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ENTREPRENEURSHIP INNOVATION & START-UPS

EDITORS

Dr. Sheetal Mahendher
Dr. Veena Shenoy
Mr. Leonard L

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Dr. Manish Kothari, Managing Director, ISBR Business School



Entrepreneurship, Innovation and start-ups are very close to my heart, as this is what we do at ISBR Business School, day-in and day-out. A big ‘Namaste’ to the ones across the world from the start-up capital of India, Bengaluru. It’s wonderful to see the research done and papers published and presented in this conference for a very relevant topic as this.

In a post Covid-19 Era, I completely believe that innovation in the healthcare system is absolutely necessary. Now, campus breed innovation and we at ISBR, encourage our students to not just get employed- but to be employers. This topic is close to my heart and I believe this is the need of the hour, as this is in line with the New-India and even the New-World.

I’d like to say nine facts at the moments, which shows where the world is going.

1. Lay-offs are signs that world is moving from employee-based to employer-based
2. Start-ups as job providers are moving up in rocket speed
3. Individual venture capital firms receive at least 1000 applications a year
4. 1% of start-ups evolve to unicorn start-ups
5. Start-up founders are leaving the Silicon Valley bubble to across the world
6. More start-ups are open to collaborate with each other
7. The best way to learn about entrepreneurship is to start a company
8. More universities will have innovation hubs within them
9. In the coming years, we will see new graduates be start-up owners

With these facts, this conference is in the apt direction. We have many areas to explore in terms of entrepreneurship and innovation, which will throw light to this world and show in which direction we must go.

Dr. Y Lakshman Kumar, Director, ISBR Business School



It is an immense pleasure to welcome a wonderful panel of key note speakers, scholars, Spirit partners, researchers and students to “Vishleshan 2022-Entrepreneurship, Innovations and Start-ups.”

Entrepreneurship is the ability and readiness to develop, organise and run a business enterprise, whereas innovation is the practical implementation of an idea. I think of drinking water treatment, and MakaPads of Uganda when I think of innovation. While, start-up is the project or a company which stakes the business into an enterprise. This year Vishleshan is graced with the presence of a wonderful and apt panel of speakers and researchers who would add laurels to the topic.

I am sure this book will discuss, deliberate, and make suggestions for the budding entrepreneurs and their start-ups while throwing light on the importance of innovation.

Mr. Kishore Jagirdar is the President of Vision Karnataka Foundation, Chairman & MD Infopace Management Pvt. Ltd.



He is a Strategic Change Management Specialist, Serial Entrepreneur and Innovator. He has Co-founded Infopace Management Pvt Ltd in 1999 to cater to SMEs with holistic support in management consulting. He is a key note speaker at the Vishleshan International Conference.

He had explored the topics from a bird's eye view. The relevance of the subject of international entrepreneurship, innovation, and startups was briefly discussed and he emphasised the five big extinctions as well as the effects of an unsustainable human lifestyle on the planet's ecosystem. He wanted the emphasis to be placed on corrective measures that would result in the production of circular dependency products that would lessen the environmental impact of non- recycling products. He asked all universities throughout the world to translate these problem statements into entrepreneurial solutions.

Mr. Aghyadeep Bose , Vice President of Marketing Operations – Accenture



He is a change agent and leader who emphasises successful cross-functional cooperation. He has always been captivated by the possibility of converting a corporate plan into organisational success.

He elucidated the key components of S.M.A.R.T. Innovations, which stand for sustainable, market assessment, adaptable, risk protected, and talent creator. He emphasised the importance of forming the appropriate partnerships with organisations or other bodies to make innovation scalable and sustainable. He inspired everyone to support daily learning and growth.

**Prof. Dr. Eng Himsar Ambarita, Director of an Internalisation and Global Partnership,
Universitas Sumatera Utara**



He has experience in energy efficiency and renewable energy technologies and policy, as well as teaching, research, and consulting in these areas. His areas of expertise include drying technology, heat recovery, energy efficiency, renewable energy (solar, wind, hydroelectric, and bioenergy), and sustainable energy technologies and policies.

In his opening remarks, Prof. Dr. Eng Himsar emphasised the significance of energy efficiency and renewable energy on innovations in start-ups. He went on to explain how the conference's theme is connected to every institution in Indonesia's Key Performance Indicator, which tracks the number of graduates who start their own businesses as a way for the government to encourage and produce young entrepreneurs. He concentrated on the new methodological frameworks influencing start-up innovations.

**Dr. Gary W Paul, Deputy Vice- Chancellor, Resources, and Operations at the Central
University of Technology, Free State, South Africa.**



He completed his American Council on Education (ACE) Fellowship at Roosevelt University in Chicago, Illinois, in 2009, with a concentration on institutional effectiveness. St. Cloud State University, Michigan State University, and Nelson Mandela Metropolitan University were all included in this comparison analysis.

In his remarks, he urged the attendees and professors to shape young minds and support them in more creatively communicating their ideas. He provided in-depth knowledge regarding the entrepreneurial ecosystem that was practiced in their University. Finding stand-alone answers to issues like excessive interest rates and unemployment requires that we project events to the outside world in the proper manner. Innovation is the key, and mediocrity has no place in the world of today, he claimed.

PANEL DISCUSSION

The panel discussion was moderated by **Mr. Watan Singh** with the speakers, Ms. Teena Paul, Mr. Ravishankar Devarkonda, Ms. Shrilakshmi Desiraju, Mr. Amardeep Kaushal, Mr. Saurabh Mazumdar and Mr. Ivan Salazar.

Ms. Teena Paul, Founder and CEO of Giftolexia Solutions Pvt. Ltd.

Question: Could you throw some light on your journey as an entrepreneur and about the Incubation from IIMB?

She elucidated on her journey of becoming an entrepreneur and her incubation from IIM-B. She spoke about how the reading solutions are present currently for dyslexic children with pen and paper, and the learning challenges they face. And she spoke on how they started this company, wherein their products and solutions address this problem. She also emphasizes that one must have an entrepreneurial mind set in everyone, despite not having a start-up. She stresses that it must be cultivated from schools.

Mr. Ravi Sankar Devarakonda, Chartered Accountant

Question: How does one value a start up? What are the factors that go into valuation of a Startup Enterprise?

Mr. Ravi Sankar Devarakonda, a Chartered Accountant, Company Secretary, Cost Accountant and Graduate in Law with over Forty years of experience in Manufacturing, Trading, Finance and Infrastructure sectors, at senior levels, spoke about the valuations in a start-up.

He quoted that, “An entrepreneur may have a novel idea, but an investor may not.” And he said that is the place where the valuation of a start-up comes into the picture. He spoke on the various methods one may take up to determine the value of a start-up, and the stages of financing a start-up.

Mr. Saurabh Mazumdar, Digital Transformation Consultant

Question: What is the biggest challenge in getting overseas investors in the network and the business?

Mr. Saurabh Mazumdar, whose achievements have been appreciated & recognized at City of Austin, Gov. of India for Entrepreneurs Wing, explained the biggest challenges in on boarding overseas investors in a start-up. He said that one must first start with their existing network and then proceed to expand the said network. He says that the prime step is reaching out for connections and networking, which helps whether one is physically in the presence of their investor or not.

Ms. Shrilakshmi Desiraju, CEO & Co-Founder, Triphase Pharmaceuticals Pvt. Ltd.

Question: What are some of the most important considerations in commercialization in technology?

Ms. Shrilakshmi Desiraju, who has been the Times of India's Woman of the Year several times, spoke about the technological commercialization and the challenges faced in the same. She spoke primarily on biotechnology and pharmaceuticals, her prime industry, which is supposed to have a longer gestation than an IT industry. For such areas, investors are not ready to invest due to the same. She said that it is necessary to identify the market pains first.

Mr. Ivan Salazar, Vice - President of the Hub of Innovation in Sports of Valencia

Question: Could you give us some inputs on innovation in sports?

Mr. Ivan Salazar imparted to the audience the various innovations in sports. He throws light on the innovation and start-up culture in Valencia where they focus on healthy lifestyle, physical activity and improvement in competitive sports. He says the key is to analyse the needs of the markets by doing extensive research in the sport centres. He says that we must look into all the failure stories that must inspire us to improve on our method, as success stories do not divulge the process that well.

Mr. Amardeep Kaushal, Director at Confederation of Global Investors.

Question: Looking at the layoffs in the industry and discussions on recession. Can you address this issue and give us a gist of how B school students can create an impact in the market today? He said there is to be an adverse impact of the upcoming recession, and B-school students can create an impact now. He said that with the industry lay-offs that are currently happening, incubation centres would act as the cushion that helps the students currently. He also said that areas like cryptocurrency must be the focus of these students as the coming year would face many more layoffs. If the upcoming trends are the areas of focus on innovation, B-school students can tackle the effects of it as well.

Convenor's Address



CONVENOR
Dr Sheetal Mahendher
Professor and Research Chair
SPIRIT Project Coordinator
ISBR Business School

Our country recognizes that entrepreneurs are the game-changers of our economy, as they are in power to change the living standards for the better and increase the amount of capital. Individuals who strive to improve the current methodology or creating new ideas which change the modus operandi of the products and services, making these innovations revolutionary. Entrepreneurs with such innovations at their disposal move onto starting start-ups to set their businesses. ISBR Vishleshan, International Conference 2022 recognizes and wishes to encourage young researchers and entrepreneurs for the same. As the future is with the innovation brought forth by the entrepreneurs with their start-ups, the purpose of this conference is to throw light and stress upon the importance of innovation, entrepreneurship and start-ups for the bright future of this country.



CO-CONVENOR
Dr Veena Shenoy
Associate Professor,
Program Manager
ISBR Business School

Vishleshan, International Conference 2022 was organised by ISBR Business School in collaboration with SPIRIT project team. This project is co-funded by ERASMUS + programme of the European Union. SPIRIT means Sport and physical education as a vehicle for Inclusion and Recognition in India, Indonesia and Sri Lanka. Growing chronic non-communicable diseases (NCDs) have emerged as a huge global health problem in low-and middle-income countries. Around the world, young people need free time, space and fellowship to enjoy sport and play. Sport can provide a way to break down barriers and promote inclusion of students at different level education. Hence the proposed project tries to address such problems in three partner countries and shall create a new momentum which will go hand in hand with the countries central strategy to develop a healthier and inclusive nation through the medium of sports.

It gives me immense pleasure in congratulating ISBR Business School Management, Students of Organizing Committee, participants and all other associated in bringing out the Vishleshan conference 2022 successfully. Organizing, extracting talent, amalgamating the event and making it a huge success was a tough task, but the team did it triumphantly. The endeavour of events like Vishleshan backed by the ISBR Business School is to play a vital role in the lives of young students and professionals to blend learning, creativity, skills and knowledge.

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A STUDY ON THE PREDICTION OF PURCHASE DECISION THROUGH SOCIAL MEDIA ENGAGEMENT

Dr. Sheetal Mahendher (Professor and Research Chair ISBR Business School)

Kirubha Gowri S (Student, ISBR Business School)

Avijit Saha (Student, ISBR Business School) Amisha Sinha (Student, ISBR Business School)

ABSTRACT

Purpose: To predict the purchase decision of a customer through their social media engagement.

Methodology: A questionnaire was used to conduct an online survey with a sample size of 153 participants. Through the use of ordinal logistic regression modelling in R programming in RStudio, a prediction model is built and confusion matrix is applied.

Findings: The accuracy was determined to be 65% and the kappa value of the confusion matrix was found to be 0.3211. The reason could be that each platform's content is unique and human social media behavior is dynamic. **Practical Implications:** Social media marketing has grown in popularity recently. Many brands are using various forms of advertising and content on social media to keep their customers interested, as it has grown to be a significant communication channel in the communication mix. Using this as an antecedent to predict a customer's purchase decision can help the company to strategize their advertisements.

Originality/Value: The paper presents the model with the engagement of customers on different social media platforms and their buying frequencies. It uses them as the independent variables and purchase decision with influence as the dependent variable.

Future Scope: To learn the kind of content affects a buyer's purchase decision more, further research examining purchase decisions in the context of various platforms could be undertaken.

Key words: Social media engagement, Purchase Decision, Social media, Predictive Analytics, ordinal logistic regression, accuracy.

INTRODUCTION

With the rise in users it has had over the past ten years, social media has now established itself as a vital instrument for communication. In order to grow their client base and promote their brand to new customers, many businesses are focused on the significantly increasing the use of social media interaction with their customers. Customers have the freedom to decide which marketing communication channel to use, and social media has given them the opportunity to collaborate

together and disseminate information about the business. Each component that emerges from the social media marketing communication process can be used as a resource to monitor, research, and analyze client behavior in order to make decisions based on the predictions gleaned from the analysis. This is a crucial addition to the business' marketing plan that could improve performance and provide the organization a competitive edge. (Li et al., 2020). Given this context, it's critical to research how social media usage affects consumers' decision-making processes. A customer's decision-making process while purchasing a product is referred to as a buying process. It contains five stages: Problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. The study attempts to predict the influence of social media engagement on the purchase decision (Yogesh, F., & Yesha, M, 2014).

LITERATURE REVIEW

Social Media Marketing

Many brands have their account handles on social media platforms like Facebook, Instagram and Twitter, and there is a two-way communication between the customer and the brand, with no restriction in respect to time, place or platform. Social media marketing plays a vital role in the three intentions of a customer that are the participation intention, the purchase intention, and the continuance intention. These marketing activities not only ensure a long-term relationship with the customer, the relationship is also continuous. The best performers are the community operators in social media marketing where the users are asked to share their brand stories, or asked to participate in the testing of a product, etc. It is essential for firms to identify, monitor and control their social media interactions in order to use their marketing effectively. When a customer has a positive relationship with a brand, it can help them strengthen their affiliation with the brand and stop purchase from other brands (Chen & Lin, 2019.)

The marketing comfort during social media interaction with the customer plays a vital role. It is a bridge of marketing ethics and consumer comfort. It uses three functions in social media for marketing, which is pulling in new customer, pushing the product and exchanging information. The comfort factor refers to the customer's willingness and readiness to interact with the information, in most situations- the posts and advertisements, which are posted on the public platforms with the intention of advertising, consumer relations and opinion mining. The information that is collected must be ethical and with consensus. Third party information mining, such as from the marketers, make the general public uncomfortable, hence there must be communication transparency while up

taking social media marketing. (Jacobson et al., 2020)

Purchase Decision

In their study, Yogesh, F., & Yesha, M, (2014), have deciphered that a significant portion of internet users have looked online for information on a purchase. The most popular purchases are electronic gadgets, entertainment, and travel. The main factors influencing information search are the ease of searching and consumers' perceptions of search engines as successful platforms. Social media is also seen as a reliable source of information. As a result, marketers can use social media in a very good way to achieve their awareness goals. Users of social media are more inclined to make a purchase after reading favorable evaluations. Sales will therefore increase if positive Word of Mouth is generated on social media. On the decision to buy, trust has a favorable impact. Consumer purchasing decisions are influenced more by the seller's expertise, generosity, and honesty, which together represent the consumer's level of trust in the seller. Because Mahliza, (2020)'s study's findings indicate that consumer trust is crucial in determining whether to make an online purchase, they can also be used as management implications for the seller. Using antecedent's factors, one may also increase consumer trust. Increased consumer purchase decisions will be a result of a seller's ability to improve customer trust through trust antecedents (brand image, security, and perceived risk).

RESEARCH METHODOLOGY

Research Objectives:

1. To predict the purchase decision of a customer based on social media engagement
2. To understand the influence of social media engagement on purchase decision based on the predictions.

Sources, Nature, Sample, and Sampling Techniques of Data

The method that was deployed to collect the data was primary method through questionnaire, which required us to collect from the respondents directly. We used convenient sampling approach under the non-probability sampling, and collected the data from 153 respondents out of the 196, who are our sample. The margin of error in our data was $\pm 5.6\%$

Our survey was conducted out online, through Google forms. We circulated our forms through social media platforms, as Google forms were easier for the respondents to fill and made the data collection expedient. Our sample is of the urban origin, who had different employment backgrounds.

Features of the Questionnaire

The Questionnaire had dichotomous, multiple choice and scaling questions. The scaling questions were prepared using the five-point Likert scale, which gives the respondents five various level of response to the particular question or statement based on its likeability, agreeability, and rating. We had given the respondents 12 questions that were aimed to understand the demographics of the respondents, to understand their social media usage, and their interaction with brands through their social media. We had given different social media platforms also, in order to understand the platform that was frequently used by the respondents.

Analysis Approach

The data collected was sorted and processed to make it analysis ready on Microsoft Excel, and was formatted into a csv file. With the use of the function *read.csv*, the file was imported to RStudio. Rstudio is an open-source programme that enables teams working in data science to develop and collaborate on projects using the R language and enterprise-ready professional tools (Introduction to R Studio – Geeks for Geeks, 2022). The demographics were considered for us to get a deeper understanding on the sample. The demographics are displayed with data visualization tools such as pie chart to show the distribution of it in the sample. Since the data is categorical, we have done ordinal logistic regression using the function of *multinom*. Based on the results of confusion matrix, the accuracy of the prediction is inferred.

ANALYSIS AND INTERPRETATION

Demographics

Through data visualization, using pie-charts, the demographics of the population with the survey-questions collected are displayed. The factors of demographics taken were the age, population and the gender of the sample.

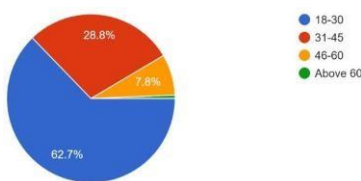


Fig. 1 (a)

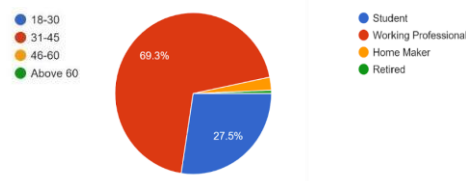


Fig. 1(b)

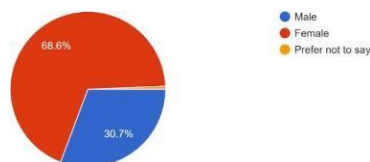


Fig. 1 (c)

Figure 1. The above figures represent the demographics of the sample.

- This chart gives the details on the age-group distribution of the sample.
- This chart gives the occupation distribution of the sample.
- This sample gives the gender distribution of the sample.

In the figure 1 (a), in the age demographics, 62.7% of the respondents belong in the age-group of 18-30, making it the majority of the respondents. And, the least is 0.7% with one respondent belonging in the category of above60 years. A significant amount of respondents of 28.8% are from the age-group of 31-35 years. Around 12 respondents were above 45 years but below 60. In the figure 1(b), the majority of our respondents are working professionals of about 69.3%, followed by 27.5% of students.

We also have 2.6% of home makers in the mix. One of the respondents was also retired. In the figure 1 (c), in the gender split up, female respondents were of the majority, covering about 68.6% of the respondents and the rest were male, with one candidate who preferred not to disclose their gender.

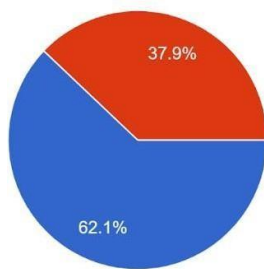


Fig. 4.2(a)

● Yes
● No

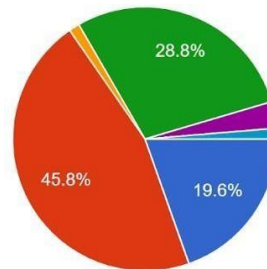
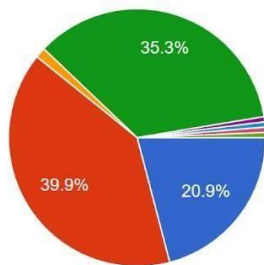


Fig. 4.2(b)

● Facebook
● Instagram
● Snapchat
● YouTube
● Twitter
● LinkedIn



● Facebook
● Instagram
● Snapchat
● YouTube
● meesho
● Google
● Nothing
● Meesho

Fig. 4.2(c)

Figure 2: The above figures show the respondent's usage of social media to follow brands and their interaction with them on various platforms.

- This chart informs whether the respondents follow brands on social media.
- This chart provides a breakup of the social media platforms used by the respondents to look up brands.
- This chart provides a breakup of the social media platforms in which they come across a lot of brand-related content based on their past-purchases.

Analyzing the social media usage of the customers is necessary to understand the engagement

pattern. Thus, the data for the same was conducted. 62.1% of the respondents were already following brands' pages on their various social media platforms (figure 2 a.) That covered about 95 out of the sample.

The platform that was highly used by the customers (45.8%) and the platform that the brands used in order to increase their engagement with the customers (39.9%) was Instagram, from the figures 2 b and 2 c.

This was followed by YouTube and Facebook. Other platforms like Snapchat, LinkedIn, Twitter, etc... were also chosen, but in a much lower amount. In order to find more about the platforms used by brands to engage with the customers, the option of writing an answer was provided, which yielded that Meesho also was preferred by some respondents.

Prediction

The purchase decision influence is taken as the dependent variable and ordinal logistic regression using the *multinom()* function is performed for the variables that yield the least AIC value, in this case **175.4322**, and we build a model, which is of best fit.

```
pur<- read.csv("D:/Introduction to R/predictiveanalytics/predictive.csv")
View(pur)
fit<- multinom(PDInfluence~., data= pur)library(MASS) stepAIC(fit)
bestfit <- multinom(formula = PDInfluence ~ Recommend +Int_Cont +buymoreint +
uniquecont + repeatsocial + X2shift, data = pur) summary(bestfit)
```

Where value identifies the starting point for the random number seed, *set.seed* (). The random number value is set to 123 in the line above. The primary goal of utilizing the seed is to be able to replicate a certain run of "random" integers (SET SEED in R with *set.seed()* function, 2022).

```
set.seed(700) partition1=createDataPartition(y=pur$PDInfluence,p=0.7,list =
FALSE)
train1= pur[partition1,]test1= pur[-partition1,]
```

The *predict()* function is an extremely versatile function, which returns predictions for each of the data points used to fit the model.

```
#predict
ans1=predict(bestfit, newdata=test1, type="probs")summary(ans1)View(test1)
```

We next converted the values by assigning yes and no based on if it is less than 0.7, and it is added to the table, and a data frame is created based on the actual value and the predicted values.

```
pred_PD1=ifelse(ans1<0.7,"no","yes") table(pred_PD1)
```



```
newpid1=data.frame(predicted=pred_PD1, actual=test1$PDInfluence) View(newpid1)
```

Next, we created a confusion matrix based on the results. A confusion matrix is a metric for evaluating the performance of a machine learning classification problem, the output of which can be two or more classes. It is a table with four separate sets of actual and predicted values.

```
#confusion matrixresult1<-
confusionMatrix(as.factor(newpid1$actual),as.factor(newpid1$predicted)) result1
```

With the results, the accuracy is at a 0.65 or a 65%. The kappa value is at 0.3211. Based on this, there is a

minimal agreement in the data. It has the sensitivity of 56.76% and specificity of 78.26%. The balanced accuracy is 67.51%.

FINDINGS

No one source of information is more crucial in today's world of online and offline consumers. Digitally connected customers spend so much time online that some buying habits are not considered to be part of what they would consider to be shopping, but rather as regular daily social activities. Today's consumers have more expectations than ever before; they demand an experience that gives them choice, autonomy, and a sense of parity with other participants in the transaction (Powers et al., 2012).

Earlier studies have examined different social media usage and the impact of electronic word-of-mouth, but it is important to emphasise the significance of these in the context of social good (Bernhardt et al., 2012). Consequently, a conceptual model that includes social media use. The development of electronic word-of-mouth, trust, and participation in purchasing decisions. To evaluate survey was conducted with management students, sometimes known as Generation Z, to test the proposed model, millennial generation. Results confirmed the conceptualization and revealed the use of social media and online word-of-mouth positively affects purchasing decisions involvement. Additionally, it demonstrated how crucial trust is in mediating between the use of social media and involvement in the purchasing process, electronic word of mouth, and purchase decision involvement.

Customers are now more concerned with the authenticity and relevance of advertising content, and they give customer recommendations more weight than those that are provided by businesses. One of the most important aspects of customer purchasing behavior to comprehend is purchase

intention. However, Ardiansyah and Sarwoko (2020)'s study found that the common characteristics of social media marketing that affect consumers' purchase intentions include information, amusement, reward, trust, and satisfaction.

In this study, there is a 65% of accuracy in the prediction model which predicts the purchase decision of the customer on basis of their social media engagement. The unpredictability in human behavior, especially online accounts a lot for the difficulty in predicting. According to numerous studies, social media advertising is only successful if it can elicit a quick and significant amount of consumer response. If the study is conducted in a bigger sample size with different mediums of social media engagement taken into account, we might be able to elicit a better prediction of higher accuracy for their purchase decision.

CONCLUSION

Social media engagement through social media advertising is a new model in social media marketing. Predicting the purchase decision of the buyer based on their social media engagement could help the brands push more target-specific content towards the customers. With the sample of 153, we performed ordinal logistic regression and prediction modelling, and determined the accuracy based on confusion matrix. The dynamic nature of human behavior and the unpredictability in the algorithm of social media could be the precedents of the lower accuracy in the data. A model with a larger dataset with more precise social media platforms can be researched with and built to check if the accuracy is improved, for a better prediction.

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A Study on Millennial Consumer Perception on online shopping with special reference to Smart phones

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Abstract:

The world is evolving, constantly. New patterns, goods, problems and needs emerge everyday. Consumers need a way to stay on top of everything that's changing in a fast-paced world. The findings of the study revealed that Whatsapp is the most preferred and user-friendly social media platform and Instagram is the most useful. Millennial expressed a strong positive perception of social media marketing. The majority of respondents indicated that their purchasing behavior is influenced by social media marketing. Regardless of demographics, social media usage among millennial remains the same. Respondents' perception increases purchasing behavior by 45%, which is a good measure for a country still in the transition phase of digitization. Social media is the perfect way to keep customers up to date. They will easily search for information and receive it. It's the perfect way for customers to access relevant content and communicate knowledge that is valuable to them. This also allows consumers to have an overview of the business. When a market or sector changes, customers want to be able to find it immediately. Social media provides customers with up-to-date information on the latest developments and changes in the company. Businesses today can use social media marketing to increase their sales and revenue.

Keywords: Smartphone, Marketing, Perception, Social media, Millennial

INTRODUCTION

Over the last few decades, the rise of the Internet has developed to a large global scale groups when exchanging products and services. Other key advantages of the Internet are convey, converse and disseminate adequate information for the purpose of selling a product or service to obtain feedback as well as to conduct satisfaction surveys with end users. Today, the new generation consumers use the internet not only to buy a product online but also to compare prices, product features and after-sales service benefits. The Internet has become the most effective medium in the entire world that it offers extensive collection of products and services with 24/7 availability. The current advancement of the Internet and its widespread benefits is having a major impact to the universal marketing environment. Alkailani and Kumar (2011)¹ stated that the internet could develop most of the

business by reaching targeted users through e commerce. The current business scenario is the booming era of online business as using the internet, which is the most effective cybernetic medium have been developed globally. Social media plays a vital role in various aspects of our lives. What's interesting about SMis that it serves users in a variety of fields, including industry, marketing, advertising, and education. From a market perspective, businesses and customers will communicate directly through SM and find whatever goods and services they are looking for. Today, consumers are increasingly using technology and especially social media as an effective tool in the online shopping process. This process can be described as an electronic platform that allows customers to interact with merchants and fulfill their shopping needs. Social networks have played a significant role in accelerating the spread of this phenomenon. Interacting with customers on social media will increase the number of potential consumers and the potential for potential consumers to become actual buyers. In addition to converting existing potential customers into consumers, Social media allows these consumers to promote and share their shopping experience with their friends by giving them their positive or negative opinions about the product they are buying. Online shopping is growing everywhere and this phenomenon affects different types of consumers.

LITERATURE REVIEW

The literature review explains the previous research that has been done as well as the gap in the literature that needs to be filled. With the help of a literature review, this study objective was determined. There are limited studies directly related to the study. A literature review is a critical step in the research process. It helps direct one's thinking and moves one to develop specific research questions. The primary objective of the literature review is to understand the previous work that has been done in this subject and to delineate research efforts focusing on unexplored aspects of the problem. A brief literature would help the researcher immensely in gaining insight into the chosen problem. A researcher would get a good background knowledge of the problem by reviewing certain studies. These full studies will be referenced in the competition to shape this study. There is a very limited number of studies that directly relate to the study at hand. They were taken from journals, articles, Ph.D. thesis and unpublished research papers. This study was developed after reviewing a considerable amount of previous literature. The content of the review is limited to the objective of this study. This chapter explains the most important literature for this study. Several studies have been conducted A number of studies have been conducted in this area, some of which are discussed below:

Table 1: Table Shows the various studies on the research variables

| Sino. | Author | Published on | Key note |
|--|--|--------------|---|
| STUDIES ON SOCIAL MEDIA MARKETING | | | |
| 1 | Jagadeesh Babu MK, Dr.saurabhsrivastava, Smita Manohar Gaikwad, Dr.aditipriya Singh, Mahabub Bahsa S | 2020 | Researchers concluded that Face book is the most preferred social media platform and YouTube is the most trusted. Millennial expressed strong positive perceptions of social media marketing. The majority of respondents indicated that their purchasing behavior is influenced by social media marketing. Regardless of demographics, social media usage remains the same among millennial. |
| 2 | Ali M. Shah, Syed Zeeshan Zahoor & Ishtiaq HussainQureshi | 2019 | The findings indicate that the majority of respondents use social media for purchasing purposes, and there is a positive relationship between social media and customer relationship, as well as social media and purchasing behavior, with customer relationship fully mediating and enhancing the relationship between social media and purchasing. Behavior. It was also found that most respondents use social media for shopping purposes. |
| 3 | Rachel Ashman, Michael R. Solomon, Julia Wolny | 2015 | This research stream is critical to marketers and retailers who are increasingly using technology to target specific messages to consumers at specific stages of their buying processes and who need to increasingly integrate social shopping tools into their digital presence. The research paper shows that the EKB model remains a useful tool for analyzing the current shopping environment. Although based on fictional vignettes, this article suggests that the EKB model be reconsidered and possibly extended to include the context of participatory culture. Our fictional vignettes also point to the need for more empirical research based on inductive studies that provide insight into how digital participation happens in practice. |
| 4 | Efthymios Constantinides | 2014 | Contribute to the growing debate on the role of social media as marketing tools and provide a number of foundations for further research and experimentation. The most important message of the article is that marketers should realize that the future marketing paradigm will be based on openness, collaboration, co-creation and an honest commitment to listen to the customer and help them, not control them. |

| | | | |
|-------------------------------|-----------------------------------|-------------|---|
| 5 | Rrezarta Gashi, Hana Gashi Ahmeti | 2021 | A study deeply focused on analyzing the impact of social media on the development of new products as well as on the organizational performance of companies in Kosovo, where researchers see that the performance of many firms is directly affected by the development of their products. From the results of this study, the researcher infers that managers were satisfied with the role of media in customer relations and services, for which the study found that the researchers have a high level of satisfaction every time, which means that the media has a relatively significant influence. In addition, a conceptual model based on the theoretical aspect of social media impact was created in this research. |
| 6 | Cerchia Alina Elena | 2015 | In a research study, the researcher suggested that in this era of new technology, social media is a must for an organization to remain competitive in the market. This article aims to analyze how social media supports the development of customer relationship management. The significant role of social media, the use and rise of social networks is explored. Based on case studies and questionnaires, the research article analyzes the need to move from traditional CRM to social CRM. Although social |
| | | | CRM is a relatively new domain, researchers are very interested in how CRM can emerge with social media. The study highlightsexamples of how companies can benefit from the use of social media, increasing sales and profitability, creating advertising, acquiring new customers, retaining them and making them loyal. |
| STUDIES ON MILLENNIALS | | | |
| 7 | Sharon S. Pate, Melinda Adams | 2013, April | In a research study, researchers reported that social media sites have become an important part of millennial' lives. According to the Pew Research Center (2010), Millennial live their lives online. Social media can be associated with a positive association providing instrumental value that helps consumers make decisions about what product to buy, when to buy, and where to buy (Weigand, 2009). As social media becomes a large part of the promotional mix, it is important to understand what motivates purchase behavior and whether social media plays a role in influencing that behavior. The purpose of the researchers' research was to determine the influence of social networks on the purchasing behavior of millennial. |

| | | | |
|--------------------------------|---|------|---|
| 8 | Flor Madrigal Moreno, Jaime Gil Lafuente, Fernando Ávila Carreón & Salvador Madrigal Moreno | | Research study researchers have indicated that millennial are an important group of consumers. Therefore, it is important to know how they behave. This article aims to explain who Millennial are, to explain who belongs to this generational group and why they have become an attractive group for different social and economic sectors by showing the most distinctive attitudes, tastes and purchasing behavior. It is a qualitative and transactional research based on a review of various scientific articles obtained from specialized journals that helped to characterize the most significant elements that describe millennial, based on some similarities described by different authors. The findings suggest that millennial are a very attractive market because they grew up in an environment where technology provides a platform for personalization and instant gratification in all aspects of life. |
| 9 | Rahman | 2015 | Researchers are now focusing on psychological aspects more than other aspects to reach millennial, attitudes and most importantly perception are the anchor tools for link generation through effective advertising. It is therefore important for brands to understand the digital ecosystem of their target market |
| STUDIES ON SMART PHONES | | | |
| 10 | Imtiaz Arif, Wajeeha Aslam, Muhammad Ali | 2016 | The study investigated students' Smartphone addiction and the effect of this addiction on their purchasing behavior using SEM. Social need, social influence, and convenience were examined to assess students' Smartphone addiction, while their purchasing behavior was measured by considering students' addiction as an influencing variable. Social influence, social needs, and convenience were found to significantly influence students' Smartphone addiction |
| 11 | Ashraf Bany Mohammed | 2018 | The main findings revealed by this study is the key role of providing consumers with the right financial tools that can significantly minimize the barriers to purchasing smart phones, especially for Gen Z. However, like any other research study, this study also has some limitations related to the small sample size, population characteristics, time frame and model. Thus, the researchers argue that the generalization of these findings requires further investigation, while expanding the model to account for financial, branding, and social aspects. |

OBJECTIVES OF THE STUDY

- To study the use of social media by millennial
- To know if social media advertising motivated millennial purchase decisions.
- To explain who belongs to a generational group and why it has become an attractive group for various social and economic sectors by showing the most distinctive attitudes, tastes and purchasing behavior.
- To analyze the impact of social media marketing on the buying behavior of millennial towards smart phones.

RESEARCH METHODOLOGY

Research methodology simply refers to the practical "how" of a given piece of research. More specifically, it is how the researcher systematically designs the study to ensure valid and reliable results that match the research objectives and goals.

Table2: Table shows Plan of Research methodology

| Sino. | Particulars | Context |
|-------|---------------------|---|
| 1 | Research Design | Descriptive Research Design |
| 2. | Research Method | Survey Method |
| 3. | Research Instrument | Structured Questionnaires |
| 4. | Sample Size | 200 |
| 5. | Sampling Method | Non-Probability/Convenient/Judgment Sampling technique |
| 6. | Statistical package | SPSS |
| 7. | Analytical tool | Percentage analysis, Frequency, ANOVA, Correlation, Reliability Statistics etc. |

RESULTS AND DISCUSSION

- **Reliability Test:** Cronbach's Alpha reliability approach became carried out to check the reliability of all items inside the questionnaire. The reliability coefficient price changed to rather great i.e. 0.077 and depict excessive reliability of the questionnaire. The reliability test changed into implemented using a PASW18 software program and the reliability test measures are given beneath:

Table 3: Showing the Cronbach alpha reliability of the measure

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .077 | 14 |

The reliability evaluation turned into carried out via computing the Cronbach's alpha (α) for every moderating variable. The Cronbach alpha for thirty objects or impartialvariables used to measure the PMJBY scheme was 0.077 indicating that the measures have proper internal consistency.

➤ Factor Analysis

Table 4: Table shows the factor analysis on Extraction Method: Principal Component Analysis.

| Communalities | | |
|---|---------|------------|
| | Initial | Extraction |
| Qualification | 1.000 | .683 |
| Family income level | 1.000 | .631 |
| Gender | 1.000 | .989 |
| Occupation | 1.000 | .419 |
| Marital Status | 1.000 | .589 |
| Most Preferred Social media platform | 1.000 | .741 |
| Avg Time spent towards Social media platform | 1.000 | .371 |
| No of visits to social media | 1.000 | .499 |
| Social media informs me about the latest products and market information | 1.000 | .658 |
| Will you get influenced by Social Media | 1.000 | .591 |
| Advertisements on Social media have positive influence on my purchase decision of mobile phones | 1.000 | .461 |
| I get Credential information from social media about smartphones | 1.000 | .989 |
| Best way to purchase smart phone | 1.000 | .717 |
| Purchased Smartphone through Social media | 1.000 | .474 |
| Extraction Method: Principal Component Analysis. | | |

➤ **ANOVA (Analysis of Variance)****Table 5: ANOVA**

| ANOVA | | | | | |
|---|----------------|----|-------------|------|------|
| Will you get influenced by Social Media | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | .199 | 3 | .066 | .724 | .540 |
| Within Groups | 8.801 | 96 | .092 | | |
| Total | 9.000 | 99 | | | |

In the evaluation of variance desk (ANOVA) we take a look at the null speculation, i.e. there is no impact of the impartial variables.

➤ **CORRELATION****Table 6: Table shows the correlation of recognized 6 core elements**

| Correlations | | | | | | | | |
|---|---------------------|-------|---|----------------------------------|--|--------------------------------------|----------------|--|
| | | Age | Purchased Smartphone through Social media | Best way to purchase smart phone | Social media informs me about the latest products and market information | Most Preferred Social media platform | Marital Status | I get Credential information from social media about smartphones |
| Age | Pearson Correlation | 1 | .096 | -.019 | .107 | -.049 | .039 | .039 |
| | Sig. (2-tailed) | | .344 | .854 | .287 | .629 | .700 | .700 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Purchased Smartphone through Social media | Pearson Correlation | .096 | 1 | .118 | .187 | -.102 | .051 | -.051 |
| | Sig. (2-tailed) | .344 | | .242 | .062 | .311 | .614 | .614 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Best way to purchase smart phone | Pearson Correlation | -.019 | .118 | 1 | -.152 | .091 | -.034 | .034 |
| | Sig. (2-tailed) | .854 | .242 | | .131 | .371 | .737 | .737 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

| | | | | | | | | |
|--|---------------------|-------|-------|-------|-------|-------|-------|-------|
| Social media informs me about the latest products and market information | Pearson Correlation | .107 | .187 | -.152 | 1 | -.101 | -.115 | .000 |
| | Sig. (2-tailed) | .287 | .062 | .131 | | .319 | .256 | 1.000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Most Preferred Social media platform | Pearson Correlation | -.049 | -.102 | .091 | -.101 | 1 | -.094 | .078 |
| | Sig. (2-tailed) | .629 | .311 | .371 | .319 | | .353 | .439 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Marital Status | Pearson Correlation | .039 | .051 | -.034 | -.115 | -.094 | 1 | .063 |
| | Sig. (2-tailed) | .700 | .614 | .737 | .256 | .353 | | .537 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| I get Credential information from social media about smartphones | Pearson Correlation | .039 | -.051 | .034 | .000 | .078 | .063 | 1 |
| | Sig. (2-tailed) | .700 | .614 | .737 | 1.000 | .439 | .537 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

The correlation analysis has for this reason recognized 6 core elements influencing clients' preference for online Smartphone purchase behavior . They may be classified as Age, Purchased Smartphone through Social media, Best way to purchase smart phone , Social media informed me about the latest products and market information , Most Preferred Social media platform , Marital

Status, I get Credential information from social media about smart phones. It is evident that obvious that each one of the elements has positive, moderate/high relation towards the general customer choice buying smartphones through social media

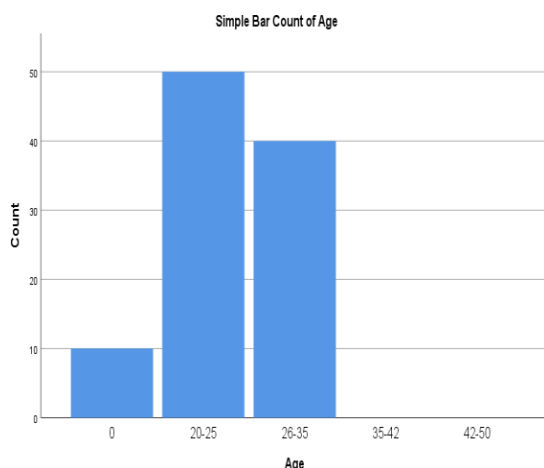
ANALYSIS OF DATA AND INTERPRETATION

Frequency Tables

Table 7: Table showing Age of the Respondents

| Age | | | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 0 | 10 | 10.0 | 10.0 | 10.0 |
| | 20-25 | 50 | 50.0 | 50.0 | 60.0 |
| | 26-35 | 40 | 40.0 | 40.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Graph 1: Graph showing the Age of the Respondents

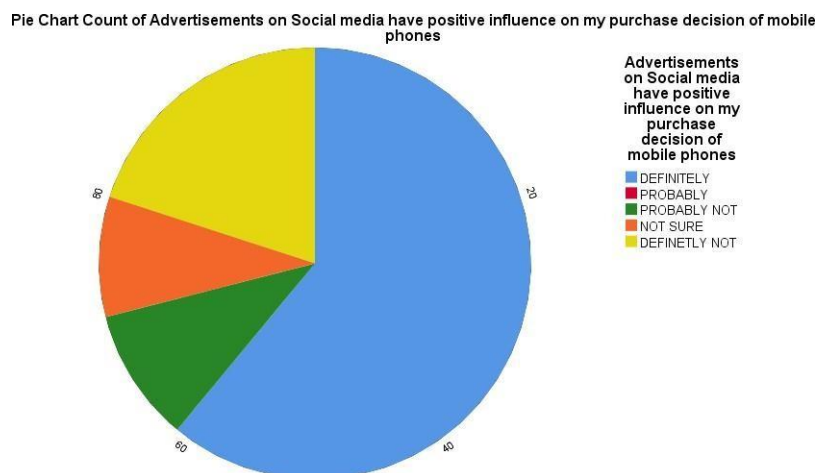


Interpretation: From the above table and chart, it is understood that the most proportion of respondents below the age of 26-35, and the share of respondents among 26-35 is 50. So, it could be concluded that the majority of the respondents are between the ages of 26 to 35.

Table 8: Table showing Advertisements on Social media have positive influence on my purchase decision of mobile phones

| Advertisements on Social media have positive influence on my purchase decision of mobile phones | | | | | |
|---|---------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | DEFINITELY | 61 | 61.0 | 61.0 | 61.0 |
| | PROBABLY NOT | 10 | 10.0 | 10.0 | 71.0 |
| | NOT SURE | 9 | 9.0 | 9.0 | 80.0 |
| | DEFINETLY NOT | 20 | 20.0 | 20.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Graph 1: Graph showing Advertisements on Social media have positive influence on my purchase decision of mobile phones



Interpretation:

From the above table and graph, it could be stated that 60% Respondents says that advertisements on social media have positively influenced them to purchase decision towards mobile phones, 20% says that definitely it is not, 20% respondents says that probably, probably not and they are not sure about it.

CONCLUSION AND LEARNINGS FROM THE STUDY

Millennial expressed a strong positive perception of social media marketing. The majority of respondents indicated that their purchasing behavior is influenced by social media marketing. Regardless of demographics, social media usage among millennial remains the same. Respondents' perception increases purchasing behavior by 45%, which is a good measure for a country still in the transition phase of digitization. Social media is the perfect way to keep customers up to date. They will easily search for information and receive it. It's the perfect way for customers to access relevant content and communicate knowledge that is valuable to them. This also allows consumers to have an overview of the business. When a market or sector changes, customers want to be able to find it immediately. Social media provides customers with up-to-date information on the latest developments and changes in the company. Businesses today can use social media marketing to increase their sales and revenue.

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Factors Influencing customer rental decisions in the furniture industry

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Abstract

Online furniture rental platforms are expanding choice and convenience, allowing customers to rent from a wide array of providers with the click of a button or tap of a finger. The paper aims to understand the antecedents of renting decisions in the furniture industry. Further, it also aims to understand the demographics of the customers who are availing of furniture rental services. The data was collected using the questionnaire method from a sample size of 128. The data was analyzed using Descriptive statistics and Factor Analysis using SPSS. The analysis concluded that there is a relationship between low cost, Easy availability, Low maintenance, Design, and purchase decision.

INTRODUCTION

A marketer must consider who the consumer is in order to be successful. What do people buy? When do people buy? How do customers make purchases? Where do customers get their goods? Why do people buy? "It is the consumer who defines what a firm is... what it produces, and if it will flourish," says Peter F Drucker°. Consumption was recognised as important as early as two hundred years ago, when Adam Smith remarked that "consumption is the primary goal of all production. -This report provides detailed information concerning consumers' attitudes and purchasing behaviour for rental furniture. For organizational purposes, information is categorized according to the five stages of the consumer decision process:

1. problem or need recognition,
2. information search,
3. alternative evaluation,
4. outlet selection and purchase,
5. post-purchase evaluation.

Recognizing the need for new furniture, decision-makers, important evaluative criteria, information sources, brand and store loyalty, online furniture shopping, and cognitive dissonance that may be felt after a purchase are all covered. A questionnaire of 128 people yielded the following results and suggestions. Furniture is perceived as vital to one's self-concept, even when it is not leased

frequently; hence, item selection is seen as a very important decision. For many individuals, furniture is an emotional purchase since it promotes sharing and a sense of community among friends and family in the house. A thorough understanding of customers is required to create a successful marketing plan, particularly in terms of how they browse for and rent furniture. The whole choice process for regular things that are purchased frequently (i.e., grocery or toiletry items) is fairly brief, and there is typically little or no examination of the many options offered. However, this is not the case with household furnishings. Furniture is a product that necessitates considerable issue solving due to its high cost, durability, and infrequent purchase.

craftsmen to their liking, and in the majority of cases, they created the furniture themselves. Wooden stools, benches, and cane seats eventually found their way into middle-class homes as well. Over time, folding chairs, wooden, cane, and metal furniture became commonplace in homes. Furniture has become a significant part of the annual household budget as employment, income levels, educational attainment, and wealth have all increased. Quality, comfort, ergonomics, and cost all play a role in purchasing decisions. Demand has grown steadily, resulting in an increase in the number of manufacturing companies and retail locations across the country.

In light of these findings, the purpose of this research is to examine consumer behaviour in relation to household furniture, which is an essential component of consumer durables in any household. Furniture that was originally thought to be a luxury has now become a need. It is seen as representing consumer lifestyle attitudes and as having gained status symbol status. Traditionally, an ordinary Indian would greet and entertain visitors at his home with mats and rugs. The well-to-do created furniture with the indigenous people.

LITERATURE REVIEW

Customers may rent from a wide range of suppliers with the click of a button or a touch of a finger thanks to online furniture rental platforms that are extending variety and convenience. The online furniture rental industry is witnessing fast development as new online platforms compete for market share and clients in India's major cities. The purpose of this study is to analyse attributes for online furniture rental platforms by developing and experimentally testing a platform attributes-conversion model, which will look at how platform qualities impact a consumer's renting choice and how this leads to conversion. For the investigation, a mixed method design was used, and a pilot study with 341 participants was conducted. While identifying the most essential criteria for

renting furniture online, the study focuses on six major attributes - occupational mobility, psychological ownership, supplementary services, social fulfillment, perceived value, and personalization(Pal Kapoor and Vij, 2021)

The transformation from a "take and toss" linear business model to a more circular one is critical in the transition to a society with more sustainable production and consumption habits. Product-service systems (PSSs), which offer an alternative to decoupling value from the number of goods sold, are being applied to a variety of product kinds. Consumers have a crucial role in the success of a company. However, research on customers' perceptions of PSS business models is limited, particularly for furniture items and in the setting of China. As a result, the purpose of this study is to investigate consumers' present views about furniture rental, as well as the causes for such attitudes, as well as to identify the drivers and hurdles those consumers perceive in relation to furniture rental in Shanghai, China. Consumer interviews and an online consumer survey were utilized to obtain empirical data using a mixed-method approach (Xu, Hua, Wang and Xu, 2020)

The present research quantitatively examines consumer resistance towards the innovative business model of fashion and furniture renting in regard to environmental consciousness and trend orientation, while also taking into account perceived financial, breakage and hygienic risks.

Moreover, the business model frame allows to give guidelines on how retailers can successfully implement a sustainable renting format into their business model considering customer resistance.

The findings implicate those retailers need to communicate the value of renting clearly to environmentally conscious consumers due to their lower resistance. Moreover, retailers should consider the evaluated perceived risks and take measures to lower them. The findings suggest that, despite a certain number of customers being inexperienced with furniture rental and many having bad rental experiences, there is an overall favorable attitude in Shanghai. The most significant motivation and obstacle for customers in Shanghai is to "satisfy a momentary demand" and "Hygiene concern." While this survey identifies sustainability as the least significant driver, It also demonstrates that consumers' views of the drivers and obstacles are intricately linked to their consumption habits and are highly dependent on the setting in which they find themselves.

Consumer impressions will be heavily influenced by their desire to own, connection to a physical object, expense of other choices, development level of furniture rental, and other considerations (Du,2019)

Fast furniture, like fast fashion and fast cuisine, is a developing trend in which producers make enormous numbers of low-cost furniture. Consumers, on the other hand, use furniture for shorter

periods of time and replace it more frequently. Fast furniture is based on high resource consumption, outsourced manufacturing, and furniture design that need frequent replacement. As a result, the quality of the product suffers while the quantity produced rises. The majority of furniture is discarded since it is not recyclable owing to low-quality materials. Implementing Circular Economic practices, such as furniture rental as an alternative mode of consumption, is one possible answer. Although there has been little study on consumer adoption of this model, the construction of customers' attitudes and intents has been the topic of publications in other consuming situations. A study framework was developed based on the Theory of Reasoned Action and additional intrapersonal obstacles and drives after a review of recent literature (Gupta, 2020)

Consumers are concerned about green furnishings. However, the contemporary furniture industry is flooded with fake green furniture, putting a damper on the growth of genuine green furniture. From the standpoint of customers, the goal of this study is to look at the factors that influence their decision to buy genuine green furniture. In this study, the theory of planned behavior was chosen as the main theoretical model, and it was extended by adding three variables: physical health concern, environmental consciousness, and prior experience. Based on the results of a survey of 451 customers, this study discovers that perceived behavioral control has a large and favorable impact on consumers' intentions to buy authentic green furniture, but attitude and subjective norms have no such impact. In terms of the new factors, physical health concerns and prior experience are significantly and positively connected with consumers' intentions to buy genuine green furniture, however environmental consciousness has no significant and direct influence on purchase intention. It's also worth mentioning that environmental awareness might influence purchasing intent indirectly through perceived behavioral control. Relevant recommendations have been provided based on the research findings to encourage consumers to purchase genuine green furniture (huang, 2021) Having to carry heavy furniture from one property to another at the conclusion of the rental period is one of the issues experienced by renting renters in Malaysia. Moving in and out of the house necessitates the use of furniture that is easy to assemble and disassemble. The goal of this study is to create small bedroom furnishings for Malaysian residents.

This study has two primary objectives:

1. To identify current design aspects of bedroom furniture, and
2. To assess user design preferences for small bedroom furniture.

A line-up study and a survey questionnaire were both employed to obtain data. According to the

findings, movable concept furniture can assist to alleviate the issues that tenants have while moving in and out. A minimalist form of nomad furniture with a simple mechanism such as slotting and folding is ideal. Because of its durability and mobility, wood is commonly utilised for small furniture. The furniture must be inexpensive and conform to the anthropometric statistics of the Malaysian people. More research and ideas for nomad furniture are needed, not just for business purposes but also for the convenience of people's lifestyles.

It is necessary to continue to investigate and encourage innovative business models with higher sustainability potential in order to make our production and consumption systems more sustainable. Traditional ownership-based business models are being replaced by use-oriented product-service systems (u-PSS), which may have reduced environmental implications. However, the use of u-PSS in consumer goods marketplaces is currently limited. This is due in part to the goods' nature and u-lack PSS's of customer adoption. However, corporations in Sweden have recently begun to provide u-PSS for consumer items, casting doubt on previous findings. There is currently a paucity of knowledge on how firms persuade consumers to choose u-PSS over ownership-based choices. We study this subject by conducting interviews with seven Swedish firms from three consumer goods sectors: apparel, eyeglasses, and furniture, as well as analyzing their websites and publicly available corporate reports. While consumer challenges to u-PSS—uncertainty and trust, economics and prices, and want to own—remain, we discovered that customizing components of u-PSS business models to diverse markets, industries, and consumer groups may help overcome these barriers and guarantee u-PSS connect with customers. The study also uses the notion of consumer perceived value to demonstrate how emphasizing the many dimensions of value supplied by u-PSS—financial, functional, emotional, and social can aid in their acceptance and adoption.

METHODOLOGY

The paper aims to explore consumer purchasing behavior on Furniture Renting. It aims to study and understand the renting behavior of the consumer. A questionnaire containing a set of 12 questions has been prepared in reference with various literatures. A part of the questionnaire includes demographic types of questions while the other part consists of questions related to price, category of Furniture being rented by the consumer, factors influencing Renting decision of furniture in urban areas, the attitude of customers towards furniture renting service etc. five-point Likert scale of satisfaction, agreement, frequency and ratings scale were also used in the google forms. Most of the questions were made mandatory to increase relevance or reliability.

Research Objectives:

The purpose of this study is:

1. To determine the role of demographic factors in influencing furniture renting decision
2. To explore the factors influencing Renting decision of furniture in urban areas

Population and Sampling techniques

The questionnaire has been circulated through social media to various respondents. In this study, 200 people were aimed to be selected as samples based on a convenient random sampling method, of which 128 responses have been received. All the responses are validated for analyzing the data.

ANALYSIS AND INTERPRETATION

Table 1: Demographic Analysis:

| Particulars | Categories | Frequency | Percentage |
|-------------|---------------|------------|------------|
| Gender | Male | 67 | 52.4 |
| | Female | 59 | 46.1 |
| | Total | 128 | 100 |
| Age | 20-30 | 105 | 82 |
| | 31-40 | 11 | 8.6 |
| | 41-50 | 9 | 7 |
| | 50-60 | 3 | 2.3 |
| | 60-70 | Nil | Nil |
| | Above 71 | Nil | Nil |
| | Total | 128 | 100 |
| Occupation | Student | 72 | 56.3 |
| | Employed | 36 | 28.1 |
| | Business | 16 | 12.5 |
| | Home maker | 2 | 1.6 |
| | Intern | 1 | 0.8 |
| | VIP | 1 | 0.8 |
| | Total | 128 | 100 |
| Income | Below 100000 | 69 | 53.9 |
| | 100001-200000 | 13 | 10.2 |
| | 200001-300000 | 10 | 7.8 |
| | 300001-400000 | 10 | 7.8 |
| | 400001-500000 | 7 | 5.5 |
| | Above 500000 | 19 | 14.8 |
| | Total | 128 | 100 |

Gender of the respondents: 52.4% (67) of the respondents were males and 41.6% (59) of the respondents were female.

Age of the respondents: The age was divided in the following pattern: Under 20-30,31-40,41-

50,51-60,61-70, Above 71. Out of them, there were no responses from the last two age groups mentioned before. According to the survey, 82% (105) respondents were of the age group 20-30 followed by the age group 31-40 with 8.6% (11) and 41-50 with 9% (7).

Occupation of the respondents: As major of the respondents were from the age group of 20 to 30; their occupation was termed as students with 72 responses (56.3%). It was followed by Employed with 36 responses (28.1%).

Monthly Income of the respondents: The majority of the responses came from the income group Rs. Below 100000 with 69 responses (53.9%) followed by Rs. 1 lakh to 2 lakh and with 13 responses (10.2%).

Reliability Test:

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .699 | 8 |

To check if our questionnaire was appropriate for the topic, we conducted the reliability test on SPSS with different variables. According to the report, we tested 8 variables and the Cronbach's Alpha came to 0.699 which proved that our questionnaire was approximately significant and reliable towards the topic.

Hypothesis Testing:

| sr.no | Hypothesis | Alpha Value | Alternative Accepted/ Rejected |
|-------|--|-------------|--------------------------------|
| 1 | Null Hypothesis: There is no relationship between gender and low cost being a factor influencing Renting decision of furniture in urban areas | >0.05 | Accepted |
| | Alternative Hypothesis: There is no relationship between gender and low cost being a factor influencing Renting decision of furniture in urban areas | | |

| | | | |
|---|--|-------|----------|
| 2 | Null Hypothesis: There is relationship between gender and Easy availability being a factor influencing Renting decision of furniture in urban areas | >0.05 | Accepted |
| | Alternative Hypothesis: There is relationship between gender and Easy availability being a factor influencing Renting decision of furniture in urban areas | | |
| 3 | Null Hypothesis: There is no relationship between gender and Low maintenance being a factor influencing Renting decision of furniture in urban areas | >0.05 | Accepted |
| | Alternative Hypothesis: There is the relationship between gender and low maintenance being a factor influencing Renting decision of furniture in urban areas | | |
| 4 | Null Hypothesis: There is no relationship between gender and Design being a factor influencing Renting decision of furniture in urban areas | >0.05 | Accepted |
| | Alternative Hypothesis: There is relationship between gender and Design being a factor influencing Renting decision of furniture in urban areas | | |

There is relationship between gender and factors like low cost, Easy availability, Low maintenance, Design.

| Component Matrix^a | | | |
|---|------|----------------|-------|
| | 1 | Component 2 | 3 |
| ThefactorsinfluencingRentin gdecisionoffurnitureinurbana _G | .626 | .448 | -.209 |
| ThefactorsinfluencingRentin gdecisionoffurnitureinurbana _F | .767 | .266 | -.221 |
| ThefactorsinfluencingRentin gdecisionoffurnitureinurbana _E | .543 | .561 | .158 |
| ThefactorsinfluencingRentin gdecisionoffurnitureinurbana _D | .223 | .229 | .901 |
| ThefactorsinfluencingRentin gdecisionoffurnitureinurbana _C | .681 | -.151 | -.245 |
| ThefactorsinfluencingRentin gdecisionoffurnitureinurbana _B | .492 | -.107 | .042 |
| ThefactorsinfluencingRentin gdecisionoffurnitureinurbana _A | .544 | -.642 | .215 |
| ThefactorsinfluencingRentin gdecisionoffurnitureinurbana | .628 | -.534 | .069 |

Extraction Method: Principal Component Analysis.
a. 3 components extracted.

Factor Analysis:

According to the above table, non-availability and short-term need are the factors which do not effect in the renting decision of the furniture in the urban areas. This was concluded because the value of the factors were below 0.5. Whereas, factors like low-cost, easy availability, Low maintenance, Convenient, brand and designs are factors which influence which renting decision in urban area this was concluded because the value of the factors were above 0.5

CONCLUSION

Brand management are all important aspects of the furniture manufacturing industry in India. By the end of 2023, the Indian furniture business is anticipated to be worth \$61 billion. Additionally, the shifting customer demographics in terms of westernisation, the continual demand to build a social standing,

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A study on the effectiveness of the employee development program in an organization

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Abstract

Employees are the lifeline of an organization. Individuals help an organization run, and they each bring something special to the table in terms of productivity and success. Most of an employee's day is spent at work, where they diligently strive to accomplish the firm's objectives. It is important for an organization to understand its employee's needs and expectations. The Employee Development program is one such initiative that serves the purpose. Although there are many methods for developing employees, they primarily fall into four categories: formal education, assessment, work experiences, and interpersonal interactions. The Employee Development program is comprised of four key areas Learning Experiences, Growth Prospects, Work-Life Balance, and Training Experiences. This study focuses on two areas: Growth Prospects and Training Experience.

Keywords: Employee Development Program, Training Experience, Growth Prospects, Learning Experience, Work-Life Balance, Employee growth

Introduction

Employee development is a combined effort between employers and employees to enhance a person's current abilities and understanding. In order to survive in the face of fierce competition, keeping your staff up to date on industry trends is essential. Trust me, even if you are unaware of what is happening until you realise you are no longer in the game. As they say, education is ageless. Updating knowledge is essential to keep up with the changing times. Employee development is very important for employee training, skill development, and enhancement of current knowledge and abilities. Simply put, Employee development aids in the growth and nurturing of employees so that they become trusted resources and ultimately benefit the organization. Employee development initiatives can help workers feel a sense of loyalty to the company. Employers should motivate employees to take part in employee development initiatives. Employees also need to be serious about their skill improvement or employee development events. Do not participate in training or other employee development activities just because your manager asks you to do so. Don't attend training just to record attendance. You can't use the same ideas and

thoughts everywhere.

Improve your skills over time. Employee development can also be defined as the process by which employees undergo a variety of training courses with the assistance of their companies to hone their abilities and pick up fresh information and insights. Every firm adheres to a set of procedures that support its workers' professional and personal development. Employee development initiatives encourage hard work and the production of high-quality work. For Example, Knowledge of MS Excel and Word is a plus. Knowing just a few basic features of MS Excel won't help you in the elongated run. Maybe it will help you in the short term. Excel does more than just store the data you need. There are many other formulas and unconventional usages to be aware of.

Employees perceive their work as a burden only if the organization does not provide additional benefits or benefits that contribute to personal growth.

Soft skills courses, fitness classes, and low-interest loans are specific initiatives that not just motivate employees to perform quality work but also contribute to employee development.

Employee development not just improves employee knowledge but too increases organizational productivity. Our employees are proficient, better equipped and work harder to generate higher gains as a result of our employee development efforts.

This study majorly focuses on two key areas for employee development: Growth Prospects and Training experience at the organization.

Literature Review

Training is a process aimed at providing employees with facts, skills, and an understanding of the company and its goals. Employees can continue to produce the beneficial contributions with the aid of more education and training necessary to the organizational success they employ in a good performance of an employee at work (Ivancevich,2010).

Training and Development are introduced by organizations to seal skill gaps in their employees. Training assessments should be appropriate to the individual and the condition. Assessment does not promise effective learning if the training is not well designed. The success of the assessment depends on the evaluation tools incorporated into the strategy of the training program prior to its execution of the training program (Iftikhar Ahmad, 2009). Education and training have become strategically important issues. Note that although many academics have studied strategies for training and development in both developing and developed enterprises, most research has focused on the perks of training in general. However, the focus is restricted to assessing training and development practices within the organization (Henry Ongori, 2011).

In order to prepare new hires for their responsibilities and to maintain current on important knowledge, training is a necessary component. A training program needs a particular goal and the proper training methods in order to be effective. You may develop new employee education programs or by being aware of the factors that impact training, you can create new programmes or alter current ones to better fit the needs of your business and your employees. (Shelley Frost, 2006). The assessment procedure for the research on training and development to be genuinely successful, training must be suited for the people and the circumstances. The examination of training and adjustments in development uncover additional information and skills needed for the position, organization, or qualification (R. Divyaranjani, 2017). The efficacy of organizations and the ability of experienced individuals to operate efficiently and effectively both depend heavily on training and development. It is said that training has an impact on personal growth, devotion to the job, and productivity. All corporations and businesses are required to train and develop their employees. The majority of businesses are aware of this necessity, and they invest in and take several actions to promote learning and growth. We may provide our employees technical, soft skills, or behavioural training (Ganesh M, 2015). Work-life balance is a problem that businesses are increasingly grappling with and employees both within and outside of the workplace. In the quick-paced world of today, human resource Professionals seek out ways to strengthen their companies' financial performance, increase employee happiness, stay abreast of workplace changes, and retain personnel with critical company experience. (Dr. Indu Gautam, 2018). Human resource specialists look for ways to address the WLB problem that working moms in the UK in the 1960s and 1970s expressed earlier in the quick-paced world. The US Government later gave the matter significant thought in the middle of 1980. WLB was sufficiently acknowledged as a human resource management issue in other regions of the world throughout the 1990s, improving employee morale, retaining staff with important firm expertise, and keeping up with workplace developments (Bird, 2006).

Objectives of the Study

1. To understand the growth prospects for the employees in the organization.
2. To understand the usefulness of training programs in the organization

Data Collection Method

The quantitative method is used by collecting data with the help of questionnaires circulated among the employees of the organizations because this method is most appropriate and serves the motive of the study. The main focus of this study is to find the usefulness of the process, which depends on

several factors and steps. Five points Likert scale starting from Strong Disagree to Strongly Agree is used to analyze the data.

Analysis and Findings:

Employee development comprises areas like Learning Experience, Work-Life Balance, Growth Prospects, and Training Experience. This study consists of two areas Growth Prospects and Training Experience. A set of questionnaires was circulated among the employees, with 8 questions for Demographics, 10 for Growth Prospects, and 14 for Training Experience.

Total number of responses = 94

The data has been classified based on the role, gender, Age Group, Educational Background, and Experience in the organization.

| Sr. no. | Classification | Categories | Percentage | Frequency |
|---------|------------------------|--|------------|-----------|
| 1 | Role | Sourcing | 65% | 61 |
| | | Screening | 1.06% | 1 |
| | | Scheduling | 1.06% | 1 |
| | | MIS & Ops | 7.44% | 7 |
| | | En-Gauge | 2.12% | 2 |
| | | Processing Lead | 12.7% | 12 |
| | | Delivery Lead | 6.38% | 6 |
| | | Business Managers | 4.25% | 4 |
| 2 | Gender | Male | 24% | 23 |
| | | Female | 76% | 71 |
| 3 | Age Group | 21-25 | 39.3% | 37 |
| | | 26-30 | 36.17% | 34 |
| | | 31-35 | 13.8% | 13 |
| | | 36-45 | 8.5% | 8 |
| | | 45+ | 2.12% | 2 |
| 4 | Educational Background | MCA/MBA/Postgraduate | 49% | 47 |
| | | Graduation (BBA, BCA, BA, BCOM, B.SC., ETC.) | 28.7% | 27 |
| | | B.Tech/BE | 21.2% | 19 |

| | | | | |
|---|------------|------------------|-------|----|
| | | Non-Graduate | 1.06% | 1 |
| 5 | Experience | 0-6 months | 23.4% | 22 |
| | | 6 months- 1 year | 38.2% | 36 |
| | | 1 – 3 years | 31.9% | 30 |
| | | 3 – 5 years | 5.3% | 5 |
| | | 5 – 8 years | 1.06% | 1 |

From the table, we can see that there is a substantial difference between the number of female employees (76%) and male employees (24%) in the organization and it is evident that in such organizations female employees are more than male employees. In this organization, the maximum number of employees are into Sourcing (65%), because such organizations demand the same. Most of the employees constitute the age category of 21 – 30 years of age (21-25 (39.3%), 26-30 (36.17%)). Almost 50% of employees have MBA/MCA/Postgraduate as their highest qualification degree. The maximum number of employees have 6 months – 1 year (38.2%) of experience, it also has around 32% of employees, who are of 1 – 3 years of experience.

Growth Prospects

This area includes the opinion of employees about various factors that evaluate the growth opportunities in the organization. The factors and the response of employees are as follows:

| Factor | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|----------------|-------|---------|----------|-------------------|
| Opportunities to learn and upskill | 33 | 61 | 0 | 0 | 0 |
| Learning and developing a new skill | 37 | 56 | 0 | 1 | 0 |
| Advancing the career growth | 40 | 54 | 0 | 0 | 0 |
| Opportunity to take on challenging tasks | 37 | 57 | 0 | 0 | 0 |
| Growing Professionally | 38 | 55 | 0 | 1 | 0 |
| The right choice to join | 43 | 50 | 0 | 1 | 0 |

From the above responses, we can say that almost all the employees agreed that they feel that the

organization has growth opportunities for them, but still, there is a scope for improvement in the factors, because there is a noteworthy difference between the no of responses for Strongly Agreed and Agreed, which states that the organization can work on all the mentioned factors to make the organization more effective towards the employee's growth.

In addition to that, when employees were asked about the job skills that they want to be enhanced, most of the employees said that they want to enhance MS Excel (37), Client Interaction (37), LinkedIn Sourcing (34), Advanced Sourcing (29), and Technical Skills Enhancement (29).

Training Experience

This area includes the opinion of employees about various factors that evaluate the training experience in the organization. The factors and the response of employees are as follows:

| Factor | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|-----------------------|--------------|----------------|-----------------|--------------------------|
| Sufficient Content | 17 | 71 | 0 | 5 | 1 |
| Inclusion of enough audio and video elements | 20 | 70 | 0 | 4 | 0 |
| Using training skills in day-to-day work | 24 | 67 | 0 | 3 | 0 |
| Satisfactory training methodology | 23 | 67 | 0 | 3 | 1 |
| Builds Teamwork | 39 | 55 | 0 | 1 | 0 |
| Enhanced organization effectiveness | 37 | 56 | 0 | 4 | 1 |
| Improved Efficiency | 25 | 64 | 0 | 4 | 1 |

From the above responses, most of the employees agreed on the point that they had a good training experience in the organization, and very few disagreements are there among the employees, but when we look at the agreements, then we have a smaller number of Strong Agreements as compared to Agreements. Employees believe that the content for the training can be modified to make it sufficient for them to learn, they also stated that there is a need for the inclusion of audio and video elements. In addition, the organization needs to involve tasks where they can use skills in day-to-day work which they have learned. Also, the company needs to work on their training methodologies to make them satisfactory for the employees. On the one hand, employees said that training helped

them improve efficiency, whereas they believe that it builds teamwork and enhances organizational effectiveness.

Conclusion

The primary goals of this study are to understand the growth prospects and the training experience of the employees in the organization. From the above analysis, it is quite evident that the majority of employees are content with their jobs at the company. They believe that the organization is providing them opportunities to learn and grow. They are keen to learn and develop new skills to advance their career growth. They are willing to take opportunity to do challenging tasks. Also, they feel they made the right choice by joining the company.

In addition to that, when employees were asked about the job skills that they want to be enhanced, most of the employees said that they want to enhance MS Excel (37), Client Interaction (37), LinkedIn Sourcing (34), Advanced Sourcing (29), and Technical Skills Enhancement (29).

Employees gave a positive response for the training experience at the company, almost all of the employees agreed to the point that they had a good training experience. Factors like content, inclusion of video and audio elements, their daily assignment of work related to the training skills and training methodology are sufficient for them to learn. They also agreed on the point that the training helped them in building teamwork, enhancing organization effectiveness and improvement in work efficiency.

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An Organisational Study On Discerning The Association Between Various Marketing Strategies And Calculating The Conversion Rate In An Ebook Platform

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ABSTRACT

It is the goal of every business to cater to its target customers. The success of a company hinges on its relationship with its customers. There are several tools at play in order to truly convert a customer. When it comes to sales, effective marketing is required to communicate the value of a product to the customer. The main goal is to reach the conversion stage, the final stage of the marketing funnel that assures a successful transaction. In digital marketing, online tools are the obvious choice of persuasion. Chief among these is social media. Digital businesses like eBook subscription platforms use social media marketing to convince the customer of the potential benefits a product offers. At the same time, it is also necessary to have a sales strategy that could guarantee successful conversion. For this reason, pricing strategies help in effective sales. The price of a product has the ability to determine the success of a transaction and harnessing its potential through strategies is important. Here lies the problem statement; subscription-based businesses should prioritize conversion rates to earn profit, and for this it is important to know how much association there is between social media and pricing strategy. The objectives of this research paper are to find the association between social media marketing and pricing strategy, to calculate successful conversions, and to find out the most effective forms of social media marketing. A questionnaire will be used as the mode of data collection. The findings will showcase the association between business tools and conversion rates.

Keywords - pricing strategy, social media marketing, conversion rates, digital marketing

INTRODUCTION

It is the goal of every business to cater to its target customers. The success of a company hinges on its relationship with its customers. There are several tools at play in order to truly convert a customer. When it comes to sales, effective marketing is required to communicate the value of a product to the customer. The main goal is to reach the conversion stage, the final stage of the marketing funnel that assures a successful transaction. In digital marketing, online tools are the

obvious choice of persuasion. Chief among these is social media.

Digital businesses like eBook subscription platforms use social media marketing to convince the customer of the potential benefits a product offers. At the same time, it is also necessary to have a sales strategy that could guarantee successful conversion. For this reason, pricing strategies help in effective sales. The price of a product has the ability to determine the success of a transaction and harnessing its potential through strategies is important.

Here lies the problem statement; subscription-based businesses should prioritize conversion rates to earn profit, and for this it is important to know how much association there is between social media and pricing strategy.

The objectives of this research paper are to find the association between social media marketing and pricing strategy, to calculate successful conversions, and to find out the most effective forms of social media marketing. A questionnaire will be used as the mode of data collection. The findings will showcase the association between business tools and conversion rates.

RESEARCH DESIGN

Objectives

- To find an association between pricing strategy and social media marketing
- To calculate the conversion rate
- To highlight the most effective social media platform

Hypothesis

Based on the first objective, the following are the null and alternative hypotheses:

H0: There is no significant association between pricing strategy and social media marketing

H1: There is a significant association between pricing strategy and social media marketing

Research Methodology Sources of Data Collection

This qualitative study is a descriptive study using primary data for analysis purposes. This is for the purpose of getting direct first-hand responses, based on the current conditions. The participants' inputs would be used to analyze the correlation between marketing strategies and to calculate the conversion rates. Data obtained from Digital Marvel Private Limited will also be considered.

Sampling Method and Sample Size

Within the population of Tamil Nadu, Karnataka and Maharashtra, a sample of 30 participants will be selected for the study. A non-probabilistic sampling technique will be used, with the help of snowball sampling. A sample size of 30 will be considered for the study.

Data Collection Tools and Techniques

An online questionnaire, via a Google Form, will be circulated to the participants, who are selected using non-probabilistic snowball sampling. This is done to reach as many willing participants as possible. The Likert scale 1-5 will be used as the scale of measurement.

OBSERVATION

Correlation between Pricing Strategy and Social Media Marketing

| Correlations | | | |
|--------------|---------------------|--------|--------------|
| | | Price | Social media |
| Price | Pearson Correlation | 1 | .833** |
| | Sig. (2-tailed) | | .000 |
| | N | 30 | 30 |
| Social media | Pearson Correlation | .833** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 30 | 30 |

** . Correlation is significant at the 0.01 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Table: Correlation between Pricing Strategy and Social media Marketing

Calculating the Conversion Rate and Comparing with Competitors

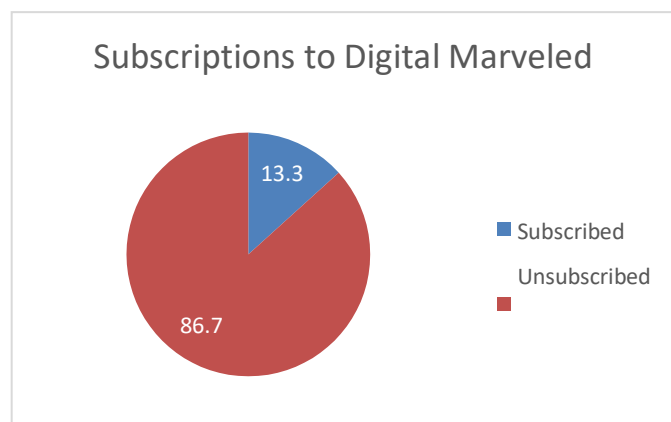


Figure 2: Subscriptions to Digital Marveled

Reason for subscribing:

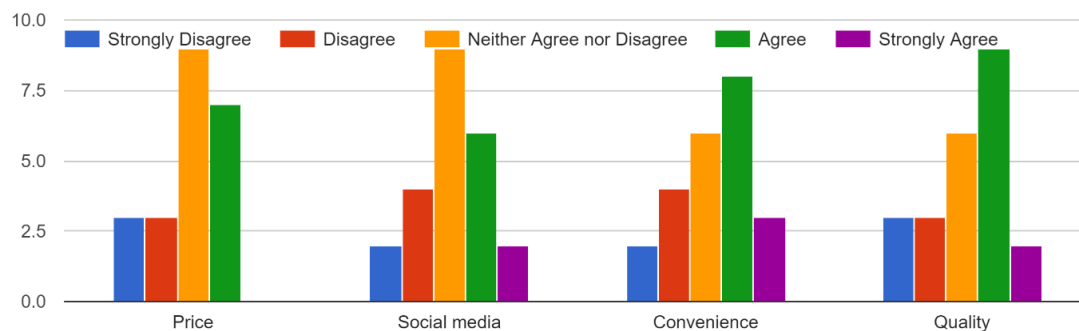


Figure 3: Reasons for subscribing to Digital Marveled

Reason for not subscribing:

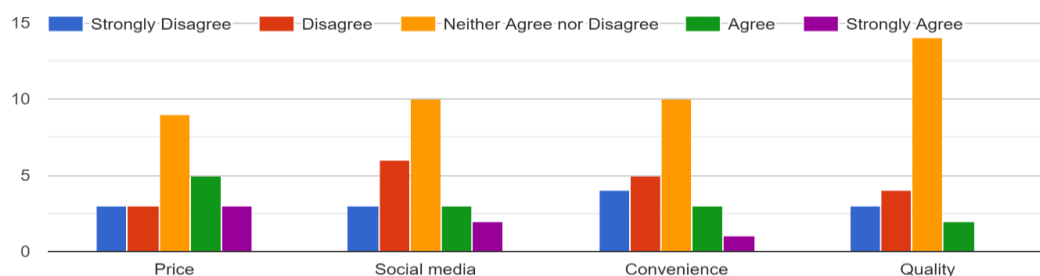


Figure 4: Reasons for not subscribing to Digital Marveled



Figure 5: eBook reading habits



Figure 6: eBook selling platforms

Why do you prefer the above chosen eBook platform?

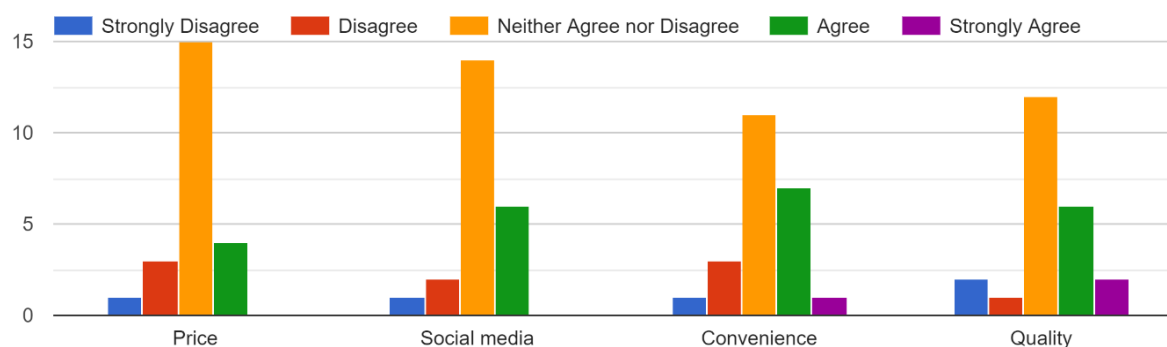


Figure 7: Reasons for subscribing to eBook platforms

Preferred Social Media Platform

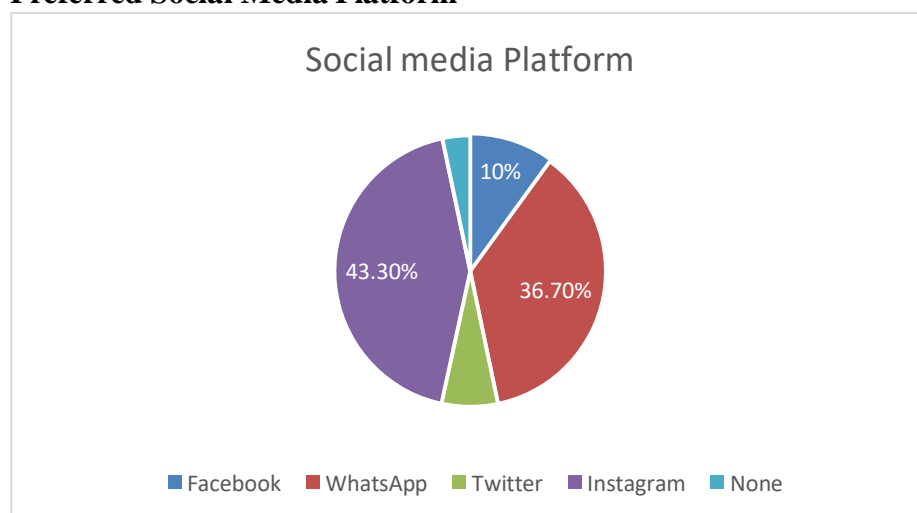


Figure 8: Preferred Social media platform

Findings:

- There is a strong positive correlation of 83.3% between pricing strategy and social media marketing, and, hence, the alternate hypothesis is accepted.
- 56.7% of the participants believed that an eBook platform must collaborate with its customers to set the right price.
- 60% believed that discounts enable better subscription rates. Social media is an important tool that can propel eBook platforms to a wider audience.
- 40% of the participants said they use social media to learn about eBook platforms.
- 50% of them also believe that salespeople are better equipped for customer interactions because of social media.

Objective 2: To calculate the conversion rate

Findings:

The conversion rate in Digital Marvel is 10%

- 43.3% read books every now and then while 30% rarely read books
 - Many readers do not use a dedicated eBook platform
 - The most popular eBook platform is Amazon Kindle
- Objective 3: To highlight the most effective social media platform*

Findings:

- **Instagram is the most popular social media platform to promote eBook platforms, followed by WhatsApp.**

SUGGESTIONS

Based on the findings from Objective 1, Digital Marvel should adopt an integrated approach to their various marketing efforts, like pricing strategy and social media marketing. From the findings of Objective 2, it can be stated that Digital Marvel has a low subscription rate. This is understandable as the company is a start-up. One way to ensure better conversion rates is to adopt better pricing and social media marketing strategies. While the existing use of odd pricing can still be beneficial to attract price-sensitive customers, it is important to branch out to value-based and collaborative pricing strategies as well. The findings from Objective 3 showcase that popular social media platforms like Instagram and WhatsApp should be used by Digital Marvel to attract their target customers.

CONCLUSION

eBook selling platforms are widely available these days. Most of the market is occupied by the major players like Amazon and Google. Still, new local companies pop up every now and then to make eBooks accessible for all while still earning a profit. These smaller companies should make sure that they employ the right tools to target their customers. At the early stage, building a brand identity is crucial, and this involves the proper execution of marketing strategies. Synergizing marketing strategies like pricing strategy and social media marketing is one way to win over customers.

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ABSTRACTS**Areca Nut Extract Increased Stromal Tumor-Infiltrating Lymphocytes In Sprague-Dawley Rats Cancer Model**

Liza Meutia Sari (Department of Oral Medicine, Universitas Syiah Kuala, Banda Aceh, Indonesia)

Cut Fera Novita (Department of Public Dental Health, Universitas Syiah Kuala, Banda Aceh, Indonesia)

Dina Keumala Sari (Faculty of Medicine, Universitas Sumatera Utara, Indonesia)

Abstract:

Oral squamous cell carcinoma (OSCC) is one of the most common oral cancers with a high mortality rate. The biodiversity source in Indonesia makes areca nut a potential antioxidant in treating disease. The study aimed to evaluate the chemotherapeutic effect of areca nut extract in 4-nutriquinoline-1-oxide (NQO)-tumor-induced rats. Twenty-eight male Sprague-Dawley rats were divided into four groups. Group 1 served as the control group, group 2 was 4NQO-induced rats without treatment, and groups 3 and 4 were given 4NQO-tumor inducer with 500 and 1000 mg/kg BW of areca nut extract, respectively. The rats in groups 2,3, and 4 received 30 ppm of 4NQO tumor inducer in drinking water for 12 weeks. In the end, all rats were euthanized and the tongue was removed. The body, liver, kidney, heart, and lungs weights were measured. Tongue tumor volume and dysplasia lesions were analyzed. The tumor-infiltrating lymphocytes (TILs) in the tumor and stromal area were scored semi-quantitatively associating the infiltrate grade (0-3) and analyzed histologically. There were significant differences in body weight loss between the initial and final phases in groups 1 and 2 ($p < 0.05$). The areca nut at doses of 500 and 1000 mg/kg BW significantly reduced the tumor size compared with groups 1 and 2 ($p < 0.05$). The incidence of OSCC in rats with 500 and 1000 mg/kg BW of areca nut extract after 22 weeks was 0%, but the dysplasia lesions were observed at 28.57% and 85.71%, respectively. The highest mean of stromal TILs was in group 3 and there were significant differences in stromal TILs between groups 2 and 3 ($p < 0.05$). Areca nut extract exerts a chemotherapeutic activity in 4NQO-induced rats by inducing infiltrating lymphocytes in the stromal tumor area on the OSCC lesion of the tongue.

Subacute Toxicity Yellow Flower Extract (*Cananga Odorata*) On Histopathology of White Rat Heart (*Rattus Norvegicus*)

Dina Keumala Sari (Faculty of Medicine, Universitas Sumatera Utara, Indonesia)

Ratna Akbari Ganie Faculty of Medicine, Universitas Sumatera Utara, Indonesia)

Liza Meutia Sari (Faculty of Dentistry, Universitas Syah Kuala, Indonesia)

Noorzaid Muhamad (Cluster of Integrative Physiology and Molecular Medicine, Universiti Kuala Lumpur Royal College of Medicine Perak, Malaysia),

Meike Rachmawati (Faculty of Medicine, Universitas Islam Bandung, Indonesia)

Abstract:

The inflammatory process is influenced by chemical mediators such as nitric oxide (NO), cytokines, and arachidonic acid metabolites. Currently, herbal treatment techniques are preferred by the public because they generally do not cause side effects. The therapeutic effect of herbal plants comes from the content of phytochemicals that have strong antioxidant activity. Objective of the study was to examine the phytochemical content and anti-inflammatory effects of *Cananga odorata*. This research is a two-stage research, namely in vitro and in vivo tests. Many previous studies have proven that anti-inflammatory activity is not only related to antioxidant activity but also its ability to suppress the production of nitric oxide and pro-inflammatory cytokines. This effect is still being developed using a variety of herbal plants. One of the plants whose effects have not been studied in the field of health-medicine is ylang flower. *Cananga odorata* (Annonaceae) or ylang flower plant is a tropical plant that has fragrant petals and thrives without requiring special care. Results of the study were total phenol 1.06 %w/w and antioxidant IC₅₀ DPPH by spectrophotometric examination was 808.86 ppm. These results do not show good antioxidant activity of ylang flower extract. Research in rats showed a decrease in blood glucose levels but not in lipid profiles. Furthermore, the toxicity test did not show any toxicity in experimental rats. Histological appearances showed no differences in cardiovascular disease model mice with standard-feeding mice. *Cananga odorata* ethanol extract did not show any toxicity on histopathology on white rat heart.

Overview of the Need for Technology Adaptation in the Construction Industry

Murali Naidu Talapaneni (Doctoral Scholar, Swiss School of Business and Management)

Dr. Vijaykumar Varadharaja (Professor, Swiss School of Business and Management)

Abstract:

This viewpoint article attempts to outline the need for technological adaptation and the effects of technology on the construction sector while taking into account various types of literature. This article reviews and projects a summary of sixteen different categories of literature from reliable sources. The article's conclusion demonstrates that productivity in the construction business varies considerably across national borders. There is a need to discover and understand the construction industry because of substantial geographical variances and variations. The study emphasizes the use of technology in the construction sector and the implications of enhancing sustainable productivity.

Entrepreneurship development in Nagaland: Exploring the Trends

Wapanginla Ao (Research Scholar Pondicherry University)

Dr. R. Chitra Sivasubramanian (Professor Pondicherry University)

Abstract:

Entrepreneurship has become a dynamic field of research in the last two decades, so much so that it has emerged as a dynamic concept in recent years. It is known that entrepreneurship is future oriented as it provides answers to the existing economic problems. In India, Entrepreneurship undertook momentum with Dr. Viharidas Gopaldas Patel, a noted Economist who pioneered entrepreneurship development movement in India during 1970's. In Nagaland, the government recognising its significance had declared 2010 as the -Year of the Entrepreneurs and carried it further for another two consecutive years. Nagaland is one of the most underdeveloped states in India but it is one of the richest in natural resources. The dependency on government jobs by most of the population has infamously put Nagaland with the highest unemployment rate (25.7%) in India, according to the Periodic Labour Force Survey for 2020-21 released by the Ministry for Labour and Employment. Considering the fact that entrepreneurship can answer one of the most dreaded problems in the state by providing jobs, this is an area that calls for in-depth study leading to contextual implementation. This study will attempt to comprehend the scenario and emerging trends of Entrepreneurship Development in Nagaland through qualitative and exploratory research. Thus, to garner data for the paper, the researcher will be utilising open-ended questions to budding and established entrepreneurs in the region and also to entrepreneurship related organisation such as EA (Entrepreneurs Associates) and Department of Employment, Skill Development and Entrepreneurship, Nagaland.

Three decades of scholarly research on resource allocation: A bibliometric approach

Navjot Kaur (Research Scholar Guru Nanak Dev University, Amritsar)

Balwinder Singh (Professor, Guru Nanak Dev University, Amritsar)

Abstract:

This study aims to calibrate the developments and unravel the underlying patterns in the field of resource allocation. Bibliometric analysis is conducted on a sample of 197 articles extracted from the Scopus database to gauge the state of resource allocation research during the period of 30 years (1990-2020). This analysis uncovers the top cited articles, most productive authors, active journals, academic relations among authors, collaborative ties between countries, thematic coherence in literature. Resource allocation research focuses primarily on research & development and advertisement while allocation of resources to other areas has been less studied. On the basis of identified research gaps and the limitations of the study, directions for future research are provided.

Entrepreneurship as a means of Livelihood among People with Disabilities

Savita Rao G (FPM Research Scholar, ISBR Business School)

Dr. Anju Kumar (Professor ISBR Business School)

Abstract:

According to the Census 2011, around 2.21% of India's total population is disabled 'of which only one third of them are working i.e. 36% of the total disabled persons are workers. 50% of the disabled non-workers are dependent on their families. It is a well-researched fact that unemployment rates are very high amongst people with disabilities. The reasons for it include low education opportunities, challenges in mobility, infrastructure facilities, high dependence on others for basic needs, health issues amongst other factors. Environment and society have also played a major role in limiting the opportunities for people with disabilities. This leads to a feeling of helplessness and loss of self-respect in them which is further compounded by the way they are looked down by the so called 'able' people in the society. As with other citizens, PwDs also want to be an integral part of the society and contribute towards it. There is sufficient data to prove that there is a lot of hesitancy on the part of employers of various sectors to give PwDs employment. The objective of the present paper is to explore the possibilities of entrepreneurship as a means of livelihood as well as empowerment for the PwDs. An empirical research has been conducted using secondary data given the nature of the topic and limited cases available. Though the risks faced by any entrepreneur are the same, its impact is more profound on PwDs. Nevertheless, the results show that it has been a rewarding experience of having managed to start up the company and thus led to becoming an important source of self-confidence and inspiration.

Integrated Business Excellence Approach for Long-Term Sustainability of Indian MSMEs Organisations

Rajesh Krishnamurthy Rao (Assistant Professor ISBR Business School)
Dr. Veena Shenoy (Associate Professor, Program Manager ISBR Business School)
Dr. Manish Kothari (Managing Director, ISBR Business School)

Abstract:

To study the current approaches to Business Excellence, Quality Management Systems, brief History of evolution of Quality and provide the theoretical contribution by comparing western thought with Vedic Indian thought. The study included Business Excellence Frameworks such as MBNQA, EFQM and Deming Prize from USA, Europe and Japan, and also, Indian adaptations such as Rajiv Gandhi National Quality Award (RGNQA), Zero-Effect Zero- Defect or ZED by Ministry of MSME, CII Exim Bank Award for Business Excellence, IMC Ramakrishna Bajaj Award National Quality Award, Golden Peacock and Business Excellence Award to identity the commonality and distinctiveness of the approaches. The ISO Management Systems are widely accepted as QMS, EMS and OHSMS standards and progressive organisations have adopted MBNQA, EFQM and Deming Prize approaches for Business Excellence and Long-term Sustainability. The Vedic Heritage of India which is over 5000 years has tremendous knowledge value and the –Vedic-SRK Model is contributed to the researchers and academicians. The approach of Vedic SRK model is unique but however, the Vedic terminologies used in aspects of Quality, Leadership, Workforce etc., are commonly used in India. However, author submits that the Vedic approach to Business Excellence is not total and requires further theoretical study as the knowledge is vast.

India's Banking and Financial inclusion: The need for Innovation

Ashashwini V (Associate Professor, Seshadripuram College)
Dr. Senthil Kumar A (Associate Professor, ISBR Research Centre)

Abstract:

The importance of financial inclusion in promoting economic development and reducing poverty is becoming more widely acknowledged. Increased investments in human capital and increased job creation are all benefits of having access to formal finance. In order to meet their financial demands and pursue growth prospects, people and businesses must rely on their own limited resources or expensive informal sources of credit if they do not have appropriate access to official financial services. Greater financial inclusion can promote inclusive and sustainable socioeconomic growth for all on a macro level.

Achieving Aatmanirbhar Bharat through Farmer Producer Companies

P Nagendrasaiprasad (Research Scholar, Central University of Karnataka, Kalaburagi)

Dr. Safia Parveen (Assistant Professor, Central University of Karnataka, Kalaburagi)

Abstract:

A significant workforce in India is involved in agriculture and allied activities. So, empowerment of farmers means improving the nation towards becoming self-sufficient in agriculture and food related industries. The purpose of this paper is to explore and explain the role of Farmer Producer Companies (FPC's) in ensuring self-sufficiency from the village level to nation level. The paper is based on secondary information collected from various sources such as websites, policy documents and synthesis of published research. The research paper's findings include proactive policy interventions are required to reap the full benefits of Producer Companies. It may be advised that producer companies which are formed but not performing at par may be merged become a single entity. It may be suggested that wise consolidations can keep producer companies afloat during crisis.

Agritech Entrepreneurship: Effects on Agricultural Development In India

Sharan K Shetty (Student, NITK Surathkal), Sakshi P Shetty (Student, NITK Surathkal)

Satyaki Ghosh (Student, NITK Surathkal), Raveena Rajendran (Student, NITK Surathkal),

Manasvi Shetty (Student, NITK Surathkal), ReonaMelita Fernandes (Student, NITK Surathkal),

Dr. Rashmi Uchil (Assistant Professor, NITK Surathkal)

Abstract:

This paper pertains to the potential of ease in the agricultural sectors due to the development of technology. Several innovative measures have been taken in recent times. Companies like Aibono, Agricx, Way cool, Gold Farm, EM3 Agri Services, etc have had their fair share of contributions towards the implementation of technology in agriculture. The key milestones in agriculture-based innovation are Optical sensors, Agri drones, Agricultural Robotics, etc. The government has also stepped up in the Upliftment of the agricultural sectors via schemes and supports to the farmers and start-ups. The technological advancement further leads to hope for the growth of the agricultural sector.

Innovation in Online Food Delivery Sectors: Post Covid

Sakshi P Shetty (Student, NITK Surathkal), Sharan K Shetty (Student, NITK Surathkal),
Satyaki Ghosh (Student, NITK Surathkal), Raveena Rajendran (Student, NITK Surathkal),
Manasvi Shetty (Student, NITK Surathkal), ReonaMelita Fernandes (Student, NITK Surathkal),
Dr. Rashmi Uchil (Assistant Professor, NITK Surathkal)

Abstract:

The Covid 19 pandemic has given scope for innovation to various services such as that online food delivery services. This paper aims at the innovation that the food delivery platforms adopted so as to stabilize their existence during and post covid. The paper also pertains to the tendency of people to order food online during the pandemic which further influenced the online food delivery platforms toward Innovation. The companies that showed adaptability to the new norm sustained whereas the companies that did otherwise were washed out.

On boarding: Ensuring New Hire Efficiency

Danish Tharani (Student, ISBR Business School)
Dr. Manish Kothari (Managing Director, ISBR Business School)

Abstract:

The effectiveness of on boarding new employees is essential for businesses engaged in the contact center sector, where the labour cost percentage is rather high. There is a solid connection. Between firm profitability ratios and employee satisfaction levels. According to research, businesses with high positive new employee efficiency ratios can be improved by experience; but many businesses still need to make significant improvements of employee on boarding procedures. The aim of research- to create a concept for new hire on boarding that will increase the effectiveness of contact center businesses. Utilizing LEAN, case studies, and experimental design techniques, the new employee on boarding idea was presented to and approved in a Latvian contact center. The A3 method, the Fishbone approach to root cause analysis, to implement and monitor on boarding KPIs, and the identify critical performance point which serve as a tool for authoritarian decision making to reduce cost for on boarding at various phases of employee incorporation were the key conceptual improvements. It evaluates the three components of the four on boarding models and discovered that each element, both individually and collectively, contributed to the success of employee on boarding, also suggested that "People" is a vital value of an organization's effective employee on boarding process.

Comparative Study of Startups Karnataka and Andaman and Nicobar Islands

Lysandra Johnson (Student, Mount Carmel College Autonomous, Bengaluru)

Vijaya Priya S (Faculty, Mount Carmel College Autonomous, Bengaluru)

Abstract:

The study focuses on the importance of start-ups and how the Ease of Doing parameters play a role in understanding the start-up culture in a region. The study also tries to bring forth the start-up scenario post-pandemic and the challenges faced by start-ups during the same period. The study, therefore, focuses on Karnataka (State) and Andaman and Nicobar Islands (Union Territory). The primary analysis of the factors affecting the start-up culture in both regions has been undertaken under the study. The tools used in the analysis of the data gathered are regression analysis and chi-square analysis. Graphs and pictorial charts have also been used for the analysis and interpretation of the data.

Understanding The Mediating Role Of Emotional Intelligence And Quality Of Working Environment Between Job Stress And Job Elation

Dr. Sathyanarayana (Professor, MPBIM)

Dr. Hema Harsha (Professor, MPBIM)

Dr. Veena Shenoy (Associate Professor, Program Manager ISBR Business School)

Abstract:

Emotional Intelligence (EI) represents a set of competencies that allow us to perceive, understand, and regulate emotions in ourselves and in others. Most of the studies have confirmed that employees with high EI are expected to function better as a team player, able to work under pressure and contribute positively to organisation's productivity. Since, job related stress is considered mainly as an emotional reaction to various inducements, EI can be used as a coping mechanism to manage one's own stress. Therefore, the current study is aimed at understanding the impact of job stress on job satisfaction when emotional intelligence and quality of working environment are mediating between them. In order to realise the stated objectives the researchers have collected 407 responses from the IT employees. Structural Equation Model (SEM) was used to analyse the collected data. The proposed structural model showed that the Job Stress, quality of working life and emotional intelligence were statistically significant with the dependent variable job satisfaction. The variable job satisfaction is statistically significant with Intention to stay followed by emotional intelligence with Intention to stay. Further, we found a complete mediating

effect from emotional intelligence and Quality of working environment on Job stress to job satisfaction. It was found that the EI & Quality of working environment mediate between the job stress and job satisfaction. Apart from this, the current study revealed that the quality of working life is one of the major components of the intention to stay in the organization. Hence, it is advisable to the managers to focus on providing the quality of the working environment to employees such as employee empowerment, job autonomy, training and development programs, flexible working hours, transformational leadership etc. and also provide adequate emotional quotient interventions to increase the emotional intelligence of the employees. Finally the results were compared to the possible evidence.

The Power of Engagement “Understanding the role of CEM (Customer Experience Management) in orchestrating end to end Customer Journey.”

Dr. Sheetal Mahendher (Professor and Research Chair ISBR Business School)

Eakesh Goswami (Student, ISBR Business School)

Urmila Jain (Student, ISBR Business School)

Harsh Lala (Student, ISBR Business School)

Abstract:

India's hospitality sector is undergoing rapid change. The industry's buzzword is innovation. The hospitality industry requires entrepreneurs to constantly offer better ways of providing current services, introduce new services, focus on new ways to delight the increasingly demanding clientele, and introduce new processes which economies operations as the industry is witnessing a shift in demand towards the aforesaid new segments. Many innovations are currently in use because business owners are aware that if there aren't novel products and services available, their products and services risk becoming outdated and going out of business. This research covered a handful of these changes that have altered the hospitality landscape in India.

First Gestational Age and Practices are Associated with Nutrition Status in Stunting Cases in North Sumatra, Indonesia: A Case–Control Study

Nadya Keumala Fitri (Faculty of Medicine, Universitas Sumatera Utara)

Dina Keumala Sari (Faculty of Medicine, Universitas Sumatera Utara, Indonesia)

Rina Amelia (Faculty of Medicine, Universitas Sumatera Utara)

,Dewi Masyithah (Faculty of Medicine, Universitas Sumatera Utara)

Kraichat Tantrakarnapa (Faculty of Tropical Medicine, Mahidol University, Thailand)

Abstract:

Stunting indicates the occurrence of nutritional deficiencies for a long period of time, and it begins when the fetus is in the first 1000 days of life. This period is an important opportunity to improve stunting rates among toddlers and adults. Various factors can influence this period, including the history of pregnancy and maternal practices. Aims of this study were to find relationship between mother's characteristics factors to children nutritional status This study was a case and control study that included 50 mothers and children with stunting and normal nutritional status. The mothers in this study were aged 18–50 years. This research was conducted from September to November 2020 in one of the districts with a high prevalence of stunting in North Sumatra, Indonesia. The variables studied were pregnancy history and maternal practices. The statistical test used was the Chi-squared test/Fisher test. This study included 30 mothers and children with normal nutritional status and 20 mothers and children among whom the children demonstrated stunting. There was a significant difference ($p=0.01$) in the age of mothers who had normal children (32.87 ± 6.05 years), who tended to be older than mothers who had stunted children (28.35 ± 5.78 years). There was a significant relationship between the first age of pregnancy and the nutritional status of the child in the normal and stunting groups of mothers ($p=0.021$), and mother's practices relating to nutrition. This study found that there is a significant relationship between the age of first pregnancy and the nutritional status of the child and the mother's practices relating to nutrition. These results provide a new perspective in the prevention of stunting.

A study on Customer Satisfaction and Perception towards AAVIN Milk

R. Reshmapriya (Student, ISBR Business School)

Dr. Y Lakshman Kumar (Director, ISBR Business School)

Abstract:

This paper aimed to investigate customer satisfaction and perception toward AAVIN Milk in Chennai, Tamil Nadu. The demographical society consists of individuals from children to teenagers and adults who consume tea or coffee, milkshake, etc; the outstanding growth of milk industry in India is reflected in the rapid increase in a number of recent brands in milk products. Province is that the one in all the ten largest milk-producing states in India. Trademark of Tamil Nadu Co-operative Milk Producers' Federation Limited procures milk, processes it, and sells milk and milk products to consumers. With the assistance of customer perception, milk brands can increase their sales and supply total customer satisfaction.

A Comparative Study On Supermarkets In France And India

Watan Singh (Student, ISBR Business School)

Ananya Singh (Student, ISBR Business School)

Abstract:

The purpose of this paper is to understand the difference in the working of supermarkets in India and France. We will help readers understand the difference in supermarkets in France as well as in India. Moreover, to understand how the process is executed in both the countries. We also will understand the difference in the selling of goods in both countries affects the consumer's behavior towards the product. We will also see in this paper which country is more dependent on manpower and explain the dependency of the sales in supermarkets. The paper will also throw some light on how different the billing process is in both the countries and what billing options do we have for the people residing in these areas.

Sport and physical education as a vehicle for Inclusion and Recognition in India, Indonesia and Sri Lanka

Dr. Sheetal Mahendher (Professor and Research Chair ISBR Business School)
Dr. Dina Keumala Sari (Faculty of Medicine, Universitas Sumatera Utara, Indonesia)
Dr. Veena Shenoy (Associate Professor, Program Manager ISBR Business School)
Leonard L (Research Associate, ISBR Business School)

Abstract:

Growing chronic non-communicable diseases (NCDs) have emerged as a huge global health problem in low- and middle-income countries. The magnitude of the rise of NCDs is particularly visible in Southeast Asia where limited resources have been used to address this rising epidemic. Around the world, young people need free time, space and fellowship to enjoy sport and play. While the need for the activities of sport is global in scope, the ability to be included often is not. Sport can provide a way to break down barriers and promote inclusion of students at different level education (higher, vocational, secondary and primary) who are often left on the sidelines. Hence the proposed project tries to address such problems in three partner countries (India, Indonesia and Sri Lanka) and shall create a new momentum which will go hand in hand with the countries central strategy to develop a healthier and inclusive nation via the medium of sports.

A Study on Career Planning and Development training for students in Edtech Industry Talentserve Private limited ,Bangalore

Anushree Raghuwanshi (Student, ISBR Business School)
Dr Y Lakshman Kumar (Director, ISBR Business School)

Abstract:

Ed-Tech industry has been around longer than most people realize, and it has many important benefits. According to instructors although Ed-Tech has many obvious benefits, with its use with. Many psychologists, sociologists, and Educational theorists worry that pupils who only take classes online won't develop the social skills that can only be acquired in person that can only be learned through in-person relationships with others. To succeed in one's professional life, one must take purposeful and conscientious activities given the uncertainties and constant change in this area of life. These intentional and purposeful acts ought to be directed toward arming one with the expertise, competencies, and capacities required to in with an organization and be relevant to its goals. People's work lives have been impacted by factors such as globalization, the quick development of information and communication technology, and the rise of competition in nearly

all spheres of life. The idea of having a job for life has long since disappeared. People frequently switch jobs, whether it is for casual, contract, part-time, or full-time employment, which is certain to have an effect on their productivity. Any technology that makes learning easier for both children and adults falls under the umbrella of the expanding and developing ed-tech sector. That also includes educational fundraising platforms, reader-adaptive e books, and tools for teachers to assess their students' progress in the classroom. The possibility of scalable, personalized learning has been a major factor in edtech's growth. There is no approach that works for everyone how we study, connect with peers and professors, or feel about the same subjects in general. Personalized lesson plans and learning experiences that promote inclusion and improve the learning skills of all students.

Key Enablers of Adaptive Performance in The Vuca Environment: A Reference Of Indian Psbs

Deeksha Sanjay Shetty (Research Scholar, National Institute of Technology Karnataka, Surathkal)
Dr. Suprabha K R (Assistant Professor, National Institute of Technology Karnataka, Surathkal)

Abstract:

The business is on its constant spin due to the environment's volatility, uncertainty, complexity, and ambiguity. These maladaptive conditions have increased the need for employees with stronger and steadier adaptive performance. This research aims to assemble a concrete model based on the solid foundation for enhancing adaptive performance in public sector bank employees by strengthening and widening the career graphs. The study claims its contribution to filling the theoretical gaps by developing valuable prepositions for future researchers to evidentially prove. The synthesis of the predictors of adaptive responses in the turbulent work environment contributes to the managerial implications as well. It also aids the process of gearing up the workforce by devising potential training modules intended towards enhancing adaptive performance. This piece of research will address whether the lack of an ability to respond or acclimatize could be potentially replaced by facets of personality that are mouldable through training interventions. Collaboration of positive psychological factors influencing adaptive performance in the banking sector during various disruptions is a unique kind of study with genuine rarity.

An Exploratory Study of VDO.AI's Growth Strategy and Publisher Expectations for the APAC Region.

Anshukumar (Student, ISBR Business School)

Dr. Richa Balla (Associate Professor, ISBR Business School)

Abstract:

The purpose of this study is to determine the obstacles VDO.AI had in expanding its business in the APAC region, as well as the growth tactics they used and the publisher expectations for the vdo.ai product Methodology. Given the exploratory character of the current study, a combination of quantitative and qualitative methodologies was used to generate the data over the course of two phases. A preliminary discussion with the chief business officer regarding the company's methods for dealing with competition and technological advancements served as the first qualitative stage. The following phase was quantitative and involved creating and distributing surveys to publishers in the APAC region who had been carefully chosen as a sample. Both primary and secondary data gathering methods were used in the data collection procedure. For the study about the product features requirement the sample frame for the survey was drawn from the company database, and the final sample population was made up of 80 APAC-based publications with sizable online presences and advertising campaigns. By using the convenience sampling technique direct questionnaires were sent to the right publishers in the chosen area. The number of respondents to the survey, 46, served as the sample size for this study. To analyze this data, ranking function of MS Excel is used to know which product features is more requirement of publisher in the APAC Region With the help of final analyzed table and bar graph we can be easily say that most required Ad. unit features in APAC Region. Findings include the revenue share model, high tech product integrated with top three required features of publisher and collaboration with 30+ SSP Partner to meet the demand of publisher.

Employee Retention Strategies

Amrit Kaur (Student, ISBR Business School)

Dr. Veena Shenoy (Associate Professor, Program Manager ISBR Business School)

Abstract:

Employee retention is the organization's ability to keep its employees engaged. It is also referred to as a technique that promotes and inspires resources to stay with a firm for longer in order to secure the sustainability of the organisation. Making both parties involved both workers and employers. The ultimate goal of employee retention is happiness. It facilitates for devoted staff to work for the company for a longer amount of time, which will be advantageous to both. Keeping data and creating reports won't be enough to address the issue of employee retention. It simply depends on how knowledgeable the employers are about the many concerns that their employees have and how well-equipped they are to help them, when necessary, in locating answers. Every company spends time and money training new employees and preparing them for the corporate world. If such employees quit after completing the required training, the business will be completely destroyed. After receiving the necessary training, employees quit, leaving the business fully in the red. The many measures used to guarantee a person stays with a company for as long as possible are taken into account in the employee retention process. The majority of workers leave their employment because of annoyance and constant dispute with their supervisors or co-workers, according to study. A worker may occasionally feel forced to look for a change due to low pay, little chances for career progress, and a lack of motivation. The management must use all reasonable means to retain those employees who have a reputation for being valuable contributors and who are truly essential to the operation of the system.

India recognizes that entrepreneurs are the game-changers of our economy, as they are in power to change the living standards for the better and increase the amount of capital. Individuals who strive to improve the current methodology or creating new ideas which change the modus operandi of the products and services, making these innovations revolutionary. Entrepreneurs with such innovations at their disposal move onto starting start-ups to set their businesses. ISBR Vishleshan International conference 2022 recognizes and wishes to encourage young researchers and entrepreneurs for the same. As the future is with the innovation brought forth by the entrepreneurs with their start-ups, the purpose of this conference is to throw light and stress upon the importance of innovation, entrepreneurship and start-ups for the bright future of this country

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