

BUSINESS RESEARCH



Ms. FATHIMA SHAJITHA T K

BUSINESS RESEARCH

EDITED BY

Ms. FATHIMA SHAJITHA T K

BUSINESS RESEARCH

Editor

Ms. Fathima Shajitha TK; M.Com, M PHIL

Associate Professor, PG Department of Commerce, Korambayil Ahamed Haji Memorial Unity Women's College, Manjeri, Narukara (PO), Malappuram (DT), PIN 676122, Kerala, India.

Published by

Ms. Fathima Shajitha TK; M.Com, M.Phil

Associate Professor, PG Department of Commerce, Korambayil Ahamed Haji Memorial Unity Women's College, Manjeri, Narukara (PO), Malappuram (DT), PIN 676122, Kerala, India.

₹ 500

May 2023

ISBN: 978-93-5737-181-0

© All rights reserved to the Editor. No part of this publication may be reproduced, stored in or introduced into retrieval system or transmitted, in any form, or by any means, electronic, mechanical, photocopying recording or otherwise without the prior written permission of the publisher. Authors are solely responsible for the contents of the chapters in this volume. The editor has taken his best effort in the preparation of this book. Errors, if any, are purely unintentional and readers are requested to intimate the errors to the editor to avoid discrepancies in the future.

First Edition

Printed at Right Click, Manjeri, Pin: 676121, Malappuram Dist., Kerala, India.

FOREWORD

The PG department of commerce of Korambayil Ahamed Haji Memorial Unity Women's College, Manjeri takes much privilege in bringing out a Journal for the reference of academic community and also aiming at many other stakeholders such as students, Research Scholars, Industrial community etc. The publication covers almost all significant areas of commerce such as marketing, finance, human resource, banking etc. I am very much sure that this effort will be an investing asset for the accomplishment of higher education dreams. Wishing all the success to this small endeavour.

Mr. T.T Abdul Razak
Head & Associate Professor
PG Department of Commerce
KAHM Unity Women's College, Manjeri

PREFACE

In today's rapidly changing business landscape, conducting effective research in the field of business has become a critical component for organizations to gain a deeper understanding of various aspects of the business world, including consumer behavior, market trends, industry dynamics, organizational performance, and competitive strategies. By conducting research, businesses can identify market opportunities, evaluate potential markets, consumer needs, and emerging trends. Research can help businesses to identify areas for improvement in their operations, marketing, and sales strategies, and develop more effective and efficient processes. Conducting research in the field of business is essential for businesses to make informed decisions, stay competitive, and achieve their goals.

This book is a collection of research work conducted by students and teachers in various areas of commerce such as finance, marketing, etc. The contributions of students and teachers of KAHM Unity Women's college is the main attraction of this book and I have great pleasure in acknowledging each one of them for their sincere effort in contributing inputs to this book. I would like to express my heartfelt gratitude to Dr Muhammed Basheer Ummathur, Principal KAHM Unity Women's College Manjeri for his encouragement and support for publishing this book. I express a deep sense of gratitude to all my colleagues for their whole hearted co-operation and support especially those who have contributed chapters to this book.

-The Editor

CONTENTS

- 1. Work Life Balance Of Employees In Information Technology (IT) Industry**
Shilpa P K 1-8
- 2. Potentiality Of Ayurvedic Tourism- A Study Based On Kottakkal Arya Vaidhya Shala**
Ramya Krishna 9-13
- 3. Preference Of Online Shopping Destination Of Home Makers - A Study With Special Reference To Eranad Taluk, Malappuram District**
Afnamol 14-26
- 4. Attitude Of College Students Towards Entrepreneurship- A Study With Special Reference To Perinthalmanna Taluk**
Asna C 27-42
- 5. A Study On The Effect Of Sales Promotion Activities On The Consumption Of FMCG With Special Reference To Hyper Budget Super Market Manjeri**
Devika P 43-54
- 6. Customer Perception Towards Digital Payment Application- A Study With Special Reference To Manjeri Municipality**
Fathima Thasni P 55-66
- 7. A Study on The Impacts Of Lifestyle Branding On Brand Experience And Customer Retention With Reference To Apple Brand In Eranad Taluk.**
Murshida PK 67-69
- 8. A Study On The Purchase of Cosmetics through Online Portals With Special Reference To College Students In Manjeri Municipality.**
Hasna TT & Shamla CK 70-85
- 9. A Study On The Financial Status Of Manjeri Co-Operative Urban Bank Ltd**
Amritha C, Fida Naur KV & Hiba PV 86-97
- 10. Brand Loyalty And Customer Preference Towards Milma Products- A Study With Special Reference To Manjeri Municipality**
Nihala Shahanas P 98-105
- 11. Effect Of Using Humorous Element In Advertising Among The Customers In Malappuram Region**
Thansheera MP 106-116

WORK LIFE BALANCE OF EMPLOYEES IN INFORMATION TECHNOLOGY (IT) INDUSTRY

Ms. Shilpa P K

*Assistant Professor (Adhoc),
PG Department of Commerce,
Korambayil Ahamed Haji Memorial Unity Women's College
Manjeri, Malappuram, Kerala -676122
E-mail: shilpachippyjyothy@gmail.com*

Abstract

Employees are the valuable assets of organization. Work life balance is an issue that is important both to the organization and employees. This issue has come to the fore due to a multitude of changes in the work place, in employee demographics and in the family sphere. Advancement of technology has blurred the line between office and home, and with a laptop, employees is on call at virtual office 24 hours a day. As time spend at work is increasing steeply, quality time available for the family is shrinking. Moreover, the health of employees is also being affected. The study reveals that more than half of the respondents said that they can manage work and life in a better way. Their organization gives good working environment for their job. Work life balance is an important function for smooth functioning of every organization.

Keywords: Work life balance, Stress and Conflict

Introduction

Work was a matter of necessity and survival. Work - life balance is about creating and maintaining supportive and healthy work environments, which will enable employees to have balance between work and personal responsibilities. The professional life consists of work fulfillment, target achievement, work shifts and personal life consists of family responsibilities, one's personal likes and a great effort has to be maintained both by organization and employees in bringing equilibrium between the two roles of one's life. Otherwise it may lead to work life conflict accompanied by burnout, absenteeism, poor performance, lack of commitment, stress related problems etc.

An organization can achieve its objectives only by fulfilling the individual needs successfully. When individual needs are achieved it naturally accelerates the employee's loyalty in achieving organizational objectives. In this way the prime concern of organization is given towards work-life balance. It is in this context that the notion of "work life balance" has assumed great significance.

Significance of the Study

Today, employees are not looking at their employer just a job but they want the company to care for their work life balance and their well-being. Companies are adopting new means to ensure that their employees get enough time to enjoy their personal life and spend time with family. Employees tend to feel motivated when they feel that the organization is putting extra effort in providing a healthy balance between work and life. Motivated employees not only enhance the productivity but also help creating a positive work environment at office. This is an attempt to understand the existing system of Work- Life Balance of employees in IT industry.

Objectives of the Study

- To study the Work-Life Balance of IT Employees.
- To examine the programmes used by employers to achieve work – life balancing.
- To study whether there exists any work - life conflict among the employees in the IT companies.
- To study whether there exists any stress related problems among the employees in the IT companies.

Research Methodology

The study is both analytical and descriptive in nature. Information Technology Professionals from Manjeri Municipality, Malappuram district form the population of the study. Convenience sampling method was used for selecting sample from the target population for this survey. A sample size of 50 IT professionals has been taken into consideration for the purpose of the study from Manjeri Municipality and the data required for the study is collected by using structured questionnaire. The statistical tools used for data analysis were percentage analysis and weighted ranking.

Literature Review

Deivasigamani.J and Dr.Shankar.G (2014) state in their research, in a society filled with conflicting responsibilities and commitments, Work Life Balance has become a prominent issue in workplace. As per the research, maximum employees feel that having a Work Life Balance increases commitment level with the organisation. If employees are able to balance work and other activities for self and family, it automatically decreases the work pressure and thereby stress in work.

Sinha (2013) has undertaken a study to find Work/Life Balance related issues and how to maintain a proper Work/Life Balance policy is helpful in increasing the level of production and job satisfaction. The findings of this study indicates that employees who were more favourable towards their organization's efforts to support work-life balance also indicated a much lower intent to leave the organization, greater pride in their organization, a willingness to recommend it as a place to work and higher overall job satisfaction.

Vanishree (2012) in her study says that organisations are highly depended on workforce. Hence it is essential for the organisation to adopt a strategy to improve employee's Work Life Balance to satisfy both organisational objectives and employees needs. Indians IT BPO industry has substantially contributed towards the growth of economy. In her opinion, the work schedule of BPO is very unusual and is target based. Employees are expected to interact with different types of clients along with providing qualitative services. This may create huge amount of stress among the employees.

Data Analysis and Interpretation

a) Work Life Balance

Table 1: Work Life Balance

Response	No of Respondents	Percentage
Very well balanced	11	22
Somewhat balanced	10	20
Balanced	18	36
Somewhat out of balanced	9	18
Very out of balanced	2	4
Total	50	100

Source: Primary data

The table makes obvious that 36% of the employees able to balance their work and life. 22% of respondents opined that their work and life very well balanced and 20% were opined that their work and life somewhat balanced. Few of them (18%) opined that their work life and personal life somewhat out of balanced. Only 2 employees said that they can't balance their work and personal life.

b) Stress Related Problems

Table 2: Stress related Problems

Stress related Problems	No of Respondents
Headache	18
Pain & tightness in chest	4
Strong emotions of fear and anger	10
Tiredness	13
Sleeping disturbance	11
Total	56

Source: Primary data

The above table shows that headache is the main stress related problem faced by IT employees. Tiredness is also an important stress related issue. Stress level of employees also results in sleeping disturbance and strong emotions of fear and anger. Very few of them said that they have pain & tightness in chest.

c) Methods to Manage Stress

Table 3: Methods to Reduce Stress

Methods	No of Respondents
Yoga	6
Meditation	6
Entertainment	26
Dance	7
Music	20
Other	0

Source: Primary data

The above table reveals that engaging in entertainment activities is the main method adopted by IT employees to reduce their stress. Most of them listen to music also when they feel stress. Dancing, yoga and meditation also helps employees to manage their stress level.

d) Causes of Work Life Conflict

Table 4: Causes of Work Life Conflict

Areas	Rank								Total
	1	2	3	4	5	6	7	8	
Work timings	14	8	4	5	6	3	4	6	50
Nature of work	5	8	7	6	6	3	9	6	50
Lack of cohesion	7	6	13	3	2	10	5	4	50
Deadline pressure	5	5	2	10	7	5	9	7	50
Work on days off	6	6	9	5	9	6	3	6	50
Meeting/training	5	4	6	7	4	11	8	5	50
Shift works	3	10	2	9	8	8	9	1	50
Others	5	3	7	5	8	4	3	15	50

Source: Primary data

Table 4(a): Weighted Ranking of Causes

Areas	Weighted Rank								Total	Rank
	1*8	2*7	3*6	4*5	5*4	6*3	7*2	8*1		
Work timings	112	56	24	25	24	9	8	6	264	I
Nature of work	40	56	42	30	24	9	18	6	225	V
Lack of cohesion	56	42	78	15	8	30	10	4	243	II
Deadline pressure	40	35	12	50	28	15	18	7	205	VII
Work on days off	48	42	54	25	36	18	6	6	235	III
Meeting/training	40	28	36	35	16	33	16	5	209	VI
Shift works	24	70	12	45	32	24	18	1	226	IV
Others	40	21	42	25	32	12	6	15	193	VIII

As per table it is very clear that work timing is the main cause of work life conflict. Lack of cohesion, work on days off, shift works and nature of work are ranked in second, third, fourth

and fifth position. The least ranked reasons for conflict are deadline pressure and meetings & training programmes after working hours.

e) Work Life Balancing Programmes

Table 5: Work Life Balancing Programmes

Programmes	No of Respondents
Work from home	38
Paid leave for sick family members	10
Paid Maternity/paternity leave	17
Health & wellness programmes	18
Work place tours	13
Scholarship for children of employees	0
Social events to strengthen work friendship	11
Others	0

Source: Primary data

From the above table it is very clear that work from home is the main work life balancing programme adopted by IT companies. The other important programmes are health & wellness programmes and paid maternity/paternity leave. 13 respondents said that their company conducts work place tours yearly. Few of the companies conduct social events to strengthen work friendships. None of the companies offers scholarship for employees' children.

f) Importance of Work Life Balancing

Table 5.26 Importance of Work Life Balancing

Response	No of Respondents
Reduce stress	31
Improves mental health	30
To get better physical health	25
Improves relationship	29
Increase creative thinking	25
Bring happiness & fulfillment	19
To become more productive	5

Source: Primary data

The above table reveals that work life balancing is very essential to reduce stress of employees and to improve mental health and there by improves relationships in the company.

Some others opined that existence of work life balancing helps to get better physical health and to increase creative thinking. Only 5 respondents opined that there is a relationship between work life balancing and productivity of employees.

Findings

- Most of the employees have an opinion that they can manage their work life and personal life in an effective manner.
- Work life balancing is very essential to reduce stress of employees and to improve mental health and there by improves relationships in the company.
- Work from home facility, health & wellness programmes and paid maternity/paternity leave are the main work life balancing programmes available in IT companies.
- Work timing and lack of cohesion are the main causes of work life conflict.
- Headache and tiredness are the main stress related problems faced by IT employees.
- Engaging in entertainment activities is the main method adopted by IT employees to reduce their stress.

Suggestions

- Take initiative steps to manage work related stress through conduct the yoga classes, meditation, and entertainment activities.
- The organization should provide a formal friendly atmosphere which brings fruitful employees and even enhance the low performing employees to highest potential of performance which leads to work life balance.
- The organization should take proper feedback of employees of the policies and procedures of the organization.
- Child care facility is of immense help to women employees to relieve their mental tension regarding the care of their dear ones.
- The required work can be allocated properly without extending the working hours of the employees.

Conclusion

The study reveals that work life balancing is very essential to reduce stress of employees and to improve mental health and there by improves relationships in the company. Most of the employees have an opinion that they can manage their work life and personal life. Work from

home facility, health & wellness programmes and paid maternity/paternity leave are the main work life balancing programmes available in most of the IT companies.

Work timing and lack of cohesion sometimes becomes the causes of work life conflict. Headache and tiredness are the main stress related problems faced by IT employees. Employees should do proper yoga, meditation, mind relaxation and other health care methods in order to care themselves from health problems creating out of work pressure. The employees should take time to consider them to remain healthy at each moments of life than to attain a better health tomorrow.

References

1. Deivasigamani, J., and Shankar, G., (2014). A Study on Problems related to work Life Balance among Women Employees in Information Technology Sector, Chennai, *International Journal of Management Research & Review*, ISSN: 2249-7196, Vol.4, No.8, August
2. Sinha, Deepti. (2013). Study of Work Life Balance @ CCIL (India), *Journal of Management Sciences and Technology*, Vol.1, No.1, Pp.8-14.
3. Vanishree. (2012). Work Life Balance in the BPO Sector. *Journal of Business Management and Social Science Research (JBM&SSR)*, Vol.1, No.2, ISSN No.23195614, November.
4. Rupashree, Baral., and Shivganesh, Bhargava. (2011). Work Family Enrichment as a Mediator between Organizational Interventions for Work-Life Balance and Job Outcomes, *Journal of Managerial Psychology*, Vol.25, No.3, Pp.274-300.
5. Rebbeca. (2006). A Mechanism for Improving Job Satisfaction and Work Life Balance, *Journal of Nursing Management*, Vol.7, No.3, Pp.282 – 288.

**POTENTIALITY OF AYURVEDIC TOURISM- A study based on Kottakkal Arya
Vaidhya Shala**

Ramya Krishna

*Assistant Professor(Adhoc)
PG Department of Commerce,
KAHMUnityWomen'sCollege Manjeri,
Malappuram, Kerala*

Abstract

Ayurveda, popularly known as the Indian system of medicine, is gaining worldwide recognition day by day. Ayurvedic treatments are mainly offered during monsoon months of June, July, and August. Moreover ayurvedic treatments done in Kerala are more famous than other locations due to its equable climate. Climatic conditions directly influence curing of diseases. Kottakkal arya vaidhya sala is one of the most leading ayurvedic centre in Kerala. The study is focusing on the potentiality of ayurvedic tourism based on kottakkal arya vaidhya sala. From the study it is observed that most of the people are satisfied with the facilities and hospitality of Kottakkal arya vaidhya sala. But they didn't get any financial assistance from government or any authorities, if they get so, it can increase their quality and scope to one more level.

Key words: Ayurvedic tourism, monsoon tourism

I. Introduction

Arya VaidyaSala, popularly known as Kottakkal Arya VaidyaSala, is a healthcare center located in Kottakkal in the Indian state of Kerala known for its heritage and expertise in the Indian traditional medicine system of Ayurveda. The Arya VaidyaSala (AVS) group of institutions has its headquarters in Kottakkal. The group consists of five hospitals of which one is a charitable center, 15 branches, a research center, two medicine factories, a Marketing Division overseeing over 1500 retail outlets, and four herbal gardens. The group is reported to be treating over 800,000 patients, through consultation and in patient services. Arya VaidyaSala is credited with pioneering the concept of readymade ayurvedic medicines and dispensing ayurvedic medicines in the form of pills. The present study is intended to find out the potentiality of ayurvedic tourism based on Kottakkal arya vaidhya sala.

II. Importance of the Study

Ayurvedic tourism plays an important role in creating foreign domestic remittances. From ancient times onwards Kerala is well known for its ayurvedic culture. One of the popularly known Kottakkal Arya Vaidyasala is a healthcare center located in Kottakkal, in the south Indian state of Kerala, known for its heritage and rich ayurvedic culture. Domestic as well International tourists prefer visiting the place for medical treatment. Thus medical tourism is developing and growing faster rate now a day. Kottakkal Arya Vaidyasala is a well-known institution but it don't get any much help from the government and also it facing so many other kind of problems that are discussed in our study. It will help us to learn about the problems and issues faced by the ayurvedic tourism in Kottakkal Arya Vaidyasala.

III. Objectives of the study

- ❖ To study the scope of ayurvedic tourism in malappuram district.
- ❖ To know the problems faced by ayurvedic tourism.

IV. Methodology of the Study

The study is conducted with the help of primary data collected from 50 respondents. Samples were drawn at random from the persons who took treatments from Kottakkal arya vaidhya sala. The relevant data are collected from the respondents from different demographic and income groups by using questionnaire method. Secondary data are collected from various books and journals. Appropriate statistical tools such as average and percentage methods are used in data analysis.

V. Data Analysis and Interpretation

a) Opinion about facilities provided by the authority

Table 1

	Mean	Rank
Parking facility is good	3.39	13
Food and refreshment is good	2.44	2

Toilet and basic amenities is good	2.40	1
Well communication facility	3.69	14
High security	3.31	12
Entertainment facility is good	2.80	4
Fee is normal	3.06	15
Good resting place	3.81	8
Comfortness	3.11	10
Attractive sign board	2.84	6
Well behaviour of staff	3.00	7
Well cleaned area	2.77	5
Transportation facility is good	2.52	3
Guides are easily available	3.20	11
Pollution free environment	3.09	9

Source: Primary data

From the above table it is clear that basic amenities and toilet facilities are better in arya vaidhya sala compared to other variables. Customers are also saying that treatment fee is more and some can't afford it.

b) Problems faced by customers

Table 2

	Mean	Rank
Language barrier	2.19	1
Lack of basic facilities	2.67	7
Bad behaviour from local people	2.26	2
Lack of parking area	2.94	11
Lack of security	2.64	5

Lack of sign board	3.34	12
Lack of hotels	2.45	3
High fee	2.74	8
Lack of resting place	3.43	13
Lack of cleanliness	2.53	4

Source: Primary data

From the table it is clear that language barrier is the main problem faced by its customers. And behaviour of local people is also a major problem. Customers also said that there are much resting places in arya vaidya sala.

VI. Findings

Kottakkal arya Vaidya Sala is having a prominent role in promoting medical tourism in Kerala. A lot of amenities like WIFI, Yoga classes, Library, Cultural activities etc are offered by the hospital. But foreign tourist faces bad behavior from the local people culture that creates bad impression on our culture. And there is no proper support from the part of government. Lack of star hotels near the Kottakkal is very important problem of tourists facing at Kottakkal arya vaidyasala. And language barriers are the main problem of the security staff posted in Kottakkal arya vaidyasala during the time of foreign visitors. The accommodations facilities in Kottakkal arya vaidyasala where so expensive and lack of standard advertisement for the promotion of the Kottakkal arya vaidyasala . Domestic tourists are most preferred to visit Kottakkal arya vaidyasala than foreign tourist. The foreign tourists have a comparatively lower opinion about the cleanliness, hygiene conditions and safety and security measures in Kottakkal arya vaidyasala. Many tourists are changing their itinerary to visit the State due to non-availability of direct flights.

VII. Conclusion

The present study is intended to understand the Potentiality of Kottakkal Arya Vaidyasala on Tourism aspects. There are so many patients taking treatment from outside the country and state. Many of them are satisfied with the treatment and they recommend their friends for the

treatment. Language barrier is the main problem faced by the tourist in Kottakkal Arya Vaidyasala and lack of infrastructure facilities and the Government should make take necessary action to promote and standardize the Ayurveda treatment outside the country. The study also reveals that customers of arya vaidya sala are satisfied with the treatments offered by them. Even though the authority should take necessary steps to overcome the mentioned drawbacks or problems stated earlier.

VIII. References

- <https://en.m.wikipedia.org>
- Aryavaidyasala.com
- <https://keralatourism.org>
- Arogya Magazine
- www.tafionline.com
- www.nationalgeographic.com>magazine

EFFECT OF USING HUMOROUS ELEMENT IN ADVERTISING AMONG THE CUSTOMERS IN MALAPPURAM REGION

Thansheera MP

thansheeramp@gmail.com

MCom student

Gvt College Malappuram

Abstract:

Advertisements have a great influence in the minds of customers. Everyday people are exposed to a large amount of advertisements. Advertising is the action of calling public attention to an idea, goods or services through paid announcement by identified sponsors. Advertising is one of the promotional tool that a business use for it's sustain. Humor is the tendency of experiences to provoke laughter and provide announcement. Adding humour is a recent trend in today's advertising field.

This paper is investigating the effect of using humour elements in advertising among the customers. The topic has special importance as recently the trend of using humour in advertisements by advertising agencies is considerably increasing over the time and also in almost many of the product types. The study includes the the effect on using humourous elements in advertising on the consumer's buying behaviour, attention grabbing power, retention capacity, awareness and so on. The results of the data revealed that almost all the relations have a positive impact for the business by using moderate level of humour element in advertising. It may bring an opposite result when the range of homour exceeds than a moderate level.

Based on the results, it helps the marketers to clearly use humorous element in order to bring many responses for creating favourable attitude towards the product, grabbing the attention, creating awareness etc. At the same time it is essential that due care should be given to lead to the intended result, on the other hand it may affect negatively.

Key words: Advertisement, Humour

INTRODUCTION

Advertisements have a great influence in our minds.” Many of the most advertising campaign around tend to be funny. Advertisers use this strategy to attract the customers to their products. Audiences like to be entertained, but not pitched. People will pay more attention to a humorous advertisement than a factual or serious one, opening themselves up to be influenced. Many companies use clever and funny advertisements in order to attract the customers. This actually creates brand awareness among the customers. Pepsi, snickers, 5star, axe, old spice and many companies use humour in advertising to grab the attention of customers.

Laugh, make the viewers happy and create positive mood. Humour may serve as a reward for listening. Textbooks give a stricter definition of advertisements as in Jobber (2004), where he defines advertising as “any paid form of non-personal communication of ideas or products in the prime media, i.e. television, the press, posters, cinemas and radio. The key to funny advertising is assuring the humour is appropriate to both customer and product. The balance between funny and obnoxious can often be delicate; and a marketer must be certain the positive effects outweigh the negative before an advertisement can be introduced.

Humour can makes ads more enjoyable, involving and memorable. However if the humour distracts from branding and communication. it can impede the advertisement’s effectiveness. In addition, perceptions of humour are different around the world and across different audiences; this may limit the ability of a funny advertisement to be used across markets.

The best products to sell using humour tend to be those that consumers have to think the least about products that are relatively inexpensive and often consumable, can be represented without providing a lot of facts, and that where there’s room for humour.

Every day people are exposed to a large amount of advertisements. There are thousands of products on the market and it would be interesting to find out why we respond to certain ads and not to others. We thought that it could be more interesting to concentrate on humorous advertisements since they are a great part of advertisements today.

The study aims to know the effect of humour element in advertising among the customers and to check whether adding humour advertisements really has a positive effect on the products.

This study can help companies to make decisions regarding their advertising strategy. Therefore conclusion from this study will be useful to the companies to market their product.

REVIEW OF LITERATURE

- Calvin P. Duncan et.al (1984)) indicates that the impact of humour on advertising message conception have generally less effective. It was found that humorous commercials were less effective than serious messages. This study re-examines humour's influence by focusing on type of humour dimension —manipulated vs. Perceived and humour position in the advertisement. Finding of the study shows that humour —in the form of a one-line joke does endorse message understanding and propose support for information processing and operant conditioning explanations of the humour influence process.
- Thwaites (2007) conducted a study the basic objective of which was to find out how humour can be used as a marketing device for mask advertising claims. A Content analysis on 238 advertisements has been done to find out if humour was used to make any unreliable claims. There were 73.05% deceptive claims found in humorous advertisements and 74.5% out of these were making by humour. The relationship among various types of deceptive claims and humour style used was also studied to find out whether definite humour types veiled specific types of deceptive claims. During study it was found that various types of humour are being used to disguise the various types of deceptive claims. Moreover, particular types of humour are used to disguise specific types of deceptive claims.
- Daniel G. Goldstein, et.al (2011) conducted a study on “The Effects of Exposure Time on Memory of Display Advertisements”. The advertising which traditionally used pricing based on number of impressions delivered is a multi-billion dollar industry today. The number of impressions of an advertisement is merely the number of times the ad is downloaded. First impression, however doesn't distinguish between an ad that is in view for five seconds or five minutes. Since advertisers look for brand identification and recall, the objective of the study was whether a time-based accounting of advertising can better combine with advertisers' objectives. This study aims to show the relationship between advertisement presentation time and the likelihood that a viewer will remember that advertisement.

- Fong Yee Chan (2011) conducted a study under the title “ Selling through entertaining: The effect of humour in television advertising in Hong Kong”. Considerable research evidence has indicated that humour has a positive impact on attention but no consensus is reached with regard to the persuasive effect of humour in advertising. Two hundred and fifty-four university students were recruited to watch five television commercials and respond to a structured questionnaire in this study. Results show that humour secures attention getting while disrupts message processing. Humour enhances message persuasiveness when the moderating variable need for cognition (NFC) is controlled. Participants with low NFC are easier to be persuaded by humorous commercials than participants with high NFC do. It is also found that repeated exposure to the same humorous commercial does not harm its persuasive effect. Male audiences regard humorous commercials as more persuasive while female audiences are the opposite. The study provides guidelines for advertisers/advertising practitioners who would like to employ humour in their communication at the same time it draws ethical concerns towards the increased huapplication of entertainment-coated persuasion.
- Madelijn Strick et.al (2013) examined “Humour in advertising: An associative processing model” and studied on the effects of humour in advertising on positive and negative brand associations and brand choice, and integrates the findings into a single overarching model. Based on the Associative and Propositional Processes Model of Evaluation (Gawronski & Bodenhausen, 2006, 2007, 2011), They proposed that repeated pairings of a novel brand with brand-unrelated humour forms positive brand associations, which mediate spontaneous brand choice. This associative process was found to be independent from the level of distraction posed by humour and from awareness of the stimulus pairings. In fact the distraction posed by humour benefits persuasion by preventing negative brand associations. Previous marketing research, which mainly viewed humour as a cue in peripheral processing, was rather pessimistic about the persuasive impact of humour. In contrast, this research programme suggests that a repeated pairing of a brand with humour affects the brand’s underlying associative structure, which may lead to stable attitude changes that guide overt spontaneous brand choice. Theoretical and practical implications are discussed.

ADVERTISING

Advertising is the action of calling public attention to an idea, good, or service through paid announcements by an identified sponsors. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. Advertisers influence our emotions by techniques that include stereotyping and targeting the audience: whose emotions are influenced by our occupation, believes, personality, self-esteem, life style, relationship, friends, how we look and what we wear.

TYPES OF ADVERTISING

Classification on the basis of advertising medium used:

- Print Advertising: Newspaper, magazines, & brochure advertisements, etc.
- Broadcast Advertising: Television and radio advertisements.
- Outdoor Advertising: Hoardings, banners, flags, wraps, etc.
- Digital Advertising: Advertisements displayed over the internet and digital devices.
- Product/Brand Integration: Product placements in entertainment media like TV shows, you tube video etc.

ATTRACTIVE ELEMMENTS FOR ADVERTISEMENTS

❖ **Catchy headline:** An advertisement must catch a reader's attention within a matter of seconds. We can use those key words to be essential hicks to your brand that the reader will retain.

- ❖ **Powerful image:** A single image can tell a story as powerfully as a paragraph of text. Choosing the right image, that both draws attention to your product, is as important as the words that accompany it.
- ❖ **Unique advantage:** The ad must tell the reader why the particular brand of product is preferred over a competitor in the marketer.
- ❖ **Call to action:** The ad must tell the reader to do something, whether its claim a discount on the product participate in a free trial or visit a retailer to purchase it for a limited time. It may in the forms, like coupons.
- ❖ **Perfect placement:** The medium you choose for any ad is a critical component to the advertisement itself. It should be according to the audience for the advertisement.

HUMOUR

Humour is the tendency of experiences to provoke laughter and provide amusement. In all its many-splendored varieties, humour can be simply defined as a type of stimulation that tends to elicit the laughter reflex. Humour have been found to help relieve stress and facilitate social relationships, the traditional view of task performance implies that individuals must concentrate all their effort on their endeavours should avoid things such as humour that may distract them from the accomplishment of task goals.

FACTORS TO BE CONSIDERED WHILE USING HUMOUR IN ADVERTISING

1. Make the gag relevant

The humour should always reinforce the brand promise. Federal Express's long-running "If absolutely, positively has to be there overnight" campaign drew most of its humour out of the anxiety of a package getting someplace too late. This connecting of the gag with the brand promise made the joke funnier and more persuasive.

2. Make the product the hero

Make sure the humour exalts the brand not the copywriter.

3. It's not about a button Marketing people misunderstand humour when they see it as the "button" at the end of the commercial. If the humour is relevant to the product promise why save it until the end? Make the situation funny. Not simply the ending. These days, a truly funny ad today gets passed around on the social media channels and in e-mails. A funny ad can go a long way.

4. Aim for running gags

People like to be in on the joke. A campaign that looks for different amusing ways to demonstrate the same thing creates a following. Random humour can get a laugh, but it rarely builds a brand. Running gags and repeatable catch phrases can become part of the cultural vernacular. You mention New York City and the folks around the coffee machine still shout back "New York City!?!?" like it was the funniest thing in the world.

DATA ANALYSIS AND INTERPRETATION

It is a descriptive statistical study which focuses on the impact of humour advertisements among the population residing at Malappuram and also the effectiveness of this advertisements. It includes 65 samples of data, in which primary sources of data were utilized for the effective analysis. Graphical illustrations like tables and charts including pie charts, line graph, bar charts are provided for effective communication.

Table 1

HUMOROUS ADS EFFECTS AMONG CUSTOMERS

CHOICES	COUNT	PERCENT
I watch it more than twice	10	15.4
It last long in my mind	33	50.8
It creates more brand awareness	7	10.8
I will buy the product	1	1.2
All of these	3	4.9
None of these	11	16.9
TOTAL	65	100

Source: Primary data

INTERPRETATION

Among the 65 respondents, 50.8% of them prefer humorous ads will last long in their minds. 16.9% of them prefer that they watch it for more than twice, 10.8% of them prefer that it creates more brand awareness. 4.9% of them suggest that all these factors affect them and a few of them (1.2%) prefers that they will buy the product.

Table 2

ATTITUDE OF CUSTOMERS TOWARDS HUMOUR IN ADS- THE AD GRABS ATTENTION

	COUNT	PERCENT
Strongly agree	18	28
Agree	30	46
Neutral	14	21.5
Disagree	2	3
Strongly disagree	1	1.5
TOTAL	65	100

Source: Primary data

INTERPRETATION

Out of the 65 respondents most of them (46%) agrees that humour in ads grab their attention. 28% of them strongly agrees with it and 22% of the respondents are in a neutralized opinion. 3% of them disagrees with the statement and 1 respondent strongly disagrees that humour in ads grab their attention.

Table 3

PREFERENCE OF HUMOROUS ADS OVER REALISTIC ADS

CHOICES	COUNT	PERCENT
Yes	25	38.5
No	8	12.3
May be	32	49.2
TOTAL	65	100

Source: Primary data

INTERPRETATION

Among 65 respondents, 49.2% prefers humorous ads at only some times. 38.5% prefers humorous ads and 12.3% of them don't prefer humorous ads.

Table 4**CUSTOMERS INTENTION TO BUY THE PRODUCT**

CHOICES	COUNT	PERCENT
Very low	20	30.8
Low	12	18.5
Moderate	15	23.1
High	11	16.9
Very high	7	10.8
TOTAL	65	100

Source: Primary data

INTERPRETATION

Out of 65 respondents, 30.8% prefers not to buy the product through printed ads. 16.9% supports high intention to buy the product, 23% supports moderate intention, 18.5% supports low intention and 10.8% of respondents prefer to buy the product. Thus we can conclude that most of the respondents prefer to buy the products.

Table 5**ADS WHICH MAKES LASTING IMPRESSION**

CHOICES	COUNT	PERCENT
Humorous ads	49	75.4
Printed ads	3	4.6
Others	13	20
TOTAL	65	100

Source: Primary data

INTERPRETATION

From the above figure it is clear that most of them (75.4%) prefer humorous ads. 20% prefers other ads and a few 4.6% prefers printed ads. That is humorous ads creates a lasting impression in most of the respondents.

FINDINGS

- Majority of the respondents are interested in humorous ads.
- Humorous ads make a lasting impression in the minds of most of the respondents.
- Most of the respondents need the humour element in the ads in a moderate level.
- Most of the respondents agrees that the humorous ads grabs their attention.
- Most of the respondents agree that the humorous ads message is well communicated.
- Majority of the respondents agrees that the humorous ads create brand awareness.
- Majority of the respondents have a neutralized opinion that the humorous ads motivate them to buy the product.
- From the study it is found that majority of the respondents is interested in humorous ads and believes that it is effective.

CONCLUSION

Adding humour in ads is one of the technique adopted by management to grab the attention of the customers. Nowadays most of the Multinational companies use humour in ads to attract customers.

The project analyses the use of humour in advertisements and its effects in customers. The analysis and evaluation in the project proves that there is a remarkable effect of humour advertising on the consumer purchasing decisions. Most of the respondents agree that humorous ads are more effective than non humorous ads.

Advertising have brought in an advanced manner of building awareness about any product or a service in the society. It has enabled the consumers to have knowledge about the service or the product before making any purchase. Advertising has grown the levels of creativity and

innovation. The analysis concludes that adding humour in ads have a positive effect in consumer purchase intentions.

REFERENCES

ARTICLES

- Strick, Madelijn & Holland, Rob & Baaren, Rick & Knippenberg, Ad & Dijksterhuis, Ap. (2013). Humour in advertising: An associative processing model. *European Review of Social Psychology*. 24. 32-69. 10.1080/10463283.2013.822215.
- Goldstein, Daniel & McAfee, R. & Suri, Siddharth. (2011). The Effects of Exposure Time on Memory of Display Advertisements.in proceedings of the 12th ACM conference on Electronic Commerce (EC'11) New York: Association of computing machinery 49-58. 10.1145/1993574.1993584.
- Chan, Fanny. (2010). Selling through entertaining: The effect of humour in television advertising in Hong Kong. *Journal of Marketing Communications*. 17. 10.1080/13527261003729220.
- Thwaites, Richard & Bennett-Levy, James. (2007). Conceptualizing Empathy in Cognitive Behaviour Therapy: Making the Implicit Explicit. *Behavioural and Cognitive Psychotherapy*. 35. 591 - 612. 10.1017/S1352465807003785.
- Calvin P. Duncan, James E. Nelson, and Nancy T. Frontczak (1984) ,"The Effect of Humor on Advertising Comprehension", in *NA - Advances in Consumer Research* Volume 11, eds. Thomas C. Kinnear, Provo, UT : Association for Consumer Research, Pages: 432-437.

WEBSITES

- www.academia.edu
- [www.slideshare.net Humour-in-Advertising](http://www.slideshare.net/Humour-in-Advertising)
- www.researchgate.com
- <http://shodhganga.inflibnet.ac.in>
- <https://simple.m.wikipedia.org>
- [https://books.google.gr.books](https://books.google.gr/books)

PREFERENCE OF ONLINE SHOPPING DESTINATION OF HOME MAKERS - A study with special reference to Eranad Taluk, Malappuram District

Afnamol
MCom student
EKafnamimol@gmail.com

Abstract

Nowadays people are becoming busy and due to which technology has brought a new revolution in online shopping. Online shopping is popular among Indian home makers. There is an increasing trend in the popularity and exertion among virtual community to exploit the resources through internet. In the earlier stage of e-commerce pursuit, the services and facility were confined only to the urban people as they were affordable to own a smart phone and better connectivity.

Understanding customer preference is the important aspect of business. Online shopping provides unlimited choices to the customers and helps in saving time and energy. The present research work covers the factors influencing customers, product preferred, and frequency of purchase, effective online shopping sites and purchase experience gained in online shopping.

Key words: Online shopping , Customer preference

INTRODUCTION

Shopping is something people do for more than thousand years. Shopping is defined as consumer purchasing goods or services from a seller. It can be any local stores nearby, or a big departmental store, like Big Bazaar, Spencer, and others. In this type of shopping, customers can directly check the product and feel it with their hands before engaging in a purchase. In other words, the end-consumers can directly visit a shopping Centre and decides to buy in cash or credit after actually seeing the product and selecting the same. There are some barriers occurs while these type of shopping because time constrain is the important factor. Shop closing times are depending on this.

Online shopping is commonly known as internet shopping or e-shopping. Online shopping is done when the consumers purchase products on-line. Through online shopping,

consumers shop for required products without physically visiting the store. Nowadays, the consumers have become more shopping conscious and surf the internet whenever needed and buy products even across the globe. Development in technology and an increase in the usage of internet in recent times have led to a drastic, increase in the practice of online shopping. The greater the accessibility of internet to the general population, higher is the number of people shopping online. At present, online shopping is becoming a well-accepted way to purchase a wide range of products and services. Internet shopping is becoming extremely popular because online shoppers have an option of shopping at any time of the day sitting at their home or offices. Consumers are able to buy products from various websites in a single mouse click. It is believed that shopping online is superior and more intelligent way of spending money. It offers a huge collection of products and allows consumers to get the products as per their needs. Shopping online offers lower prices as compared to the traditional shopping method. Shopping websites provide various kinds of discounts on the original price of the product. It offers gift coupons,

Vouchers and promotional offers which attract the consumer to buy products in discounted price. There are many benefits of online shopping websites which includes; description of the products, information related to sizes and colours of the garments, price of the products and various other details like customer reviews and ratings. The greatest feature of online shopping is that the websites are open 24 hours a day and consumers are free to shop at their convenience. Most of the items available for online shopping are on huge discount and low prices along with free shipping on the maximum range of products. The online shopping websites and number of consumers shopping online have increased exponentially in the past few years.

SIGNIFICANCE OF THE STUDY

As the e-commerce and its auxiliary activities are a newer phenomenon and ever-growing one, therefore only few studies have been done in this milieu, especially in the rural context. Hence there is a wide scope for the studies on the customer's perception and attitude towards the virtual shopping and e-services. There is an increasing trend in the popularity and exertion among virtual community to exploit the resources through internet. In the earlier stage of e-commerce pursuit, the services and facility were confined only to the urban people as they were affordable to own a smart phone and better connectivity.

Understanding customer preference is the important aspect of business. Online shopping provides unlimited choices to the customers and helps in saving time and energy. The present research work covers the factor influencing customers, product preferred, and frequency of purchase, effective online shopping site and purchases experience gained in online shopping. The study also helps to find out the perception of housewives in Eranad Taluk on online shopping platforms (sites), problem facing while shopping online , measure satisfaction level and give suggestions.

STATEMENT OF PROBLEM

As most of the companies are trying to catch the momentum of online market result into the rapid growth in the field of virtual shopping. With emerging field of online shopping the interest of marketers also focus on what actually motivates customer to buy products online. Fierce competition also forced to marketers to gain competitive advantage in field of online shopping. It is easy to study consumer behavior in offline shopping but in case of online shopping marketers faces problem while studying consumer behavior

As very less number of customers write comment on their purchase experience and marketers are desperate to know about the preferences of product, mode of payment, shipping, packaging, mode of return etc. There are some other demographic factors also plays an important role like gender, age, income and education. Customers also have lots of option in online shopping. What kind of features they see while choosing a website is also a matter of concern. This study aims to find and analyze preference of online shopping sites and reasons for choosing these sites by home makers in Eranad Taluk

OBJECTIVES OF THE STUDY

- To find out the problem faced by customers while doing online purchase
- To ascertain the preferred online site and the reason for the preference.
- To measure the satisfaction level of the users.
- To offer suggestions for enhancing the consumers online shopping experience.

RESEARCH METHODOLOGY

- **POPULATION**

Housewives in Eranad taluk who are dealing with online purchase

- **SAMPLE SIZE-**

60 housewives were selected as samples for this study

- **SOURCES OF DATA**

Primary: The essential information for this analysis is planned to be gathered by preparing questionnaire among students

Secondary: Secondary data were obtained from various websites, other magazines, business reports and Publishers

- **DATA COLLECTION TOOLS**

A well-defined questionnaire was used to collect the primary data

- **DATA ANALYSIS TOOLS**

Weighted Mean and percentages were used for analyzing data

- **DATA PRESENTATION TOOLS**

Tables, Charts, Diagrams and Graphs were used for presentation of data.

LIMITATIONS OF THE STUDY

- Time constraint during preparation of project report
- Respondents may not give reliable response
- The sample size is only 60

REVIEW OF LITERATURE

- **Prof. Ashish Bhatt** (2014) in his article entitled “Consumer Attitude towards Online Shopping in Selected Regions of Gujarat” published in Journal of Marketing management stated that online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance.
- **Prashant Singh** (2014) in his article “Consumer’s buying behaviour towards Online Shopping A case study of Flipkart.Com user’s in Lucknow City” published in Abhinav stated that future of e-retailers in India is looking very bright. E-retailers give consumers the best way to save money and time through purchasing online within the range of budget. Flipkart.com offering some of the best prices and completely hassle-free shopping experience. The whole concept of online shopping has altered in terms of consumer’s purchasing or buying behaviour and the success of sellers in India is depending upon its popularity, its branding image, and its unique policies.
- **Upasana Kanchan, Naveen Kumar and Abhishek Gupta** (2015) in their article “A Study of Online purchase behaviour of Customers in India” Published in ICTACT Journal on Management Studies stated that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers.
- **Bengtsson** (2007) stated that adopting the Internet for advanced marketing operations opens challenging opportunities for firms across all sizes, he further states that composition of factors on which firms base their decision to adopt advanced Internet-based marketing operations varies significantly with firm size.
- **Schiffman, Scherman, & Long** (2003) revealed that intention or behavior is a result of a variety of attitudes that the consumer has about a variety of issues relevant to the situation at hand in online buying.

THEORETICAL FRAMEWORK

ONLINE SHOPPING SCENARIO IN INDIA

With the exponential growth in internet and online infrastructure in India, it was no surprise that the e-commerce market experienced a similar boost. Increasing rates of internet penetration, along with an increasing share of the organized sector within retail markets created the strong foundation those e-commerce needs. Policies from the government had strengthened the market further. This was propelled by government policies that allow 100 per cent foreign direct investment in B2B e-commerce. 2019 frameworks expect FDIs for e-commerce in the marketplace model and ensured a level playing field for all companies.

A variety of e-commerce start-ups enjoyed a steady inflow of private equity and venture capital. This enabled innovation designed to meet local needs. In recent years, some internet start-ups had effortlessly found a stronghold in niche markets of necessity, becoming household names and verbs. Retail online had gained speed in the last decade. Despite online sales accounting for just three per cent of all retail in 2017, the digital commerce sphere was estimated to reach 330 million buyers online by 2020. Smartphone use had also supported the transition to mobile shopping to a point where it was estimated that every third Indian shops online using a smartphone. Amazon and Flipkart were the largest players in this segment, battling neck and neck every festive season over extravagant sales.

Digitization made huge leaps, thanks in part to the Digital India initiative by the government, enabling electronic and online infrastructure throughout the country. The overnight demonetization of selected currency notes in November 2016 also played a major role in expanding the reach of digital payments in particular. Although the latter caused massive economic disruption and chaos in the weeks following the announcement, digital use, specifically for payments, became explosive because of the shortage of cash. Even in the face of slight missteps, the e-commerce market in the country seemed to

mould into available containers, resilient and gaining speed. By 2025, the government's aim to create a trillion-dollar

Owing to the increasing internet user base and favourable market conditions, India has a lot of potential in the e-commerce industry. Growing at an exponential rate, the market value of the e-commerce industry in India was approximately 22 billion U.S dollars in 2018. This number was estimated to reach 200 billion U.S. dollars by 2027.

Increasing growth in the e-commerce industry is attributed to a number of reasons. Digitizing the economy and providing cheap internet to the people are a few of many reasons that boosted the growth of digital sales in India. In 2018, the e-commerce sales across India were estimated to increase by 25 per cent.

Despite the onset of the Covid-19 pandemic, e-commerce growth in India fell back sharply in 2020. But estimates for this year, and forecasts to 2022 show a sharp pick-up, before moderating again out to 2025.

Data from London-based data and analytics company Global Data indicate that e-commerce sales will rise at a compound annual growth rate (CAGR) of just over 18% between 2021 and 2025, to reach \$120.1 billion (or 8.8 trillion Indian rupees)

FACTORS INFLUENCING GROWTH OF ONLINE SHOPPING

India has come a long way with respect to e-commerce and the evolution has been really rapid, befitting the world's fastest growing large economy.

The growth of e-commerce is tremendous in Indian context, considering that traditionally India has been a cash oriented economy with offline retail stores driving purchases by the consumer. Currently, India adds 6 million new consumers to the e-commerce industry, every month. This scale of growth is unprecedented in any other market and goes to show the potential of the Indian e-commerce market.

The following key drivers of Indian e-commerce are almost unique to India, as some of these points are intrinsic to Indian consumer behaviour are Convenience & Trust, Price, Payment Options, Digital India, Domestic Consumption, Language

MAJOR ONLINE SHOPPING DESTINATION

Amazon.In, Flipkart.com, Myntra.com, Ajoio.com, TataCLiQ.com, PaytmMall.com, Shopclues.com, MakeMyTrip.com, Pepperfry.com, mg.com, Zomato, Snapdeal, Nykaa.com, Jiomart.com, Meesho.

ANALYSIS &INTREPRETATION

PREFERENCE OF ONLINE WEBSITES

The following table shows the ranking given by respondents for the online sites on the basis of their preference. Weighted mean is used for analyzing the data and the preferred online site was identified.

TABLE NO: 1. PREFERENCE OF ONLINE WEBSITES

Websites	Rank											Total
	1	2	3	4	5	6	7	8	9	10	11	
Amazon	11	20	4	5	2	2	2	6	3	3	2	60
Myntra	10	6	8	7	5	5	5	3	3	4	4	60
Flipcart	12	4	5	5	5	5	10	5	2	2	5	60
Instagram	5	6	6	10	3	10	5	5	5	2	3	60
Meesho	4	5	2	5	6	3	5	7	8	6	9	60
Snapdeal	4	4	5	8	4	5	10	5	3	10	2	60
Zomoto	5	3	2	8	2	5	10	3	2	10	10	60
Nyka	3	4	5	5	10	5	2	9	7	5	5	60
eBay	3	5	3	4	5	4	3	5	10	8	10	60
Ajio	1	3	4	5	9	10	5	4	6	6	7	60
Others	2	4	2	3	4	9	3	5	10	8	10	60

Source of data: primary data

TABLE NO: 2- COMPUTATION OF WEIGHTED MEAN

Websites	Rank											Mean score	Rank
	1	2	3	4	5	6	7	8	9	10	11		
Amazon	121	200	36	40	14	12	10	24	9	6	2	474	1
Myntra	110	60	72	56	35	30	25	12	9	8	4	421	2
Flipcart	132	40	45	40	35	30	50	20	6	4	5	407	3
Instagram	55	60	54	80	21	60	25	20	15	4	3	397	4
meesho	44	50	18	40	42	18	25	28	24	12	9	310	8
Snapdeal	44	40	45	64	28	30	50	20	9	20	2	352	5
zomato	55	30	18	64	14	30	50	12	6	20	10	309	9
nyka	33	40	45	40	70	30	10	36	21	10	5	340	6
eBay	33	50	27	32	35	24	15	20	30	16	10	292	10
Ajio	11	30	36	40	63	60	25	16	18	12	7	318	7
Others	22	40	18	24	28	54	15	20	30	16	10	277	11

Source of data: primary data

INTERPETATION

The above table 2 shows the preference of online websites. As the weighted arithmetic mean of Amazon and Myntra are high they were identified as the most commonly using websites.

FACTORS INFLUENCING BUYING DECISION

The following table shows the factors influencing buying decisions

TABLE NO: 3 - FACTORS INFLUENCING BUYING DECISION

Factors	Number of responses	Percentage
---------	---------------------	------------

Search engine	6	10%
Personal Recommendations	4	6.7%
Online advertisement	14	23.3%
Special offers on sites	23	38.3%
Promptness on delivery	6	10%
Others	7	11.7%
Total	60	100%

Source of data: primary data

INTERPETATION

The table 3 reveals that for most of the respondents (38.3%) special offers made by online sites are the deciding factor for purchase and 23.3% are influenced by online advertisement.

TABLE NO: 4- LEVEL OF SATISFACTION

Factors	Very good		Good		Bad		Very bad		Neutral		Total	
	NR	%	NR	%	NR	%	NR	%	NR	%	NR	%
Previous experience with online purchase	27	45	32	53.3	0	0	0	0	1	1.6	60	100
Future expectation of online shopping	16	26.6	35	58.3	6	10	1	1.6	2	3.3	60	100
Product delivery within time frame	15	25	36	60	5	8.3	3	5	1	1.6	60	100
How social media influence your buying decision	19	31.6	28	46.6	7	11.6	2	3.3	4	6.6	60	100

Source of data: primary data

NR: Number of respondents

INTERPRETATION

From the above table it is clear that most of the respondents (58.3%) opined that their previous experience with online purchase is good, for 45% it is very good. Majority of the respondents (58.3%) have expectation that future online shopping will be good, For 60% of the respondents product delivery within time frame is good, 46.6% says that social media is influencing their buying decision

BARRIERS KEEP AWAY FROM DOING ONLINE SHOPPING

TABLE NO: 5- BARRIERS OF ONLINE SHOPPING

Barriers	Number of responses	Percentage
Safety of payment	20	33.7%
Brand conscious	9	15%
Warranty and claims	12	20%
Lack of touch and feel	19	31.3%
Total	60	100

Source of data: primary data

INTERPRETATION

The table 5 interprets that 33.3% respondents are worried about their safety in payment made, 31.7% are worried about lack of touch and feel, 20% are worried about warranty and claims,

FINDINGS

- Attractive price is the main motive to buy from online.
- Amazon and Myntra are the most commonly used websites for online shopping.
- Special offers on site are the main factor influencing respondents to buy from online.

- Majority (53.3%) of respondents say that previous experience with online shopping is good.
- 25% of respondents doing online shopping due to lowest price of products.
- Most of the respondents (85%) say that online purchasing is better than traditional purchasing.

SUGGESTIONS

- . Provide clear product description in the digital catalogue.
- Show multiple product images in multiple angles that the appeal of the product will improve.
- Create clear and well defined shipping and return policy, to ensure the timely delivery and to make more confidence among buyers.
- . Offer more support and make contact number prominent.
- Collect customer's review and take necessary actions and modify marketing policy according to their trend.
- Transactions should be safe and proper security features should be given. Determine the support your customers need
- Provide multiple contact options
- Make sure your site loads quickly, whether on a computer or a mobile device.
- Make checking out simple and allow customers to save their carts.

CONCLUSION

After having detailed study on the topic 'preference of online shopping destination of home makers with special reference to Eranad taluk' we can see a great change in the behaviour of people in many matters like attitude, buying pattern etc. In earlier times people used to do manual shopping, but now as times changed. Nowadays people are becoming busy and due to which technology has brought a new revolution in online shopping. Online shopping is popular among Indian house wives. Online shopping is time saving and convenient. Most house wives are doing shopping occasionally or twice months through the destination by spending money ranging from Rs.500-1000.

The most visited and trusted sites are amazone and myntra. From the brief study it is concluded that the housewives belonging to Eranad taluk widely using online destination for their own purchase and they are satisfied with their shopping experiences.

REFERENCES

ARTICLES:

- **Prof. Ashish Bhatt Bhatt (2014)** ·Consumer Attitude Towards Online Shopping in Selected Regions of Gujarat. Journal of Marketing Management, 2(2), 29-56.
- **Prashant Singh (2014)**, " Consumer's buying behaviour towards online shopping -a case study of Flipkart.com user's in Lucknow City", National Monthly referred Journal of Research in Commerce & Management, Vol.III, February 2014, Pp 27-34
- Kanchan, Upasana Kumar, Naveen &Gupta, Abhishek- A STUDY OF ONLINE PURCHASE BEHAVIOUR OF CUSTOMERS IN IN ICTACT Journal on Management Studies VL - 01,pp 136-142

BOOKS:

- Business Research Methodology – Dr.K .Venugopalan
- Quantitative Techniques for Business – L R Potti
- Marketing Management – Vinod
- Marketing Management – Philipkotler

WEBSITES:

- www.google.com
- www.wikipedia.com
- www.researchgate.net
- <https://shodhganga.inflibnet.ac.in>

ATTITUDE OF COLLEGE STUDENTS TOWARDS ENTREPRENEURSHIP-

A study with special reference to Perinthalmanna Taluk

ASNA C

asnacholassery@gmail.com

Abstract

Entrepreneur plays a vital role in the economic development of a country. The economic progress of a country mainly depends upon the development of business activities in a nation. The economic resources alone will not produce much development in a country. There should be a dynamic entrepreneur with vision, initiative and drive to make changes in the economic field.

There is a rapid increase in trend among youth to become an entrepreneur. It is because of the shortage of job opportunities and they are not interested to work under other people. College students pay more attention to start an enterprise their own. This study is conducted to know the attitude and interest of college students to become an entrepreneur in future, with special references to Perinthalmanna taluk. Data were collected from 40 college students using a well-structured questionnaire and analysed using percentages and averages.

From the above study is found that respondents are motivated by personal growth factor, leadership and profit in entrepreneurship.. Most of the respondents are influenced by an entrepreneur. There is a need for conducting entrepreneurship awareness programme among students. Financial support must be provided by the government to new entrepreneurs

Keywords: Entrepreneur, Attitude

INTRODUCTION

An entrepreneur is an individual who create business, bearing most of the risk and enjoying most of the reward. Entrepreneur organises and operates a business concern for the purpose of making profit in the organisation. He is especially a talented person having the qualities of skill, initiative and insight for innovation to achieve high level goals.

Entrepreneur plays a vital role in the economic development of a country. The economic progress of a country mainly depends upon the development of business activities in a nation. The economic resources alone will not produce much development in a country. There should be a dynamic entrepreneur with vision, initiative and drive to make changes in the economic field. India is endowed with plenty of natural resources. The main reason for this under development is lack of sufficient number of dynamic entrepreneurs to utilise the resources effectively.

The purpose of setting up a business is known as 'Entrepreneurship'. The term Entrepreneur is used for an entity that can translate invention or technologies into products and services. In this sense Entrepreneurship describes activities on the part of both established firms and business.

The study aimed at identifying the attitude of college students towards Entrepreneurship. There is a rapid increase in trend among youth to become an entrepreneur. It is because of the shortage of job opportunities and they are not interested to work under other people. College students pay more attention to start an enterprise their own. The ultimate purpose of the study is to identify and understand their attitude towards Entrepreneurship. Whether it is positive or negative. This study is conducted to know the attitude and interest of college students to become an entrepreneur in future, with special references to Perinthalmanna taluk.

STATEMENT OF PROBLEM

Today large number of people, particularly young college students are seeking entrepreneurship has career option. College students are very conscious about their career. But they can didn't get any job only with their degree courses. Increasing number of unemployed youths are getting attracted to entrepreneurship and they are planning to set up their own business concern. Students who are interested in doing business are not able to do

it, because of reasons that are lack of support from family, shortage of capital and lack of guidance and motivation etc. Currently most of the parents want their children to be employed either in government or in a medical field. This study was carried out to find the attitude of college students towards entrepreneurship. Are they interested in business field, what is their attraction to entrepreneurship, what is their attitude towards entrepreneurship and entrepreneurial career, can entrepreneurship can be considered as a career option in today's global scenario. These and many other questions lead to carry out this research work.

OBJECTIVES OF THE STUDY

This study is based on the following objectives.

- To study the attitude of the college students towards entrepreneurship.
- To study the attitude of the college students with special references to their gender.
- To study the factors that motivates the students to choose entrepreneurship as a career.

SIGNIFICANCE OF THE STUDY

In the present competitive scenario, people are intentionally or forced to enter into their own business, mainly college students because they studied, but they didn't get any job with their education. They are skilled and interested to enter a profitable concern. There are many opportunities in front of beginner. Those interested to take risk are rewarded always profit more. By entering into a business venture one can earn more by introducing more innovation ideas, can create a good venture.

RESEARCH METHODOLOGY

Research methodology is the specific procedure or technique used to identify, select, process and analysis in a research paper. The research methodology section allows the reader to critically evaluate a study's overall validity and reliability. It is a plan to conduct research. It includes source of data, area of study, sample size, population, tools for data collection, tools for presentation, tools for analysis and period of the study.

- SOURCE OF DATA

Both primary and secondary sources of data were used for this study.

Primary data: Primary data refers to the first-hand data gathered by researcher himself.

The primary data has been collected by questionnaire.

Secondary data: Secondary data relating to the study were collected from Internet.

- AREA OF STUDY

The area of study was confined to Perinthalmanna taluk.

- SAMPLE SIZE

A sample of 40 college students were taken for the study.

- POPULATION

Samples were collected from college students located in Perinthalmanna taluk.

- TOOLS FOR DATA COLLECTION

Questionnaire was used for collecting primary data.

- TOOLS FOR PRESENTATION

Tables and diagrams were used for presentation of data

- TOOLS FOR ANALYSIS

The statistical tools used for analysing data are Average and Percentages

- PERIOD OF THE STUDY

The study has been conducted for a period of three months starting from January 2022 to March 2022.

LIMITATIONS OF THE STUDY

- ❖ The study was conducted with in the limited time duration.so there is a chance of limited data.
- ❖ Only 50 college students were selected for the purpose.so all the limitation of sampling method will be there.
- ❖ There may be errors due to bias .

LITERATURE REVIEW

Hussain, Hashmi and Gilani (2018) conducted a study to explore the technology education students towards entrepreneurship. The study was descriptive in nature. Sample of study was consisting of 300 students from Department of Technology Education at Institute of Education and Research, University of Punjab, Lahore by using census sampling method. Various techniques i.e.T test, mean and standard deviation were used to analyse the data. The

findings of the study showed that students of Technology education demonstrate positive attitude towards entrepreneurship. Also, no significant difference was found between student's attitude towards entrepreneurship in terms of gender and session. They also suggested that seminars and workshops should be conducted by educational institutions to develop the entrepreneurial skills among students for their career advancement.

Goyal and Vohra (2007) made a comparative analysis between the students of India and China as regard to their attitude towards entrepreneurs and entrepreneurship. Data was collected from 5202 respondents included 2577 from China and 2625 from India. Primary data was collected through a structured questionnaire. The findings of the study show that attitude towards entrepreneurs and entrepreneurship is important determinants for future entrepreneurial activity.

Athulya (2017) carried out a study to evaluate the attitude of commerce students towards entrepreneurship. The Objective of the study were to analyse the factors that influenced intention of students towards entrepreneurship. They selected a sample of 200 students in Calicut city. The study was solely based on primary data which was collected through questionnaire. Simple statistical tools like percentage analysis and chi-square analysis were used to analyse the data. The study founded that there was significant relation between gender and student awareness regarding Government EDP scheme. They also concluded that most of the students are willing to start their own business. But majority of them fear about chance of failure.

Abirami & Kumar (2014) conducted study to examine the entrepreneurial awareness among the college students. The objective of the study was to know the awareness level of students, to analyse sources of finance of entrepreneurship, to analyse the factors influencing students for entrepreneurship. A sample of 400 students from Arts and Science College in Tirupur district collected for the study. Chi-square analysis technique used for analyse the data. The study founded that most of the male students have positive orientation towards entrepreneurship in comparison to female muriaspect of entrepreneurship. Researchers suggest that bank should provide finance to students for starting new businesses, government should provide technical knowledge to female students and colleges may increase entrepreneurial skills of students through lectures, seminars, workshops.

ANALYSIS AND INTERPRETATION

Analysis is the examination and evaluation of the relevant information to select the best course of action among various alternatives. The purpose of the data analysis and interpretation phase is transform the data collected into credible evidence about the development of intervention and its performance.

COURSE OF STUDY PRESENTLY PURSUING

Table 1

AREA OF STUDY CURRENTLY PURSUING

COURSE OF STUDY	NO. OF RESPONDENTS	PERCENTAGE (%)
B.COM	20	40%
M.COM	0	0%
B.SC	5	10%
M.SC	2	4%
BA	13	26%
Others	10	20%
Total	50	100%

INTERPRETATION

From the above table it is clear that 40% of respondents are pursuing B.COM course, 26% of respondents are pursuing BA course and least of the respondents are studying M.SC.

AWARENESS ON ENTREPRENEURSHIP

Table 2

AWARENESS ON ENTREPRENEURSHIP

AWARENESS ON ENTREPRENEURSHIP	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	45	90%
No	5	10%
Total	50	100%

INTERPRETATION

Out of 50 respondents majority of respondents (90%) know what is entrepreneurship, and least of the respondents (10%) do not know what is entrepreneurship.

CREATIVE AND INNOVATIVE IDEAS NEEDED FOR ENTREPRENEURSHIP

Table 3

CREATIVE AND INNOVATIVE IDEAS NEEDED FOR ENTREPRENEURSHIP

CREATIVE & INNOVATIVE IDEAS	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	45	90%
No	5	10%
Total	50	100%

INTERPRETATION

Above table 3 shows that majority of the respondents (90%) feel that innovative and creative ideas are needed for being an entrepreneur, and 10 % of the respondents feel that innovative and creative ideas are not needed for being an entrepreneur.

CONFIDENT OF SKILL AND ABILITIES TO START A BUSINESS

Table 4 shows the respondents perception

Table 4

PERCEPTION OF RESPONDENTS

CONFIDENT OF SKILL AND ABILITIES	NO. OF RESPONDENTS	PERCENTAGE
Yes	36	72%
No	14	28%
Total	50	100%

INTERPRETATION:

Out of the 50 respondents majority of the respondents (72%) are confident in their skill and abilities to start a business, and least of the respondents are not confident in their skill and abilities to start a business.

ATTITUDE TOWARDS TAKING FINANCIAL RISK

Table 5

ATTITUDE TOWARDS TAKING FINANCIAL RISK

TAKING FINANCIAL RISK	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	26	52%
No	24	48%
Total	50	100%

INTERPRETATION

Table 5 shows that 52% of respondents are comfortable with taking financial risk, and 48% of respondents are not comfortable with taking financial risk.

DOING THINGS WITHOUT WORRYING ABOUT WHAT OTHERS WILL THINK

Table 6

WORRY ABOUT THINKING OF OTHERS

DOING THINGS IN THEIR OWN WAY	NO. OF RESPONDENTS	PERCENTAGE %
Yes	37	74%
No	13	26%
Total	50	100%

INTERPRETATION

Out of 50 respondents 74 % of respondents are doing things in their own way without worrying what other people think. And 26% of respondents are worrying about others' thinking.

STUDY ON ENTREPRENEURSHIP RELATED SUBJECT

Table 7

STUDYING ENTREPRENEURSHIP RELATED SUBJECT

STUDYING ENTREPRENEURSHIP RELATED SUBJECT	NO. OF RESPONDENTS	PERCENTAGE %
Yes	28	56%
No	22	44%
Total	50	100%

INTERPRETATION

Out of 50 respondents majority (56%) of the respondents are studying/studied entrepreneurship related subject currently or earlier and 44% of respondents are not studying/studied any entrepreneurship related subject currently or earlier.

ATTENDENCE OF RESPONDENTS IN ENTREPRENEURSHIP MOTIVATIONAL PROGRAMMETable 8
PARTICIPATION IN EDP

ATTENDED ANY ENTREPRENEURSHIP MOTIVATIONAL PROGRAMME	NO. OF RESPONDENTS	PERCENTAGE %
Yes	33	66%
No	17	34%
Total	50	100%

INTERPRETATION

As shown in the table, majority of the respondents (66%) have attended entrepreneurship motivational programme in their college or elsewhere and least of the respondents have not attended any entrepreneurship motivational programme in their college or elsewhere.

INFLUENCE OF ENTREPRENEURS

Table 9

INFLUENCE OF ENTREPRENEURS

INFLUENCED BY ANY ENTREPRENEUR	NO. OF RESPONDENTS	PERCENTAGE %
Yes	34	68%
No	16	32%
Total	50	100%

INTERPRETATION

Table 9 shows how many respondents have influenced by other entrepreneur. Out of the total respondents, 68% of respondents are influenced by atleast one entrepreneur and 32% of respondents are not influenced by any entrepreneurs.

CAREER PREFERENCE RANKING

Table 10

PREFERENCE ON CAREER

Career preference	1	2	3	4	5	6
Banking	4	9	19	5	3	10
Government job	29	5	17	5	3	1
Business	10	15	19	3	2	1
IT field	3	13	14	6	3	1
Academic	17	9	10	7	5	2
Auto mobile	4	6	15	10	2	13

Table 11

(Weighted sum)

Career preference	1	2	3	4	5	6	Total	Rank
Banking	24	45	76	15	6	10	176	5

Government job	174	25	28	15	6	1	249	1
Business	60	75	76	9	4	1	225	2
IT field	78	65	56	18	6	1	224	3
Academic	102	45	40	21	10	2	220	4
Auto mobile	24	30	60	30	4	13	161	6

INTERPRETATION

It is clear from the table that most of the respondents prefer Government job as career option. Secondly they prefer business as a career option. Least of the respondents have preferred auto mobile field

MOTIVATIONAL FACTORS

Table 12

MOTIVATIONAL FACTORS

MOTIVATIONAL FACTORS	NO. OF RESPONDENTS	PERCENTAGE %
Leadership	12	24%
Profit	11	22%
Status	5	10%
Personal growth	20	40%
Government incentives	0	0%
Others	2	4%
Total	50	100%

INTERPRETATION

Table 12 shows that most of the respondents (40%) are motivated by personal growth by entrepreneurship, and least of the respondents (4%) are motivated by other factors. No respondents are motivated by Government incentives.

STUDENTS' PERCEPTION TOWARDS ENTREPRENEURSHIP

Table13
PERCEPTION

N O	STATEMENT	5	4	3	2	1	WEIGH T	AVERAG E
		SA	A	N	D	SD		
I	Venturing into entrepreneurship is a risky business	60 (12*5)	64 (16*4)	54 (18*3)	8 (4*2)	0 (0*1)	186	3.72
2	Entrepreneurship can be considered as a career option in today's globalized world	90 (18*5)	100 (25*4)	21 (7*3)	0 0	0 0	211	4.22
3	It is really difficult to get finance/loan for starting a new venture	35 (7*5)	72 (18*4)	42 (14*3)	18 (9*2)	2 (2*1)	169	3.38
4	You cannot be a successful entrepreneur if you don't have sound technical knowledge.	30 (6*5)	72 (18*4)	42 (14*3)	22 (11*2)	1 (1*1)	167	3.34
TOTAL							733	3.66 (14.66/4)

INTERPRETATION

The above table shows the classification of respondents on the basis of statement based on entrepreneurship. As per table 13 it can be understood that, the respondents show positive

attitude towards entrepreneurship. (Average of 3.66 (14.66/4) point for overall statement). From this information it is clear that majority of the respondents 'agree' with this statement. Most of the respondents (25) agreed that entrepreneurship as a career option. And they also agreed that entrepreneurship is a risky business. So, it is deemed that, they have good perception towards entrepreneurship.

ENTREPRENEURSHIP DEVELOPMENT CELL

Table 14
SETTING UP OF ED CELL

ENTREPRENEURSHIP DEVELOPMENT CELL	NO. OF RESPONDENTS	PERCENTAGE %
Yes	26	52%
No	24	48%
Total	50	100%

INTERPRETATION

Out of 50 students 52% of respondents' institute has an entrepreneurship development cell/club and 48% of respondent's institute has no entrepreneurship development cell /club.

MAJOR OBSTACLE/PROBLEM

Table 15
MAJOR OBSTACLE/PROBLEM

OBSTACLE/PROBLEM	NO. OF RESPONDENTS	PERCENTAGEN%
Initial capital	18	36%
Lack of Family support	13	26%
Competition	4	8%
Lack of motivation	7	14%
Others	8	16%
Total	50	100%

INTERPRETATION

Out of the 50 respondents 36% of respondents faced problems because of lack of initial capital. 26% of respondents are facing the problem of lack of family support. and least of the respondents (8%) have problem of competition from other firms.

FINDINGS

- Majority of respondents (90%) are aware about entrepreneurship.
- Majority of the respondents' career preferences are Government job and Business
- Most of the respondents (66%) have participated in entrepreneurship development programme.
- Most of the respondents' (52%) institution has an entrepreneurship development cell.
- Most of the students (68%) are influenced by an entrepreneur.
- Majority of the respondents are studying/have studied entrepreneurship related subject currently or earlier.
- Majority of the respondents (74%) do not consider what others will about them.
- Most of the respondents are comfortable with taking financial risk.
- Most of the respondents are confident in their skill and abilities.
- Majority of the respondents are facing the problem of lack of initial capital.
- Most of the respondents agreed that venturing in to business is a risky business.
- Majority of the respondents believe that entrepreneurship can be considered as a career option.
- Most of the respondents are motivated by personal growth on entrepreneurship.

SUGGESTIONS

Based on major findings of the study and the observation of the researcher the following suggestions have been put forward.

- Colleges should conduct seminars and other awareness classes on entrepreneurship.
- Provide a free workshop for the students to work their own.
- It is better to provide proper training to the students to work effectively in the field of entrepreneurship.
- Provide proper knowledge about entrepreneurship to students to attract them to start new business.

- Set up Entrepreneurship Development Club(EDC) in the college for the development of entrepreneurial skill among college students.
- Government should provide more loans/financial incentives to entrepreneurs for starting -up new business.
- Government should conduct awareness programmes to encourage women entrepreneurs.

CONCLUSION

From the above study it is concluded that the purpose of undertaking a business with his own ideas and vision is to make profit by undertaking risk. The study is entitled students attitude towards entrepreneurship. Majority of respondents have positive attitude towards entrepreneurship.

Students are motivated by personal growth factor, leadership and profit in entrepreneurship and entrepreneurship' is not a new term among college students. Most of them have studied entrepreneurship related subject and have attended entrepreneurship motivational programmes. Most of the respondents are influenced atleast by an entrepreneur.

There is a need for entrepreneurship awareness programme among college students. Government should provide financial support to new entrepreneurs .

REFERENCES

1. Hussain Hashmi and Gilani (2018). Attitude towards entrepreneurship: An exploitation of technology education students, Bulletin of Education and Research, Vol. 40, No. 1 pp. 131-139
2. Athulya (2017). A study on attitude of commerce students towards entrepreneurship with special references to Calicut district, kerala, a journal of Nehru arts and science college, Vol 5 -1), pp 58-62.
3. Nandamuri (2016). An analysis of family occupational background as a construct of entrepreneurial orientation among youth, Amity journal of entrepreneurship. Vol 1(1),pp 32-48.

4. Kushwaha and Maru (2015). The attitude of management students towards entrepreneurs and entrepreneurship, IRACST- International journal of Research in the Management and Technology (IJRMT), Vol 5(4),pp 325-329.
5. Abhirami and Kumar (2014). Entrepreneurial awareness among college students to become an entrepreneur with special references to Tirupur district, Asian Journal of managerial science.Vol 3(2),pp8-11.

**A STUDY ON THE EFFECT OF SALES PROMOTION ACTIVITIES ON THE
CONSUMPTION OF FMCG WITH SPECIAL REFERENCE TO HYPER BUDGET
SUPER MARKET MANJERI**

Devika P

devikapmuralidharan100@gmail.com

ABSTRACT

Sales are the life blood of a business, without sales there would be no business in the first place; therefore, it is very important that if a business wants to succeed, it should have a sales promotion strategy in mind. The primary objective of a sales promotion is to improve a company's sales by predicting and modifying your target customer's purchasing behavior and patterns. Sales promotion methods are many and these are selected as per the target groups. For this purpose, a sales promotion strategy is to be prepared to achieve the objective effectively. So, most of the companies are depend on sales promotion as it is considered to be effective short-term sales tool.

In recent marketing trends, majority of fast-moving consumer goods companies do consider sales promotion being an integral part of their overall marketing strategies. Generally, FMCG are those goods which require less shopping and decision-making efforts and used directly by end consumer. It may include any kind of goods brought frequently. Today, an average FMCG companies allocate its 74% of all marketing budget in sales promotion. Sales promotion is generally more effective when used with advertising, personal selling and other promotional tools. As there are many companies in the market with products of different brands, the competition in the market is very high; companies are adopting different promotional techniques to make consumer loyal to their product.

KeyWords: FMCG, Sales Promotion

INTRODUCTION

Sales promotion has been characterized as 'an immediate affection that offers an additional esteem or incentive for the product to the sales force, distributors, or the final consumers with the primary objective of making an immediate sales' (haugh 1983). The numerous meanings of sales promotion have a typical perspective: they all include an impermanent and unmistakable adjustment of supply, for a definitive objective of direct

effect on the behavior of the consumer, retailer or sales force. Inside the marketing mix, sales promotion has one of the most grounded effects on transient consumption behavior. Sales promotion in FMCG industries is utilized to make a temporary stimulus on the sales of a brand by making consumer a special offer.

The fast-moving consumer goods sector (FMCG) is seeing developing utilization of sales promotion activities all over the world. The segment is portrayed by products having low unit esteem, requiring continuous buys, purchaser conduct reflecting less devotion, drive purchasing, and low inclusion with respect to a consumer. As the risk of purchase is moderately less contrasted with high involvement buying situation, consumers do wouldn't fret testing distinctive brands while benefiting sales promotion.

So, this project deals with the study on how much consumer are aware about the various sales promotional techniques that are used by the marketers and their satisfaction towards particular promotional strategy of fast moving consumer goods.

IMPORTANCE OF THE STUDY

This study would be significant to understand the effect of sales promotion activities on the consumption of FMCG with special reference to hyper budget super market Manjeri. The study would determine the relevant short term marketing strategy that would have greater effect on increase in sales volume and market share.

The present study is intended to throw some light in to this aspect of the effectiveness of sales promotion in achieving various needs of consumer in purchasing decision of fast-moving consumer goods. It primarily examines the different tools of sales promotion which the consumer like and use most and their ability to initiate trial purchase, motivate brand switching, encourage stocking, and accelerate consumption in the context of budget supermarket Manjeri, one of the famous supermarket in Manjeri.

OBJECTIVE OF THE STUDY

- To study the effectiveness of sales promotion activities on the consumption of fast-moving consumer goods.
- To find out the sales promotional activities carried by budget supermarket.

METHODOLOGY OF THE STUDY

This study is conducted in Manjeri. The sample size of the study contains 50 consumers. Convenient sampling has been used to obtain information from the respondents. Data required for the study is collected by using questionnaire. The statistical tools like ranking, percentage and weighted average were used for analysis.

DATA ANALYSIS

Table 1 –Age wise classification of consumers

Age	No. of respondents	Percentage
15-20	5	10
20-25	21	42
25-30	14	28
30-35	3	6
Above 35	7	14
Total	50	100

Source: primary data

From the above table it is clear that out of 50 respondents, most of them (42%) are from 20-25 age groups, followed by, 25-30 age group. Least of them are from 30-35 age group.

Table 2 Most preferred place of purchase

Place of purchase	No. of respondents	Percentage
Nearby shop	15	30
Fixed shop in the town	4	8

Supermarket	26	52
Co-operative store	4	8
Others	1	2
Total	50	100

Source: primary data

As given in the table 7 people mostly prefer supermarket (26%) for buying their daily requirements. This is followed by near-by shops (30%), fixed shop (8%) and co-operative store (8%). Only 2% are buying from other places.

Table 3 Factor consider for purchase from supermarket

Factor	1	2	3	4	5	Total	Total score	Mean score
ambience	16 (32)	7 (14)	17 (34)	8 (16)	2 (4)	50 (100)	177	3.54
availability	28 (56)	7 (14)	6 (12)	5 (10)	4 (8)	50 (100)	200	4
Brand image	13 (26)	21 (42)	8 (16)	4 (8)	4 (8)	50 (100)	185	3.7
price	27 (54)	8 (16)	6 (12)	5 (10)	4 (8)	50 (100)	199	3.98
others	7 (14)	11 (22)	13 (26)	13 (26)	6 (12)	50 (100)	150	3

Source: primary data

From the table 8, it can be stated that availability of product is the most influencing factor considered for the purchase of products from supermarket. It has the mean score of 4. Out of 50 respondents 56 % consumers gave first rank to availability. It is followed by price of a product. Consumers are not considering other factors .

Table 4 Customers' awareness of promotion scheme

Response	No. of respondents	Percentage
Yes	42	84
No	8	16
Total	50	100

Source: primary data

Table shows that most of the customers (84%) of hyper budget super market consider sales promotion while purchasing. Out of 50 respondents only 8 respondents are not considering sale promotion

Table 5 Opinion about sales promotion

Response	No. of respondents	Percentage
Excellent	4	8
Good	36	72
Fair	7	14
Poor	2	4
Very poor	1	2
Total	50	100

Source: primary data

From above table it is clear that, most of the customers of hyper budget supermarket are happy, sales promotion carried by the budget is satisfiable to them (72%). Out of 50, only few numbers of respondents (3) are not satisfied.

Table 6 Source of information

Radio	12 (24)	4 (8)	3 (6)	9 (18)	6 (12)	16 (32)	159	3.18
News paper	13 (26)	15 (15)	8 (16)	11 (22)	2 (4)	1 (2)	223	4.46
television	14 (28)	14 (28)	11 (22)	5 (10)	4 (8)	2 (4)	223	4.46
Print media	10 (20)	15 (30)	12 (24)	8 (16)	3 (6)	2 (4)	215	4.3
Product label	10 (20)	13 (26)	11 (22)	8 (16)	5 (10)	3 (6)	206	4.12
Friends & relatives	18 (36)	6 (12)	10 (20)	6 (12)	6 (12)	4 (8)	212	4.24

From the above table it is clear that newspapers (4.46) and television (4.46) are the main sources where customers get information about fast moving consumer goods.. It is followed by print media (4.3). Product label (4.12) is the least used source of information.

Table 7 Factors influencing buying of FMCG

Factors	1	2	3	4	5	6	Total	Total score	Total mean
Financial constraints	14 (28)	13 (26)	13 (26)	7 (14)	2 (4)	1 (2)	50	227	4.54
Store loyalty	8 (16)	18 (36)	12 (24)	8 (16)	1 (2)	3 (6)	50	215	4.3
Promotion offers	19 (38)	14 (28)	12 (24)	2 (4)	1 (2)	2 (4)	50	242	4.84
Brand loyalty	13 (26)	12 (24)	18 (36)	3 (6)	2 (4)	2 (4)	50	225	4.5
Variety seekers	8 (16)	10 (20)	16 (32)	7 (14)	5 (10)	4 (8)	50	197	3.94
Time pressure	11 (22)	13 (26)	12 (24)	4 (8)	7 (14)	3 (6)	50	208	4.16

Source: primary data

From the table 15 it is clear that promotional offers (4.84) are the main factor which influences the buying decision of customer. So, a seller can increase his sales of FMCG products by increasing promotional offers. Time is least influencing factor (4.16).

Table 8 Awareness of promotion techniques

Response	No. of respondents	Percentage
Discounts	41	82

Price coupons	27	54
Rebate	9	18
Product bundling	12	24
Gifts	23	46
Free samples	18	36
Trading stamps	5	10

Source: primary data

From the above table it is clear that most of the customers are aware about discount (82%), price coupon (54%), gifts (46%), and free samples (36%). Trading stamps are the least known.

Table 9 Opinion about promotion techniques

Response	No. of respondents	Percentage
Excellent	9	18
Good	34	68
Fair	5	10
Poor	2	4
Very poor	0	0
Total	50	100

Source: primary data

The above table shows that out of 50 samples more than half of the customers are agreeing that sales promotion techniques carried by the budget super market is good. Only few respondents are not agreeing (10%).

Table 10 Sales promotion schemes expected by customers

	1	2	3	4	5	6	7	Total	Total score	Total Mean
Discount	30 (60)	7 (14)	4 (8)	5 (10)	2 (4)	1 (2)	1 (2)	50	301	6.02
Rebate	13 (26)	8 (16)	10 (20)	5 (10)	9 (18)	2 (4)	3 (6)	50	243	4.86
Price coupons	16 (32)	15 (30)	10 (20)	3 (6)	3 (6)	2 (4)	1 (2)	50	278	5.56
Free samples	16 (32)	8 (16)	12 (24)	5 (10)	7 (14)	1 (2)	1 (2)	50	264	5.28
contest	14 (28)	6 (12)	8 (16)	9 (18)	4 (8)	3 (6)	3 (6)	50	231	4.62
gift	13 (26)	8 (16)	15 (30)	3 (6)	3 (6)	3 (6)	5 (10)	50	246	4.92
Trading stamps	3 (6)	11 (22)	5 (10)	10 (20)	5 (10)	1 (2)	15 (30)	50	184	3.68

Source: primary data

From above table it is clear that, most of the customers are expecting to get discount (6.02) from budget. It is followed by price coupon and free samples. So, we can conclude that budget can attract more customers by increasing this type of promotional offers.

Table 11 Influence of sales promotion

Response	No. of respondents	Percentage
yes	36	72
No	14	28
Total	50	100

From above table it is clear that out of 50 respondents 36 respondents are influenced by sales promotion techniques used by the supermarket. Only 14 people are saying no.

Table 12 Importance of sales promotion

Response	No. of respondents	percentage
yes	34	68
no	16	32
Total	50	100

From the above table it is clear that promotional offers are playing a great role in the purchasing of a product. 68% of respondents feel disappointed if there are no sales promotion. From this we can conclude that if a seller provides promotional offer he can enjoy more sales, than a seller who doesn't give any offer.

FINDINGS OF THE STUDY

- The study revealed that most of the customers of hyper budget super market are females (74%)

- Most of the respondents (42%) are between the age group of 20-25
- It has been revealed that most of the educated people are the main users of FMCG.
- 58% respondents are graduates.
- Consumption of the branded FMCG is mainly done by the consumers with low-income group (below 10000).
- Out of 50 respondents, 23 respondents are purchasing products once in a week.
- Consumers like to satisfy their needs from super markets more than any other source.
- Discounts and price coupons are the most familiar promotional offers to the customers. So, sellers need to increase this kind of offers.
- 68% of customers are happy with the promotion offers like discount, price coupons, rebate, gifts etc.
- Among the variety of promotional offers discount is the most expected promotional offer.

CONCLUSION

The research concludes that consumer consumption of FMCG products in relation with sales promotion techniques used by the marketers and majority of them are collecting information from newspaper and television. Only small portion of sample doesn't stick in a brand when there is no promotion offer. The main factor considered is quality and discount are the favourite promotion offer of customers. Promotional offers are playing an important role in increasing sale, selling and brand loyalty. Hence marketers must use this type of promotional techniques to increase sales and their popularity.

REFERENCES

- **C. Abdul Majeed.** "A study of the effect of sales promotion on consumption of fast-moving consumer goods in Kerala". University of Calicut, March 2007.
- **P. A. Saravan.** "A study on brand awareness for fast-moving consumer goods with reference to women customers in Erode District". University of Periyar, September 2015.

- **N. A Kumar and J. Joseph** “A study on consumer behaviour towards fast-moving consume goods among rural suburban of Ernakulum”. Journal of global Economics (online). Volume 2, issue 4, 100127.

CUSTOMER PERCEPTION TOWARDS DIGITAL PAYMENT APPLICATION- A STUDY WITH SPECIAL REFERENCE TO MANJERI MUNICIPALITY

Fathima Thasni P

MCom student

Govt College ,Malappuram

fthasnip@gmail.com

Abstract

Pandemic crisis (covid 19) has helped us easily adapt to technological advancement especially in transacting through digital payment applications. These have become a necessary part of our daily life mainly because of its convenient features in making secured payment. A few of them are g pay, paytm, phone pe, etc. Not only are they less time consuming but also makes our transactions more transparent than that of traditional methods. Traditional methods of payment have been replaced by digital payment methods in many areas like shopping, ticketing, recharging, etc.

The main advantage of this payment method is that one need not become high tech-savvy. India government has also taken so many initiatives to promote digital payment methods in the country through various programmes like digital india. The finding of this research paper helps decision makers and helps to know the perception of consumers towards application. Therefore, this research paper is focusing on important digital payment applications and customer perception towards the same.

Keywords: Customer Perception, Digital Payment

INTRODUCTION

Due to the demonetization reforms introduced by the central government in late 2016, the digital payment system in India was introduced. Cashless society describes an economic state where financial transactions are not conducted with money in the form of physical bank notes or coins. With this, there was a transformation in our traditional payment system that helped us adapt to online payment mode through digital application. There a number of service provides for digital apps like G-pay, phone pay, Samsung pay, mobikwik, amazon

pay,...etc. who enable us to make payment at one click pandemic crisis has helped us easily adapt towards technological advancement and it leads to a revolutionary change in the use of digital payment application change in the use of digital payment application which enable individual to pay and receive money within a short span of time.

This paper is an attempt to study the preparation of consumers towards digital payment applications and gain insight to the limitations and benefits of using digital payment applications.

NEED OF THE STUDY

Digital payment system became very popular the covid era and many citizens started using the digital mode to their financial transaction. People find that carrying cash is risky due to pilferage and theft. People are now using digital payment applications for easy and convenient to their transaction. Thus studying consumers perception towards digital payment applications will be beneficial to government, banks, financial institutions, even consumers to promote, support and encourage digital transaction and attract the citizens to use digital payment application which will elevate the value and volume digital transaction. Hence, in this study the primary concern is to explore the perception of consumers on digital payment applications and the main factors that trigger the consumers towards the digital payment application

OBJECTIVES OF THE STUDY

1. To study customers perception on digital payment applications
2. To study the popular digital payment applications among consumers and their attitude towards the same
3. To find the most common reasons for using digital payment applications by consumers
4. To determine the barriers in using digital payment applications with regards to technical errors

RESEARCH METHODOLOGY

It is a plan to conduct research. The research is conducted to know the perception of customers towards digital payment applications. A sample of 70 respondents were collected through online questionnaires via Google forms . To study the demographic factors percentage analysis is used. Weighted average method is also used for the study.

REVIEW OF LITERATURE

Yeremenko & Rudskaya (2016) In a conceptual paper the researchers studied the innovations made by the banking business in Russia. By theoretical backgrounds they elaborated the concept of digital banking, that is – innovations in banking, payment systems from cards to internet banking to mobile banking, have been discussed in this study. The researchers enunciate that banks should adopt state-of-the-art technology and provide secured services at reasonable cost and also enhance the customers' loyalty for online services which will ultimately trigger customers to embrace the modern banking technology

Goparaju (2017) In a theoretical study the researcher has explored the digital payment sector in India. This study has explored the literature of many researchers and collected data pertaining to digital transactions of various countries. The researcher has analyzed India's digital payment industry with Porter's 5 forces model with products and services; industries; competitors; suppliers and customers. This study depicts that the phenomenon of digital transactions is gaining popularity and concludes that a large user base of digital payment will help in the creation of the digital economy.

Kazan et al., (2016) The researchers have explored the framework of digital payment platforms. The qualitative analysis depicts that monopolistic platforms (Pingit) create service and content layers with unique configuration which is difficult to duplicate whereas federal platform (paytm) obtains data from financial institutions. Therefore, in a competitive world of ubiquitous systems of digital payment platforms it is important to concentrate on privacy and security issues as they have a major impact on the intention to use digital payment platforms among users.

Kakade & Veshne (2017) The researchers have studied about the features, benefits, challenges and working mechanisms of UPI. They stated that UPI is in its initial stage and NPCI is developing applications for all platform users like iOS, Android, Windows. This study found that there is no charge for UPI transactions and it is convenient, secure and prompt way to do transfer. The sender and receiver of funds should have UPI registered accounts. This study concludes that with the penetration of smartphone usage, the UPI fund transfer will change the way of payment scenario.

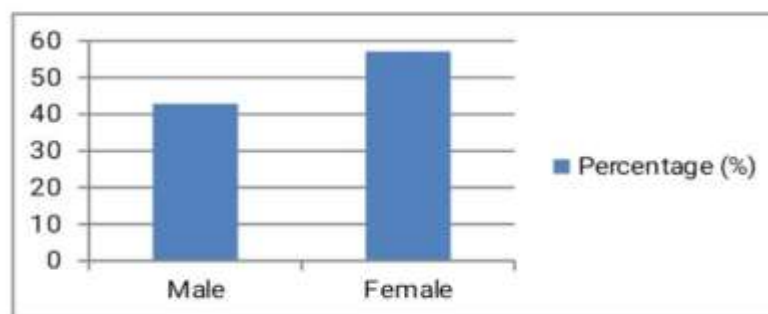
Thomas & Chatterjee (2017) In an exploratory study the researchers studied the adoption, utility, merits, opportunities and issues relating to UPI Applications. This research states that the UPI enables users to directly transact with their bank accounts, which is linked with their aadhaar card. This study suggests that availability of internet connection, service providers' support should be improved for the adoption of UPI. The researchers concur that the platform of aadhaar will support the financial inclusion of the country.

DATA ANALYSIS AND INTERPRETATION

Table 1 Classification of respondents on the basis of Gender

Sex	Number of respondents	Percentage (%)
Male	30	42.86
Female	40	57.14
Total	70	100

Classification of respondents on the basis of gender



INTERPRETATION

The above table and graph shows that among the respondents 42.86% are male and 57.14% female. Both male and female are using digital payment, so there is no gender-wise discrimination in using the app.

RANKING ANALYSIS ON WEIGHTED AVERAGE ON THE BASIS OF PREFERENCE TO VARIOUS APPS

Table 2

Sl no	Apps	Rank 1	Rank 2	Rank 4	Rank 4	Rank 5
1	Google pay	36	20	10	10	2
2	Phone pay	9	30	12	9	10
3	Pay tm	20	10	40	-	-
4	Yono sbi	3	5	4	35	23
5	Amazon pay	2	5	4	24	35

Source: Primary data

Table 3

Sl No	Apps	Weight							Rank
		5	4	3	2	1	Total	Average	
1	Google pay	180	80	30	4	2	296	4.2	1
2	Phone pay	45	120	36	18	10	229	3.2	3
3	Pay tm	100	40	120	-	-	260	3.7	2
4	Yono sbi	45	20	12	70	23	170	2.42	4
5	Amazon pay	10	20	12	48	35	125	1.7	5

INTERPRETATION

The above table exhibits that out of 70 respondents, the majority ranked google pay as their first priority. so it is given 1st rank. After that people use phone pay, yono by sbi, amazon pay are in 3rd,4th,5th position respectively.

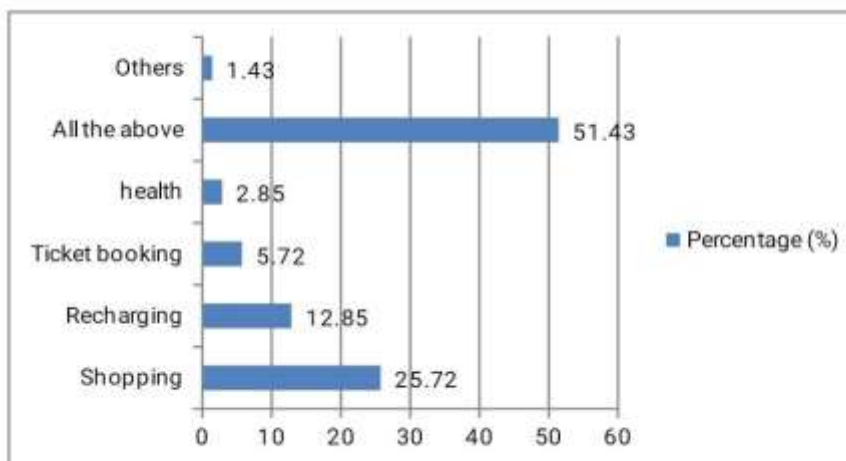
REASONS OF USING DIGITAL PAYMENT APPS

The following table indicates the reasons why people are using digital payment apps

Table 4

Reasons	Number of respondents	Percentage (%)
Shopping	18	25.72
Recharge	9	12.85
Ticket booking	4	5.72
Health	2	2.85
All of the above	36	51.43
Others	1	1.43

Source: Primary data



INTERPRETATION

By analyzing the above table it is clear that people are mainly using digital payments apps for shopping. 25.72% are using for shopping purposes. 12.85 % are using for recharge purpose. 5.72% are using for ticket booking more than half of the population uses for all the purposes like recharging, ticket booking, health, business purposes etc.

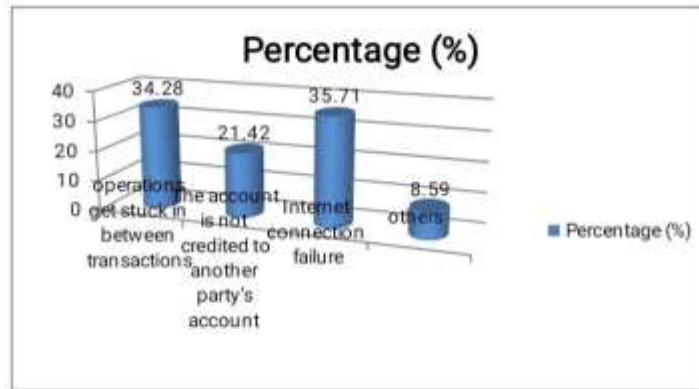
TYPES OF ERROR COMMITTED WHILE USING THE APP

There are many errors that have occurred while using the app. Table 4.22 shows the different errors faced by respondents.

Table 5

Errors	Number of respondents	Percent age (%)
Operations get stuck in between transactions	24	34.28
The account is not credited to another party's account	15	21.42
Internet connection failure	25	35.71
Others	6	8.59

Source: Primary data



INTERPRETATION

Out of 70 respondents 35.71% are facing internet connection failure during the transaction. while other 35% have the problem of operations get stuck in between transactions. Remaining respondents have other types of problems like account is not credited with another party, server down problem etc.

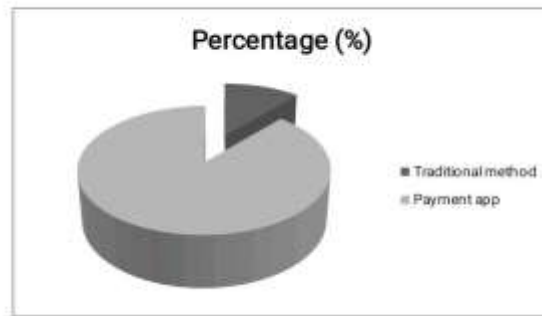
PERCEPTION OF CUSTOMERS TOWARDS THE MODE OF PAYMENT

This question was asked to understand which is the better mode, Digital payment apps or traditional method

Table 6 Is digital payment better than traditional method?

Method	Number of respondents	Percentage (%)
Traditional method	8	11.43
Payment apps	62	88.57

Source: Primary data



INTERPRETATION

Out of 70 respondents, 88.57% believe that digital payment applications are better than traditional way of payment. only 11.43% believe that traditional payment are more convenient.

FINDINGS

1. Both male and females responded to the questionnaire. There is no gender wise discrimination in using the app.
2. Most of the customers belong to the age group of 18-30
3. Most of the respondents are using Google pay for their payment purpose.
4. People mainly use digital payment apps for shopping, recharging, tickets booking, business purposes.. etc.
5. Most of the respondents agree that using digital payment apps saves their time and effort.
6. They are using digital payment apps mainly due to its convenience.
7. Majority of the respondents agree that using digital payment apps makes transactions faster than traditional methods.
8. Most of the respondents agreed that billing and transactions can be easily handled through these apps.
9. There are privacy issues in using digital payment apps to customers.
10. They believe that there are chances of transaction fraud.
11. Only a few respondents agreed that confidential information is shared through digital payment apps.

12. The operations get stuck in between transactions and internet failure are the major issues faced by the users.

13. Convenience and ease to use are the main reasons that leads to the use of digital payment apps.

14. Majority of the respondents argued that digital payment apps are a better mode of payment than traditional methods.

SUGGESTIONS

Based on major findings of the study and the observation, the following suggestions have been forward.

- To increase the number of users, people used to educate the functions of applications and their security measures to be taken while using the application.
- The service providers should build a strong network connectivity- server . So that the system can function without any obstacles.
- The apps must give more offers to customers like cash back, coupons, free vouchers.. etc.
- Extra charges should be eliminated from the system as it discourages the common people.
- Proper awareness should be created by service providers because still people are found to be visiting banks to withdraw money.
- Government must take more initiatives to encourage people to pay various bills via digital payment apps.
- Traders should equip themselves with the machine required for accepting the payment from customers via online payment apps.
- Digital literacy must be developed.
- The service providers must be able to provide assistance to people while they are facing any kind of error.

CONCLUSION

The traditional method of payment has been replaced by digital payment methods. Cashless payment is the way forward towards digitalisation. In this process, people are found to be engaged in transacting through online mode of payment. This study reveals that the majority

of the people that are 65 out of 70 are using digital payment apps, and have been moving towards technological advancement.

They are users of digital payment apps for a good number of reasons such as shopping for clothes and accessories, buying electronic gadgets, recharging, tickets booking, utility bills.. etc. The most popular apps among the users are Google pay, phone pay, paytm, Amazon pay... etc. Most of them feel very safe and convenient while in use and people recommend these apps because of the transparency of the app. So the study also emphasizes on encouraging those who are not using the apps through various measures that can be taken by service providers. Also this will result in achieving the initiative taken by the government such as 'digital india', the main aim of which is to enhance the standard of living of the people

REFERENCES

1. BOOKS

1. Basic numerical skill by L.R Potti
2. Business research methods by Dr. KV Venugopalan
3. Qualitative techniques by LR potti

2. Articles

- Aravind Kumar, "Demonetisation and cashless banking transactions in India " International Journal of new innovations in Engineering and TechnologIES: 2321-6319, Vol. No. 7, Issue No. 3, April 2017, Pp30-36.
- A Goyal, M Maity, R Thakur, M Srivastava Customer usage intention of mobile commerce in India: an empirical study Journal of Indian Business Research, Posted: 2013
- H S Rathore, Adoption of digital wallet by consumers. BVIMSR's journal of management research, volume 8, Posted: 2016
- O Alaeddin, A Rana, Z Zainudin, F Kamarudin From physical to digital: investigating consumer behaviour of switching to mobile wallet Polish Journal of Management Studies Posted: 2018

- B Sivathanu-Adoption of digital payment systems in the era of demonetization in India Journal of Science and Technology Policy Management, Posted: 2019

3. WEBSITES

- https://en.wikipedia.org/wiki/Mobile_payment Mobile payment. Wikipedia free encyclopedia.
- <https://paytm.com/>
- <https://www.mobikwik.com/>
- <https://www.oxygenwallet.com/>
- https://assets.kpmg.com/content/dam/kpmg/in/pdf/2017/04/Digital_payments_Analysing_the_cyber_landscape.pdf

"A STUDY ON THE IMPACTS OF LIFESTYLE BRANDING ON BRAND EXPERIENCE AND CUSTOMER RETENTION WITH REFERENCE TO APPLE BRAND IN ERANAD TALUK."

Murshida PK

MCom student

Gvt College Malappuram

murshidhapulliyil@gmail.com

Abstract

This study examines the life style brand typology and analyses why are they important and how lifestyle brands affect the effectiveness of the brand. This is done by considering two dimensions ;brand experience and customer retention. Apple brand is considered as a reference for measuring the effectiveness of the impact within the Eranad taluk.

The quantitative study was designed promptly with the help of a questionnaire. By the use of simple percentage analysis as a tool for analysis various vital areas like brand experience, satisfaction, customer retention are incorporated in learning the impacts of lifestyle branding. The customers had a positive response towards brand experience but there is no remarkable impact of apple as a lifestyle brand is visible in terms of customer retention in Eranad taluk.

Keywords: Life style , Branding, Customer Retention

INTRODUCTION

Consumers pursuit of authenticity is growing and their quest for experiencing the most relevant, original and genuine products and services are increasing. The new customer preferences towards incredible experience have given rise to the concept of lifestyle marketing.

Lifestyle marketing goes beyond the product or service being sold – it is selling an ideal. Simply the brands are marketed in such a way that the customers identify it as a way of life.

This typology of social benefit brands allows the customer to encompass the ideal version of themselves. It successfully creates a sense of community among the admirers of the brand, which is more than brand loyalty. Lifestyle brand follows the marketing technique which allows the brands to position the product and services in such a way that they possess an aspirational, ideal, and aesthetic touch. It is capable of contributing to the lifestyle of those who adopt it.

INTERPRETIVE MODEL OF THE LIFESTYLE BRAND

The core mechanism of lifestyle brand is based on the fact that, in order to represent attributes the brand must have a clear, coherent and original point of view. It has to be based on socially relevant values expressed through an authentic and interesting story telling it has to be explained through a distinguishing manifesto and has to be expressed in a reasonable and consistent manner.

A typical lifestyle brand have a background consisting of it's credo and stories, A manifesto with lifestyle codes and preposition; Expression consisting of brand interaction and communication (Saviolo and Murazza, 2013)

The study focuses on gaining an understanding of the concepts of lifestyle branding, along with examining its impacts on customer satisfaction, brand experience and customer retention. Furthermore by analyzing the impact, it identifies reasons why certain brands are considered as lifestyle brands where some are not. For the purpose of convenience, Apple brand was analyzed as a lifestyle brand. The questionnaire seeks to ensure whether Apple follows the above mentioned components of lifestyle brands.

METHODS AND FINDINGS

The population of the study consists of all the apple users in Eranad taluk, the erstwhile province in the midland area of Malabar, consisting of Malappuram and nearby regions such as Anakkayam, Manjeri, Kondotty, Nilambur, etc in Malappuram district. The sample is limited to 50 respondents selected on a convenient random sampling method. A promptly prepared questionnaire is used to collect first-hand information from the respondents regarding the variables under study. Percentages, ratios, and averages are used as a tool for analysis.

The major findings regarding apple qualifying as a life style brand in Ernad Taluk are as follows:

- 64% of the respondents are fully or partially aware of the brand credo, mythology, stories and anecdotes.
- 80% are aware of the human element in Apple, Steve jobs and 60% agrees on his charismatic significance in popularising the brand.
- 74% considered apple as a status symbol but 36% doesn't believe apple as a superior brand capable of surviving the future competitive environment.

CONCLUSION

From the findings of the analysis, a significant impact of the lifestyle brand on the customers is visible. The customer satisfaction, Customer identification and association with the brand credo and manifesto inevitably indicate Apple as a successful lifestyle brand. Although a strong impact of Apple as a lifestyle brand cannot be established. Also a strong base in terms of customer retention is also not visible in Eranad taluk.

REFERENCES

- “Lifestyle brands, a guide to aspirational marketing”, Stefano Saviolo and Antonio Murazza, 2013, palgrave macmili, UK JOURNALS,
- Muniz, Albert M. and Thomas C. O’Guinn (2001), “Brand Community,” Journal of Consumer Research, vol. 27 (4), 412-432.
- Schmalensee, Richard (1982), "Product Differentiation Advantages to Pioneering Brands," American Economic Review, vol. 72 (June), 159-180.
- Kiley, David (2005), “Not Every Brand is a Lifestyle Brand,” BusinessWeek
- Helman, Deborah and Leslie de Chernatony (1999), “Exploring the Development of Lifestyle Retail Brands,” The Service Industries Journal, vol. 19 (2), 49-68.

A STUDY ON PURCHASE OF COSMETICS THROUGH ONLINE PORTALS WITH SPECIAL REFERENCE TO COLLEGE STUDENTS IN MANJERI MUNICIPALITY

Hasna TT- *hasnatt333@gmail.com*

MCom students ,Govt College, Malappuram

Shamla CK- *shamlack7@gmail.com*

MCom students ,Govt College, Malappuram

Abstract

Over the last few years, beauty and personal care have experienced tremendous growth. What once used to be an industry-only limited to physical stores is now taking over e-commerce. The reason why beauty is moving towards e-commerce is the simple fact that modern consumers are striving to have digital experiences. This study examined the relationship between online purchase intentions and perceived cost\benefits related to perceived risk, cost, product, quality, and also service quality.

This study also helps the marketers to know the demands, expectations, and problems faced by the customers during online shopping. This study shows that consumers are not fully satisfied with cosmetics purchased online. Marketers should provide necessary steps to Improve the online Market of Cosmetics. To solve these, we must first look at the main challenges that come up for eCommerce cosmetics brands. For this purpose, Manufacturers and retailers of beauty products must have this thought at the back of their mind as they embark on the marketing of their products.

INTRODUCTION

Over the last few years, beauty and personal care have experienced tremendous growth. What once used to be an industry only limited to physical stores is now taking over e-commerce. The reason why beauty is moving towards e-commerce is the simple fact that modern consumers are striving to have digital experiences. The study will particularly point out the factors that individually affect. Marketing managers are more concerned about their consumer's purchase intentions in order to increase their products and services selling.

This study examined the relationship between online purchase intentions and perceived cost\benefits related to perceived risk, cost, product, quality, and also service

quality. It is very important that the business understand the consumer's buying behaviour and additionally examine factors that are connected to the consumer's online buying intention.

Though there are several categories of products being sold through the internet, cosmetics seems to be an attention grabbing category which needs more involvement at the time and so on. The industry is expected to generate about 429.8 US \$ by the year 2022, with an expected CAGR of 4.3%. Online channels are now gaining popularity among consumers. The main purpose of this project is to have a better knowledge and understanding of consumer buying behaviour towards cosmetics purchasing and what all are the factors influencing the consumers in purchasing cosmetics.

REVIEW OF LITERATURE

Britton (2012): There is a lot of existing research on the kind of effect advertising relating to fashion and beauty have on women. The impact on self-esteem, self-confidence have been studied previously. But, there is very little research on how cosmetics influence women and manipulate their appearances. The research used the survey method for data collection, the survey questioned usage, habits and beliefs of students (particularly female) towards makeup. The results show that the cosmetic industry has a significant influence on college women. College women form a major part of the cosmetic industry. However, they don't change their makeup habits and routines very often. There was no correlation between self esteem and an individual's particular usage, habits and beliefs. Though, there was a relationship between the levels of self-monitoring and an individual's cosmetic habits.

Debelen (2016): There are various makeup trends in the society that are coming up. These trends are also changing rapidly, with new styles, aspirations and ideas. With the major changes that are showing in the industry, there is a psychology behind it. The research is conducted to understand the reason behind the rapid changes, impact of consumers and advertisements on these changes. Advertisements do not have a great influence over today's consumer. There are various other factors that influence a consumer like online reviews, blogs, testimonials and video reviews. Which shows that psychological influences are extremely impactful

Silverio (2010): There have been certain grooming activities and habits that everyone is expected to follow, from brushing one's teeth to flossing etc. People who don't follow these are frowned and looked down upon. In recent years, along with these activities, wearing

makeup has also become an important process. How long a woman takes to wear makeup differs from one to another. The study helps in understanding whether a woman values herself more or less when she is wearing makeup. The study used the survey method to collect data and mainly filled in by students

Jawahar V., Dr. Tamizha Jyothi K.(2013): studied consumer attitude towards cosmetic products. The main aim of the study was to examine the influence of attitude on consumer buying behaviour and to identify the important factors that determine the buying behaviour.

HISTORY OF ONLINE SHOPPING

Electronic commerce, also called e-commerce, is according to Turban et al. (2008) the process that involves transactions between a company and its customers through a digital platform on the Internet. The trade can include the sale of goods, services and information (Turban et al., 2008) and the online trade is independent of time and place (Solomon et al., 2010). Turban et al. (2008) explains that e-commerce enables businesses to no longer need physical contact with their customers in order to carry out a transaction.

Businesses strive to economically succeed in the marketplace (Solomon et al., 2010) and it starts with understanding the consumers' needs and wants in order to capture them (Armstrong et al., 2009). By understanding the consumers, companies will harvest rewards in terms of market share and profits (Armstrong et al., 2009).

ONLINE PURCHASE INTENTION

The theory of reasoned action is considered to be an influential explanation of the process that determines peoples' intentional behaviour (Boster et al., 2014). People generally consider the results that their actions will have before they decide to perform a certain action (Ajzen & Fishbein, 1980). The theory of reasoned action is used in order to predict a person's intention to behave in a certain way, this is done by evaluating a person's attitude towards a specific behaviour as well as the subjective norms of influential people and groups that could affect the person's attitude (Ajzen & Fishbein, 1980). Subjective norms are persuaded by one's perception of the beliefs of the people around us, for example, parents, friends or colleagues (Ajzen & Fishbein, 1980). Subjective norms influence us since we have certain beliefs of how the people will react to our behaviour, and whether they will accept it or not (Ajzen & Fishbein, 1980). The subjective norms influence consumers' online purchase intention through the attitude consumers have towards online shopping (Hansen et al., 2004).

COSMETIC INDUSTRY

The cosmetics industry is now increasingly competitive in the development of big data and other networks, and the cosmetics industry must constantly seek new markets. The college student market is a very large market [1-4]. College students have huge consumption potential. College students should become a breakthrough in the construction and promotion of new brands. A stable college consumer group can make cosmetics firmly occupy the market share, expand its popularity and brand influence. First of all, college students are a very large group and have good spending power[5-7]. According to data released by the National Bureau of Statistics and the Education Bureau in 2017, the number of college students reached 26.956 million.

FACTORS INFLUENCING CONSUMER BEHAVIOUR

- Psychological factors
- Social factors
- Cultural factors
- Personal factors
- Economical factors

Psychological Factors

Human psychology plays a crucial role in designing the consumer's preferences and likes or dislikes for a particular product and services. Some of the important psychological factors are:

- Motivation
- Perception
- Learning
- Attitudes and Beliefs

Life Events and changes in consumer behaviour

Marketing and consumer behaviour research have documented that life transitional periods are generally associated with significant changes in consumer behaviour and changes in store preference in particular. The reason for these changes were identified from two different theoretical perspectives. The role transition perspective and the stress perspective.

Invention of web browser

The World Wide Web in 1990 is the second major proponent of online shopping. Without an interconnected internet there would be no online market at all.' Tim Berners Lee' the man

behind this marvelous invention called WWW. This is the major reason why millions of people have access to the internet which hosts numerous e-commerce platforms.

Augmented reality

The biggest problem online shopping faces till today is the distance it puts between the customer and product. customers are reluctant to buy an item that they cannot experience first hand.

ANALYSIS AND INTREPRETATION

The particular study on "Consumer behaviour towards the purchase of cosmetics through online portals, with special reference to the college students in Manjeri municipality" was to analyse the problems faced by college students for their purchase of cosmetics online. The sample size taken for the study is 50. The data were collected through a structured questionnaire and data is analysed using different statistical tools like percentage analysis, weighted ranking, etc.

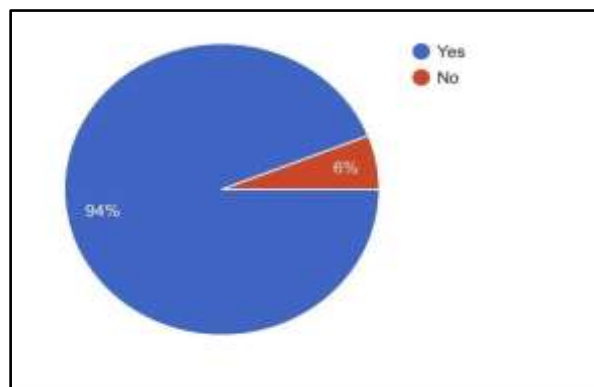
CLASSIFICATION ON THE BASIS OF ONLINE SHOPPING EXPERIENCE

Table 1

Responses	No.of respondents	Percentage
Yes	47	94%
No	3	6%
Total	50	100%

Source: Primary Data

Figure :1 **Classification on the Basis of Online Shopping Experience**



INTERPRETATION

The table and figure1 shows that Out of 50 respondents 94% of them had online shopping experience and 6% had no online shopping experience.

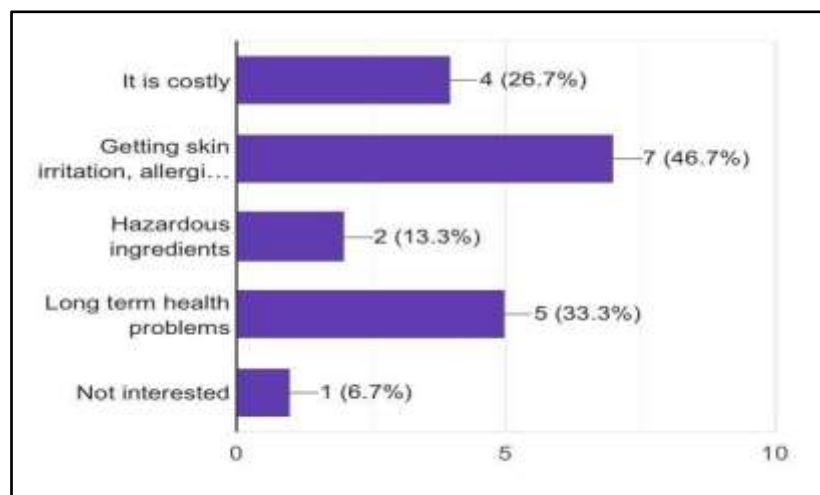
DEMOTIVATING FACTORS OF COSMETICS

Table 2

Reasons	No.of respondents	Percentage
It is costly	4	26.7%
Getting skin irritation	7	46.7%
Hazardous ingredients	2	13.3%
Long term health problems	5	33.3%
Not interested	1	6.7%

Source: Primary Data

Figure 2 Demotivating Factors of Cosmetics



INTERPRETATION

The main factor that demotivates consumers from the purchase of cosmetics is skin irritation and allergies (46.7%).The second factor creates long term health problems (33.3%).Rest of them disliking the cosmetics due to high cost (26.7%) and the use of hazardous ingredients(13.3%).Few of them are not interested to use cosmetics(6.7%).

CLASSIFICATION ON THE PREFERENCE FOR THE PURCHASE OF COSMETICS

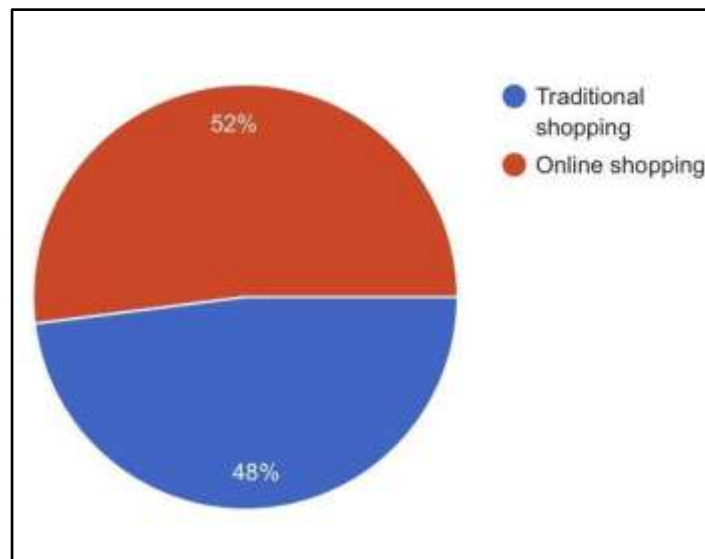
Table 3

Preference	No.of respondents	Percentage
Online shopping	26	52%
Traditional shopping	24	48%
Total	50	100%

Source:primary data

Figure 3:

Classification on The Preference For The Purchase Of Cosmetics



INTERPRETATION

The above table and figure 3 shows that Out of 50 respondents 26 respondents are preferring online shopping for cosmetics while 24 of respondents are preferring traditional shopping for the same.

KEY MOTIVATORS ON PURCHASE OF COSMETICS THROUGH ONLINE

Table 4

Variables	Rank										Total
	1	2	3	4	5	6	7	8	9	10	
privacy	24	9	4	3	4	1	2	1	1	1	50
Lower price	9	6	3	20	2	1	2	2	2	1	50
Special discount offer	15	8	6	9	4	1	1	1	3	2	50
Variety	16	9	6	7	4	1	2	1	2	2	50
Easy product comparison	6	7	3	9	10	3	2	4	2	4	50
Enjoyment	3	9	8	6	4	13	2	2	2	1	50
Laziness to go to shop	19	10	7	4	4	1	2	1	1	1	50
No time for shopping	20	9	6	3	2	2	1	1	2	4	50
Door delivery	25	6	2	3	2	3	3	2	2	2	50
Non availability of brands in nearby shops	10	6	11	7	4	3	2	1	2	4	50

Table 4 (a) Weighted ranking of variables

Variables	Weighted ranking										Total	Rank
	1*10	2*9	3*8	4*7	5*6	6*5	7*4	8*3	9*2	10*1		
privacy	240	81	32	21	24	5	8	3	2	1	417	1
Lower price	90	54	24	140	12	5	8	6	4	1	344	7

Special discount offer	150	72	48	63	24	5	4	3	6	2	377	5
Variety	160	81	48	49	24	5	8	3	4	2	384	4
Easy product comparison	60	63	24	63	60	15	8	12	4	4	313	9
Enjoyment	30	81	64	42	24	5	8	3	4	2	325	8
Laziness to go to shop	190	90	56	28	24	5	8	3	2	1	407	2
No time for shopping	200	81	48	21	12	10	4	3	4	4	387	3
Door delivery	250	54	16	21	12	15	12	6	4	2	142	10
Non availability of brands in nearby shops	100	54	88	49	24	15	8	3	4	4	349	6

INTERPRETATION

Majority of the respondents consider privacy is the main factor. The second factor is laziness to go for shopping and third one is time saving factor. Variety of goods is also a leading factor in online shopping.

CLASSIFICATION BASED ON THE COLLECTION OF INFORMATION BEFORE PURCHASING COSMETIC THROUGH ONLINE

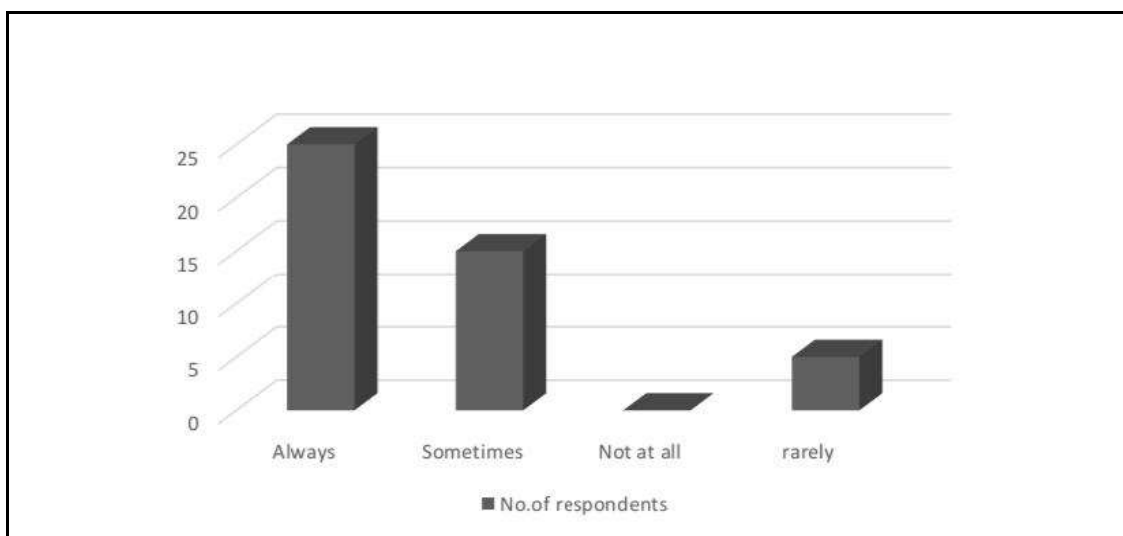
Table 5

Responses	No.of respondents	Percentage
Always	25	52.1%
Sometimes	15	31.3%
Rarely	5	10.4%
Not at all	0	0

Source: primary data

Figure 5

Classification on the basis of collection of information before purchasing of cosmetic through online



INTERPRETATION

Most of the respondents are collecting information before their purchase (52.1%). Some of the respondents (31.3%) are sometimes collecting information before purchase.

CLASSIFICATION OF RESPONDENTS ON BASIS OF SITES USED TO PURCHASING COSMETICS

Table 6

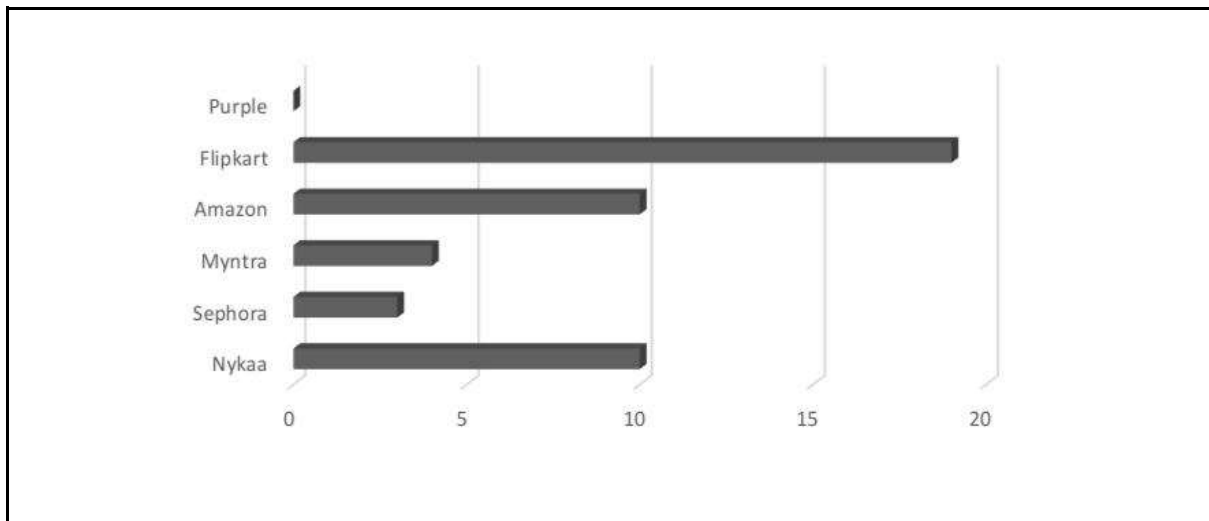
Name of Sites	No.of respondents	Percentage
Nykaa	10	21.7%

Sephora	3	6.5%
Myntra	4	8.7%
Amazon	10	21.7%
Flipkart	19	41.3%
Purple	0	0

Source: primary data

Figure 6

Classification on the basis of sites used for purchase of cosmetics



INTERPRETATION

Most of the respondents are choosing Flipkart(41.3%) for purchasing cosmetics. The second preference for the site which is choosing for the purchase is Amazon and Nykaa. Among respondents no one is choosing purple site.

BRAND PREFERENCE OF COSMETICS

Table 7

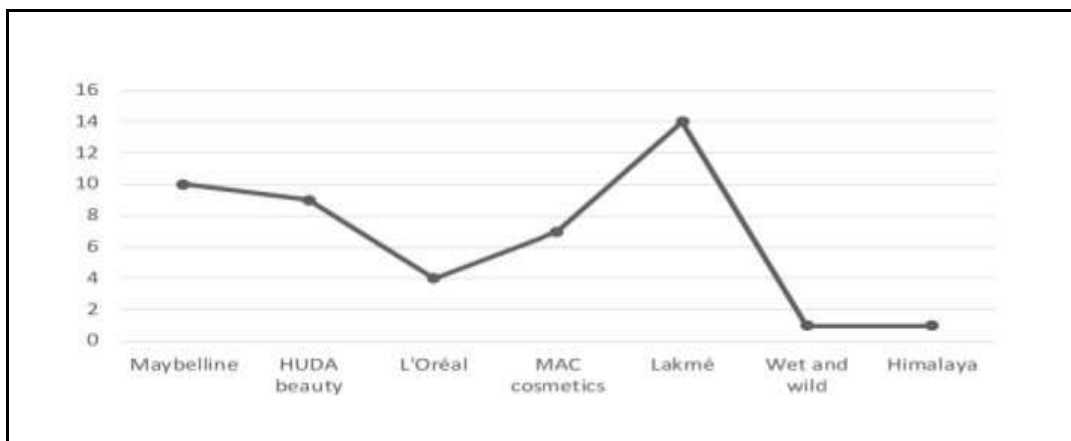
Brand	No.of respondents	Percentage
Maybelline	10	21.7%
HUDA beauty	9	19.6%
L'Oréal	4	8.7%

MAC cosmetics	7	15.2%
Lakmé	14	30.4%
Wet and wild	1	2.2%
Himalaya	1	2.2%

Source: primary data

Figure 7

Brand preference on cosmetics



INTERPRETATION

Out of 50 respondents 14 of them choose Lakmé brand. 21.7% choose Maybelline and 19.6% of them prefer HUDA beauty. Least of them are preferring wet and wild and Himalaya for cosmetics.

FACTORS INFLUENCING BUYING BEHAVIOUR

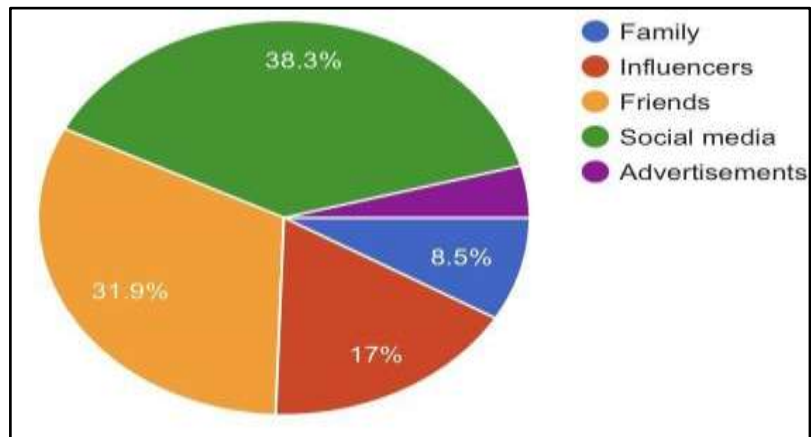
Table 8

Factors	No. of respondents	Percentage
Family	4	8.5%
Influencers	8	17%
Friends	15	31.9%
Social media	18	38.3%
Advertisements	2	4.3%

Source: Primary data

Figure 8

Factors influencing buying behaviour



INTERPRETATION

Social media(38.3%) is the main factor influencing the buying behaviour of customers. The second factor is the friend’s recommendation(31.9%). Advertisements (4.3%) have lesser influence among college students on their cosmetic purchase. 17% of them are influenced by influencers and 8.5% are influenced by their family.

FACTORS CONSIDER FIRST BEFORE BUYING COSMETICS

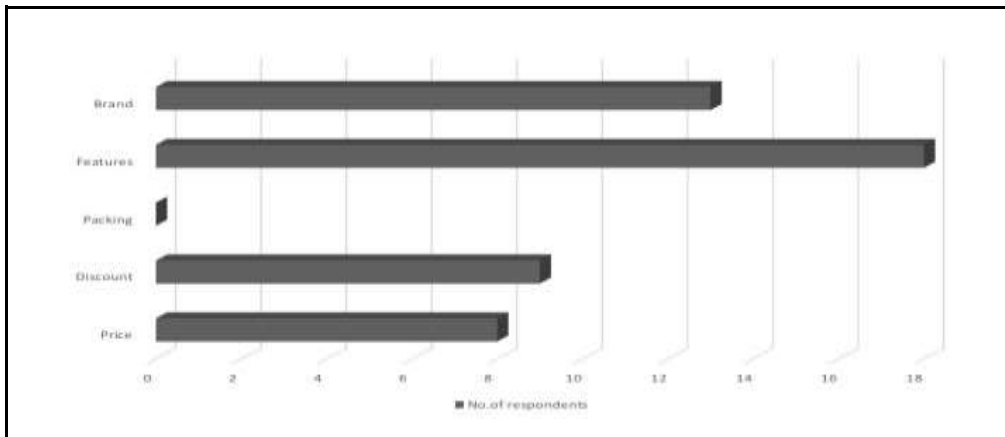
Table 9

Factors	No.of respondents	Percentage
Price	8	17.7%
Discount	9	18.7%
Packing	0	0
Features	18	37.5%
Brand	13	27.1%

Source: primary data

Figure 9

Factors consider first before buying cosmetics



Interpretation

Most of the respondents are looking for a feature (37.1%) before they purchase cosmetics. The second factor they consider is the brand (27.1%). 18.7% of the respondents are considering discounts and 16.7% of respondents are conscious about price.

TYPES OF PROBLEMS FACED BY CUSTOMERS

Table 10

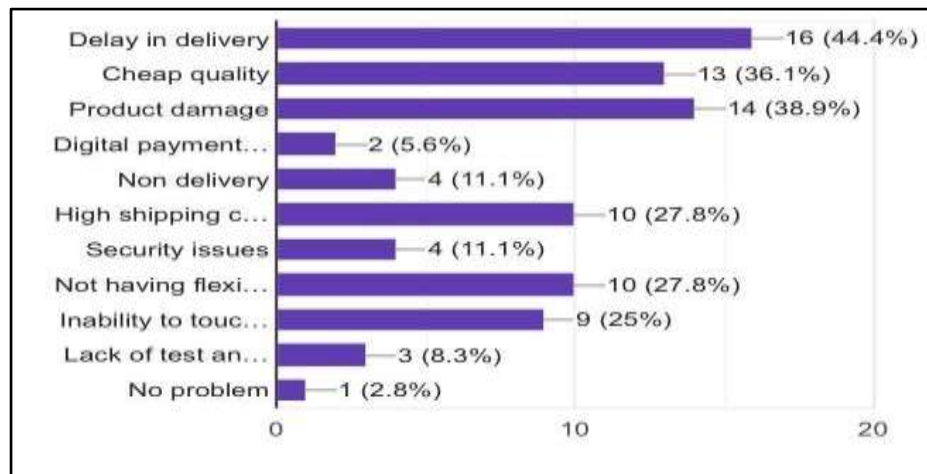
Type of problem	No.of respondents	percentage
Delay in delivery	16	44.4%
Cheap quality	13	36.1%
Product damage	14	38.9%
Digital payment failures	2	5.6%
Non delivery	4	11.1%
High shipping charge	10	27.8%
Security issues	4	11.1%
Not having flexible return policy	10	27.8%

Inability to touch the product	9	25%
Lack of test and trial service	3	8.3%
Others	1	2.8%

Source: primary data

Figure 10

Types of problems faced by customers



INTERPRETATION

44.4% of the respondents have faced the problem of delay in delivery services. Some of the respondents faced the issues like cheap quality of product (36.1%). The problem of product damage has been faced by 38.9% of respondents. Not having flexible return policy (27.8%) and high shipping (27.8%) costs are also another problems faced by them.

FINDINGS

- Few of the respondents have no online shopping experience because of internet illiteracy (14.3%).
- 35.7% of the respondents are conscious of the risk of identity theft in online shopping.
- 52% of respondents prefer online shopping over traditional shopping.
- Majority of the respondents collect information before purchasing cosmetics through online (52.1%)
- Privacy is the main motivating factor for the respondents to buy cosmetics online.
- 40% of the respondents use the site Flipkart for the purchase of cosmetics.
- The main problem faced by them is the delay in delivery (44.4%).

- Respondents suggested that you use quality products and better delivery services.

CONCLUSION

The Indian cosmetics Industry is expected to grow at a fast rate. What once used to be an industry only limited to physical stores is now taking over- ecommerce.

The research has been conducted under the title "A study on "Consumer behaviour towards the purchase of Cosmetics through online portals, with special reference to College students in Manjeri municipality". The data were collected directly from 50 college students in Manjeri Municipality through questionnaires.

This analysis shows that consumers are not fully satisfied with cosmetics purchased online. Marketers should take necessary steps to improve the online Marketing of Cosmetics.

References

Books:

- Business research methodology -Dr.K Venugopalan
- Quantitative techniques for business -L R Potti
- Marketing Management-Vinod
- Marketing Management-Philip kotler

Articles in Journals:

- 2022 beauty industry trends and cosmetics marketing: statistics and strategies for your e-commerce growth -Reilly Roberts(March 05 2022)
- A Study of Digital Shopping Behaviour of Women with Respect to Beauty and personal care Products.(31st December 2018)
- Augmented Reality's Effect on Online Cosmetics Consumer Purchasing Patterns: A Study on Virtual Artists at Sephora.-Dr Rashbaliyan Ashimajaswal

Website:

- www.google.com
- www.wikipedia.com
- <https://shodhganga.inflibnet.ac.i>
- www.ijrar.org
- www.researchgate.net

A STUDY ON THE FINANCIAL STATUS OF MANJERI CO-OPERATIVE URBAN BANK LTD

Amritha C- *camritha17@gmail.com*

Fida Naur KV- *fidanaur@gmail.com*

Hiba PV- *hibapv848@gmail.com*

Abstract

A co-operative may be defined as a business owned and controlled equally by the people who use its services. Co-operatives can act as an effective media for the socio-economic reconstruction of the country. This study is on the financial analysis of Manjeri co-operative urban Bank LTD. The objective of the study is a) To identify and measure the financial status of the urban Bank. b) To examine the growth in different aspects such as liquidity, profitability and long term solvency of the urban co-operative Bank. C) To suggest appropriate measure for improving the status of the urban Co-operative bank. The source of data were the published annual reports of Bank from 2016-2017 to 2020-2021. financial analysis has been done with tools such as financial ratio, comparative financial statements, common size statements etc. The study helps to understand the working capital position, per cent changes in profits deposits and loans. The study also analysed the capital base of the Bank.

Keyword: Co-operative bank, Financial Analysis, Liquidity

INTRODUCTION

A Co-operative form of life has been in existence since dawn. The co-operative movement which saw the light of the day in Europe had spread throughout the world. An organized type of co-operative movement dates back to around 18th century. In India, the origin of co-operation can be traced back to very ancient time. Co-operative banks are small financial institutions that offer lending facilities to small businesses in both Urban and non-Urban regions. These are monitored and regulated by the RBI and comes under the Banking regulation Act 1949 as well as the banking laws act, 1965. The urban co-operative banking sector is a major innovation in the co-operative sector.

SCOPE AND SIGNIFICANCE OF STUDY

Significance of performance evaluation in an organization for sustainable growth and development has been recognized since long. Financial analysis is done to select the information relevant to decision under consideration to the total information contained the financial statement.

STATEMENT OF THE PROBLEM

The study mainly aims to understand financial position and performance of Urban co-operative bank in Manjeri. No doubt that the financial statement contains a lot of accounting figures and data. The figured contained in the financial statement cannot speak themselves. Thus it becomes necessary to analyse financial statement in order to understand more about profitability and financial position of the bus

OBJECTIVES OF THE STUDY

- (1)To identify and measure the financial status of the Urban co-operative bank.
- (2)To examine the growth in different aspects such as liquidity, profitability and long term solvency of the Urban co-operative bank.
- (3)To suggest appropriate measures for improving the status of the Urban co-operative bank.

RESEARCH METHODOLOGY

Descriptive kind of research design was used for this study because this study required secondary data to analyse the comparative financial statement of the Urban co-operative bank. For the purpose of the study the financial statement of Urban co-operative bank were selected.

The study exclusively based on secondary data which were collected from the website of the respective bank and from other websites .The data is collected from book, journals, annual report and other published sources. The tools for analysis were liquidity ratio, solvency ratio, profitability ratio.

DATA ANALYSIS

The analysis mainly involves analysis of financial performance of the bank with the help of various financial analytical tools like financial ratios, comparative statement analysis and common size statement analysis etc.

RATIO ANALYSIS OF FINANCIAL PERFORMANCE

Financial ratio indicates the financial position of the bank. A company is deemed to be financially sound if it is in a position to carry on its business smoothly and meets its obligations, both short term as well as long term, without strain. It is a principle of finance that the short term requirements of funds and long term requirement should be met out of long term funds.

The financial ratio analysis is also one of the important methods of analyzing financial status of a business. The financial ratio can be used to measure a firm's liquidity, solvency, profitability and efficiency in utilizing its assets. The financial ratios calculated intend to show the broad trends and help towards the financial decision making.

FINANCIAL CLASSIFICATION OF RATIO

- **Liquidity ratio**
- **Solvency ratio**
- **Profitability ratio**

LIQUIDITY RATIOS

Liquidity refers to the firm's ability to pay its current liabilities out of its current assets. Liquidity ratio is used to measure the liquidity position or short term financial position of the firms. These ratios are useful to creditors and commercial bank that provide short term credit.

- **CURRENT RATIO**

Current ratio is defined as the current assets to current liabilities. It shows the relationship between current assets and total current liabilities. In short current ratio is measure of the ability

of firm to pay its current liabilities out of current assets. Current assets also called working capital ratio or banker's ratio. Generally current ratio 2:1 is considered satisfactory or ideal. It is calculated as follows:

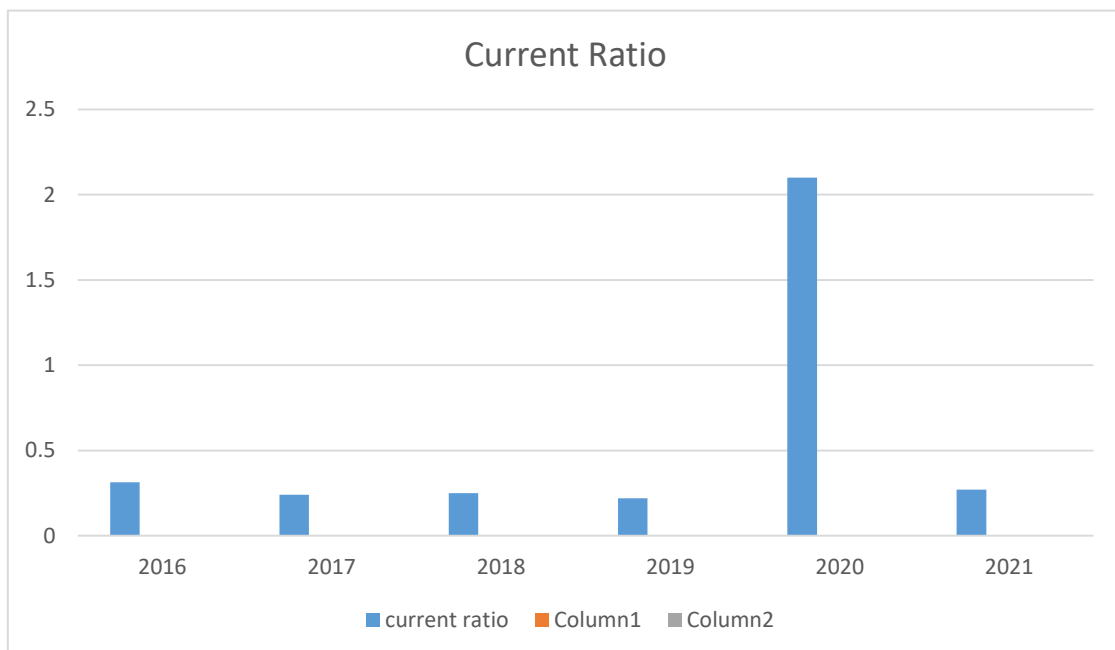
Current Ratio= Current assets /current liabilities

Table. 1
CURRENT RATIO

(Rs.Cr)

Year	Current assets	Current liabilities	Current ratio
2016	1104.93	3518.22	0.31
2017	1094.84	4469.57	0.24
2018	1213.25	4812.19	0.25
2019	1247.19	5656.52	0.22
2020	13536.87	6203.49	2.1

Source: Annual reports of Urban co-operative bank



INTERPRETATION

Current ratio represents improvements in the liquidity position of a firm. The rule of thumb of current ratio is 2:1. It implies that for every one rupee of current liabilities, 2 rupee of current assets are available to meet them. A firm with higher current ratio has better liquidity and short term solvency. From the table1 and Figure 1 shows last 6 years current ratio. The current ratios were 0.31, 0.24, 0.25, 0.22, 2.1 and 0.27 for the years 2016, 2017, 2018, 2019, 2020 and 2021 respectively. The higher ratio in last six years is 2.1 in 2020 and the other ratios are below ideal ratio were not satisfactory.

- **SOLVENCY RATIOS**

The term solvency refers to the ability of a firm to pay its outsiders liabilities. It may be short term solvency or long term solvency. The balance sheet discloses the long term financial position in the form of source and application of long term funds in the business.

DEBT EQUITY RATIO

This ratio indicates the relative proportion of debt and equity in financing the assets of a firm. It expresses the relationship between debt and equity. The standard debt equity ratio is 2:1.

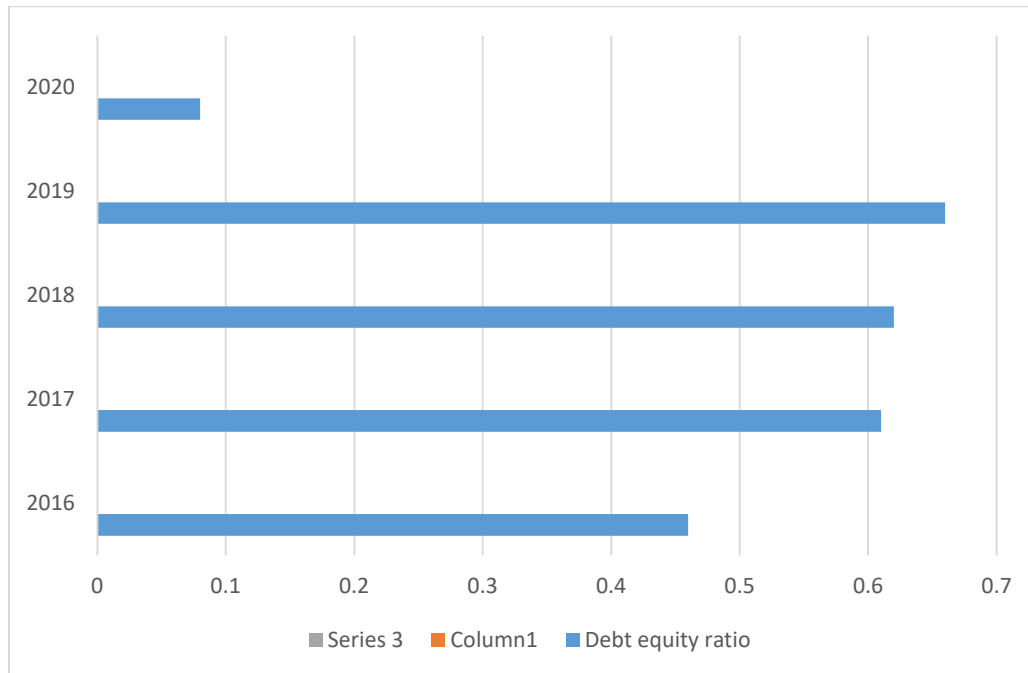
Debt equity ratio = Long term debt/ Owned fund

Table 2

Debt equity ratio

Year	Long term debt	Owned fund	Ratio
2016	3518.22	7598.30	0.46
2017	4469.57	7300.23	0.61
2018	4812.19	7751.68	0.62
2019	5656.52	8566.75	0.66
2020	6203.49	76814.80	0.08

Source: Annual report of Urban co-operative bank



INTERPRETATION

The table.2 shows that the debt equity ratios are 0.46, 0.61, 0.62, 0.66 and 0.08 for the years 2016, 2017, 2018, 2019 and 2020 respectively. The standard norms of debt equity ratio is 2:1. The debt equity ratios are not satisfactory. The low debt equity ratio indicates less risk attached to the bank.

PROPRIETARY RATIO

Proprietary ratio establishes the relationship between shareholders or proprietor's fund and total assets. This ratio shows how much funds have been contributed by the shareholders in the total assets of the firm. Proprietary ratio is also known as equity ratio or net worth ratio. Generally a ratio of 0.50:1 or above is considered as ideal ratio.

Proprietary ratio = shareholder's fund/ Total assets

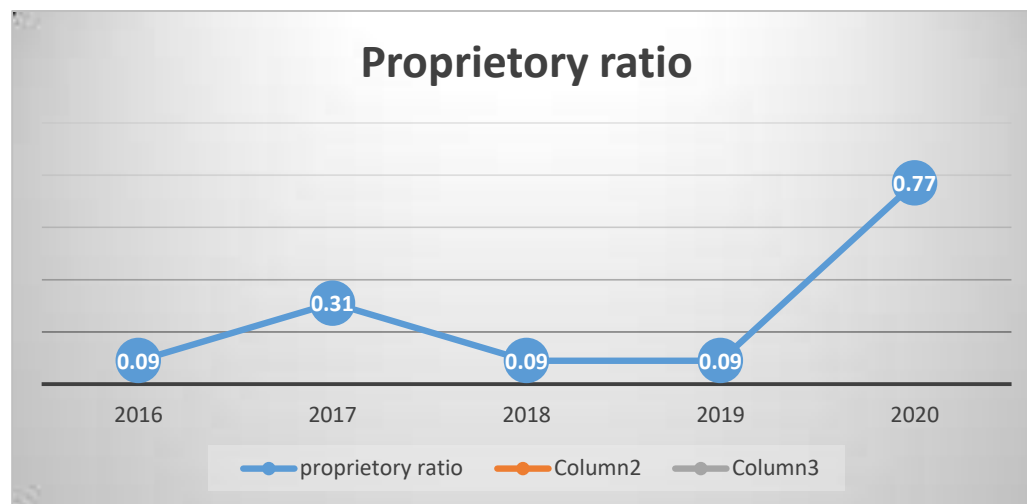
Table 3

Proprietary Ratio

(RS.Cr)

Year	Shareholder's fund	Total assts	Ratio
2016	7598.30	81281.40	0.09
2017	7300.23	23510.00	0.31
2018	7751.68	84225.21	0.09
2019	8566.75	94186.65	0.09
2020	76814.80	9961.64	0.77

Source: Annual report of Urban co-operative bank

**INTERPRETATION**

The Table.3 shows that the proprietary ratios are 0.09, 0.31, 0.09, 0.09 and 0.77 in the years 2016, 2017, 2018, 2019 and 2020 respectively. Generally proprietary ratio 0.5:1 or above is considered as ideal ratio. A higher proprietary ratio indicates that the firm is less dependent on creditors or its working capital. A high proprietary ratio indicates a sound financial position.

FIXED ASSETS TO NETWORTH RATIO

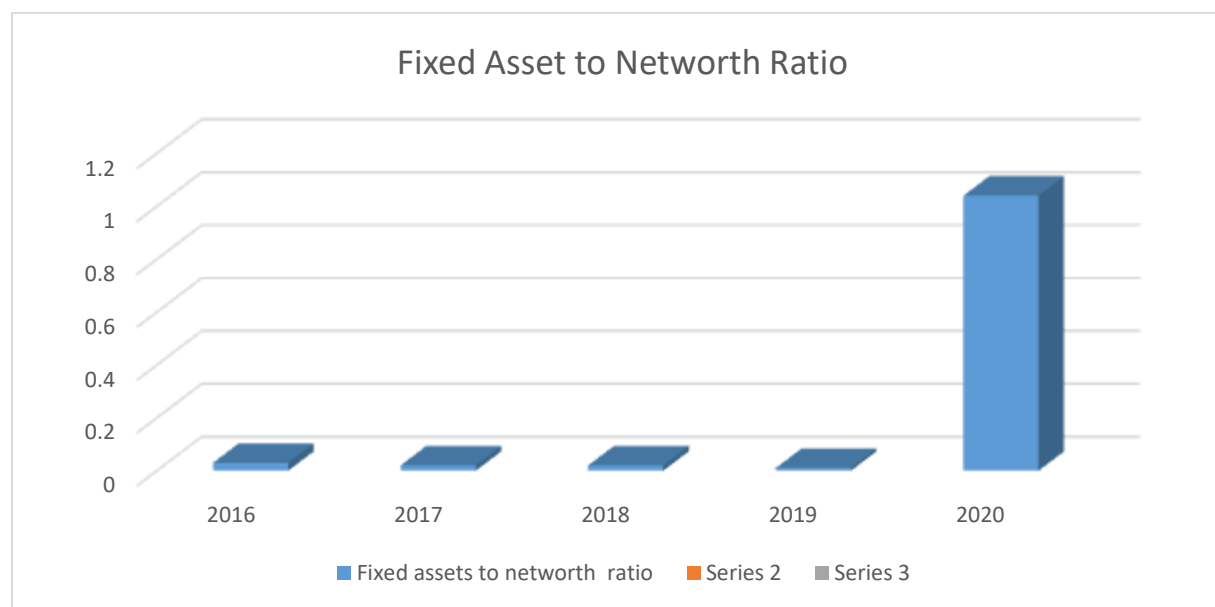
This ratio establishes the relationship between fixed assets and networth or proprietor's fund. For calculating this ratio the two components required are fixed assets and proprietors fund. This ratio indicates the extent to which shareholder's funds are invested in the fixed assets. Generally the fixed assets should be purchased out of shareholder's funds.

Fixed assets to Networth ratio = Fixed assets / Networth

Table 4

Fixed assets to Networth ratio

Year	Net fixed assets	Networth	Ratio
2016	236.63	7598.30	0.03
2017	185.36	7300.23	0.02
2018	178.67	7751.68	0.02
2019	112.24	8566.75	0.01
2020	80.09	76814.80	1.04



INTERPRETATION

The table.4 shows that Fixed assets to networth ratio are 0.03, 0.02, 0.02, 0.01, 1.04 in the years 2016, 2017, 2018, 2019 and 2020 respectively. The ideal ratio of fixed assets to networth is 0.50:1 or lower. Here the ratios of each year are less than 0.50. For eg: If the ratio is 0.75:1, it means that 75% of proprietors fund is invested in fixed assets and 25% is invested in working capital. If the ratio is more than 1, it means that outsider's funds have been used to acquire a part of fixed assets.

- **PROFITABILITY RATIO**

The ultimate aim of any enterprise is to earn maximum profit. Lord Keynes remarked, profit is the engine that drives a business enterprise. A firm should earn profit to survive and grow over a long periode of time.

RETURN ON INVESTMENT/ EQUITY (ROI)

The ratio of Return on investment measure the profitability from the shareholder's point of view. High ratio indicates better utilization of owner's funds and higher productivity. Managers, lenders, and creditors also watch this ratio because all the parties want to associate with the company that has high return on investment.

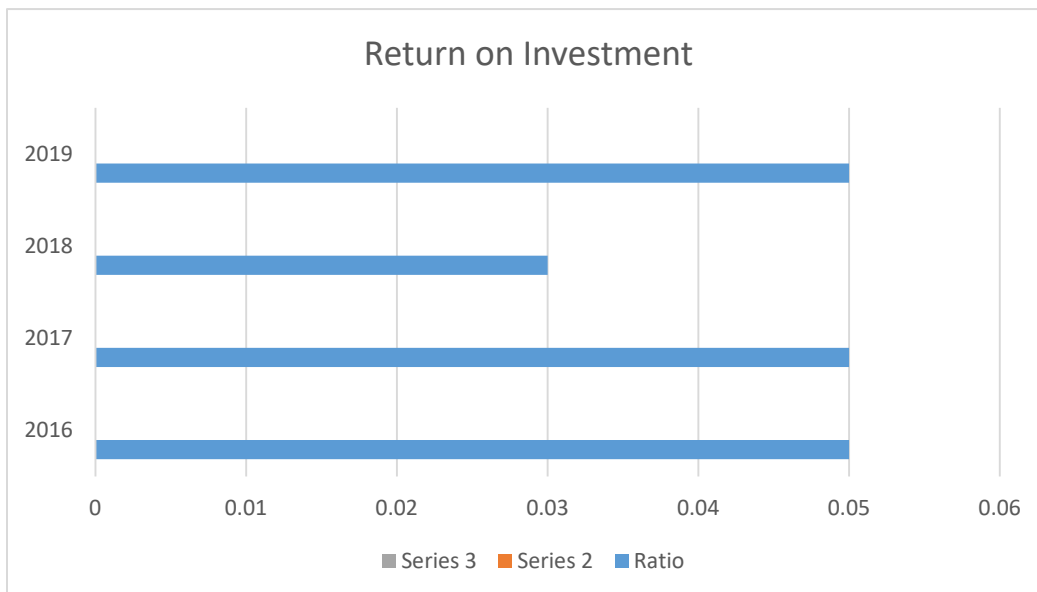
Return on investment = Net profit after tax / shareholder's fund

Table 5

Return on Investment /Equity

Year	Net profit after tax	Shareholder's fund	Ratio
2016	408.22	7598.30	0.05

2017	400.75	7300.23	0.05
2018	292.05	7751.68	0.03
2019	43.21	8566.75	0.05
2020	Net loss	76814.80	NIL



INTERPRETATION

The table 5 shows that Return on investment are 0.05, 0.05, 0.03 and 0.05 in the years 2016, 2017, 2018, 2019 and 2020 respectively. The return on investment shows it is lower when compared to the standard ratio.

FINDINGS

(1)The idle current ratio is 2:1. The ratio of last five years is less than one so the bank's liquidity position is showing a decreased trend.

(2)The proprietary ratio in 2016 was 0.09 and it increased to 0.77 in 2020. It indicates a strong financial position of the bank and greater security for creditors.

(3)The idle ratio of fixed asset to networth is 0.50:1 or lower. In 2016 it was 0.03 and it is increased to 1.04 in 2020 . It means that outsiders fund have been used to acquire a part of fixed assets.

(4)The return on investment of the bank in last five years shows lower. It indicates improper utilization of resources and over investment in assets.

CONCLUSION

After the analysis of financial performance of the Manjeri co-operative urban bank gave an idea about the stability and strength of the bank. The current ratio indicates a lower liquidity position and high proprietary ratio ensures more financial security for creditors.

REFERENCES

BOOKS

Gupta, Shashi K and Sharma RK, "Management Accounting Principles & Practices" Kalyani Publishers, Ludhiana New Delhi.

L.R Potty, "Business Research Methods", Yamuna. Revised edition 2017.

D.R Venu Gopalan, "Business Research Methods", excel publication, 2016.

L.R Potty, "Quantitative techniques", Yamuna Revised edition 2016.

A. Vinod: Accounting for Management Calicut university central co-operative store revised edition 2016.

WEB SITES

<http://shodhganga.inflibnet.ac.in:8080/jspui/simplehttp://cleartax.in/s/accounting-ratio>

www.wikipedia.com <https://www.mcubank.com> <https://corporatefinanceinstitute.com>

<https://www.clearias.com> <https://quickbooks.intuit.com/in/resources/accounting-taxes/comparative-financial-statements/>

<https://www.slideshare.net/mobile/mathvanam121/financial-performance-analysis-4710497>

REPORTS

Manjeri co-operative urban bank Ltd. Annual report 2015-2016

Manjeri co-operative urban bank Ltd. Annual report 2016-2017

Manjeri co-operative urban bank Ltd. Annual report 2017-2018

Manjeri co-operative urban bank Ltd. Annual report 2018-2019

Manjeri co-operative urban bank Ltd. Annual report 2019-2020

BRAND LOYALTY AND CUSTOMER PREFERENCE TOWARDS MILMA PRODUCTS- A study with special reference to Manjeri municipality”

Nihala Shahanas P

Mcom student

KAHM Unity Women's College, Manjeri

Abstract

India is predominantly an agrarian society with more than 75 percentage of population living in villages depends upon agricultural husbandry and allied activities for their livelihood. Nowadays there is a high-level competition between different brands of milk products. Brand loyalty and customer preference are the two important factors which influences buying decision. There are several customers who are loyal to a single brand. The brand Milma is very popular among Keralites because of their quality and taste. This study is conducted with the objective of checking the consumer loyalty and preference towards Milma products and also to know the acceptability of Milma products among the consumers. For the study 50 samples were selected by convenience sampling method and data were collected through a structured questionnaire. The tool of analysis used for the study is percentages. The study result found that the quality, availability and reliability are the important aspects which motivate the consumer to buy Milma products. The customers are satisfied with all the products offered by Milma

Keywords: Milma, Consumer loyalty .

INTRODUCTION

India is predominantly an agrarian society with more than 75% population living villages depends upon agricultural husbandry and allied activities for their livelihood. Milk is an essential commodity. Now a days there is a neck-to-neck competition between different brands of milk products. Each brand has its own significance and is available with some difference in price, quality and fat content compared to competing brands. Brand loyalty and customer preference are two important factors which influence determination of a product. There are several customers who are loyal to a single brand. It is mainly because of the trust the customer paid into it.

The brand MILMA stands for milk and a whole variety of milk products which enjoys the confidence of every Keralites for their unmatched quality and taste. It is a cooperative form of organisation engaged in procurement, processing and marketing of milk and dairy products. It is a well-known brand of milk and dairy products to everyone in Kerala and enjoys some monopoly status in state..

OBJECTIVES OF THE STUDY

- To have a check on consumer brand loyalty and customer preference towards Milma products.
- To find the acceptability of Milma product in accordance with other dairy products.

REVIEW OF LITERATURE

Rakesh (1997), has found that the share of consumer expenditure on milk is increasing in both urban and rural areas, while that on cereal is decreasing. All this reflects on the increasing consumption of milk which would gain further momentum in years to come .

Anand (1979), analysed consumer's opinion for milk and dairy products of milk plant, Ambala (Haryana) on the basis of data collected by personally interviewing consumers. It was found that consumers satisfied with package and distribution of milk products.

Anandakumar (2014), studied the factors affecting consumers buying behaviour, while buying the dairy products , the variables include packaging, cost, availability, ingredients, product popularity, product quality, taste, etc. that influence the choice of a brand of milk and milk products.

Prabhakaran (1978), studied the consumer preference for milk and milk products in Madras city. He found that quality, taste, flavor were the important factors for preferring organised sector products. It was also observed that the preference of a package size is positively related to the income of family.

Baldingor and Robinson (1996) , customer loyalty can be ensured only when a customer both purchases or uses continuously the same product and recommends it to others as well.

Diller (2000) , customer satisfaction and loyalty are related. Customers are loyal to the company only if they are satisfied with the product and service. Customer loyalty and brand loyalty are interrelated , implying the strength for a particular product or service.

ANALYSIS AND INTERPRETATION

CATEGORY OF DAIRY BRAND

Table 1

Dairy brands	No.of respondents	Percentage
Milma	43	86
Amul	5	10
Elanad dairy	2	4
Mother dairy	0	0
Total	50	100

INTERPRETATION

The above table depicts that about 86% of respondents are using Milma category of dairy brand. Milma dominated respondents can be seen. 10% of respondents are using Amul brand and 4% of respondents are using Elanad dairy . Respondents are not the users of brand Mother dairy.

FACTORS INFLUENCING PURCHASE DECISION

Table 2

Factors	No.of respondents	Percentage
Price	8	16
Brand	10	20
Quality	35	70
Quantity	3	6
Other	2	4
Total	50	100

INTERPRETATION

The above table shows that out of 50 respondents 70% are influenced by quality for their purchase decision, 20% are influenced by brand , 16% of are influenced by price, 6% are influenced by quantity and 4% are influenced by some other factors.

FAVOURITE BRAND MILMA

Table 3

Favorite	No.of respondents	Percentage
Yes	41	82
No	9	18
Total	50	100

INTERPRETATION

The above table depicts that 82% of respondents favourite dairy brand is Milma, and for the remaining 18% of respondents some other brands

SOURCE OF INFORMATION

Table 4

Source	No.of respondents	Percentage
Advertisement	16	32
Own experience	25	50
Friends/Relatives	6	12
Other	3	6
Total	50	100

INTERPRETATION

The above table shows that 50% of respondents getting information from own experience , 32% respondents getting information from advertisements , 12% of respondents getting information from friends/ relatives and 6% getting information from some other sources.

USAGE OF MILMA

Table 5

Usage	No.of respondents	Percentage
Daily	15	30
Weekly	22	44
Monthly	5	10
Rarely	7	14
Never	1	2
Total	50	100

INTERPRETATION

The above table shows, 44% of respondents are using Milma products weekly, 30% respondents are daily users , 14% of respondents are using rarely, 10% respondents are using monthly and 2% of respondents are never using Milma products

PERCEPTION ABOUT MILMA PRODUCTS

Table 6

Perception level	No.of respondents	Percentage
Excellent	8	16
Very good	26	52
Good	14	28
Average	2	4
Bad	0	0
Very bad	0	0
Total	50	100

INTERPRETATION

It is observed that , 52% Of respondents have perception about Milma products is very good. 28% of respondents have a perception of good, 16% of respondent's perception is excellent, 4% have average perception and there is no bad feeling about Milma products from respondents.

BEST THING OF MILMA PRODUCTS

Table 7

Best thing	No.of respondents	Percentage
Price	3	6
Quality	27	54
Quantity	3	6
Taste	4	8
All of above	13	26
Total	50	100

INTERPRETATION

From the above table it is clearly observed that 54% of respondents agree that its quality is the best, 26% of respondents considers the factors ,price , quality, quantity, taste all are best thing in Milma products, 8% of respondents said taste is best thing and 6% of respondents mentioned its price and quantity both are the best thing.

FAVOURITE PRODUCT IN MILMA

Table 8

Product	No.of respondents	Percentage
Milk	23	46
Milk Peda	18	36
Ghee/Butter	3	6
Curd	11	11
Cheese	4	4
Ice cream	10	20
Total	50	100

INTERPRETATION

The table shows that 46% of respondents' favourite Milma product is milk. 36% of respondents like Milk Peda , 20% respondents favourite product is ice cream , 11% respondents like curd, 6% of respondents like ghee/butter and 4% respondents favourite product is cheese. The options are given to respondents by checkboxes, so the respondents can choose one or more options or all of the options as per their likes.

SATISFACTION

Table 9

Satisfaction	No.of respondents	Percentage
Yes	46	92
No	4	8
Total	50	100

4 INTERPRETATION

We can see that 92% of respondents are satisfied with Milma products, ie, only 8% of respondents are not satisfied with Milma products.

FINDINGS

- Among all other brands of dairy products, Milma is more popular (82%) , Amul has second preference (10%)
- Quality of Milma products is the important factor which influence the purchasing decision of consumers. (70%)
- Most of the respondents favourite brand is Milma . (82%)
- Most of the consumers get information about Milma from their own experience. (50%)
- 44% of Consumers use Milma products on weekly basis.
- 50% of respondents perception about Milma products are very good.
- Milk is the most favourite Milma product of the respondents (46%) and second favourite product is Milk peda (36%).
- 92% of consumers are satisfied with Milma products.
- For 48% respondents the quality of Milma products is very good.
- The visit status of respondents in Milma co.operative society is less (42%).
- 62% of respondents are depending upon local store for purchasing Milma products.
- Consumers switch Milma products frequently (42%) and rarely (36%).
- Most of the respondents opined that, they are highly satisfied on the availability of Milma products.
- Most of the respondents' opinion is that Milma products are worthy and can be recommended (78%).
- Most of the consumers are satisfied with all the aspects of Milma and the dissatisfaction level is very low.

CONCLUSION

In this research the researcher surveys brand loyalty and customer preference towards Milma products , which were consumed by people of different age groups of Manjeri municipality.

There are different brands of dairy products are available in the Manjeri municipality. But amongst all, Milma is having good reputation and brand images for its factors like health conscious, quality, availability etc

Milma is the first product and inevitable organisation , which created a revolution in procurement , processing , marketing and distribution of pure milk in the state. The name is familiar in each and every house in Kerala. They brand loyalty in Milma products.

From the study it was found that the quality, availability and reliability are the important aspects which motivate the consumer to buy milma products. Most of the respondents are not much aware about the newly launched products of Milma

REFERENCES

➤ BOOKS

- Business research methods by Dr. K Venugopalan
- Quantitative techniques by P C Tulsian
- Basic numerical skill by L R Potti

➤ WEBSITES

- www.researchgate.com
- www.google.com
- www.milma.com
- www.wikipedia.com
- <https://www.mrcmpu.com/products.php>



30 Years of Excellence in
Women's Higher Education



Published by

Ms. Fathima Shajitha TK; M.Com, M.Phil

Associate Professor, PG Department of Commerce,
Korambayil Ahamed Haji Memorial Unity Women's College,
Manjeri, Narukara (PO), Malappuram (DT), PIN 676122, Kerala, India.
Printed at: Right Click, Manjeri, Malappuram Dist., Kerala, India.

ISBN : 978-93-5737-181-0



MRP ₹ : 500/-