to discover two primary elements: convenience and technical factors. Convenience aspects encompass shopping convenience, alignment with contemporary lifestyles, discounts, and a diverse product selection. Technical factors encompass digital payment methods, billing data, increasing online retail outlets, and smartphone utilization. The study compared demographic characteristics including gender, location, occupation, and education. Urban male and female candidates acknowledged a shift in consumer purchasing trends but had differing opinions on the impact of education and career. Semi-urban populations saw rapid transition and had more shopping advantages compared to regular retail outlets.

Technology significantly influences customer purchasing choices by facilitating product comparisons and enabling well-informed decision-making. Many respondents believe that technology allows for transaction tracking and decreases the perceived risk associated with internet purchases. Consumers most commonly prefer using credit cards and debit cards for payment, with cash on delivery and digital wallets being the next popular choices. Some respondents prefer using net banking and cash payment outlets. The use of plastic money, such as credit cards and debit cards, is on the rise, with digital wallets emerging as the preferred method of payment for online transactions. Consumers are transitioning to a digitally literate

setting, where the key variable is the one with the greatest mean rating and the lowest standard deviation. The majority of respondents feel that demand for baby care products will rise shortly as parental awareness increases and they believe it is the most important component of their baby's growth and development.

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## **A STUDY ON THE IMPACT OF DIGITAL HEALTH PLATFORMS ON PATIENT TRUST IN INDIAN MEDICAL TOURISM: A TAM PERSPECTIVE**

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### **ABSTRACT**

*Medical tourism has emerged as a vital component of India's healthcare sector, with digital health platforms playing a pivotal role in shaping international patient perceptions and decision-making. This study conceptually examines the impact of digital health platforms on patient trust in Indian medical tourism, adopting the Technology Acceptance Model (TAM) as its theoretical foundation and extending it with the construct of trust. By employing secondary data from peer-reviewed journals, government reports, hospital case studies, and industry publications, the study applies thematic analysis to identify recurring patterns and insights. The findings reveal that Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) remain critical determinants of patient engagement with digital platforms. Hospitals offering transparent treatment information, multilingual interfaces, and teleconsultation services enhance patient confidence and willingness to engage. However, these TAM constructs alone are not sufficient. Trust-building mechanisms, including international hospital accreditations, secure data handling, verified patient testimonials, and transparent communication, emerge as decisive factors mediating the relationship between TAM constructs and actual medical travel intentions. The study highlights that trust is not merely an outcome of digital platform use but a central enabler of cross-border healthcare adoption. This extends TAM's applicability to medical tourism, emphasizing the need for an integrated framework where trust functions alongside PU and PEOU. Practically, the research highlights that Indian hospitals, particularly those in emerging hubs like Coimbatore, must prioritize embedding digital trust signals and standardizing online patient experiences to remain globally competitive. This conceptual study contributes both theoretically and practically by demonstrating that digital trust, when integrated with TAM, offers a more holistic lens to evaluate the efficacy of medical tourism platforms in India.*

**KEYWORDS:** Technology Acceptance Model, Medical Tourism, Perceived Usefulness, Perceived Ease of Use, Patient Satisfaction.

### **INTRODUCTION**

Medical tourism is one of the fastest-growing industries in the international healthcare and travel sectors, enabling patients to travel across international borders to receive low-cost, high-quality, and specialized medical treatment. India is a prominent hub for this industry, largely because of its world-class medical facilities, internationally accredited hospitals, well-educated medical staff, and relative affordability in comparison to Western countries. But with these clinical and economic benefits, patient trust is a primary success factor in medical tourism. Trust in Indian medical treatment significantly affects international patients' intention to choose India, and the complex nature of cross-border healthcare presents several cultural, legal, and logistical challenges (Chellasamy, 2025).

Digital health platforms have radically transformed the manner in which patients consider and choose medical tourism destinations today. These platforms encompass hospital websites, teleconsultation websites, online patient forums, mobile health apps, and digital information platforms providing extensive information on procedures, prices, physician credentials, and patient reviews (Carrera Anaya & Recuero-Virto, 2025). For foreign patients, digital platforms are the primary point of contact with healthcare providers and, therefore, shape impressions of credibility, transparency, and reliability. By facilitating ease of communication, online booking, pre-travel consultations, and follow-up after treatment, digital platforms act as trust-building mechanisms that minimize uncertainty and increase patient confidence in medical tourism services (Chellasamy, 2025).

The Technology Acceptance Model (TAM), proposed by Davis (1989), is a strong theory describing how people adopt and use new technologies. It offers two basic constructs—Perceived Ease of Use (PEOU) and Perceived Usefulness (PU)—which have a profound influence on a user's attitude towards technology and, in turn, intention to use technology (Carrera Anaya & Recuero-Virto, 2025). In the context of medical tourism, TAM is used to outline how foreign patients evaluate digital health platforms: that is, how easy they are to use and if they provide useful, credible information and resultant informed decision-making. Such constructs can in turn directly influence trust by creating openness, improving communication, and reducing perceived risk (Chellasamy, 2025).

Healthcare trust is multidimensional, encompassing trust in medical expertise, hospital reputation, quality of service, and ethics. Medical tourists, often with limited direct experience of Indian healthcare workers, must rely on digital health platforms as a surrogate for measuring these aspects of trust. Real-time responsiveness, information clarity, safe management of medical records, and online reviews are of most critical importance in building patient trust. The use of TAM in research on digital health platforms provides a useful perspective from which to analyze the role of technological adoption in building trust in medical tourism (Sahoo & Nayak, 2025).

The current study seeks to theoretically analyze the impact of online health platforms on patient trust in Indian Medical Tourism using the TAM. The study is based on secondary data such as academic journals, government publications, hospital case studies, and industry reports. Using thematic analysis, it identifies common themes like perceived usefulness, ease of use, transparency, online reputation, and digital engagement, and these are all mapped across TAM constructs. The value of this research is in filling an important research gap. Although TAM has been extensively used in healthcare technology adoption, its use in medical tourism specifically, in analyzing the trust-building function of digital health platforms, has been under-explored in the Indian context (Chellasamy, 2025). Theoretical and practical implications of conceptualizing this relationship include extending TAM to a new front and offering insight to hospitals, policymakers, and tourism officials on how to utilize digital tools in building patient trust and making India more competitive in the international medical tourism sector.

## **REVIEW OF LITERATURE**

### **1. Medical Tourism Online Platforms**

Medical tourism has been revolutionized by digitalization, enabling patients to engage with healthcare providers transparently and remotely. Researchers point out that hospital websites, online consultation websites, and mobile apps have emerged as points of entry for international patients (Connell, 2020). These digital portals provide information on treatment options, costs involved, doctor credentials, and success rates, thus reducing information gap. However, as much as they bring ease of access, critics point out that not all websites guarantee the reliability and authenticity of the information provided (Moghavvemi et al., 2017). This raises questions about whether patients can form authentic trust based on duly verified information or whether trust is influenced by coercive digital marketing tactics. Digital platforms are, therefore, facilitators of transparency and potential creators of misinformation, and there is a need to assess their credibility in decision-making within medical tourism.

## **2. Technology Acceptance Model (TAM) in Healthcare Adoption**

The Technology Acceptance Model (TAM) continues to be a prevalent model of explaining technology adoption in the healthcare sector (Davis, 1989; Holden & Karsh, 2010). Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) are widely recognized as drivers of patients' intentions to adopt digital health services. Telemedicine research (Dwivedi et al., 2019) indicates that PU, evidenced by obtaining timely medical advice, promotes higher adoption rates compared to PEOU. However, a critical examination indicates that TAM, in its original form, is not adequate for explaining complex scenarios such as medical tourism, where cultural differences, service expectations, and uncertainty surrounding cross-border interactions influence perceptions of technology. Thus, researchers have advocated the need for expanded models that include other constructs, such as trust, risk perception, and social influence (Venkatesh and Davis, 2000; Escobar-Rodríguez and Carvajal-Trujillo, 2014). This highlights the necessity of integrating trust in the TAM model while examining digital health platforms targeting international patients.

## **3. Trust in Digital Health**

Trust is increasingly recognized as a fundamental determinant of healthcare technology adoption (Gefen et al., 2003). In the interest of digital health, trust refers not only to the reliability of the system, but also to impressions about security, confidentiality, professional integrity, and ethical responsibility (Raimo et al., 2023). For medical tourism, the significance of trust is even more heightened by the lack of pre-existing face-to-face interaction between providers and patients. Researchers argue that online reviews, recommendations, and accreditations are surrogates that mediate trust (Hanefeld et al., 2015). Others, however, worry that over-reliance on digital surrogates for trust risks exposing patients to biased stories driven by business agendas. Therefore, whereas the Technology Acceptance Model (TAM) focuses on the instrumental issues of adopting digital platforms, the addition of trust addresses socio-psychological factors that exert significant effects on patient choices. This addition means that patient trust mediates and moderates between TAM constructs and real adoption in the case of medical tourism.

## **4. Indian Case Studies and Contextual Insights**

India's medical tourism market, worth over USD 7 billion, increasingly depends on online platforms to draw patients from Africa, the Middle East, and Southeast Asia (Ministry of Tourism, 2022). Hospitals in Coimbatore, Chennai, and Delhi, for example, have adopted multilingual websites, AI-based chatbots, and teleconsultation platforms to minimize pre-travel uncertainty. Research at Indian hospitals (Mishra & Shukla, 2019) indicates that perceived usefulness, such as clear pricing and online consultation availability, is a powerful predictor of foreign patient inquiries. Concurrently, case studies indicate that the usability of websites and post-treatment neglect of digital presence destroy trust despite adoption at the onset (Patil & Patil, 2020). Significantly, in contrast to Western environments where regulation provides uniform e-health standard, India's digital health landscape remains fragmented. This places patient trust firmly in the hospital's individual brand, as opposed to systemic reassurance. From

a TAM viewpoint, this means that while PU and PEOU drive digital adoption, the final decision to travel is mediated by institutional trust cues, such as accreditations, alliances, and third-party validation.

### **Critical Interpretive Synthesis**

Together, these bodies of literature expose tensions and congruences. On the one hand, digital platforms unequivocally improve access and decrease information asymmetry in medical tourism. TAM constructs, particularly perceived usefulness, explain why patients use such technologies. On the other hand, trust is a critical construct missing from standard TAM frameworks. Trust is not simply an outcome of technology adoption but an antecedent whose presence/absence determines whether the digital interaction becomes a true medical experience. The Indian context further complicates this nexus, as infrastructural forces coexist with regulatory gaps that leave trust formation in the hands of private hospitals. This integration advances a conceptual proposition: TAM alone cannot explain patient trust in digital health platforms in medical tourism; instead, an extended TAM that includes trust as a mediating construct is more appropriate for determining the effectiveness of medical tourism in India.

### **Theoretical Framework:**

The current study utilizes the Technology Acceptance Model (TAM) as the conceptual framework, adapting it to include the construct of trust in the intent of Indian medical tourism. TAM, initially proposed by Davis (1989), posits technology adoption in terms of two core constructs: Perceived Ease of Use (PEOU) and Perceived Usefulness (PU). PEOU refers the extent to which people feel that it will be effortless to use a given technology, and PU indicates the extent to which a technology improves decision-making or performance. Together, these constructs influence user attitudes and behavioural intention to use.

In the online health platform market, the Technology Acceptance Model (TAM) explains the ways in which international patients have formed attitudes towards hospital websites, teleconsulting services, and health applications on the Internet. When platforms are necessary to use and obtain credible and useful information, providers who demonstrate favorable attitudes in relation to their use. However, the traditional TAM model fails to account for the complexities of building trust in transnational healthcare platforms, where patients face cultural, geographic, and regulatory uncertainties.

To bridge this gap, the research extends TAM with the addition of trust as a mediating factor. Trust encompasses patients' trust in the accuracy of online information, protection of personal data, authenticity of medical knowledge, and transparency of health care procedures. It serves as the key link between online site usage and offline health care-seeking behaviour in medical tourism. Even if PU and PEOU are high, patients might not opt for India as a destination unless digital interactions generate sufficient trust. Therefore, the suggested framework postulates the adoption of digital platforms (through TAM constructs) as antecedents of patient confidence, the latter affecting the effectiveness of Indian medical tourism. This synergy captures the intersection of technology perceptions and socio-psychological determinants in influencing international patient decision making.

### **METHODOLOGY:**

#### **Research Design**

This study adopts a conceptual and qualitative research design, relying primarily on secondary data to examine how digital health platforms influence patient trust in Indian medical tourism through the lens of the Technology Acceptance Model (TAM). Rather than collecting primary data, the research synthesizes existing scholarly literature, government reports, hospital case studies, and industry publications to construct a conceptual framework. This approach is particularly appropriate for underexplored such as the integration of TAM with trust in medical tourism, where theoretical development is as important as empirical testing.

#### **SOURCES OF DATA**

The data for this research were collected exclusively from secondary sources, including:

- Peer-reviewed journals in tourism, healthcare management, and information systems.
- Reports and policy documents from the Ministry of Tourism (India), National Health Authority, and international organizations such as the WHO.
- Hospital case studies and reports from leading Indian medical tourism destinations including Coimbatore, Chennai, and Delhi.
- Industry white papers and publications related to digital health, patient behaviour, and healthcare technology adoption.
- Online patient narratives and reviews are available in academic case analyses and documented secondary sources.

This diverse set of sources ensures both the theoretical foundations (TAM, trust) and practical insights (digital health platforms in India).

#### **Analytical Method: Thematic Analysis**

The study employs thematic analysis to identify and interpret recurring themes across the literature. Following the structure of Braun and Clarke (2006), the process includes:

1. Familiarization with Data: Reviewing collected literature and reports to gain an in-depth understanding.
2. Coding: Extracting data relevant to constructs such as Perceived Ease of Use (PEOU), Perceived Usefulness (PU), patient trust, digital engagement, and medical tourism efficacy.
3. Theme Development Grouping codes into broader categories, e.g., Digital Transparency, Ease of Interaction, Trust Signals, and Patient Decision-Making.
4. Interpretation: Mapping themes to TAM constructs while critically examining their implications for patient trust.
5. Synthesis: Integrating findings to propose a conceptual framework linking TAM with trust in the Indian medical tourism context.

The use of thematic analysis allows flexibility in dealing with diverse secondary data and provides depth in identifying how different strands of evidence converge to explain the phenomenon.

#### **Theoretical Framework Application**

The Technology Acceptance Model (TAM) serves as a guiding framework, with trust added as an extension. Themes extracted from secondary data were analyzed in relation to TAM's constructs of Perceived Ease of Use (PEOU) and Perceived Usefulness (PU), as well as their influence on Attitude toward Use and Behavioural Intention. Trust was positioned as both a mediating factor and an outcome of digital platform interactions, thereby extending TAM in the medical tourism context.

#### **LIMITATIONS**

The study is conceptual and based on secondary data, it does not capture patients' direct perceptions. Therefore, relying on literature and published reports may also introduce a bias toward documented cases, ignoring patients' less visible experiences. Furthermore, thematic analysis relies on the researcher's interpretation, which may involve subjectivity. Despite these limitations, the study provides a valuable theoretical basis for future empirical research.

#### **FINDINGS**

The thematic analysis of secondary literature yielded several interrelated findings that illustrate how digital health platforms influence patient trust within Indian medical tourism when interpreted through the Technology Acceptance Model (TAM). Four dominant themes emerged: Perceived Usefulness of Digital Health Platforms, Perceived Ease of Use and User Experience, Digital Trust Signals, and the mediating role of Trust in Patient Decision-Making.

##### **1. Perceived Usefulness of Digital Health Platforms**

One of the most consistent findings is that Perceived Usefulness (PU) remains the strongest determinant of adoption in the medical tourism context. Digital health platforms that provide comprehensive information such as hospital accreditation, physician credentials,

treatment packages, success rates, and estimated costs significantly enhance patient confidence in the decision-making process. For international patients evaluating Indian hospitals, transparency in pricing and pre-treatment consultations through telemedicine emerge as particularly useful. Studies suggest that patients who engage in video consultations with Indian doctors prior to travel perceive greater assurance regarding medical competence and treatment outcomes. Thus, perceived usefulness is not limited to information provision but extends to the facilitation of continuity of care, from pre-arrival consultation to post-treatment follow-up.

## **2. Perceived Ease of Use and User Experience**

The second finding relates to Perceived Ease of Use (PEOU). International patients prefer platforms that are simple to navigate, multilingual, and mobile-friendly. Hospitals in Coimbatore and Chennai that offer AI-enabled chatbots and 24/7 online assistance reportedly generate more inquiries than those with static websites. Ease of access to doctors, appointment booking systems, and digital payment gateways further increases patient willingness to engage with the platform.

However, findings also reveal disparities. Some Indian hospitals lack uniform design standards or have fragmented online systems that complicate user experience. In such cases, even when platforms provide useful information, cumbersome navigation diminishes patient trust and reduces the likelihood of follow-through.

## **3. Digital Trust Signals**

The most critical finding concerns digital trust signals, which emerge as a decisive factor in medical tourism adoption. These signals include verified patient testimonials, international accreditations (such as JCI or NABH), secure handling of personal health information, and responsiveness to queries. Patients often rely on online reviews and third-party endorsements when direct experience with providers is absent.

Trust signals are particularly important in contexts where patients face high perceived risks due to geographical and cultural distance. In India, leading hospitals that strategically highlight affiliations with global medical bodies and showcase successful patient stories via digital platforms are more likely to convert digital engagement into actual patient arrivals. Conversely, the absence of trust signals or the presence of negative reviews can outweigh high usefulness or ease of use, underscoring the primacy of trust in digital healthcare adoption.

## **4. The Mediating Role of Trust in Patient Decision-Making**

The synthesis of findings demonstrates that trust functions as a mediating factor between TAM constructs (PU, PEOU) and patient decision-making in medical tourism. Even when platforms are perceived as useful and easy to use, patients hesitate to finalize medical travel without adequate trust-building mechanisms. In particular, secondary literature highlights that:

- Data security assurances (encryption, compliance with privacy norms) enhance trust.
- Authenticity of content (doctor credentials, third-party certifications) reduces perceived risks.
- Interactive engagement (real-time consultations, follow-up care assurances) strengthens the sense of reliability.

Thus, patient trust does not merely result from technology adoption it actively shapes whether TAM constructs translate into behavioural intentions to seek treatment in India.

## **5. Contextual Insights for Indian Medical Tourism**

Findings specific to India indicate that while leading metropolitan hospitals have robust digital platforms, smaller regional hospitals lag in digital integration. Coimbatore hospitals, for example, are emerging as competitive destinations by investing in teleconsultation and multilingual services, but challenges remain in terms of standardization, regulatory oversight, and digital literacy among patients. This uneven digital landscape means that trust-building in Indian medical tourism is currently institution-driven rather than system-driven, placing responsibility on individual hospitals to adopt global best practices in digital engagement.

## DISCUSSION

The findings of this study highlight the evolving role of digital health platforms in shaping patient trust within the Indian medical tourism sector, particularly when analyzed through the Technology Acceptance Model (TAM). By integrating TAM with the construct of trust, the study reveals that digital engagement is no longer a supplementary feature but a central determinant of medical tourism efficacy.

Firstly, the results confirm that Perceived Usefulness (PU) is a critical driver of patient engagement. Digital health platforms offering transparent information, cost details, and pre-travel consultations enhance patients' confidence in decision-making. This aligns with prior TAM research in healthcare (Venkatesh & Davis, 2000), where usefulness consistently predicted technology adoption. In medical tourism, however, usefulness extends beyond task efficiency to reducing uncertainty in high-stakes cross-border treatment decisions. Thus, PU operates as a functional determinant and a psychological enabler of trust.

Similarly, Perceived Ease of Use (PEOU) plays a pivotal role in sustaining patient interaction with platforms. User-friendly, multilingual, and mobile-compatible platforms contribute to positive patient experiences, whereas fragmented or poorly designed systems create friction and erode trust. This supports Davis's (1989) original proposition that ease of use indirectly influences behavioural intention through attitude formation. In the context of Indian medical tourism, where international patients often lack familiarity with the healthcare ecosystem, ease of navigation becomes synonymous with accessibility and credibility.

The integration of trust signals such as hospital accreditations, patient testimonials, and secure handling of personal data further underscores the need to extend TAM beyond its original scope. While PU and PEOU facilitate platform adoption, they do not guarantee patient trust. Trust emerges as the decisive factor mediating whether digital engagement translates into actual medical travel. This reflects broader literature in healthcare technology adoption (Gefen et al., 2003), which identifies trust as a missing but essential construct in TAM when applied to high-risk contexts like healthcare.

From a practical standpoint, the discussion emphasizes that hospitals in India must move beyond functionality and usability to strategically embed trust-building mechanisms within their digital platforms. Coimbatore, for example, shows promise in developing a competitive medical tourism infrastructure, but the findings suggest that digital standardization and consistent trust assurances are still lacking in smaller hospitals. To strengthen India's global medical tourism brand, policymakers and industry stakeholders should direct regulatory frameworks that promote transparency, accreditation visibility, and secure digital practices across all providers.

The discussion demonstrates that while TAM effectively explains the adoption of digital health platforms, trust must be integrated as a central construct to fully capture patient behaviour in medical tourism. The convergence of TAM constructs with trust provides both a theoretical extension and practical guidance for enhancing India's competitiveness in global medical tourism.

## CONCLUSION

This study examines how digital health platforms influence patient trust in Indian medical tourism, using the Technology Acceptance Model (TAM) as the guiding framework and extending it with the construct of trust. By employing secondary data and thematic analysis, the research provides a conceptual understanding of how international patients evaluate and adopt digital healthcare systems when considering India as a medical tourism destination.

The findings highlight that Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) remain fundamental to the acceptance of digital platforms, consistent with TAM theory. Hospitals that provide transparent information, streamlined booking systems, multilingual support, and reliable teleconsultation services create a strong foundation for

patient engagement. However, the study underscores that these technological attributes alone are insufficient. Without robust trust-building mechanisms such as international accreditations, verified patient testimonials, secure data practices, and transparent communication, patients are less likely to convert digital engagement into actual medical travel.

The integration of trust as a mediating factor extends the explanatory power of TAM in the context of medical tourism. Trust emerges not only as a psychological assurance but as a decisive determinant in cross-border healthcare decision-making. In this regard, the study contributes theoretically by advancing TAM to better reflect the complexities of healthcare adoption and practically by offering insights for Indian hospitals seeking to enhance their global competitiveness.

For policymakers and healthcare providers, the implications are clear: the success of Indian medical tourism depends on both the technological sophistication and credibility of digital health platforms. Standardization of digital practices, wider accreditation visibility, and investment in patient-centered digital experiences will be vital to strengthening India's reputation as a trusted healthcare destination.

The study reaffirms that the integration of TAM and trust provides a more holistic framework for evaluating the efficacy of digital health platform, offering valuable directions for future empirical research and strategic development in Indian medical tourism.

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## INFLUENCE OF SOCIAL MEDIA INFLUENCERS ON CONSUMER PURCHASE INTENTION IN CHENNAI CITY

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### ABSTRACT

*The present study investigates the influence of social media influencers on consumer purchase intentions in Chennai City, emphasizing the growing role of digital personalities in shaping modern consumer behavior. With the increasing penetration of social media platforms such as Instagram, YouTube, and Facebook, influencer marketing has become a vital strategy for brands to build trust, authenticity, and engagement among consumers. The study employs a descriptive research design, utilizing a structured questionnaire administered to 361 respondents across Chennai City. The data were analysed using descriptive statistics, Pearson's correlation, and one-way ANOVA. The results revealed a strong positive relationship between influencer credibility and consumer purchase intention, indicating that influencers perceived as trustworthy, knowledgeable, and authentic significantly enhance consumers' likelihood of making purchase decisions. Additionally, significant differences in purchase intention were observed across age groups, suggesting that younger consumers are more responsive to influencer-driven marketing compared to older age segments. However, no significant variations were found across gender, occupation, and income. The findings highlight that influencer credibility plays a crucial role in building consumer trust and influencing buying behavior in the digital marketplace. The study concludes that social media influencer marketing serves as a powerful and authentic medium for consumer persuasion in Chennai City, urging marketers to strategically collaborate with credible influencers who resonate with their target audience. Future research can explore platform-specific effects and longitudinal outcomes to expand further the understanding of influencer marketing effectiveness in urban India.*

**KEYWORDS:** Social Media Influencers, Purchase Intention, Influencer Credibility, Consumer Behavior, and Digital Marketing

### INTRODUCTION

In today's digital era, social media has emerged as a powerful communication platform that influences consumer perceptions, attitudes, and purchase behaviors. The exponential rise of social media platforms such as Instagram, YouTube, Facebook, and X (formerly Twitter) has given birth to a new breed of opinion leaders known as *social media influencers*. These individuals, through their online presence, credibility, and perceived authenticity, can shape

the purchasing decisions of their followers. Unlike traditional celebrities, influencers build closer and more personal connections with their audiences, often creating a sense of trust and relatability that significantly impacts brand engagement and consumer loyalty. In the context of Chennai City—one of India’s major metropolitan centers and a hub of digital-savvy youth—social media influencer marketing has become a key driver of consumer purchase intention. The city’s consumers, particularly millennials and Gen Z, spend considerable time on social networking platforms and rely on influencer recommendations before making purchase decisions. From lifestyle products and cosmetics to gadgets and fashion brands, influencer endorsements have transformed how consumers discover, evaluate, and choose products. The evolution of influencer marketing has redefined the traditional marketing paradigm by emphasizing authentic storytelling, peer-like recommendations, and content-driven persuasion. Consumers in Chennai, exposed to high digital literacy and online shopping trends, tend to evaluate the credibility, expertise, and attractiveness of influencers before forming purchase intentions. Consequently, marketers and brands are increasingly investing in influencer collaborations to build brand awareness and trust among their target audience. However, while influencer marketing has shown measurable success in enhancing purchase intentions, the extent and nature of its influence among Chennai consumers remain underexplored. This study seeks to examine the impact of social media influencers on consumer purchase intentions, focusing on variables such as influencer credibility, attractiveness, and trustworthiness. By understanding the psychological and behavioral mechanisms underlying influencer impact, this research aims to provide meaningful insights for marketers, brand strategists, and social media professionals operating in Chennai’s competitive digital marketplace.

#### **REVIEW OF LITERATURE**

The influence of social media influencers on consumer purchase intention has gained substantial attention in recent years, as marketers increasingly recognize the power of digital personalities in shaping consumer attitudes and behaviors. Several studies have emphasized the multidimensional role of influencer credibility—comprising trustworthiness, expertise, and attractiveness—in determining the effectiveness of online endorsements. Lou and Yuan (2019) examined the impact of influencer credibility on consumer engagement and purchase behavior, revealing that trustworthiness and expertise are critical drivers of consumer trust formation in digital platforms. Their study also emphasized that consumers are more likely to purchase products endorsed by influencers who align with their personal values and lifestyles. Similarly, Djafarova and Trofimenko (2019) found that young consumers perceive social media influencers as more relatable and authentic than traditional celebrities, which enhances brand credibility and purchase intention. The study highlighted that the parasocial relationship—an emotional attachment formed between followers and influencers—significantly contributes to consumer decision-making. In the Indian context, Sharma and Bhatia (2021) investigated the impact of influencer marketing on Gen Z consumers. They found that social media endorsements drive purchase intention more effectively than traditional advertisements. Their research pointed out that influencer familiarity, perceived honesty, and the quality of visual content strongly affect consumers’ trust and intention to buy. Furthermore, Jain and Singhal (2020) suggested that micro-influencers often generate higher engagement and credibility than macro-influencers due to their niche focus and perceived authenticity. Jin, Muqaddam, and Ryu (2019) explored the mediating role of emotional attachment in influencer–follower relationships. Their findings demonstrated that emotional bonding not only enhances consumer engagement but also creates a long-term impact on purchase behavior. Additionally, Lim et al. (2020) emphasized that influencer content quality—particularly the consistency, creativity, and transparency of promotional messages—directly affects the perceived authenticity of endorsements, which in turn influences purchase intention. Kumar and Singh (2022) extended the understanding of influencer marketing in metropolitan India, noting that urban consumers are more responsive to influencers who maintain a balance between promotional and organic

content. Their study also revealed that consumers in cities like Chennai, Bengaluru, and Mumbai are highly influenced by peer reviews and influencer testimonials when making online purchase decisions. Similarly, Patel and Raj (2023) highlighted that influencer engagement strategies such as giveaways, live sessions, and interactive polls significantly enhance consumer trust and loyalty. A study by Sokolova and Kefi (2020) proposed that influencer–follower congruence—referring to the similarity between an influencer’s image and a follower’s self-concept—plays a pivotal role in driving purchase intentions. This alignment fosters a psychological sense of identification and aspirational value among followers. Likewise, Mishra and Sharma (2021) observed that Indian consumers evaluate influencers based on perceived expertise and consistency rather than celebrity status, implying that everyday influencers can outperform traditional brand ambassadors in effectiveness. Collectively, the literature indicates that influencer marketing is an evolving domain that blends social psychology, digital communication, and consumer behavior theories. The recurring themes across studies include the importance of authenticity, credibility, and emotional resonance in influencer endorsements. However, the regional variation in consumer behavior—particularly within Chennai City’s culturally diverse and technologically adaptive population—remains underexplored. Therefore, this study aims to fill this gap by empirically examining the influence of social media influencers on consumer purchase intentions in Chennai, offering localized insights into digital consumer engagement and marketing effectiveness.

#### **OBJECTIVES OF THE STUDY**

- To investigate the relationship between the credibility of social media influencers and the purchase intentions of consumers in Chennai City.
- To analyse the impact of demographic variables (such as age, gender, occupation, and income) on consumers’ purchase intention influenced by social media influencers in Chennai City.

#### **HYPOTHESES OF THE STUDY**

- **H<sub>01</sub>:** There is no significant relationship between social media influencer credibility and consumer purchase intention among consumers in Chennai City.
- **H<sub>02</sub>:** There is no significant difference in consumer purchase intention influenced by social media influencers across demographic variables such as age, gender, occupation, and income in Chennai City.

#### **RESEARCH METHODOLOGY**

The present study adopts a descriptive research design to examine the influence of social media influencers on consumer purchase intention among residents of Chennai City. The research is quantitative in nature and primarily relies on primary data collected through a structured questionnaire designed to measure consumer perceptions, attitudes, and intentions toward influencer marketing. Convenience sampling was employed to select respondents who actively follow social media influencers on platforms such as Instagram, YouTube, and Facebook. A total of 361 valid responses were collected from individuals representing diverse demographic backgrounds, including students, professionals, and entrepreneurs across different areas of Chennai City. The questionnaire comprised three sections: demographic information of the respondents, dimensions of influencer credibility such as trustworthiness, attractiveness, expertise, and authenticity, and statements related to consumer purchase intention, all measured on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Data were collected through online Google Forms to ensure wider accessibility and participation among social media users. Secondary data were also reviewed from academic journals, research reports, and digital marketing publications to strengthen the theoretical foundation of the study. The collected data were analyzed using SPSS software, applying descriptive statistics to summarize the demographic characteristics, correlation analysis to assess the relationship between influencer credibility and consumer purchase

intention, and ANOVA to examine significant differences in purchase intention across demographic variables such as age, gender, occupation, and income. The study is geographically confined to Chennai City, focusing on the urban consumer segment that is highly active on social media platforms. Despite its limitations, including the restricted sample size of 361 and reliance on self-reported responses that may introduce bias, the methodology provides a robust framework for understanding how influencer credibility and authenticity influence consumer purchase intentions within the dynamic digital marketing landscape of Chennai City.

**RESULTS OF THE STUDY**

**Table No:1  
Demographic Profile of Consumers**

(n=361)

Demographic Variable	Category	Frequency	Percentage
Gender	Male	194	53.7
	Female	167	46.3
Age Group (in years)	18 – 25	152	42.1
	26 – 35	127	35.2
	Above 35	82	22.7
Educational Qualification	Undergraduate	166	46.0
	Postgraduate	142	39.3
	Professional / Others	53	14.7
Occupation	Student	139	38.5
	Working Professional	126	34.9
	Entrepreneur / Self-employed	96	26.6
Monthly Income (₹)	Below ₹30,000	123	34.1
	₹30,001 – ₹60,000	145	40.2
	Above ₹60,000	93	25.8
Social Media Usage (per day)	Less than 2 hours	72	19.9
	2–4 hours	156	43.2
	Above 4 hours	133	36.8
Preferred Platform	Instagram	183	50.7
	YouTube	109	30.2
	Facebook / Others	69	19.1

The demographic profile of the 361 respondents reveals significant insights into the characteristics of consumers influenced by social media influencers in Chennai City. The sample consists of 53.7% male and 46.3% female respondents, indicating a nearly balanced gender distribution, which suggests that influencer marketing appeals equally to both genders. The majority of respondents (77.3%) belong to the younger age group between 18 and 35 years, demonstrating that social media influencer marketing is particularly effective among millennials and Gen Z consumers who are more digitally active and responsive to online promotions. In terms of educational qualification, 46% of the respondents are undergraduates and 39.3% are postgraduates, showing that the audience exposed to influencer content is well-educated and capable of making informed purchasing decisions. Regarding occupation, 38.5% of the respondents are students, 34.9% are working professionals, and 26.6% are entrepreneurs or self-employed individuals, indicating that social media influencers have a diverse audience comprising both aspiring and economically independent consumers. The analysis of monthly income reveals that 40.2% of respondents fall within the ₹30,001 to ₹60,000 range, followed by 34.1% earning below ₹30,000 and 25.8% earning above ₹60,000, indicating that middle-income groups constitute the dominant segment of social media consumers in Chennai. A majority of respondents (43.2%) spend 2–4 hours daily on social media, while 36.8% spend

more than 4 hours, reflecting a high level of digital engagement and exposure to influencer-driven content. When analyzing preferred platforms, Instagram emerges as the most popular with 50.7% of respondents actively following influencers, followed by YouTube (30.2%) and Facebook or other platforms (19.1%). This finding highlights that visually engaging platforms like Instagram and YouTube play a pivotal role in influencing consumer purchase decisions through creative and interactive content. Overall, the demographic analysis indicates that young, educated, and digitally engaged consumers in Chennai City are highly receptive to social media influencers, making influencer marketing a powerful strategy for brands aiming to build trust, awareness, and purchase intention within this urban segment.

**Table No: 2**  
**Hypothesis Results**

Hypothesis	Statistical Test Used	Test Value	p-value	Result
<b>H<sub>01</sub></b> There is no significant relationship between social media influencer credibility and consumer purchase intention among consumers in Chennai City.	Pearson’s Correlation	r = 0.682	0.000**	Rejected
<b>H<sub>02</sub></b> : There is no significant difference in consumer purchase intention influenced by social media influencers across demographic variables such as age, gender, occupation, and income in Chennai City.	One-Way ANOVA	F = 4.26	0.032*	Rejected (for Age Group only)

The results of the hypothesis testing provide meaningful insights into the influence of social media influencers on consumer purchase intentions in Chennai City. The correlation analysis conducted to test the first hypothesis (H<sub>01</sub>) revealed a strong and positive relationship between social media influencer credibility and consumer purchase intention, with a correlation coefficient of **r = 0.682** and a **p-value of 0.000**, which is statistically significant at the 1% level. This finding suggests that as consumers perceive influencers as more credible, trustworthy, knowledgeable, and authentic, their likelihood of purchasing products endorsed by these influencers increases significantly. Therefore, H<sub>01</sub> is rejected, confirming that influencer credibility plays a vital role in shaping purchase intentions among social media users in Chennai.

The second hypothesis (H<sub>02</sub>) was tested using a one-way ANOVA to examine differences in purchase intention across demographic variables such as age, gender, occupation, and income. The results show a significant variation across **age groups (F = 4.26, p = 0.032)**, while other demographic variables did not exhibit statistically significant differences. This suggests that younger consumers, specifically those aged 18-35, are more susceptible to social media endorsements than older respondents. Hence, H<sub>02</sub> is partially rejected for the age group variable. These results collectively suggest that social media influencer marketing has a significant and positive impact on consumer purchase intentions, especially among younger, digitally active consumers in Chennai City, emphasizing the growing importance of influencer credibility as a decisive factor in online consumer behavior.

**DISCUSSIONS**

The findings of the study clearly demonstrate that social media influencers have a substantial impact on shaping consumer purchase intentions in Chennai City. The results revealed a strong positive relationship between influencer credibility and consumer purchase intention, highlighting that consumers are more inclined to purchase products endorsed by

influencers who are perceived as trustworthy, knowledgeable, and authentic. This aligns with previous research by Lou and Yuan (2019), who established that influencer credibility significantly contributes to the development of consumer trust, which in turn enhances purchase intention. Similarly, Djafarova and Trofimenko (2019) emphasized that millennials and Gen Z consumers tend to relate more to social media influencers than to traditional celebrities, as influencers create content that feels personal, genuine, and relatable. The current study's findings resonate with this notion, as the majority of Chennai respondents, particularly those in the 18–35 age group, reported being influenced by the perceived honesty and expertise of influencers. Moreover, the ANOVA results indicated that while purchase intention does not significantly differ across gender, occupation, or income, it varies notably across age groups. Younger consumers showed a higher susceptibility to influencer-driven marketing than older age segments, reinforcing the notion that social media marketing is most effective among youth and young professionals who are more active on digital platforms. This observation is consistent with the findings of Sharma and Bhatia (2021), who observed that younger consumers are more engaged with influencer content and are more likely to make online purchases based on influencer recommendations. The study also supports the argument of Jin et al. (2020), who found that emotional attachment and identification with influencers enhance consumer loyalty and engagement, ultimately leading to purchase behavior. From a managerial perspective, these findings suggest that marketers and brands targeting consumers in Chennai should focus on collaborating with influencers who exhibit high levels of credibility and authenticity. Consumers today value real experiences and transparent communication, and they are more likely to engage with influencers who share personal stories or genuine product experiences rather than overt promotional content. The growing popularity of platforms like Instagram and YouTube underscores the importance of visual storytelling and interactive engagement in influencing purchasing decisions. Overall, the discussion reinforces that influencer marketing has become a robust and credible form of digital communication in Chennai City. It bridges the gap between brands and consumers through personalized and trust-based interactions. The study concludes that influencer credibility—driven by trustworthiness, expertise, and relatability—is a key determinant of consumer purchase intention, and marketers should strategically align their campaigns with influencers who resonate with their target audience.

## CONCLUSION

The study concludes that social media influencers play a pivotal role in shaping consumer purchase intentions in Chennai City. The empirical findings reveal that influencer credibility—encompassing dimensions such as trustworthiness, expertise, attractiveness, and authenticity—significantly influences consumers' willingness to purchase products endorsed on social media platforms. The strong positive correlation between influencer credibility and purchase intention confirms that consumers place considerable trust in influencers who communicate genuine experiences and maintain consistent engagement with their followers. Moreover, the analysis indicates that age is a significant demographic factor, with younger consumers being more responsive to influencer-driven marketing. In contrast, gender, occupation, and income do not show substantial variations in purchase behavior. These findings emphasize that the success of influencer marketing depends mainly on how well influencers connect with their audiences through relatable content and credible communication. For marketers operating in Chennai's dynamic digital environment, selecting the right influencers—those whose personalities, values, and content style align with the brand's identity—is crucial to achieving meaningful consumer engagement and purchase conversion. The study further underscores that social media platforms like Instagram and YouTube serve as vital channels for reaching urban consumers who increasingly rely on digital opinions before making purchase decisions. In conclusion, social media influencer marketing has evolved into a highly effective digital strategy that bridges the gap between consumers and

brands through authenticity, emotional connection, and peer-like persuasion. As Chennai continues to experience rapid digital adoption, understanding the psychological and behavioral impact of influencers will remain critical for businesses aiming to enhance their online presence and drive consumer purchase intentions. Future research can extend this study by including different cities, larger samples, or platform-specific analyses to better understand the broader implications of influencer marketing in India's growing digital economy.

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