

DYNAMIC PERSPECTIVES IN COMMERCE

EDITED BY

Mrs. SANDHYA.PT

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Foreword

Commerce plays a crucial role in shaping our society and economy. This book, "Dynamic Perspectives in Commerce," edited by Ms. Sandhya P.T, brings together important ideas and research from the field of commerce. It aims to help students, teachers, and business professionals understand and navigate the ever-changing world of commerce.

I am pleased to introduce this book and appreciate Ms. Sandhya P.T and all the contributors. Their dedication and effort in putting together this book are commendable. I believe this book will be a valuable resource for anyone interested in commerce.

Mr. T.T Abdul Razak
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Preface

Commerce has always been a vital part of human interaction and development. "Dynamic Perspectives in Commerce" seeks to provide a clear and simple understanding of various aspects of commerce today. This book is the result of combined efforts by students and teachers in our department.

We have included studies and research on finance, marketing, human resources, and other important areas. Our goal is to present ideas and findings that are both useful and easy to understand for everyone, from students to business practitioners.

I would like to thank Prof. Dr. Muhammed Basheer Ummathur, our principal, for his support and guidance. Special thanks to Mr. T.T. Abdul Razak for his encouragement throughout this project. I am also grateful to all my colleagues in the PG Department of Commerce for their help and suggestions.

Finally, I thank all the contributors whose research and work have made this book possible. I hope "Dynamic Perspectives in Commerce" will be a helpful resource for all its readers.

-The Editor

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1

Investment Behaviour of Gulf Migrants**Ms. Shilpa P.K**

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Abstract

Migration is a widespread global occurrence, seen in every nation, as individuals relocate in search of better job opportunities and income. This phenomenon occurs both domestically and internationally, with the latter involving movements across borders. International labor migration significantly shapes the socio-economic landscape of origin countries, particularly through the flow of foreign remittances. Migration to Gulf countries has varied effects, as migrants often invest their savings in business rather than agriculture. The prevalent choice of less risky investments, such as fixed deposits and mutual funds, among Gulf migrants contributes to a potential brain drain, impacting the sending country's human resources. The considerable return of migrants from Gulf nations brings about financial and internal challenges for the country.

Keywords: Migration, Investment Behavior**Introduction**

Investing, an economic pursuit, captivates individuals across diverse backgrounds. With various meanings in economics, it involves accumulating assets with the anticipation of future returns. Investments represent funds deployed with the expectation of profitability, intertwining with individuals' savings strategies to achieve financial goals. The approach to investment is further influenced by an individual's attitude towards risk and return.

In the context of India's high saving phase, a notable factor is the influence of foreign private inward remittances, sent by emigrants to their families. These remittances play a vital role in

bolstering the country's foreign exchange reserves and contribute significantly to both the balance of payments and domestic household income. The long-term impact on the economy hinges on how emigrants utilize these remittances, especially concerning productive investments. Understanding the investment behavior of emigrants is crucial for assessing the growth potential, with particular attention to states like Kerala, known for a substantial emigrant population to Gulf countries.

Significance of the Study

This study addresses issues related to the utilization of remittances from Gulf migrants, emphasizing the positive impact when these funds are invested in productive avenues. Given concerns about remittances being directed towards conspicuous consumption and lavish housing, the research delves into the investment and consumption patterns of Gulf migrants. The analysis aims to reveal migrants' awareness of diverse investment opportunities, their preferences, and attitudes toward financial, physical, and commercial investments. The study also explores consumption patterns, including expenditures on housing, food, amenities, health, and education in Gulf migrant households. Additionally, it examines motivational factors prompting migration to Gulf countries, particularly noteworthy given that a significant proportion of migrants from Kerala are bound for the Gulf.

Statement of the Problem

Demographic shifts, reduced agricultural employment, slow industrial growth, and high education rates with increased unemployment have led many Keralites to migrate to Gulf countries for work. Gulf migration has positively impacted development in areas like housing, transportation, town planning, education, and infrastructure. However, the housing sector faces significant challenges due to short-term job contracts, resulting in many migrants returning home. The lack of citizenship opportunities and various reasons for job termination contribute to return migration. Unfortunately, the assistance provided by governmental and institutional agencies for the rehabilitation of these return migrants is often inadequate. Some return migrants struggle to manage maintenance costs after investing in housing, leading to selling at lower prices. To ensure stable economic conditions for return migrants, the study aims to explore their investment behavior and encourage productive use of remittances.

Objectives of the Study

1. To identify the volume of remittances from abroad to India, especially to the Malappuram District
2. To understand the motivational factors of Gulf migration.
3. To assess the income of emigrants and their consumption patterns.
4. To analyses the investment behavior of the emigrants with respect to the composition of various assets.

Research Methodology

The study is both analytical and descriptive in nature based on primary and secondary data. The migrants of Eranad Taluk, Malappuram district form the population of the study. Simple random sampling method was used for selecting sample from the target population for this survey. A sample size of 100 migrants from Eranad Taluk has been taken into consideration 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

Dr. Aparna Samudra and Dr. M. A. Burghate (2012) in their article “A Study on Investment Behavior of Middle-Class Households in Nagpur” identify that whether there has been any increase in their savings and the reasons for the same. It is not only the income of the household that has an immediate bearing on the investment Please purchase PDF Split-Merge on www.verypdf.com to remove this watermark. 49 preferences but also the age group to which the head of the household belongs that influences the choice of investment avenues. Data was collected from 300 households. Thus, bank deposits remain the most popular instrument of investment followed by insurance where post office savings deposits are the third preferred investment option. Thus, from the study, it was found that most of the investors invest in bank Deposits.

Dr. Shamira Malekar, Brahmabhatta and P.S. Raghu Kumari (2012) in their article entitled “A study of investor behavior on investment avenues in Mumbai Fenil” stated that investor ‘s perception will provide a way to accurately measure how the investors think about the products

and services provided by the company. The main objective of the study is to find out the need of the current and future investors and to study on investor behaviour. 100 investors were taken for the study. Most are making conservative decisions that reflect a survival mode in the business operation. During these difficult times, understanding what investors on an ongoing basis is critical for survival. Therefore, the study is identified that people like to invest in stock market as compared to any other markets, even if they face huge losses.

Sanjay Kanti Das (2012) in his article entitled “Middle Class Household’s Investment Behavior: An Empirical Analysis” the study reveals to know whether there has been any increase in their savings & if so, the reasons for the same. The present study is based on primary sources of data which are collected by distribution of a close ended questionnaire to 180 respondents out of which 150 respondents have replied and the data has been analyzed using simple statistical tools and to access the significance/ association between dependent variables. It is also observed that most of the respondents show their keen interest towards the insurance products so as to get tax benefits, life protection and average profitable investment avenues. Further, it is observed that the level of income also influences the investment decisions. Higher income group shows relatively high preference towards investment in share market conversely lower and average income group shows keen preference towards insurance and banks as the most preferred investment avenues.

Data Analysis and Interpretation

1. Monthly Income

Table 1: Monthly Income

Income Level	No of Respondents	Percentage
Below 50,000	48	48
50,000-1,00,000	20	20
1,00,000-1,50,000	18	18
1,50,000-2,00,000	8	8
2,00,000-2,50,000	6	6
Total	100	100

Source: Primary data

The above table shows that most of the respondents come under the category of their income below Rs.50000 (48%). 20% of the respondents gets income between Rs.50000 and 100000 in a month. 12 respondents get more than Rs.150000 as monthly income.

2. Percentage of Income Used to Meet Expenses

Table 4.12 Percentage of Income used to Meet Expenses

Expenses	Number of Respondents					Total
	Less than 10 %	10 % to 20 %	20 % to 30 %	30 % to 40 %	Above 40%	
Household expenses	4	11	10	9	66	100
Education expenses	8	20	12	50	10	100
Saving	6	4	17	15	58	100
Debt payment	20	17	16	17	30	100
Construction of house	10	30	10	15	35	100
Health expenses	2	45	35	5	13	100

Source: Primary data

The table 2 shows the percentage of income utilized by the respondents for meeting their day-to-day expenses. Most of the respondents (66) utilize above 40% of their income for meeting household expenses. 50 respondents utilize their 30 to 40% of income for meeting educational expenses. Majority of the respondents (58) save above 40% of their income. 30 respondents utilize above 40% of their income for paying debt. 35 respondents utilize above 40% of their income for constructing new house. 45 respondents utilize 10-20% of their income for meeting health need.

3. Factors Influencing Migration

Table 3: Factors Influencing Migration

Factors	Rank						Total
	1	2	3	4	5	6	
Lack of agricultural land	0	30	12	23	17	18	100
Lack of jobs	88	8	2	2	0	0	100
Poor economic condition	2	17	35	23	20	3	100
To clear debt	10	17	10	20	21	22	100
Status symbol	0	18	13	20	22	27	100
Others	0	10	28	12	20	30	100

Source: Primary data

Table 1(a): Weighted Ranking of Factors

Factors	Rank						Total
	1*6	2*5	3*4	4*3	5*2	6*1	
Lack of agricultural land	0	150	48	69	34	18	319
Lack of jobs	528	40	8	6	0	0	582
Poor economic condition	12	85	140	69	40	3	349
To clear debt	60	85	40	60	42	22	309
Status symbol	0	90	52	60	44	27	273
Others	0	50	112	36	40	30	268

The data distribution states that the most influencing factor of migration is lack of jobs. Poor economic condition, lack of agricultural land and clearing debts are ranked in second, third and fourth position. The least important factors are status symbol and other factors like lack of getting desired job.

4. Savings Utilized for Investment

Table 4: Proportion of Savings Utilized for Investment

Proportion	No of Respondents	Percentage
Less than 20 %	40	40
20 % - 40 %	35	35
40 % - 60 %	12	12
60 % - 80 %	8	8
80 % - 100%	5	5
Total	100	100

Source: Primary data

From the table it is clear that 40% of respondents invest less than 20% of their savings. 35% respondents invest 20-40% of their savings. Only 5 respondents transform 80-100% of their savings into investment.

5. Investment Avenues

Table 5: Investment Avenues

Investment Avenues	No of Respondents	Percentage
Agriculture	3	3
Business enterprises	52	52

Physical assets	5	5
Financial assets	30	30
Others	10	10
Total	100	100

Source: Primary data

The table 5 indicates that majority of the respondents are invested their savings in business enterprises (52%) and least of them in agriculture (3%). 30% of the respondents prefers financial assets for investment

6. Objectives of Investment

Table 6: Objectives of Investment

Objectives	No of Respondents	Percentage
Tax benefit	3	3
Regular income	42	42
Capital gains	8	8
Speculation	4	4
Future benefits	30	30
Others	13	13
Total	100	100

Source: Primary data

From the data it is clear that the main objective of making investment is for earning regular income (42%) and for future benefits (30%). Least of them (3%) make investment for getting tax benefits.

Findings

- Most of the respondents come under the category of their income below Rs.50,000.
- The most influencing factor for migration is lack of jobs in their state.
- Most of the respondents utilize above 40% of their income for meeting household expenses.
- Half of the respondents utilize their 30 to 40% of income for meeting educational expenses.
- Majority of the respondents save above 40% of their income.
- 40% of respondents invest less than 20% of their savings
- Majority of the respondents are investing their savings in business enterprises and least of them in agriculture.
- The main objective of making investment is for earning regular income and for future benefits.

Suggestions

- Emigrants should prioritize contemporary investment options over conventional ones.
- Residents of Eranad Taluk allocating significant funds to new home construction should diversify investments for regular income.
- Authorities should establish policies guiding Gulf migrants' remittances toward productive investments.
- The State Government and its agencies should initiate a village-level investment awareness campaign to foster an investment culture in both urban and rural areas.

Conclusion

India holds a prominent position among labor-exporting nations, particularly in remittance inflows. Kerala receives a significant portion of these remittances, playing a crucial role in the state's domestic production. The primary driver for Gulf migration is the aspiration for higher earnings, followed by a desire for an elevated standard of living. Respondents highlight better job opportunities in destination countries as the major attraction for Gulf migration.

In Eranad Taluk, households utilize remittances for various purposes, including daily expenses, home construction, and investments. Most respondents consistently invest their savings in

different assets, primarily aiming for capital gains. Opinions on investment vary among respondents, with the majority favoring investments in business enterprises and fewer opting for agriculture. The study underscores that the primary objectives of investment are regular income and future benefits, while tax benefits are of lesser concern.

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2 Impact of Implementation of GST Among Retailers with Special Reference to Malappuram District

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Abstract

This study investigates the impact of the Goods and Services Tax (GST) implementation on retailers in the Malappuram district of Kerala, India. Introduced on July 1, 2017, GST amalgamates multiple central and state taxes into a single, unified tax structure, aimed at reducing the cascading effect of taxes and creating a common national market. The research focuses on retailers' knowledge of GST, their opinions on its implementation, and its overall impact on their operations. A descriptive research design was adopted, utilizing questionnaires to collect primary data from 60 retailers in Nilambur taluk. Findings reveal mixed responses, with 60% of retailers facing issues with GST procedures and a majority acknowledging increased production costs. Despite these challenges, 65% of respondents preferred GST over the previous VAT system. The study also highlights the need for enhanced awareness programs and suggests that daily-use items should be taxed at lower rates. Overall, while GST simplifies the tax system, it presents both benefits and challenges for retailers, particularly in sectors like grocery stores, textiles, hotels, and medical shops.

Keywords

Goods and Services Tax (GST), Retailers, Indirect tax reform, Tax impact, Retail sector, Tax awareness

Introduction

The Goods and Services Tax (GST) in India, implemented from July 1, 2017, is a significant step in indirect tax reforms. It replaces multiple central and state taxes, such as VAT, service tax, excise duty, creating a unified national market. GST is applicable nationwide and levied on the supply of

goods and services with five tax slabs: 0%, 5%, 12%, 18%, and 28%. Retailers pay GST on both the product and added margin, with the ability to offset the tax already paid. It's a successor to VAT, operating as a comprehensive, multistage, and destination-based tax, collected at each stage of production but refunded to all parties except the final consumer. The dual GST model involves CGST and SGST for intra-state transactions and IGST for inter-state and imported goods, simplifying the previous tax structure by subsuming various levies.

Statement of The Problem

The introduction of the Goods and Services Tax (GST) would be a significant step in the field of indirect tax reforms in India. By amalgamating a large number of central and state taxes into a single tax, it would mitigate cascading or double taxation and pave the way for a common national market. From the consumer's point of view, the most significant advantage would be a reduction in the overall tax burden on goods, currently estimated to be around 25%-30%. The introduction of GST would also enhance the competitiveness of Indian products in both the domestic and international markets. Retail refers to the activity of reselling, where a retailer, any person, or organization sells goods or services directly to consumers or end-users. Some retailers may sell to business customers, and such sales are termed non-retail activity. In some jurisdictions or regions, legal definitions of retail specify that at least 80% of sales activity must be to end-users. Hence, the present study focuses on areas such as grocery stores, textiles, hotels, medical shops, etc., and also concentrates on retailers' knowledge about GST, the impact of GST implementation among retailers, and retailers' opinions on the GST implementation.

Objectives of the study

1. To identify the knowledge of retailers about GST.
2. To study the opinion of retailers about the GST implementation.
3. To understand the impact of implementation of GST among retailers.

Hypothesis

H₀: there is no significant difference between the educational status and awareness level of retailers about GST.

Research Methodology

The research design outlines a plan for investigating the impact of Goods and Services Tax (GST) among retailers in Malappuram district, Kerala, India. This study adopts a descriptive research approach, aiming to gather fact-finding information through questionnaires. The sample design employs a convenience sampling technique to select 60 retailers in Malappuram district, given the large population of retailers. Primary data, collected directly from retailers in Nilambur taluk using questionnaires, and secondary data from sources like the internet, newspapers, and magazines, constitute the sources of data. The analysis utilizes statistical tools such as the simple percentage method, weighted average method, charts, diagrams, tables, and ANOVA test for comprehensive interpretation. However, the study has limitations due to the sampling method, potential sampling errors, a limited sample size, possible respondent bias, and a focus limited to Malappuram district, which may affect the representation of the broader target population.

Literature Review

1. Dr. Jamil Ahamad (2021) predicted the advantages of enforcing the GST are that it'd decrease the cascading impact of taxes, i.e., it'll get rid of the tax on tax. It became additionally predicted to stimulate the call for merchandise and the removal of some oblique taxes along with VAT, CST, Service tax, CAD, SAD, and Excise, amongst others, which might assist to enhance the Indian financial system within the lengthy term.

2. Satya Bhushan (2020) said in his analysis that GST began in India by traveling a great distance. The majority of nations in the world now operate under this framework. To free India from several taxes and rate systems, a new one-country tax system was once again required. GST will significantly aid in the establishment of general national markets and assist in reducing economic misunderstanding brought on by the complicated tax structure. All economic sectors, including business, government agencies, and the services sector, are anticipated to benefit from it.

Data Analysis and Interpretation

Table.1 Sources of getting knowledge about GST

Source of Information	No. of Respondents	Percentage
Through trade unions	2	3
Professionals	10	14
Friend & relative	29	41
Mass media	27	38
Online sources	3	4
Total	70	100

The table illustrates the distribution of knowledge sources about GST among 70 respondents. The majority, constituting 41%, acquire information from friends and family, while 38% rely on mass media. Additionally, 14% obtain knowledge from professionals, and a smaller percentage, 3%, access information through trade unions.

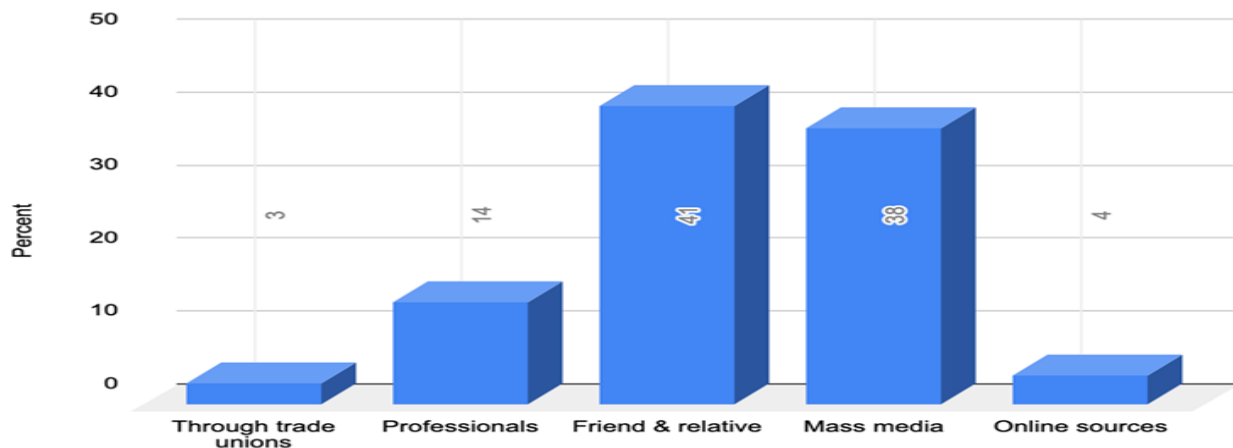


Table.2 Opinion about implementation of GST

Options	No. of respondents	percentage
Excellent	12	17
Good	18	26
Moderate	25	36
Bad	10	14
Very bad	5	7
<i>Total</i>	<i>70</i>	<i>100</i>

The table and graph above show that 36% of the respondents, the highest percentage, are neutral about the implementation of GST. Only 17% of the respondents agree that the new taxation system is excellent.

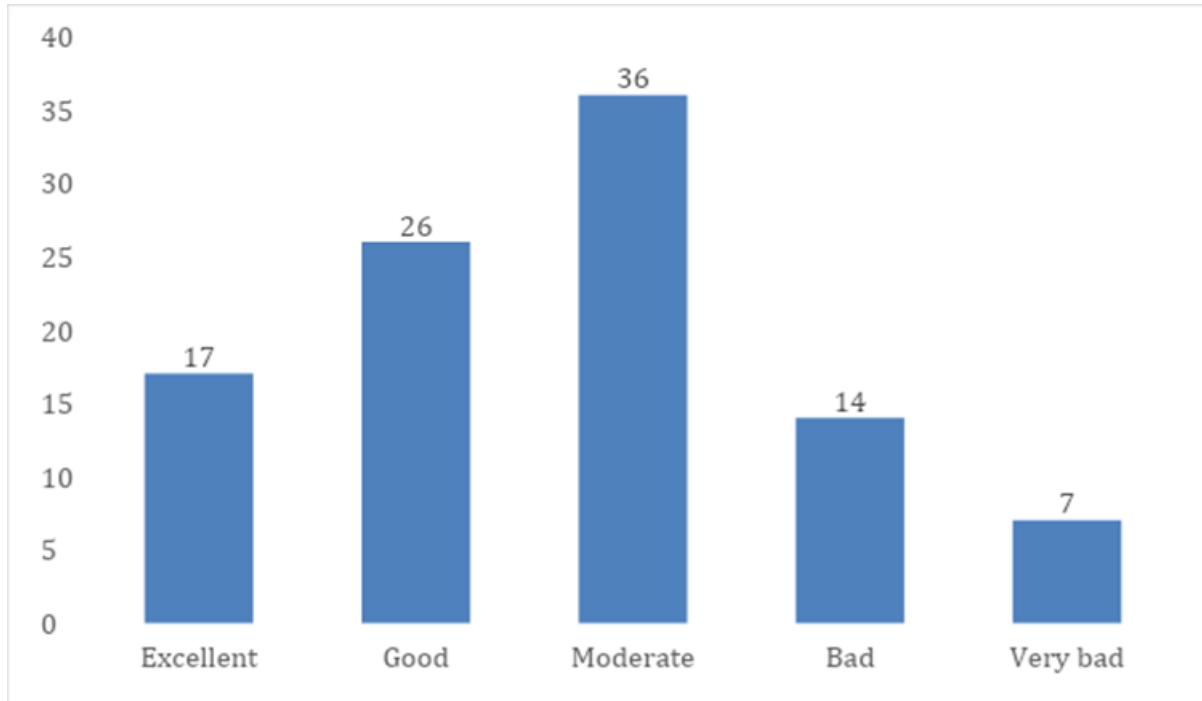


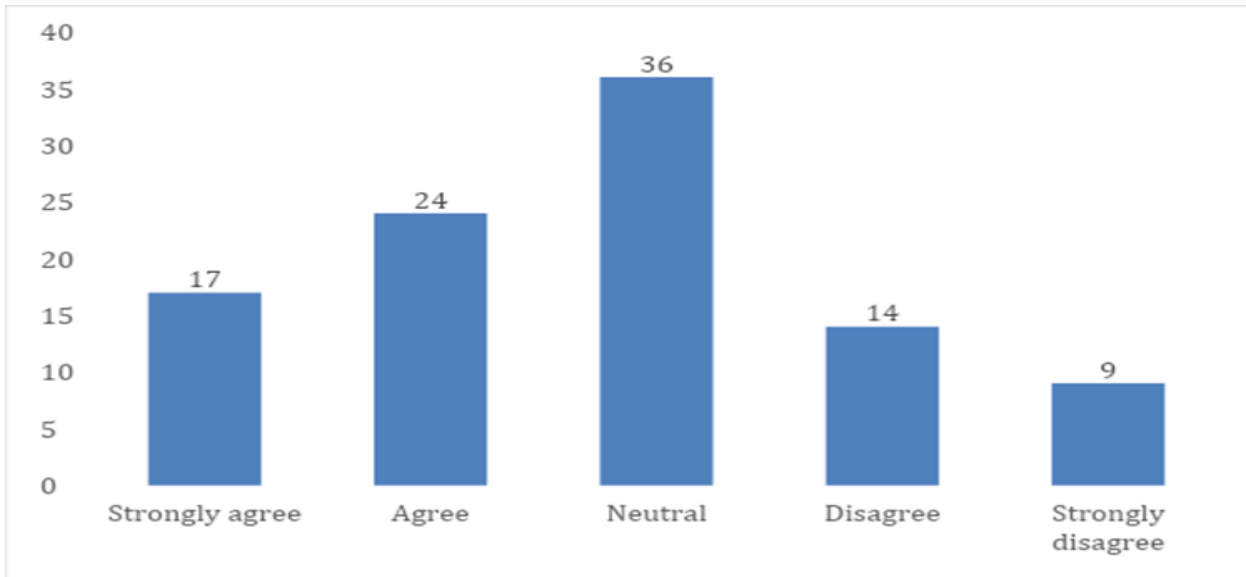
Table.3 GST and Its impact on economy

Category	No of respondents	percentage
A) GST is helpful for overall development of nation		
Strongly agree	12	17
Agree	17	24
Neutral	25	36
Disagree	10	14
Strongly disagree	6	9
Total	70	100
b) GST is essential to state economy		

Strongly agree	13	19
Agree	14	20
Neutral	24	34
Disagree	11	16
Strongly disagree	8	11
Total	70	100

c) GST is reduced the overall tax burden		
Strongly agree	15	21
Agree	19	27
Neutral	24	34
Disagree	8	12
Strongly disagree	4	6
Total	70	100
D) GST decreases the cost of collection of tax revenues of the govt:		
Strongly agree	14	20
Agree	25	36
Neutral	22	31
Disagree	9	13
Strongly disagree	0	0
Total	70	100

The above table and graph show that 36 % (highest percentage of the respondents) are neutral to the point that GST helps in the development of the nation. Only 17 percent strongly agree to the point.



Testing Of Hypothesis

ANOVA test table

Educational qualification and awareness level

	Sum of squares	df	Mean Square	F	Sig.
Between group	52.423	12	4.369	16.679	.000
within group	12.310	47	.262		
total	64.733	59			

calculated value= .000 significance level=0.05

Here the calculated value is less than the significant level. so, we reject the null hypothesis and accept the alternative hypothesis. Therefore, it found that there is a significant difference between the educational status and awareness level of retailers about GST.

In the study, respondents' opinions on GST were assessed, with 40% stating that there are no issues related to GST procedures, while 60% reported encountering problems. The majority agreed that GST has increased production costs, and 21% believed it regulates the unorganized sector. Regarding tax rates, 7% strongly favoured a 0% rate, and 15% strongly supported a 5% rate. The study found 36% of respondents had a moderate opinion on GST implementation, and 26% viewed it positively. A significant portion (24%) believed GST is beneficial for national development, and 36% thought it would reduce government tax revenue collection costs. Additionally, 37% agreed that GST successfully removed the cascading tax effect. Notably, 70% of respondents observed no increase in profit levels after GST implementation. Demographically, the majority (26%) of respondents were aged 25-35, with 34% in the 45-55 age group. Males constituted 89% of the respondents, and educationally, 34% had completed SSLC, while 29% had finished PLUS TWO. The study focused on various sectors like grocery stores, textiles, hotels, and medical shops, with 80% being sole traders and 20% in partnerships. Monthly sales for most respondents (32%) ranged from 60,000 to 90,000. The study indicated a high awareness of GST tax rates and composition schemes among respondents, with mass media being a primary source of information. Moreover, 86% of respondents were registered under the composition scheme. Lastly, 65% of respondents favoured GST over VAT.

Findings

In this study, it was discovered that 40% of respondents reported no issues with GST procedures, while 60% experienced problems. A majority agreed that GST raised production costs, with 21% stating it regulated the unorganized sector. Notably, 7% strongly supported a 0% tax rate, and 15% favoured a 5% rate. Regarding opinions on implementing GST, 36% were moderate, and 26% were positive. The study revealed 24% believed GST supported national development, while 36% thought it reduced tax collection costs. Additionally, 37% agreed GST removed the cascading tax effect, and 24% found it easy to understand. Most respondents (70%) claimed no profit increase post-GST. In the retail sector, 26% were aged 25-35, and 34% were aged 45-55. The majority (89%) were male, primarily educated up to SSLC (34%) or PLUS TWO (29%). The study focused on grocery stores, textiles, hotels, medical shops, and other sectors. Of the respondents, 80% were sole traders, 20% in partnerships, with 32% having monthly sales of 60,000-90,000. The study highlighted high awareness of GST tax rates, with most respondents also knowledgeable about composition schemes.

Notably, mass media and online sources were key information channels. A significant 86% of respondents were registered under the composition scheme, while 14% were not. Overall, 65% preferred GST over VAT, and the remaining 36% had varied opinions.

Suggestions

1. Conduct awareness classes among retailers.
2. The GST process should be streamlined to enhance operational efficiency for the benefit of the people and economic growth.
3. Rates should be rationalized and reduced. Daily-use items such as soaps, creams, electrical goods, and film tickets should not be taxed at 28%.
4. Composition schemes should be extended to small-scale service providers.
5. Petroleum products and electricity should be brought under the purview of GST

Conclusion

This study reveals that under the proposed GST regime, various indirect taxes would be subsumed, expecting a simpler tax system, particularly for industries like grocery stores, textiles, hotels, medical shops, etc. Besides simplifying tax compliances, the tax rate will significantly impact these sectors. In the grocery store sector, the current VAT rate is around 22-24%, while under the GST regime, it would range from 5% to 28%. Similarly, in the textile industry, the VAT rate is 4-5%, but under GST, it would be 5% to 18%. The hotel industry faces a current VAT rate of 5-20%, while under GST, it would range from 5% to 18%. In the medical sector, the current VAT rate is 4%, and under GST, it would be 5% to 12%. This indicates a substantial impact on these sectors, both positive and negative. Therefore, the conclusion is that the central government benefits more from GST implementation, while retailers are the main losers. In essence, GST has both positive and negative impacts.

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3 Understanding the Influence of YouTube and Instagram on College Students Buying Behaviour: A Study at Unity Women's College Manjeri

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Abstract

The internet's exponential growth has transformed it into the fastest-growing medium in history, prompting businesses to leverage various social media platforms for marketing. This publication delves into the profound impact of YouTube and Instagram on the buying behaviour of college students. Through a comprehensive study conducted at Unity Women's College MANJERI, this work explores influencer marketing, psychological factors, and purchase decisions that shape consumers' subconscious choices. It also investigates the shift from traditional celebrity endorsements to the rise of YouTubers and Instagram influencers. The study aims to provide valuable insights for future researchers, marketers, and businesses seeking to understand and leverage the dynamics of consumer behaviour on these influential platforms.

Key words: YouTube, Instagram, Influencer marketing, Buying Behaviour, social media, college students, Consumer Decisions

Introduction

In the rapidly evolving landscape of digital media, Instagram and YouTube have emerged as powerful platforms influencing the purchasing decisions of today's college students. This article delves into the intricate web of factors shaping the buying behaviour of students, specifically within the confines of Unity Women's College, Manjeri. The rise of YouTubers and Instagram influencers has disrupted traditional marketing paradigms, with students increasingly turning to these platforms not only for social interaction but also as significant sources of product information and recommendations. This exploration seeks to unravel the significance of these digital influencers in the lives of college students, shedding light on the psychological underpinnings, challenges faced during purchases, and overall satisfaction levels. By understanding the nuances of this dynamic

relationship between students and influencers, we aim to provide valuable insights for marketers, researchers, and educators navigating the ever-changing landscape of digital media and consumer behaviour.

Statement of the problem

YouTube and Instagram are now one of the most important social media platforms used by young people, especially students. Both have attained status as one of the most influential social media influencers. With the rise of YouTubers Instagram influencers, companies took the opportunity to influence a new public and gain visibility on their brand. Social media have an impact on consumers behaviour and brand. It has become essential to study the buying behaviour of college students.

The present study we're focused on "influence of Instagram and YouTube in the buying behaviour of college students" basically intended to understand the influence of Instagram and YouTube in the buying behaviour of college students and examine what are the factors influencing their buying behaviour. To identify student's perceptions about Instagram and YouTube.

Objectives of the study

1. To identify student's perceptions about Instagram and YouTube.
2. To investigate various factors influencing students buying behaviour.
3. To know the various problems encountered at the time of purchase by using Instagram and YouTube.
4. To understand the level of satisfaction of college students in purchasing products on Instagram and YouTube.

Hypothesis

H0: There is no significant relationship between the monthly income of the family and the buying behavior of college students on YouTube and Instagram.

Research Methodology

The research employed a descriptive research design, utilizing a survey method with a structured questionnaire as the primary data collection tool. The study focused on college students from Unity Women's College, Manjeri, with a sample size of 80 participants selected through convenience sampling. The questionnaire gathered information on students' perceptions of Instagram and YouTube, factors influencing their buying behaviour, problems encountered during purchases on these platforms, and their satisfaction levels. Both primary and secondary data were used, with

secondary data sourced from books, journals, and websites. The collected data were analysed using statistical tools such as average, percentage, ranking, chi-square, and weighted average methods. The study aimed to provide valuable insights into the buying behaviour of college students concerning Instagram and YouTube, addressing the outlined objectives and testing specified hypotheses.

Literature Review

1.(Rose, 2001 Capstone project-April2008) There are millions of people and half of them are students using YouTube and making their profile. YouTube videos are becoming helpful in classrooms as it has become the centre of attention for the students and helps the teacher to deliver the information easily and effectively. This source highly helpful for the present study. the research on educational video usage shows that videos appeal to visual learners in support of the Cognitive Theory of Multimedia Learning **(Eick& King, 2012)** The Cognitive Theory of Multimedia Learning is the idea that we have both auditory and visual channels for processing information and building memory and that the active process of learning is more successful when both the auditory and visual channels are stimulated simultaneously. Also known as the dual channel assumption

2. (SajjadNazir;ArslanTayyab; Aziz Sajid;Haroonur Rashid; Irum Javed,2012); Internet has developed in new delivery channels electronic transactions are increasing rapidly. This need has arisen to understand how they perceive directly to buy consumers. Most of the people who use the internet to purchase goods online, but that there are still some reasons for which consumers are reluctant to buy online. The attitudes of people toward the purchase online are different in Pakistan. The purpose of this study is to review the factors felt reservation of consumers in online shopping.

Data Analysis and Interpretation

1. a) Ranking of factors influencing students buying behavior

Students Buying behavior	Rank						Total
	1	2	3	4	5	6	
Easiest way of purchasing	29	15	22	9	2	3	80
Save money and time	17	41	11	7	1	3	80
Cash on delivery and online payment	24	13	30	10	2	1	80
Product differentiation	16	29	13	15	3	4	80
Safety	15	15	20	10	12	8	80
Others	16	22	14	11	1	16	80

1. b) weighted ranking of factors

Students Buying behavior	Rank						Total	Rank
	1*6	2*5	3*4	4*3	5*2	6*1		
Easiest way of purchasing	174	75	88	27	4	3	371	2
Save money and time	102	205	44	21	2	3	377	1
Cash on delivery and online payment	144	65	120	30	4	1	364	3

Product differentiation	96	145	52	45	6	4	348	4
Safety	90	75	80	30	24	8	307	6
Others	96	110	56	33	2	16	313	5

2.a) Issues encountered/faced with Instagram and YouTube during product purchase

Faces any Problems	No of respondents	Percentage
Yes	65	81%
No	15	19%
Total	80	100

Source: primary data

From the above table, it is evident that the majority of respondents (81%) encountered various problems while purchasing products from YouTube and Instagram, while the remaining 19% did not face any issues.

2.b) If yes, problems faced by respondents

Problems	No of respondents	Percentage
Lack of personal touch	20	25%
Price and product comparison	16	20%
Internet access	15	19%
Insufficient product details	12	15%
Fake product reviews	17	21%
Total	80	100

Source: primary data

From the table, it is observed that 25% of the respondents faced the issue of a lack of personal touch, followed by 21% who encountered problems related to fake product reviews. Additionally, 20% of the respondents experienced challenges in terms of price and product comparison, while 19% faced

difficulties related to internet access. The remaining 15% encountered problems due to insufficient product details.

3. Opinion on features of Instagram and YouTube

Opinions	Highly satisfied		Satisfied		Neither satisfied nor dissatisfied		Dissatisfied		Total	
	No	%	No	%	No	%	No	%	No	%
Need recognition	15	19	43	54	18	22	4	5	80	100
Information search	13	16	36	45	26	32	5	6	80	100
Choosing alternatives	27	34	19	24	23	29	11	14	80	100
Promotional activities	15	19	36	45	21	26	8	10	80	100
Time saving	14	18	36	45	22	27	8	10	80	100
No need to visit shop	11	14	40	50	21	26	8	10	80	100
No chance of exploitation	15	19	31	39	19	24	15	19	80	100
credibility	13	16	37	46	18	22	10	12	80	100

Source: primary data

The above table shows that 19% of the respondents are highly satisfied with need recognition, 54% are satisfied, 22% are neither satisfied nor dissatisfied, and the remaining 5% are dissatisfied with need recognition.

Additionally, the table indicates that 34% are highly satisfied with choosing alternatives, 24% are satisfied, 29% are neither satisfied nor dissatisfied, and the remaining 14% are dissatisfied with choosing alternatives.

Furthermore, the data reveals that 19% of the respondents are highly satisfied with promotional activities, 45% are satisfied, 26% are neither satisfied nor dissatisfied, and the remaining 10% are dissatisfied with promotional activities.

Moreover, the table illustrates that 18% of the respondents are highly satisfied with time-saving, 45% are satisfied, 27% are neither satisfied nor dissatisfied, and the remaining 10% are dissatisfied with time-saving.

Additionally, the data highlights that 14% of the respondents are highly satisfied with no need to visit shops, 50% are satisfied, 26% are neither satisfied nor dissatisfied, and the remaining 10% are dissatisfied with no need to visit shops.

Finally, the table indicates that 19% of the respondents are highly satisfied with no chance of exploitation, 39% are satisfied, 24% are neither satisfied nor dissatisfied, and the remaining 19% are dissatisfied with no chance of exploitation.

4. Agreement assessment on “influence of YouTube and Instagram on students buying behavior

Agreement assessment	No of respondents	Percentage
Agree	22	28%
Neutral	16	20%
Strongly agree	20	25%
Disagree	14	17%
Strongly disagree	8	10%
Total	80	100

Source: primary data

From the above table, 28% of the respondents agree that Instagram and YouTube influence students' buying behaviour. Twenty-five percent of the respondents strongly agree, 20% are neutral, 17% disagree, and the remaining 10% strongly disagree with the notion that YouTube and Instagram influence students' buying behaviour.

Testing of Hypothesis

ANOVA table

- **H₀: There is no significant relationship between the monthly income of the family and the buying behavior of college students on YouTube and Instagram.**

Source of Variation	SUM OF SQUARE	DF	MEAN SQUARE	F	P-value	F crit
Between Groups	35.55555556	1	35.55556	0.536398	0.487721	5.591448
Within Groups	464	7	66.28571			
Total	499.5555556	8				

5% level of significance

There is no significant relationship between monthly income and buying behavior of college students. The calculated p value is greater than the 0.05 so accept the null hypothesis.

Findings

1. Instagram emerged as the most convenient platform for the majority of respondents, indicating a positive perception of this platform.
2. Influencers on YouTube and Instagram significantly impact the purchasing decisions of students, with 92% of respondents reporting product purchases influenced by these platforms.
3. A substantial number of respondents faced challenges during the purchasing process, with the lack of personal touch identified as a significant issue.
4. While a majority of respondents expressed satisfaction with influencer recommendations and personalized purchasing decisions, a notable percentage sometimes used negative comments, indicating a nuanced level of satisfaction.

Suggestions

1. Marketers should prioritize Instagram as a platform for reaching college students due to its perceived convenience.
2. Given the significant influence of YouTube and Instagram influencers on purchasing decisions, brands should actively collaborate with influencers to promote their products. This could involve sponsored content, product reviews, or influencer partnerships.
3. Encourage positive engagement on social media platforms. Launch campaigns that foster constructive comments, reviews, and discussions to create a more positive online community.

Conclusion

The study on the influence of YouTube and Instagram on the buying behaviour of college students at Unity Women's College Manjeri concludes that a growing number of people are using YouTube and Instagram. Users are exposed to content generated by influencers and social media creators with loyal audiences.

The aim of this paper was to investigate the impact that influencers on YouTube and Instagram have on buying behaviour. The research method employed in this study was a quantitative survey with a sample of 80 social media users. Eighty individuals answered an online questionnaire. The results of the survey showed that Instagram bloggers and YouTubers are seen as credible sources of information. Moreover, positive reviews on YouTube and pictures posted on Instagram affect the buying behaviour of the respondents' decisions. The research suggests that engaging influencers to

collaborate with brands is a new effective marketing tool, especially efficient in reaching young people who use social media every day. Collaboration with influencers can result in gaining new customers, sharing positive information about new products, and increasing sales.

The conducted research presents the power of influencers through YouTube and Instagram to express their views. Future research should further investigate the recommendations of influencers. The study could examine the influence of bloggers and vloggers' negative reviews on buying decisions. It would also be useful to know more about the buying behaviour influenced by social media.

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4 Understanding Consumer Preferences in Baby Skincare Products: A Comparative Analysis of Sebamed, Himalaya, and Cetaphil

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Abstract

The market for baby skincare products has evolved significantly over the years, with an increasing focus on consumer preferences and needs. This study aims to analyse consumer behaviour and preferences towards leading baby skincare brands, namely Sebamed, Himalaya, and Cetaphil. Through a descriptive and analytical approach, data was collected from 70 consumers in Manjeri Municipality. Findings indicate a strong preference for Sebamed, followed by Himalaya, while Cetaphil lags behind. Factors influencing consumer decisions include product quality, brand image, and price sensitivity. Suggestions for companies include enhancing product quality, improving affordability, and conducting awareness campaigns. Ultimately, this study sheds light on the evolving dynamics of the baby skincare market and the importance of meeting consumer needs effectively.

Keywords: Baby skincare products, Consumer preferences, Sebamed, Himalaya, Cetaphil, Market analysis

Introduction

In today's consumer-centric market, the demand for baby skincare products has surged, driven by a growing emphasis on meeting the needs of parents seeking effective solutions for their infants' delicate skin. Gone are the days when homemade remedies sufficed; instead, a plethora of commercially available options now cater to the skincare needs of babies, offering everything from oils and powders to diapers and feeding bottles.

Brands like Sebamed, Himalaya, and Cetaphil have risen to prominence, recognized for their dedication to providing quality skincare solutions for infants worldwide. This study aims to delve into consumer preferences and behaviours regarding these leading brands, offering valuable insights into the factors influencing purchasing decisions.

As parents become increasingly conscious about safeguarding their babies' skin from rashes and irritations, the demand for gentle and effective skincare products has soared. This study seeks to understand the nuances of consumer behaviour, shedding light on trends, preferences, and satisfaction levels concerning baby skincare products.

By analysing consumer perceptions and behaviours, this study provides a comprehensive overview of the baby skincare product market, offering valuable insights for manufacturers and retailers alike. With a focus on understanding consumer preferences towards Sebamed, Himalaya, and Cetaphil, this research aims to guide companies in tailoring their offerings to meet the evolving needs of parents, ensuring the well-being of their little ones' skin.

Significance of the Study

The significance of this study lies in its contribution to understanding consumer preferences and behaviours in the baby skincare product market. By focusing on three prominent brands, Sebamed, Himalaya, and Cetaphil, the study provides insights into factors influencing consumer decisions and satisfaction levels. This knowledge can guide companies in developing strategies to meet consumer needs more effectively and sustainably.

Statement of the Problem

The baby skincare product market offers a wide variety of options to consumers, including popular brands like Sebamed, Himalaya, and Cetaphil. Understanding consumer preferences among these brands is crucial for companies to tailor their offerings accordingly. This study aims to analyse consumer preference towards Sebamed, Himalaya, and Cetaphil in Manjeri Municipality.

Objectives of the Study

1. To understand consumer preferences among Sebamed, Himalaya, and Cetaphil brands of baby skincare products.
2. To identify factors influencing the buying decision of baby skincare products.
3. To assess consumer satisfaction towards various brands of baby skincare products.
4. To measure the level of consumer awareness towards baby product companies.

Hypothesis

H₀=there is no association between income and consumer preference on selected brands of baby skincare products.

Research Methodology

This study adopts a descriptive and analytical approach, utilizing both primary and secondary data. Data was collected from 70 consumers in Manjeri Municipality through a structured questionnaire. Statistical tools such as ANOVA and Chi-square were employed for data analysis.

Literature Review

AswathyR, Chandrasekar (2021) analyses the shopping behavior and consumption pattern of parents towards the purchase of baby care products during the epidemic. And also assess the efforts taken by the parents to ensure the health and hygiene of their baby during the epidemic. Covid 19 epidemic has not much impacted the customer consumption pattern. Though they have temporary switch to new brands in case of unavailability of preferred baby product brand in the outlet, posing a threat for marketers as if the customer is satisfied using the trial brand, they can permanently switch to the new one. Parents have also purchased sanitizers for children as an essential baby product thus marketers can invest in promotional strategies and create a sustainable demand for the product even in the post COVID 19 phase and the learnings a marketer can imbibe to revive their future strategies.

Aswathy R, Chandrasekar (2019) objective was to analyses the emerging trends, strength, weakness, opportunities and threats (SWOT) analysis in online baby care market in India. India is the second largest populous country after China with a population of 1.28 billion people and 27 million annual birth rates and a fertility rate of 2.72 children per women. As there is technology advancement along with the lifestyle transition and other favorable shifts in Indian consumers which has created a huge online customer base. e-commerce market in India is witnessing high growth and it can be attributed to factors such as high internet penetration, increasing smartphone users and online shopping preference of consumers. Internet users has also increased at a drastic rate.

Data Analysis and Interpretation

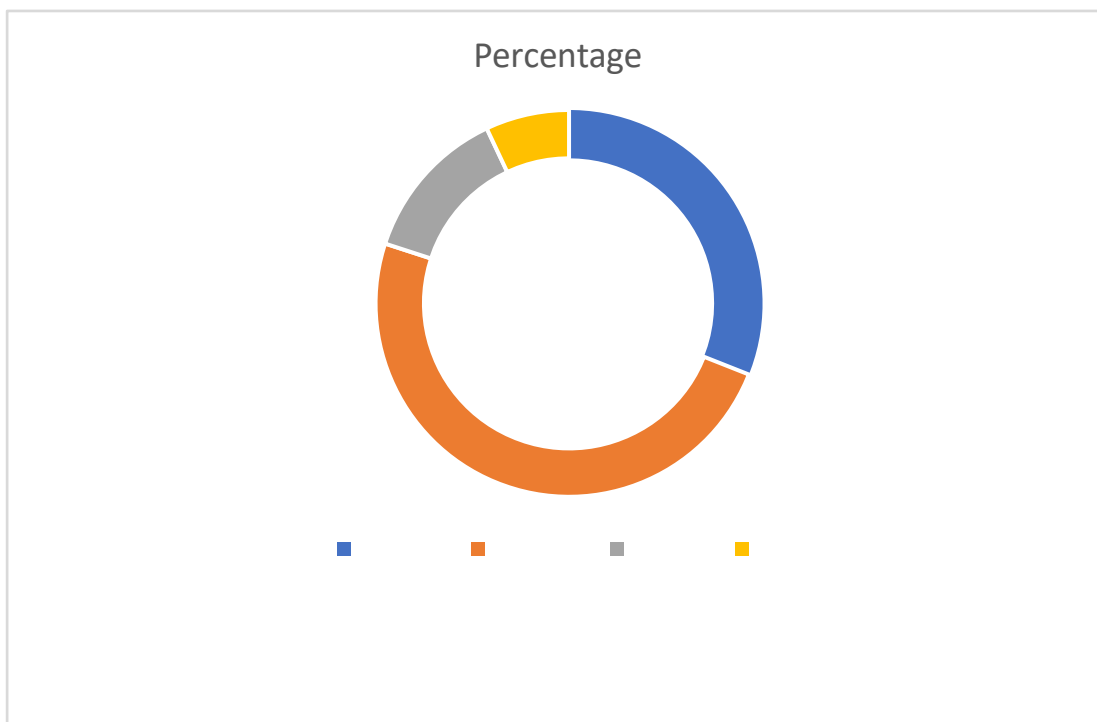
Table 1. Brand Preference of Respondents

Brand	Number of respondents	Percentage
Himalaya	22	31
Sebamed	34	49
Cetaphil	9	13
Other	5	7
Total	70	100

Source: primary data

The table reveals that 49% of the respondents prefer Sebamed, 31% prefer Himalaya, 13% prefer Cetaphil, and only 7% prefer other brands. Thus, the majority of respondents prefer Sebamed.

Diagram 1. Brand Preference of Respondents

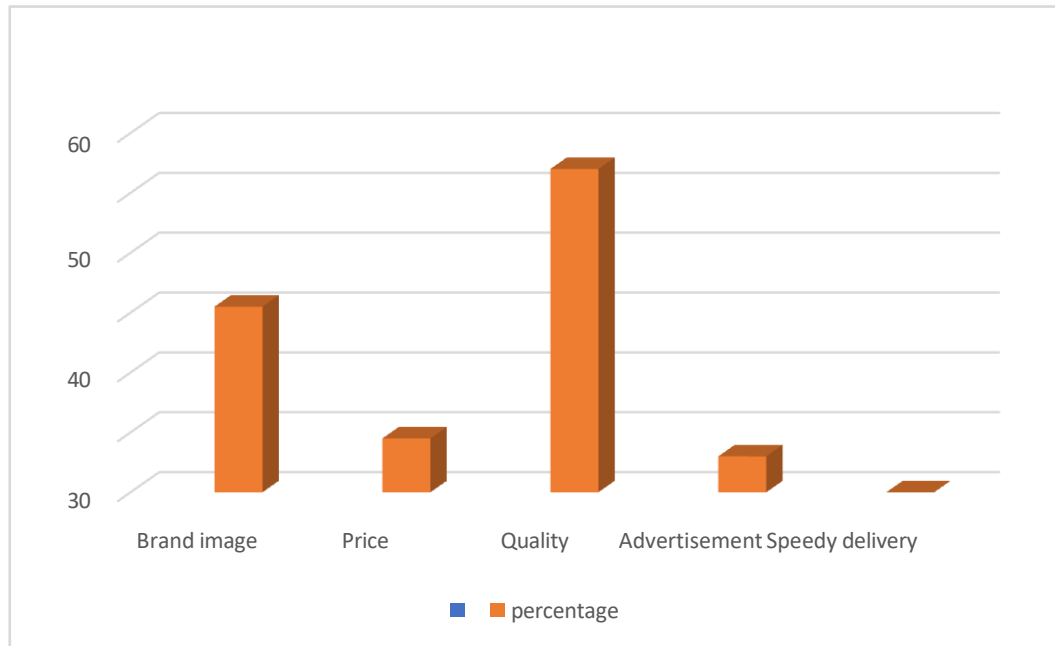


2. Factors Influenced by Respondents to Buy the Products

Factors	Number of respondents	Percentage
Brand image	22	31
Price	6	9
Quality	38	54
Advertisement	4	6
Speedy delivery	0	0
Total	70	100

Source: primary data

From the table above, it is evident that the majority of respondents (54%) select baby skincare products based on the quality of the product. Additionally, 31% of respondents buy the product for their babies based on brand image, 9% on price, and 6% on advertisement. Thus, most respondents prioritize quality, and none consider speedy delivery as a factor when purchasing baby skincare products.

Diagram 2. Factors Influenced by Respondents to Buy the Products**Table 3. Satisfaction level of Respondents**

Factors	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied		Total	
	No	%	No	%	No	%	No	%	No	%	No	%
Price	11	16	45	64	10	14	4	6	0	0	70	100
Quality	33	47	33	47	4	6	0	0	0	0	70	100
Quantity	14	20	36	51	18	26	2	3	0	0	70	100
Advertisement	16	23	37	53	13	19	4	6	0	0	70	100
Brand image	21	30	33	47	14	20	2	3	0	0	70	100

Source: primary data

The table above shows the satisfaction levels regarding various elements of their baby product company. The majority of respondents (64%) are satisfied, and 16% of them are highly satisfied with the price of the product. Only 6% of the respondents are dissatisfied with the product price.

When considering the quality of the product, 47% of the respondents are highly satisfied, and 47% of them are satisfied, with no respondents expressing dissatisfaction with the quality of the product. This indicates that all respondents are satisfied with the quality of their company's product.

In terms of quantity, 51% of the respondents are satisfied, 20% are highly satisfied, and 3% are not satisfied.

Regarding satisfaction based on advertisement, 53% of the respondents are satisfied, 23% are highly satisfied, and only 6% are not satisfied with the brand's advertisement.

In the case of brand image, 47% of the respondents are satisfied, 30% are highly satisfied, and 20% are neutrally satisfied. Only 3% of them are dissatisfied with the brand's advertisement.

Diagram 3. Satisfaction level of Respondents

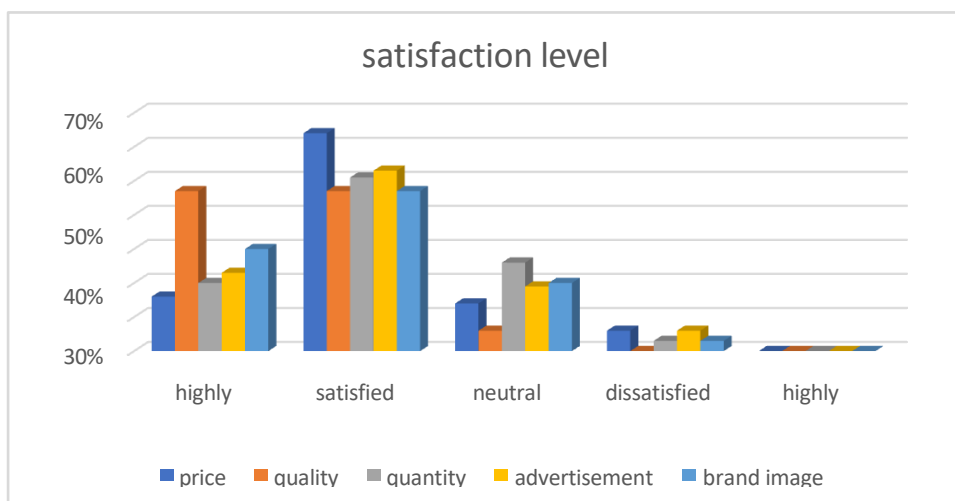


Table 4. Awareness Level of Respondents about Various Brands

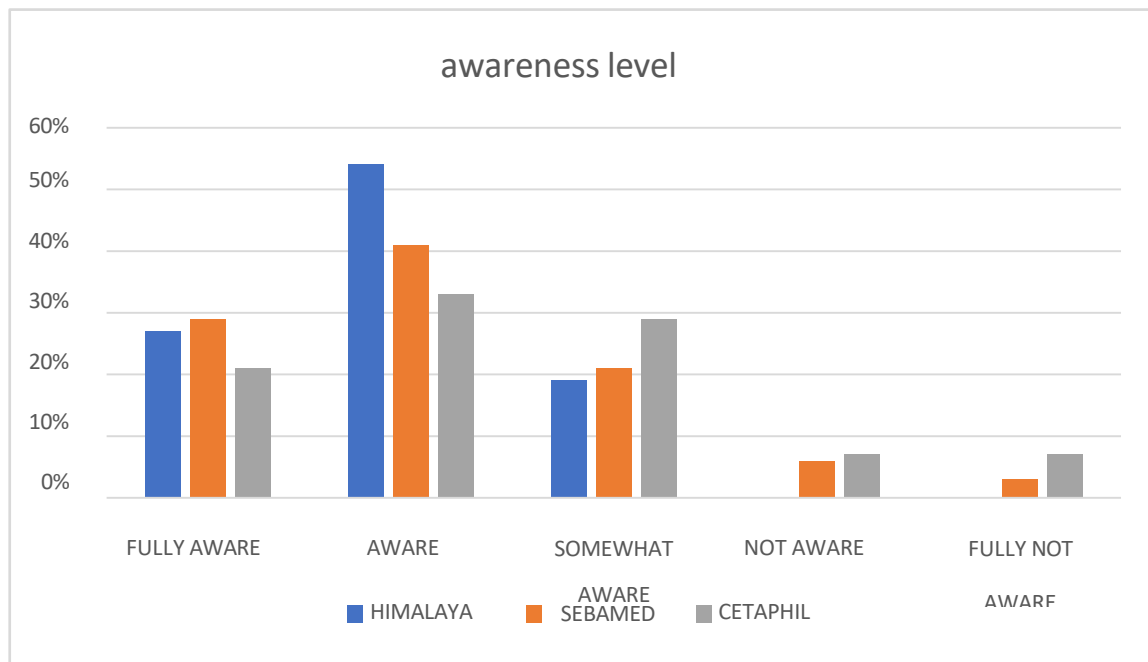
Brand	Fully Aware		Aware		Somewhat Aware		Not Aware		Fully Not aware		Total	
	No	%	No	%	No	%	No	%	No	%	No	%
Himalaya	19	27	38	54	13	19	0	0	0	0	70	100
Sebamed	20	29	29	41	15	21	4	6	2	3	70	100
Cetaphil	15	21	23	33	20	29	5	7	7	7	70	100

Source: primary data

To know the significant from the above table, we can understand that all the respondents are aware of the Himalaya baby skincare product. Here, most of the respondents (54%) are aware of Himalaya baby products, 27% of them are fully aware of the brand Himalaya, and 19% of the respondents are somewhat aware of the brand. So, it is clear that all respondents are aware of the baby product company Himalaya.

In the case of the brand Sebamed, 41% of the respondents are aware of the baby skincare product company Sebamed, 29% of them are fully aware, and a few of them are not aware of the Sebamed company. This means that the majority are aware of the brand Sebamed, and only a few (6%) are not aware of the brand.

From this table, it is clear that regarding the Cetaphil brand, 33% of the respondents are aware, 21% of them are fully aware, but some of the respondents are not familiar with the Cetaphil brand. Specifically, 7% of them are not aware, and 7% of them are not fully aware of the Cetaphil brand.

Diagram 4. Awareness level of Respondents about Various Brands

Testing of Hypothesis

consumer preference of the respondents on the basis of income

difference in the consumer preference among different income level ANOVA is applied.

- H_0 = There is no association between income and consumer preference on selected brands of baby skincare products

ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	0	1	0	0	1	5.987378
Within Groups	1766	6	294.3333			
Total	1766	7				

Here H_0 is accepted, because p-value 1 is greater than 0.05 so there is no significant difference between income and consumer about brands of baby skincare products.

Findings

1. The majority of respondents prefer Sebamed for baby skincare products.
2. Factors influencing buying decisions include product quality and brand image.
3. Most consumers are willing to spend below 1000 rupees on baby skincare products.
4. Online media and word-of-mouth are primary sources of information for consumers.

Suggestions

1. Companies should focus on improving product quality and affordability.
2. Consider consumers' buying ability when developing product offerings.
3. Conduct fair and informative advertisements for baby skincare products.
4. Enhance the availability of products and provide attractive offers to consumers.

Conclusion

The study provides valuable insights into consumer preferences and behaviours in the baby skincare product market. Sebamed emerges as the preferred brand among consumers, highlighting the importance of product quality and brand reputation. Companies can leverage these findings to better meet consumer needs and strengthen their market position in the evolving landscape of baby skincare products

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5 Attitudes and satisfaction levels of Google Pay users in Manjeri Municipality

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Abstract

The digital revolution has significantly impacted consumer behaviours and business practices, with mobile devices playing a central role. In India, the shift towards digital payments is pivotal for achieving a cashless economy. This study explores the attitudes and satisfaction levels of Google Pay users in Manjeri Municipality, Malappuram district, analysing factors influencing their preference for this payment method. The research, conducted over three months, employs a structured questionnaire to gather data from 70 users, utilizing statistical tools such as percentage analysis, weighted ranking, chi-square analysis, and ANOVA for comprehensive analysis.

Key words: Digital Payment Systems, Google Pay, Consumer Attitudes, Mobile Wallets, Cashless Economy, User Satisfaction, Digital Transactions, Self-Service Technologies, Mobile Payments, Financial Technology (FinTech)

Introduction

The advent of new technologies and the digitalization of daily life are reshaping business operations and consumer behaviours. Mobile devices have become indispensable, offering ubiquitous access to a variety of services and creating immense value for users. This shift towards mobile internet access has spurred the growth of online markets and digital payment systems, such as Google Pay, which allow users to make electronic transactions seamlessly. In India, digital payment systems are crucial for the country's digital transformation and the move towards a cashless economy. Google Pay, a widely adopted mobile app, enhances the consumer buying experience by making transactions quick, convenient, and secure. It supports various transactions, including bill payments, recharges, and bookings, contributing to its growing

popularity. This study examines the attitudes of users towards Google Pay and its impact on their daily activities.

Significance of the Study

India's journey towards a digital revolution underscores the importance of digital payment systems in achieving a cashless economy. Google Pay enhances the customer experience by simplifying various transactions, making day-to-day activities more manageable. Studying the attitudes of young users towards Google Pay is crucial for understanding emerging trends and preferences. This research provides insights into the factors driving the adoption of Google Pay, helping to shape future digital payment strategies.

Statement of the Problem

As technology advances and digitalization progresses, consumer behaviours and business practices are evolving, particularly in the realms of market transactions and payments. Digital payment systems like Google Pay offer numerous services, from bill payments to bookings, streamlining daily tasks for users. Understanding users' attitudes towards Google Pay is essential to gauge its convenience, time-saving attributes, and security features. This study aims to identify the major factors influencing Google Pay transactions and assess user satisfaction and payment habits.

Objectives of The Study

1. To study customers' attitude towards Google Pay service.
2. To analyze the factors that influences customers to prefer Google Pay services over other modes of payment.
3. To examine the satisfaction level of Google Pay users in their day-to-day life.
4. To understand the problems faced by customers while using Google pay.

Hypothesis

H₀: There is no significant difference between gender of the respondents and satisfaction towards Google Pay services.

Research Methodology

The study is both analytical and descriptive, based on primary and secondary data collected through a structured questionnaire. The population comprises Google Pay users in Manjeri Municipality, Malappuram district, with a sample size of 70 selected through purposive sampling. Data analysis employs statistical tools including percentage analysis, weighted ranking, chi-square analysis, and ANOVA, with MS Excel used for computations. The study spans three months, from December 2022 to February 2023, and utilizes tables, pie charts, and bar charts for data presentation.

Literature Review

1. **A. David and M. Jeevan (2021)**: David and Jeevan's study delves into consumer perceptions, awareness, and willingness to adopt Google Pay, focusing on the replacement of physical wallets with this digital payment method. They highlight the increasing number of Google Pay users, attributing this growth to improved internet connectivity and the app's convenience. Their findings suggest a significant future growth in Google Pay adoption, driven by the simplicity and ease of use that mobile wallet offer. The study also underscores the role of Self-Service Technologies (SSTs) in fostering customer independence, indicating that most respondents possess smartphones, making it easier for service providers to target this demographic. This review underscores the rising trend of digital payments and the critical role of internet access and user-friendly technology in accelerating the adoption of Google Pay.
2. **Karthik Kamath (2020)**: Kamath's research provides a comprehensive analysis of the role of digital payment systems and student perceptions towards these technologies. His study reveals a strong preference for digital payments over physical cash transactions among respondents, highlighting the growing popularity of such systems. Kamath predicts that digital payments will increasingly dominate the financial landscape, gradually side-lining cash transactions. His findings indicate that the adoption of digital payment methods is not only convenient but also expected to become more widespread, encompassing a broader range of transactions in the future. This review emphasizes the transformative potential of digital

payments and their increasing acceptance among younger demographics, particularly students, reinforcing the notion that digital payment systems like Google Pay are pivotal to the future of financial transactions.

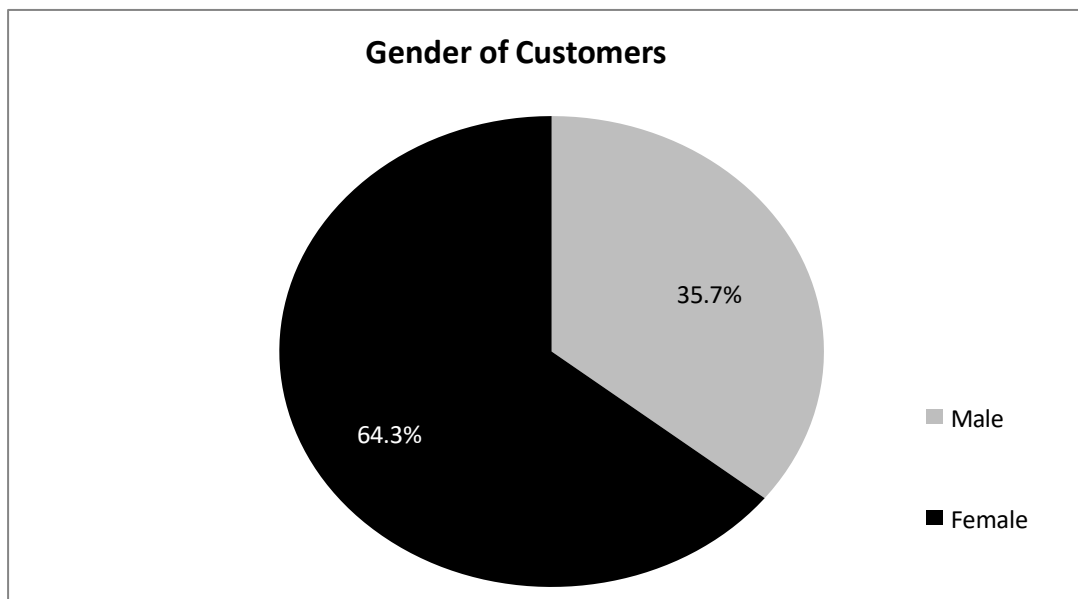
Data Analysis and Interpretation

Table 1. Gender of Customers

Gender	No. of Respondents	Percentage
Male	25	35.7
Female	45	64.3
Total	70	100

Source: Primary data

Diagram .1

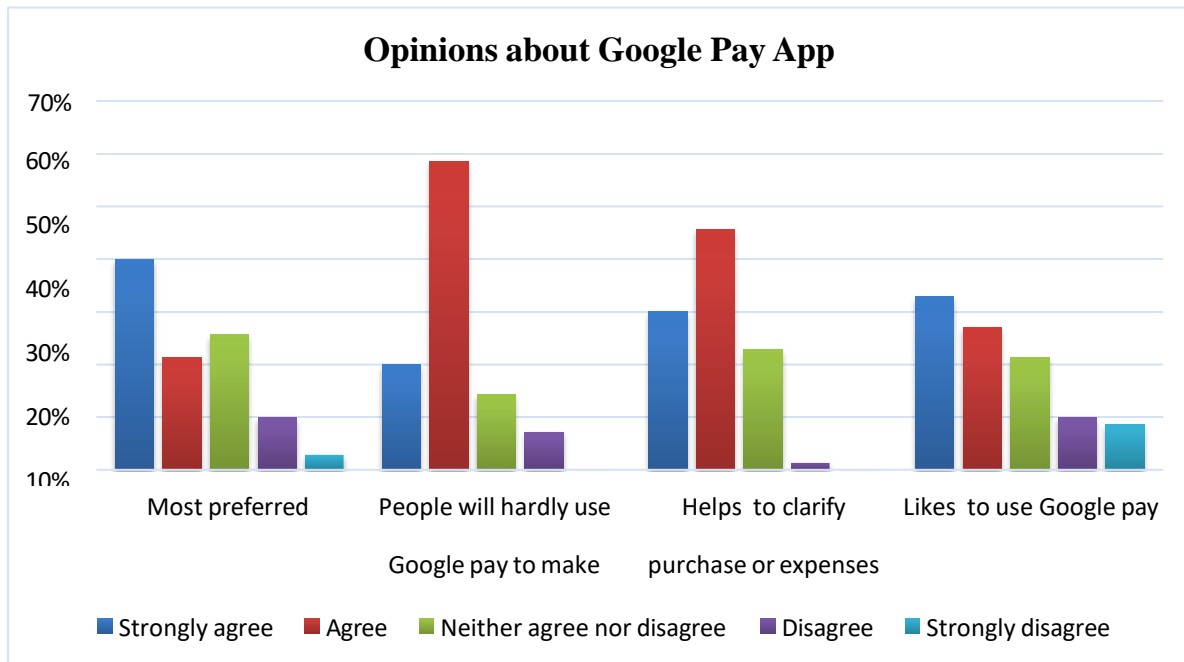


The table 4.1 shows that out of the total respondents taken for the study, 45 respondents (64.3%) are female and 25 respondents (35.7%) are male.

Table .2 Opinions about Google Pay App

Statement	Strongly Agree		Agree		Neither agree nor Disagree		Disagree		Strongly Disagree		Total	
	No	%	No	%	No	%	No	%	No	%	No	%
Most preferred payment app	28	40	15	21.4	18	25.7	7	10	2	2.9	70	100
People will hardly use Google pay to make transactions	14	20	41	58.6	10	14.3	5	7.1	0	0	70	100
Helps to clarify purchase or expenses for budgeting	21	30	32	45.7	16	22.9	1	1.4	0	0	70	100
Likes to use Google pay in future also	23	32.9	19	27.1	15	21.4	7	10	6	8.6	70	100

Source: Primary data

Diagram .2

From diagram 2, it can be inferred that 40% of respondents strongly agree that Google Pay is the most preferred payment app, and 21.4% of respondents just agree with the statement. Additionally, 25.7% of the respondents neither agree nor disagree. Nine respondents show disagreement with the statement.

The above table indicates that the majority of respondents (58.6%) agree that in a few years, people will hardly use Google Pay to make transactions. Moreover, 20% of respondents strongly agree, and 14.3% neither agree nor disagree with the statement. Only 7.1% show disagreement with the statement.

Diagram 2 makes it obvious that among 70 respondents, 45.7% agree and 30% strongly agree that Google Pay helps to clarify purchases or expenses for budgeting. Additionally, 22.9% of respondents neither agree nor disagree, and only one respondent disagreed with the statement.

The table implies that most respondents (32.9%) strongly agree that they would like to use Google Pay in the future as well. Furthermore, 27.1% of respondents agree, and 21.4% neither agree nor disagree with the statement. The remaining respondents show disagreement with the statement.

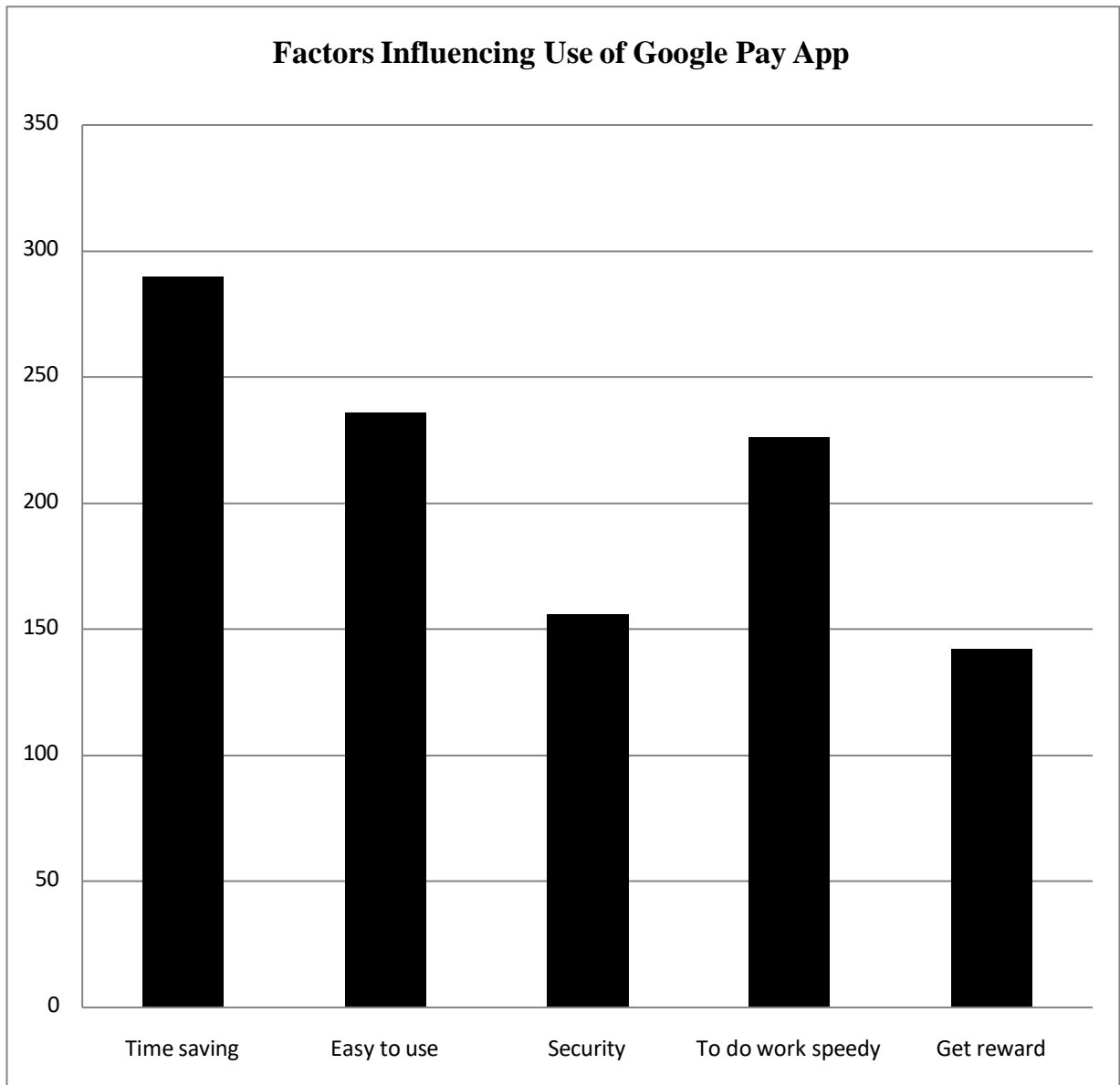
Table 3. Factors Influencing Use of Google Pay App

Factors	Rank					Total
	1	2	3	4	5	
Time saving	39	14	8	6	3	70
Easy to use	14	20	21	8	7	70
Security	3	11	10	21	25	70
To do work speedy	10	21	18	17	4	70
Get reward	4	4	13	18	31	70

Source: Primary data

Table 3. (a) Weighted Ranking of Factors

Factors	Weighted Ranking					Total	Rank
	1*5	2*4	3*3	4*2	5*1		
Time saving	195	56	24	12	3	290	1
Easy to use	70	80	63	16	7	236	2
Security	15	44	30	42	25	156	4
To do work speedy	50	84	54	34	4	226	3
Get reward	20	16	39	36	31	142	5

Diagram.3

Five different factors influencing the use of Google Pay service were given to the respondents for ranking. The ranking of respondents is multiplied by weights to get a clearer picture of the influencing factors.

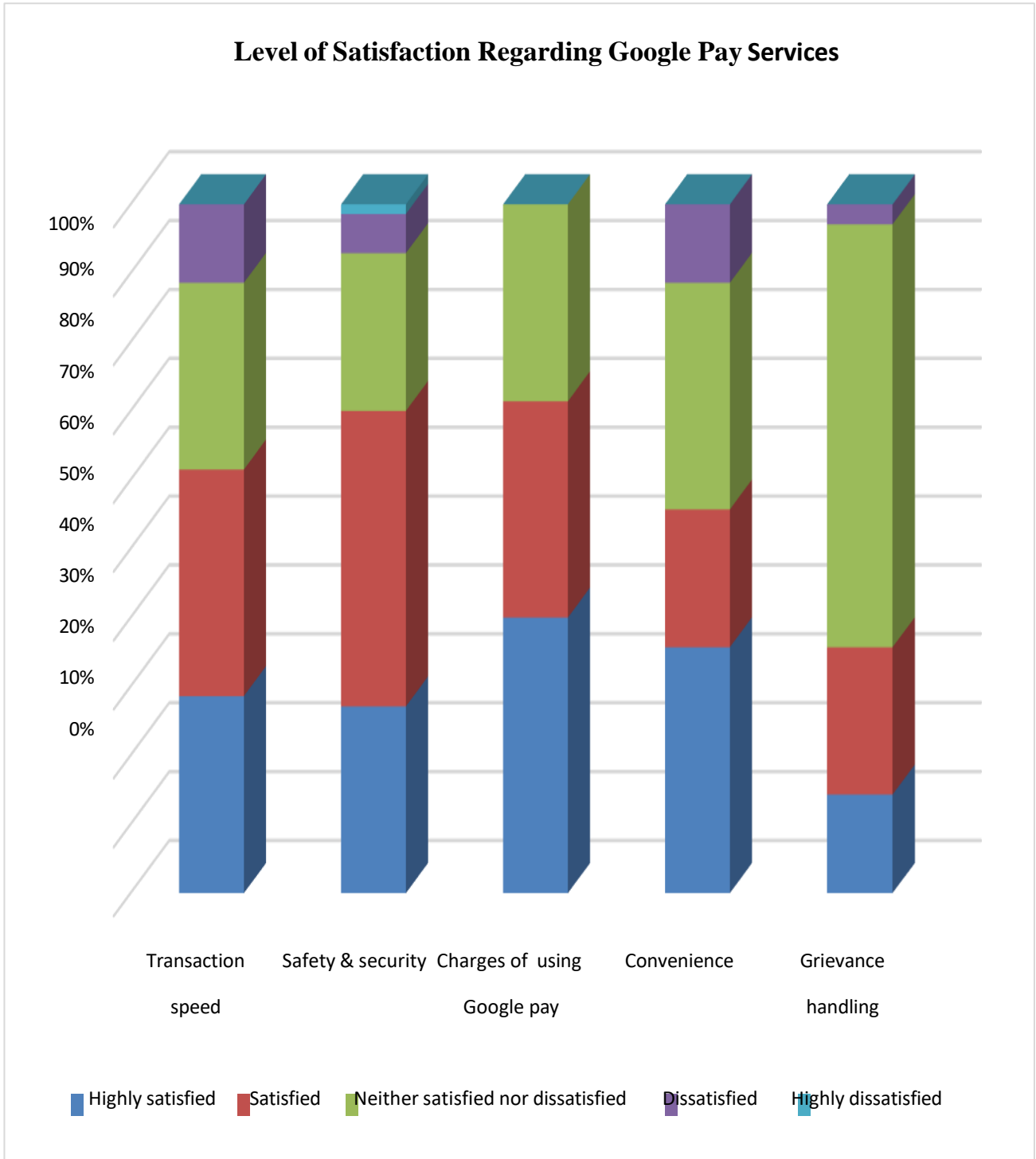
The data distribution states that most customers use Google Pay because it requires less time to complete financial transactions. Ease of use, speed in completing tasks, security, and rewards is ranked second, third, fourth, and fifth, respectively.

Table 4. Level of Satisfaction Regarding Google Pay Services

Features	Highly Satisfied		Satisfied		Neither satisfied nor dissatisfied		Dissatisfied		Highly Dissatisfied		Total	
	No	%	No	%	No	%	No	%	No	%	No	%
Transaction speed	23	32.9	20	28.6	19	27.1	8	11.4	0	0	70	100
Safety & security	19	27.1	30	42.9	16	22.9	4	5.7	1	1.4	70	100
Charges of using Google pay	28	40	22	31.4	20	28.6	0	0	0	0	70	100
Convenience	25	35.7	14	20	23	32.9	8	11.4	0	0	70	100
Grievance handling	10	14.3	15	21.4	43	61.4	2	2.9	0	0	70	100

Source: Primary data

Diagram .4



From table 4, it can be interpreted that 32.9% of the respondents are highly satisfied and 28.6% are satisfied with the transaction speed of G-Pay. Additionally, 27.1% of respondents are neither satisfied nor dissatisfied. Only one respondent is dissatisfied with the transaction speed of G-Pay services.

Regarding the safety and security of the G-Pay facility, most respondents (42.9%) are satisfied and 27.1% are highly satisfied. Furthermore, 22.9% of respondents are neither satisfied nor dissatisfied. Five respondents are dissatisfied with the safety and security system of the G-Pay app.

Table 4 indicates that most respondents (40%) said they are highly satisfied and 31.4% are satisfied with the charges of using G-Pay services. Additionally, 28.6% are neither satisfied nor dissatisfied with the charges. None of them are dissatisfied with it.

From the above data, it is clear that most respondents find it more convenient to use the G-Pay app for banking transactions, with 35.7% highly satisfied and 20% satisfied with the feature. Moreover, 32.9% of respondents are neither satisfied nor dissatisfied with it. Only 8 respondents are dissatisfied regarding the convenience of using G-Pay services.

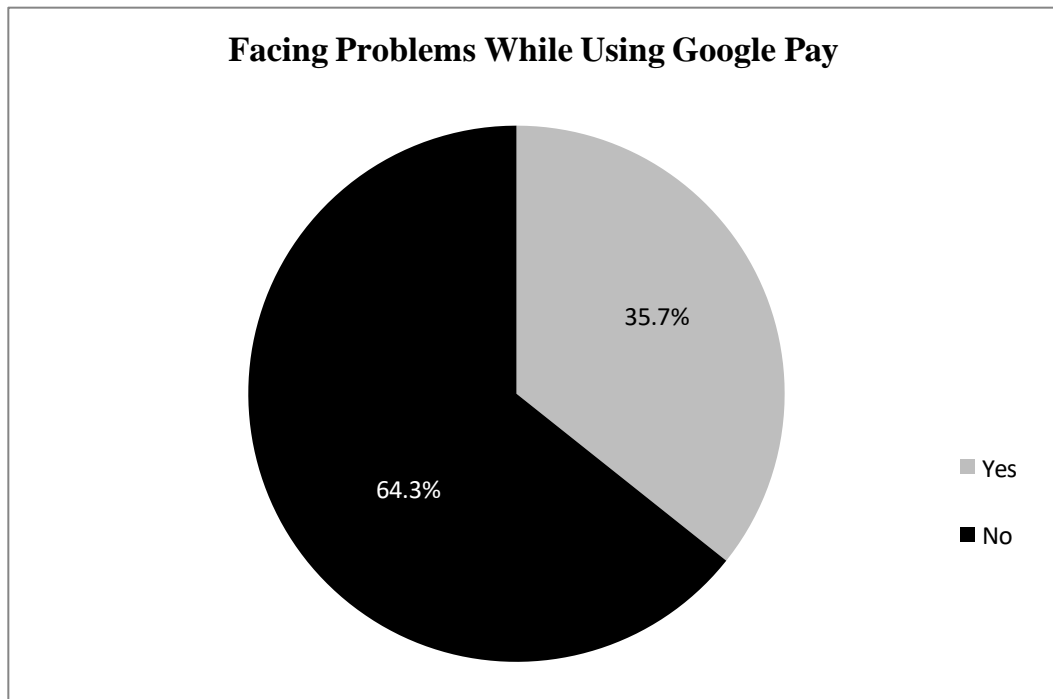
The above table also reveals that the majority of respondents (61.4%) are neither satisfied nor dissatisfied with the grievance handling system of G-Pay. Additionally, 21.4% of respondents are satisfied and 14.3% are highly satisfied with the grievance handling mechanism. Only 2 respondents are dissatisfied with the grievance handling process.

Table.5 Facing Problems While Using Google Pay

Response	No. of Respondents	Percentage
Yes	25	35.7
No	45	64.3
Total	70	100

Source: Primary data

Diagram 4.23



The above diagram, 4.23, shows that the majority of respondents (64.3%) don't face any problems while using Google Pay, while 35.7% of respondents face some problems.

Testing of Hypothesis

Analysis Using CHI-SQUARE

Gender and Satisfaction Towards Google Pay Services

H₀: There is no significant difference between gender of the respondents and satisfaction towards Google Pay services.

Table. 6(a) Gender and Satisfaction towards Google Pay Service

Gender	Level of Satisfaction					Total
	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly Dissatisfied	
Male	6	15	2	1	1	25
Female	4	21	14	5	1	45
Total	10	36	16	6	2	70

Table 6(b) Computation of Chi-Square

Gender	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied	Total
Male	3.571428571	12.85714286	5.714285714	2.142857143	0.714285714	25
Female	28.92857143	3.142857143	10.28571429	3.857142857	1.285714286	45
Total	10	36	16	6	2	70

Here, the p-value is 9.5574. Since the p-value is greater than 0.05, the null hypothesis is accepted, suggesting that there is no significant difference between the gender of the respondents and their satisfaction towards Google Pay services.

Findings

- Majority of the respondents are aware of how to send and receive money through Google Pay.
- Discounts and ease of use are major factors influencing preference for Google Pay.
- Majority of respondents are satisfied with Google Pay services.
- Delay in transactions and server issues are the main problems faced by Google Pay customers

Suggestions

- Increase awareness among customers about the full range of Google Pay services.
- Highlight the ease and security of using mobile wallets like Google Pay.
- Offer attractive discounts and cashback offers to incentivize more frequent use.
- Promote Google Pay as a time-saving option for all types of payments.

Conclusion

The project "Customers' Attitude towards Google Pay Services" aims to understand user perceptions and acceptance of the Google Pay system, focusing on Manjeri Municipality. Google Pay is becoming increasingly popular, especially among young people like college students and employees. The study evaluates consumer behaviour towards cashless transactions and their adaptation to this evolving digital payment landscape.

Google Pay offers a comprehensive solution for mobile payments, card management, and financial management within a single app. The study also examines the risks associated with cashless transactions.

Findings indicate that Google Pay is the most preferred electronic payment app. Users consider factors such as time, convenience, security, and rewards when making online payments via Google Pay. However, many users face issues such as server problems and transaction delays.

Cashless transactions are not only safer but also save time and eliminate the hassle of carrying and managing paper money. They also provide a record of all transactions, suggesting that the future of transactions is undoubtedly heading towards a cashless system.

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6

Customer Satisfaction Towards Net Banking Services in Manjeri**Municipality****Mrs. Nilifar.P***Post Graduate Student, KAHM Unity Women's College, Manjeri Malappuram, Kerala -676122,**E-Mail nilufarhijas@gmail.com*

Abstract

This study explores customer satisfaction with internet banking services in Manjeri Municipality. It aims to identify factors influencing satisfaction and the major problems faced by customers. By analysing customer feedback, this research seeks to provide insights for banks to enhance their internet banking services. The study employs a descriptive research design, utilizing both primary and secondary data collected through structured questionnaires and various journals and websites.

Keywords: Internet Banking, Customer Satisfaction, Manjeri Municipality, Online Banking, Descriptive Research, Financial Transactions

Introduction

Banking encompasses various modes of communication and transactions, including online or net banking. Online banking allows customers to conduct financial transactions securely on websites operated by retail or virtual banks, credit unions, or building societies. Today, banking is not confined to physical branches; customers can transact via telephone, ATMs, PCs, and round-the-clock online banking. Net banking offers numerous features, enabling customers to view account balances, transfer money, and access account summaries.

Internet banking is accessible to anyone registered for online banking at their bank, provided they have an active account. Once registered, customers can avail banking services without visiting the bank, making it a convenient and secure method. Net banking portals are protected by unique User/Customer IDs and passwords, ensuring security. Online banking provides nearly all traditional banking services, including deposits, transfers, and bill payments, from the comfort of one's home. In many developed countries, net banking has become the norm due to its cost-effectiveness. This study focuses on customer satisfaction with net banking services in Manjeri Municipality.

Significance of the Study

The outcome of this project will provide a clear image of the net banking services offered by banks and financial institutions. By understanding customer feedback, banks can identify areas for improvement. This study also highlights the risks associated with net banking and analyses customer preferences through feedback to make timely enhancements.

Statement of the Problem

Despite the growing popularity of internet banking in Manjeri Municipality, assessing customer satisfaction and identifying factors influencing it is essential. Understanding these factors is crucial for banks to enhance their services and ensure a positive customer experience. This study aims to investigate customer satisfaction with internet banking services in Manjeri Municipality and explore key determinants influencing satisfaction, ultimately providing insights for banks to improve their services.

Objectives of the Study

1. To study customers' perceptions of internet banking services.
2. To determine the satisfaction level of customers with net banking services.
3. To identify major problems faced by customers using net banking services.

Research Methodology

The research design for this descriptive study involves a sampling design focused on banking customers in Manjeri Municipality. Individual customers form the sampling units, with a sample size of 70 selected through non-probability, convenient sampling. Data collection encompasses both primary and secondary sources, utilizing a structured questionnaire for primary data and various journals and websites for secondary data. The study spans a period of three months, from December 2022 to February 2023. Statistical analysis employs both descriptive and inferential tools using SPSS, with data presented through tables, charts, graphs, and diagrams, and analysed using the percentage method and chi-square test.

Literature Review

1. Mols, N. P. (2000) Mols explored the impact of customer feedback on internet banking, emphasizing its role in helping banks build and maintain secure relationships with customers while reducing operating and fixed costs. The study highlighted the convenience of electronic fund transfers and foreign exchange transactions facilitated by internet banking. The findings suggest that effective customer

feedback mechanisms enable banks to improve their services and operational efficiency, ultimately enhancing customer satisfaction and loyalty (Kam & Riquelme, 2007).

2. Cai, S., et al. (2001) In their research article "The Key Determinants of Internet Banking Service Quality: A Content Analysis," Cai and colleagues examined the dimensions of internet banking service quality. They categorized 17 dimensions into three broad categories: customer service quality, banking service product quality, and online system quality. The study identified responsiveness, ease of use, access, and competence as critical factors influencing customer satisfaction. The researchers concluded that initiatives to improve service quality should be based on customers' needs and preferences, highlighting the importance of customer service quality, online system quality, and banking service product quality in enhancing customer satisfaction with online banking.

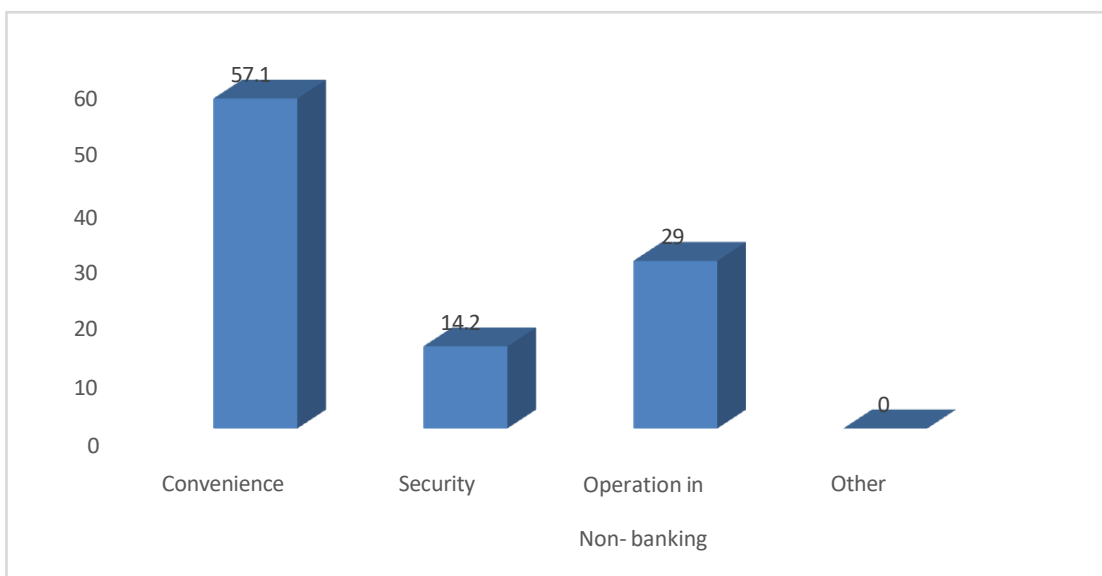
Data Analysis and Interpretation

Table 1. Features of Banking App

Features	No. of Respondents	Percentage
Convenience	40	57.1
Security	10	14.2
Operation in Non-banking hour	20	29
Other	0	0
Total	70	100

Source: primary data

Chart 1. Features of banking app



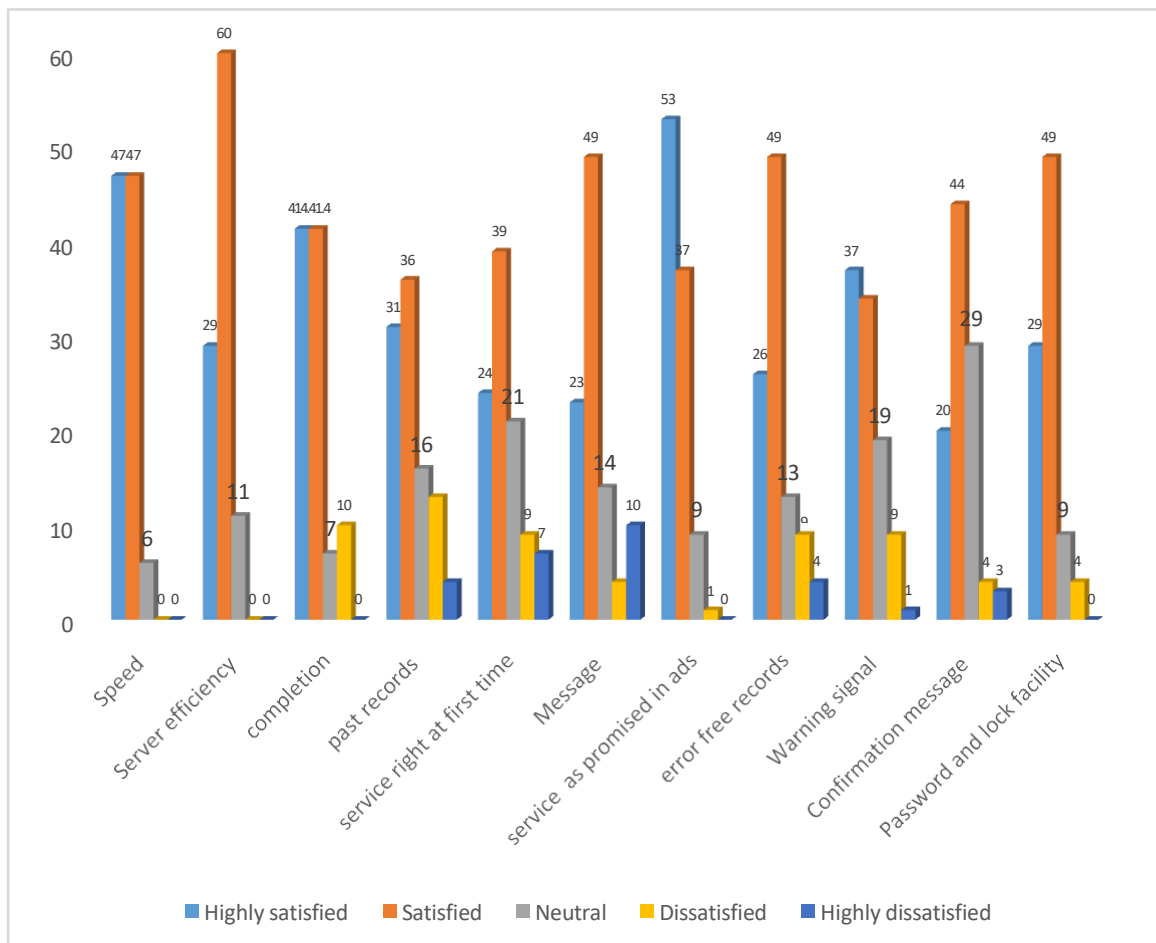
Among the total respondents, it was found that 57.1% are attracted to the feature of convenience, 29% are attracted to the feature of operation during non-banking hours, and the remaining 14.2% are attracted to the feature of security.

Table 2. customer satisfaction with internet banking services

Statements	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Speed of transaction	33	47	33	47	4	6	-	-	-	-	70	100
Server efficiency during transaction	20	29	42	60	8	11	-	-	-	-	70	100
Provide complete function	29	41.4	29	41.4	5	7	7	10	-	-	70	100
Can check the validity and details of past records every Time	22	31	25	36	11	16	9	13	3	4	70	100
Perform the service right at first time	17	24	27	39	15	21	6	9	5	7	70	100
Message about completion of transaction	16	23	34	49	10	14	3	4	7	10	70	100
Deliver the service exactly as promised in Ads	37	53	26	37	6	9	1	1	-	-	70	100

Keep accurate and error free records	18	26	34	49	9	13	6	9	3	4	70	100
Warning signal in websites	26	37	24	34	13	19	6	9	1	1	70	100
Confirmation message immediately after transaction	14	20	31	44	20	29	3	4	2	3	70	100
Password and lock facility	20	29	34	49	6	9	3	4	-	-	70	100

Source: primary data

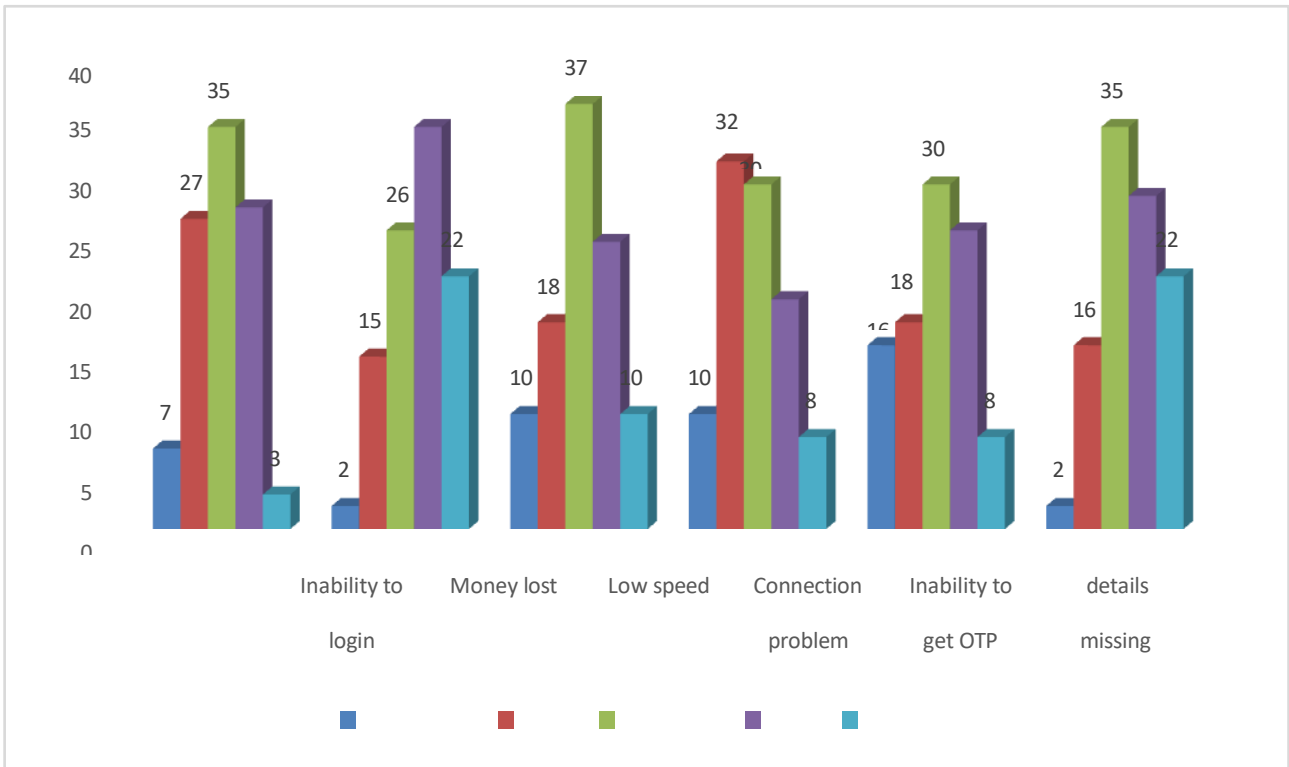


Among the total respondents, it was found that 33% are satisfied with the speed of transactions, 60% are satisfied with server efficiency during transactions, 41.4% are satisfied with the provision of complete functions, and 33% are satisfied with the ability to check the validity and details of past records.

Table 3. Problems faced by internet banking users

Problems faced by net banking users	Very high		High		Medium		Low		Very low			
	No	%	No	%	No	%	No	%	No	%	No	%
Inability to login /Operate account	4	7	16	27	21	35	17	28	2	3	70	100
Money lost without my knowledge	1	2	9	15	16	26	21	35	13	22	70	100
Low speed	6	10	11	18	22	37	15	25	6	10	70	100
Connection problem due to server error	6	10	19	32	18	30	12	20	5	8	70	100
Inability to get OTP due to network	10	16	11	18	18	30	16	26	5	8	70	100
Transaction details missing	1	2	10	16	21	35	15	29	13	22	70	100

Source: primary data



Among the total respondents, 35% rate their inability to log in/operate the account as medium, 35% rate the risk of money loss without their knowledge as low, 37% rate the issue of low speed as medium, 30% rate the connection problem due to server error as medium, and 30% rate the inability to receive OTP due to network issues as medium.

Findings

1. Most respondents use the Google Pay app for transactions.
2. Convenience is the most attractive feature of net banking.
3. Net banking is primarily used for online payments.
4. Most respondents believe in the security of net banking.
5. 60% of respondents are satisfied with transaction efficiency.
6. There is high satisfaction with the number of services offered.
7. The main problems include transaction failures with amount deduction and login/operational issues.

Suggestions

1. Improve online banking facilities.
2. Change perceptions about security problems.
3. Increase the usage of online banking apps for shopping.
4. Address transaction failure issues promptly.
5. Conduct awareness programs to educate customers.
6. Enhance the safety and security features of web pages.
7. Focus on cybersecurity and the protection of sensitive identities.
8. Improve internet banking systems' ability to guide customers.
9. Enhance transaction speed to attract customers.

Conclusion

The results of this research indicate that transaction efficiency, ease of use, and convenience are important determinants of customer satisfaction with internet banking. However, security concerns, money lost without customers' knowledge, and transaction failures with amounts deducted from accounts are the major problems faced by internet banking users. This indicates that while the cost and time customers spend on internet banking have increased, the level of customer satisfaction has improved in the present situation. Although internet banking has not yet achieved full customer satisfaction, it is expected to improve. Managing e-banking demands analytical ability and attention to detail. For satisfactory performance, these determinants should be mixed in the right proportions to achieve high-quality internet banking and incorporate newer ideas. There is a need for concerted efforts towards the operational efficiency of internet banking.

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7 Impact of flash sale system on customers with special reference to smart phone industry

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Abstract

Flash sales have become a prominent strategy in the e-commerce landscape, particularly in the smartphone industry, aimed at creating urgency and driving immediate consumer action. This study investigates the impact of flash sales on customer behaviour, focusing on awareness levels, influencing factors, and the relationship between timing and demand creation. Utilizing a descriptive research design, data was collected from 70 smartphone users who participated in flash sales. Findings highlight the effectiveness of flash sales in influencing brand choice and stimulating customer engagement, while also addressing challenges and opportunities associated with this sales approach.

Keywords: Flash sales, e-commerce, smartphone industry, consumer behaviour, urgency marketing

Introduction

A flash sale system employs hunger marketing, offering surprise prices to attract potential customers, followed by limiting supply to create demand that exceeds availability, creating a sense of urgency and a hot selling illusion. Flash sales are effective in driving heavy traffic to websites, listing products of a particular brand for a limited period. This time constraint induces consumers to purchase the product immediately.

The flash sale system is considered an efficient and effortless method to attract and engage customers, triggering immediate purchases. It refers to an emerging e-commerce practice where firms offer products or services at substantial discounts for a limited time. This study aims to explore the impact of flash sales on customers, focusing on the smartphone industry.

In recent years, e-commerce portals and smartphone brands in India have adopted various tactics to boost sales and capture a broader customer base, similar to practices in other parts of the world. One such tactic is the use of flash sales, which has transformed customer purchasing behaviour. While any e-commerce store can utilize flash sales as a valuable approach, some companies, such as Xiaomi, integrate

flash sales into their entire business models. However, there is limited research on the factors influencing the success of flash sale systems and their impact on customers.

Statement of The Problem

Flash sales in India are a relatively new and customer-oriented sales concept, especially online. It is crucial to analyse the pros and cons of this approach and optimize it for the benefit of e-commerce, the smartphone industry, and customers. This study aims to examine the process of flash sales, its strategic practices, and its impact on customers.

Objectives of The Study

- To assess customers' awareness levels regarding the flash sale system.
- To identify the most attractive elements of the flash sale system.
- To study the impact of factors influencing the success of flash sale systems.
- To understand the relationship between the timing of flash sales and demand creation.
- To analyse the impact of the flash sale system on brand choice.

Significance of The Study

Given the critical role of sales in business survival and the connection between customers and sales, it is essential for organizations to engage in programs that influence customer purchasing decisions. This underscores the importance of systems like flash sales. This study aims to investigate the present impact of flash sales and their elements that attract customers.

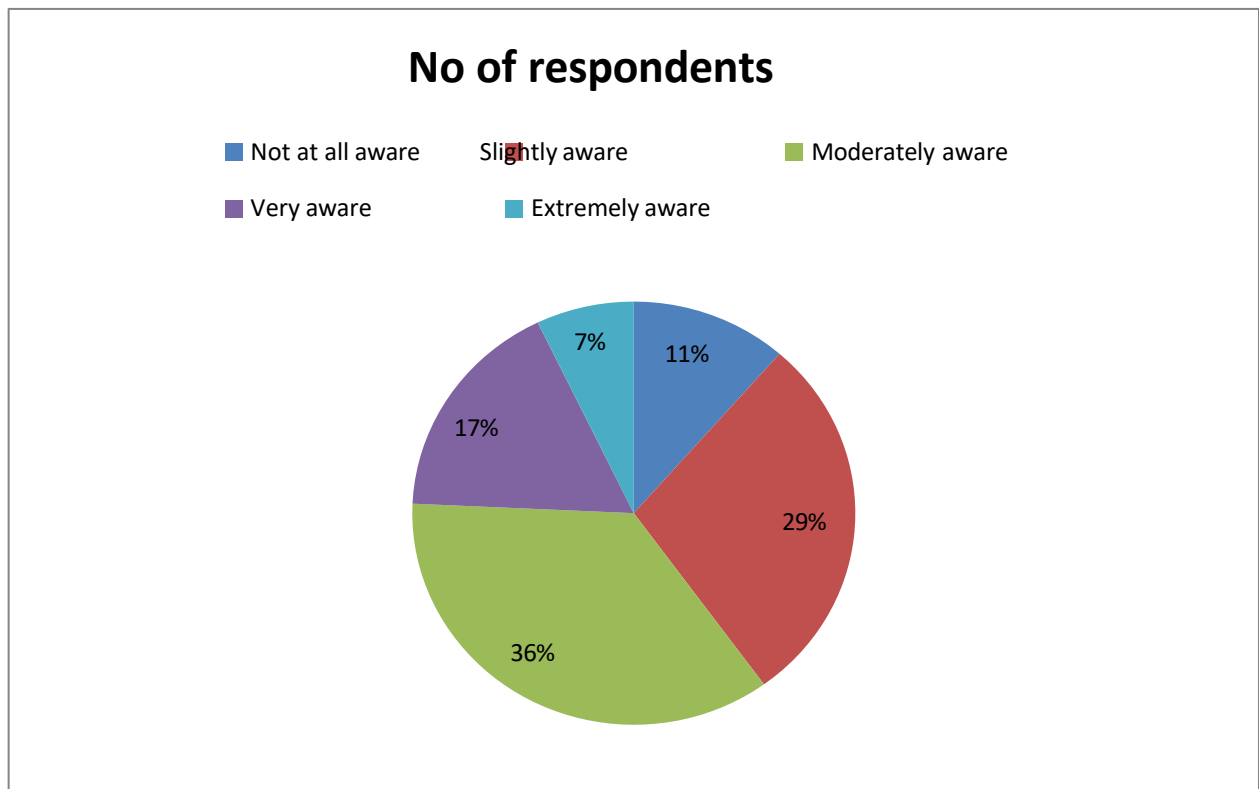
Research Methodology

The research design employed is a descriptive research design, suited for studying the impact of the flash sale system on customers in the smartphone industry. A sample of 70 respondents, consisting of customers who have purchased during flash sales and are smartphone users, was selected. Primary and secondary data were analysed using appropriate statistical and financial tools such as weighted average, chi-squared test, tabulation, graphs, and testing tools to effectively present the findings.

Data Analysis and Interpretation

Table 1. Showing Awareness Level of Flash Sales

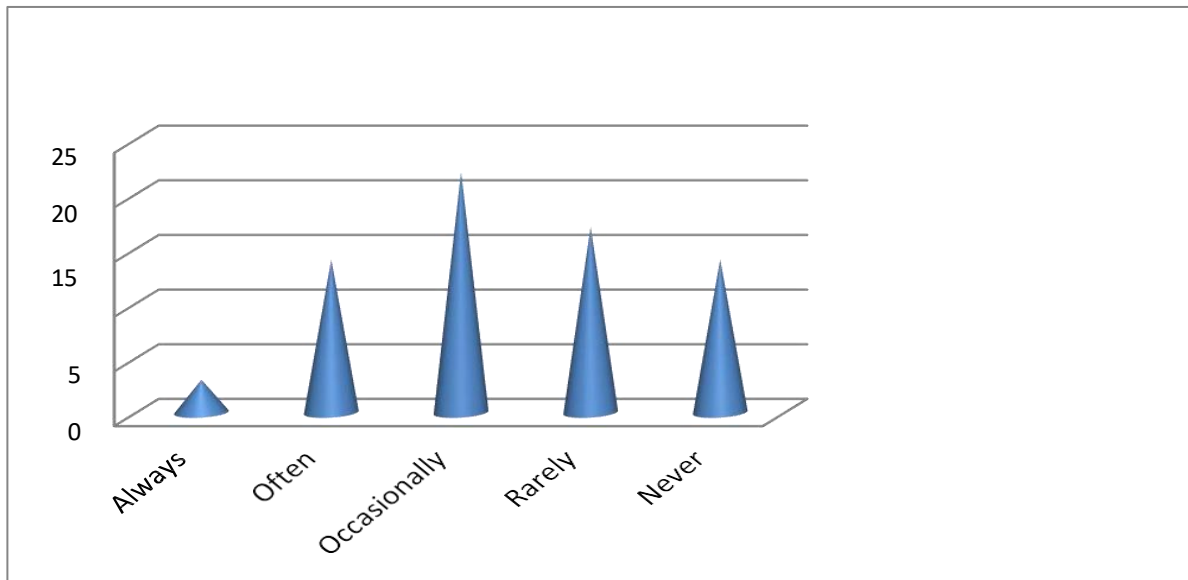
Awareness Level	No of Respondents	Percentage
Not at all aware	8	11.4%
Slightly aware	20	28.6%
Moderately aware	25	35.7%
Very aware	12	17.1%
Extremely aware	5	7.1%
total	70	100%



From the table above, it shows that 35.7% of respondents are moderately aware of flash sales, 28.7% are slightly aware of flash sales, 17% are very aware of flash sales, 11% are not at all aware of flash sales, and the remaining 7% are extremely aware of flash sales.

Table 2. Frequency of Participation in Flash Sales

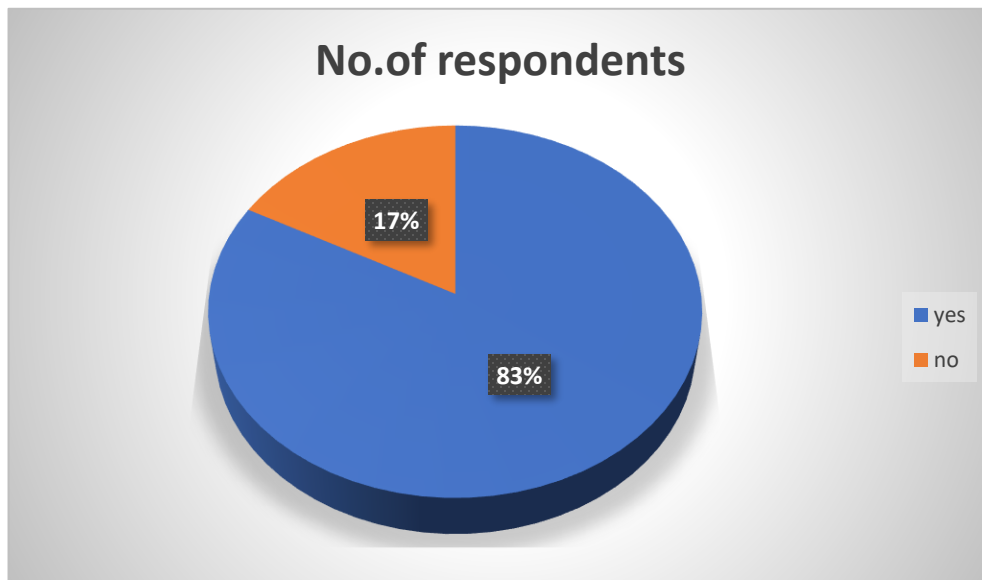
Particulars	No of Respondents	Percentage
Always	3	4.3%
Often	14	20%
Occasionally	22	31.4%
Rarely	17	24.3%
Never	14	20%
Total	70	100%



From the table above, it shows that 31.4% of respondents use flash sales occasionally to buy smartphones, 24.3% use flash sales rarely, 20% use flash sales often, 20% of respondents never use flash sales, and the remaining 4.3% of respondents always use flash sales.

Table 3. Showing Like to Buy Smartphone in Flash Sale

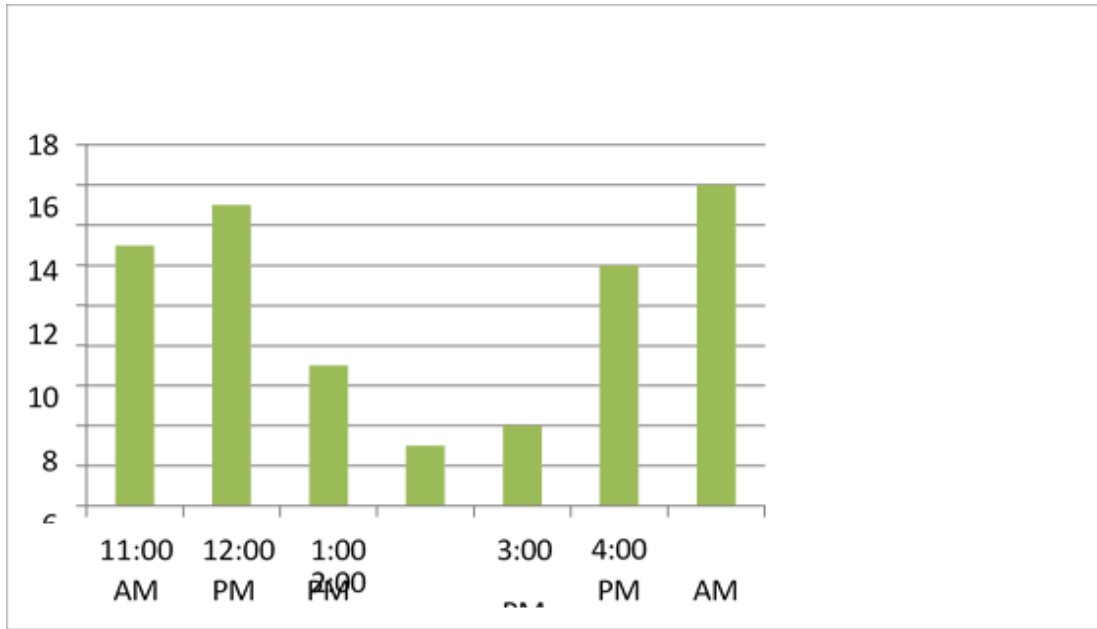
Particulars	No of Respondents	Percentage
Yes	50	82.9%
No	20	17.1%
Total	70	100%



From the above table, it shows that 71% of respondents feel that flash sales are likely enough to buy a smartphone, and 29% of respondents feel that flash sales are not likely to buy a smartphone.

Table 4. Showing Preferred Timing of Participation in Flash Sales

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
11am	13	18.6%
12pm	15	21.4%
1pm	7	10%
2pm	3	4.3%
3pm	4	5.7%
4pm	12	17.1%
12am	16	22.9%
Total	70	100%



From the above table, it shows that the majority of respondents prefer the most suitable timing for participation in flash sales at 12 am

Table 5. Showing Factors Affecting Disliking of Flash Sale System

FACTORS/ASPECTS	1	2	3	4	5	6	TOTAL
Possibility of forgery	20	22	14	10	2	2	70
Not getting products because of competition	18	24	12	10	3	3	70
Too much clutter	15	21	15	12	4	3	70
Security issue	23	28	10	6	1	2	70
Physical examination is not possible before purchase	39	11	6	6	3	5	70
Unattractive look of website	16	23	15	7	5	4	70

Factors/Aspects	1	2	3	4	5	6	Total	Rank
Possibility of forgery	120	110	56	30	4	6	326	3
Not getting products because of competition	108	120	48	30	6	3	315	4
Too much clutter	90	105	60	36	8	3	302	6
Security issue	138	140	40	18	2	2	340	2
Physical examination is not possible before purchase	234	55	24	18	6	5	342	1
Unattractive look of website	96	115	60	21	10	4	306	5

The above table shows that, majority of respondents ranked physical examination is not possible before purchase as the number 1 aspects because they do not like flash sale, security issue are the second aspects according to the respondents which they do not like flash sales ,possibility of forgery has also great influence in respondents and it is ranked 3,not getting products because of competition aspects stands ranked 4th and respondents ranked unattractive look of website as 5th and too much clutter factor ranked as the least affecting one

Table 6. Showing Attracting Aspects of Flash Sale System

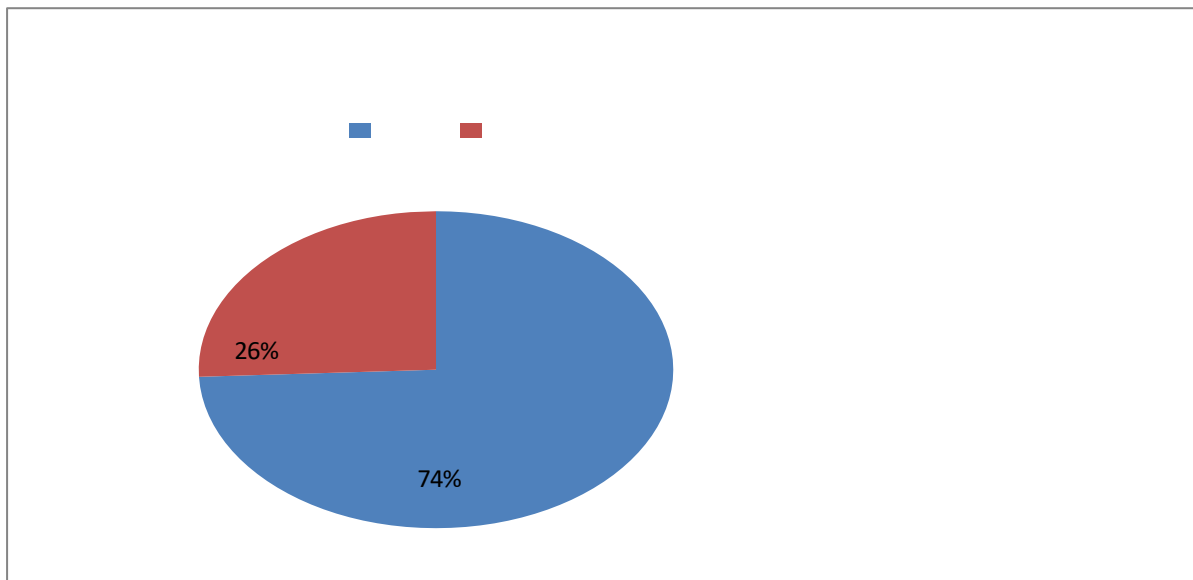
Factors/Aspects	1	2	3		4	5	6	7	total
Competitive pricing	41	8	10		5	2	1	3	70
Sense of achievement	22	26	14		2	0	1	5	70
Limited time	14	24	13		10	6	1	2	70
Limited no of quantity	10	18	23		10	2	4	3	70
Product specs	19	22	13		7	5	2	2	70
Brand image	33	16	8		4	3	3	3	70
Attractive look of website	20	19	16		4	1	3	7	70

Factors/Aspects	1	2	3	4	5	6	7	total	rank
Competitive pricing	287	48	50	20	6	2	3	416	1
Sense of achievement	154	156	70	8	0	2	5	395	3
Limited time	98	144	65	40	18	2	2	369	6
Limited no of quantity	70	108	115	40	6	8	3	350	7
Product specs	153	132	65	28	15	4	2	379	4
Brand image	231	96	40	16	9	6	3	401	2
Attractive look of website	140	114	80	16	9	6	7	372	5

The above table shows that, majority of respondents ranked competitive pricing as the number 1 aspects because of buy they prefer buying in flash sales, brand image as the second aspects according to the respondents, sense of achievement also have great influence in respondents and that's why it is ranked 3, limited number of quantities as the least attracting aspect.

Table 7. Showing Flash Sales Influence on The Brand Choice

Particulars	No. of Respondents	Percentage
Yes	52	74.3%
No	18	25.7%
Total	70	100%



From the above table, it shows that 74% of respondents feel that flash sales influence brand choice, while 26% of respondents feel that flash sales do not have any influence on brand choice.

Testing of Hypothesis

Analysis of Awareness Towards Flash Sale System in Different Genders

To determine the relationship between gender and awareness levels, a one-way ANOVA was applied.

H₀: There is no significant relationship between gender of customers and awareness level of flash sale system

ANOVA

Awareness Level of ANOVA

	Sum of Squares	Degree of freedom	Mean Square	F	Sig.
Between Groups	.000	1	.000	.000	1.000
Within Groups	81.200	68	1.194		
Total	81.200	69			

The above table reveals that the null hypothesis is accepted at 5% level of significance because calculated P value is more than 0.05. So, we can interpret that there is no relationship between gender of customers and awareness level of flash sale system.

Findings

- Through hypothesis testing found that there is no significant relationship between gender and awareness level of flash sale system
- Through this study it is founded that the most attractive aspects of flash sale system are competitive pricing. majority of respondent feel so they have given rank 1 to that.
- Through this study it is found that there is certain factor that does affect flash sales and having an impact on customers. through analysis it is found that pricing is the most attracting aspects of flash sale system, also found that product specs is not affect the flash sale system.
- Through this study also found that the timing of flash sale has also an impact on demand creation, that is over 22% of respondents preferred 12 am as the most suitable time to buy and least preferred is 3 pm (5%).
- By this study it is also found that impact on flash sale system on creating brand choice is high, over 74% respondents have an opinion flash sale does create a brand choice
- Through the hypothesis testing found that there is no significant relationship between gender and online buyers of Smart phone.

Suggestions

- By pushing flash sales in accordance with the most preferred timing chosen by customers the frequency of participation or likelihood to buy in flash sales can be improved.
- It's better not to play with the customer patience or else the customer patience should be properly handled.
- There should be sufficient and adequate availability of supply of stock for a sale
- There should also be enough time provided to customers to make a decision to buy
- Should improve the website handling efficiency to avoid clutters and server issues
- The website should have a minimalistic and pleasing look
- Educate the people about flash sales by way of certain programs on websites prior to sales. So that they get a clear idea about flash sale mechanism and it's working.

Conclusion

This research entitled “a study on the impact of flash sale system on customers with special reference to Smartphone industry has attempted to study the process of flash sales, its practices and impact of flash sale system and its attracting elements among customers. From the study it’s been understood that there are certain elements that affects the flash sale system, like timing of sale, pricing of products etc. hence they have an impact on customers. This study clearly shows that the awareness levels of customers towards flash sale system are not the same. There are still plenty of people who are unaware of this concept. They are needed to educate about the sale concept so that the success can be much more that what it’s expected to be.

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Fundamental Analysis of Selected Telecommunication Companies

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Abstract

Investment is a key activity that individuals engage in to maximize income and achieve financial growth. Among various investment options, equity shares represent fractional ownership in a company and involve significant risk but potentially high returns. Fundamental analysis (FA) is a method used to evaluate a security's intrinsic value by examining economic and financial factors. This study focuses on the fundamental analysis of two prominent telecommunication companies in India, BSNL and Vodafone Idea Ltd, comparing their performance and growth. By examining the financial statements of these companies from 2014 to 2018, the study aims to provide insights into their profitability, liquidity, and solvency, ultimately guiding investors in making informed decisions.

Keywords: Investment, Equity Shares, Fundamental Analysis, Telecommunication, BSNL, Vodafone Idea Ltd, Financial Performance

Introduction

The financial requirements of individuals are boundless, and everyone aims to maximize their income flow from various sources. One of the most interesting activities undertaken to achieve this objective is investing, which attracts people from all walks of life, regardless of their economic status, occupation, education, or family background. Investment involves employing funds in assets with the aim of earning income or capital appreciation. The two main factors influencing investment decisions are time and risk. Investing involves allocating money to assets expected to yield gains over a period of time.

Equity shares, commonly referred to as ordinary shares, represent a form of fractional ownership where shareholders undertake the maximum entrepreneurial risk associated with a business venture. Holders of such shares are members of the company and possess voting rights. Equity investment

has always been a preferred option for active investors, despite the inherent risks. Fundamental analysis (FA) helps investors determine whether a stock is undervalued, overvalued, or trading at fair market value by evaluating its intrinsic value.

FA measures a security's intrinsic value by examining related economic and financial factors. Analysts study factors affecting the security's value, from macroeconomic elements like the economy and industry conditions to microeconomic elements such as company management effectiveness. The goal is to arrive at a value that can be compared with the security's current price to determine its valuation. FA contrasts with technical analysis, which forecasts price directions through historical market data analysis. FA is usually conducted from a macro to micro perspective to identify securities not correctly priced by the market. Public data is used to evaluate the value of stocks or other securities.

The telecommunications sector plays a vital role in our lives. India's telecommunication network is the second largest in the world by the number of users, with 1.183 billion subscribers as of May 31, 2019. The sector includes telephone, internet, and television broadcast services, continually evolving into next-generation networks. This study utilizes fundamental analysis to examine the financial performance of two significant telecommunications companies, BSNL and Vodafone Idea Ltd.

Statement of the Problem

Valuation is crucial in finance as long as assets are traded. Significant research analyses valuation, particularly through fundamental and technical analysis. This study conducts a fundamental analysis of two popular telecommunications companies, BSNL and Vodafone Idea Ltd, to compare their growth and performance.

Significance of the Study

Numerous companies provide telecommunication services, making it challenging to analyse all of them. This study focuses on two prominent companies, BSNL and Vodafone Idea Ltd, to analyse and compare the performance and growth of the telecommunications sector.

Objectives of the Study

1. To compare the performance and growth of BSNL and Vodafone Idea Ltd.
2. To assess the profitability, liquidity, and solvency of BSNL and Vodafone Idea Ltd.
3. To conduct a fundamental analysis of BSNL and Vodafone Idea Ltd and recommend the better investment choice.

Research Methodology

The study employs a descriptive and analytical research design, examining the financial statements of BSNL and Vodafone Idea Ltd from 2014 to 2018 to evaluate their performance. Secondary data is collected from published annual reports, websites, and journals. Two prominent telecommunication companies, BSNL and Vodafone Idea Ltd, are selected as the sample for this study. Various financial ratios, including the current ratio, quick ratio, debt equity ratio, earnings per share, dividend payout ratio, return on equity, return on assets, long-term debt equity ratio, and return on capital employed, are used to analyse profitability, liquidity, and solvency. Data presentation is facilitated through tables and graphs, with the study conducted over six months from October 2019 to February 2020.

Literature Review

1. Jevenslee. (1987), done fundamental analysis of securities. The fundamental analysis approach assumes that each security has an intrinsic value that can be decided on the basis of such information like accounting earnings, dividends, growth factors, and debt/equity ratios etc. Technical expert determines the intrinsic value on the basis of these fundamentals and compares this value with the current market price to determine if the security is underpriced or overpriced.

2. Mishra. (2016), stated the extent to which trading profitability using technical analysis indicators explains the risk premium or risk compensation for investing in equity markets as against assets that are relatively risk-free using multiple regression analysis. It is advised that traders, retail investors and fund managers, while evaluating portfolios, can rely on technical indicators-based trading strategies other than fundamental analysis.

3. Pandya. (2013), conducted study for Information Technology sector companies and technical analysis is done for them. He carried out detail research for Technical Analysis of the securities of

the selected companies from the Information Technology sector and to assist portfolio decisions in this sector, since Information Technology sector is one of the most upcoming and booming sectors in the Indian Market. It has proven to be one of the most important and growing sectors of the Indian Economy.

4. Boobalan. (2014), carried out Technical Analysis of the securities of the selected companies from Industry and to assist investment decisions in the Indian Market. Technical analysis through this study does not result in absolute predictions about the future with regard to forecasting.

Industrial Profile: Telecommunications Industry

The telecommunications sector, an integral part of the information and communication technology (ICT) landscape, encompasses all telephone companies and internet service providers. This industry has been pivotal in the evolution of mobile communications and the information society. Traditional telephone calls remain the industry's primary revenue generator. However, the modern telecom landscape is increasingly dominated by data services, including messaging, email, and video streaming, due to advancements in network technology. High-speed internet access, particularly through digital subscriber line (DSL) technology, supports a broad range of computer-based data applications such as broadband information services and interactive entertainment. Notably, value-added services delivered over mobile networks represent the fastest-growing segment of the telecom industry.

BSNL (Bharat Sanchar Nigam Limited)

Bharat Sanchar Nigam Limited (BSNL), headquartered in New Delhi, India, is a state-owned telecommunications company incorporated by the Government of India on October 1, 2000. BSNL provides mobile voice and internet services nationwide and is India's largest wireline telecommunications network company, holding over 60% of the market share. It ranks as the fourth-largest wireless telecommunications operator in the country.

BSNL is unique in its focused efforts to bridge the rural-urban digital divide in the ICT sector, offering services across India except for New Delhi and Mumbai. Its extensive network serves even the most inaccessible areas, providing services such as wireline, CDMA and GSM mobile, internet, broadband, MPLS-VPN, VSAT, VoIP, and FTTH. With 115.87 million cellular subscribers and 11.17 million wireline phone subscribers as of April 2019, BSNL leads in basic services with a 51.47% market share.

BSNL has developed a world-class multi-gigabit, multi-protocol convergent IP infrastructure supporting voice, data, and video services through the same backbone and broadband access network. As of April 2019, BSNL had 21.56 million broadband customers. The company's experience in planning, installing, integrating, and maintaining switching and transmission networks is notable, alongside its ISO 9000 certified Telecom Training Institute. BSNL's turnover for 2017-18 was approximately Rs. 25,071 crores.

Vision: To be the leading telecom service provider in India with a global presence, focusing on customer care, sales, marketing, and leveraging technology to provide affordable and innovative telecom services.

Mission: To become the most trusted, preferred, and admired telecom brand, providing reliable services, generating stakeholder value, and maximizing asset returns.

Objectives: Increasing sales revenue, expanding mobile and data services, adopting efficient policies, enhancing customer care, leveraging data services for revenue growth, and strengthening finances through asset utilization.

Vodafone Idea Limited

Vodafone Idea Limited, headquartered in Mumbai, Maharashtra, and Gandhinagar, Gujarat, is an Indian telecom operator offering 2G, 3G, and 4G VoLTE services under the Vodafone and Idea brands. With a subscriber base of 332.65 million as of December 2019, it is the second-largest mobile telecommunications network in India and the fifth-largest globally. Vodafone Idea operates a broadband network of 340,000 sites and reaches 1.7 million retail outlets.

Formed on August 31, 2018, by the merger of Vodafone India and Idea Cellular, the entity uses both brands post-merger. The Vodafone Group holds a 45.1% stake, Aditya Birla Group holds 26%, and the remaining shares are public. The company focuses on mobile payments, IoT, enterprise offerings, and entertainment services, accessible through digital channels and on-ground touchpoints.

Vision: To create world-class digital experiences that connect and inspire every Indian to build a better tomorrow.

Mission: To be the most loved brand by delivering simple, delightful experiences and meaningful innovations through new-age technologies.

Offerings: Vodafone Idea Limited provides a range of innovative and differentiated offerings, including prepaid and postpaid plans, international roaming products, and mobile money transfer services like M-PESA. The company has also developed health services and partnered with Visa for global mobile payment solutions.

Industry Impact

The telecommunications industry is characterized by rapid technological advancements and evolving consumer demands. Both BSNL and Vodafone Idea play significant roles in this dynamic landscape, driving connectivity and digital inclusion across India. Their comprehensive service portfolios and strategic initiatives underscore their contributions to the digital economy and the broader information society.

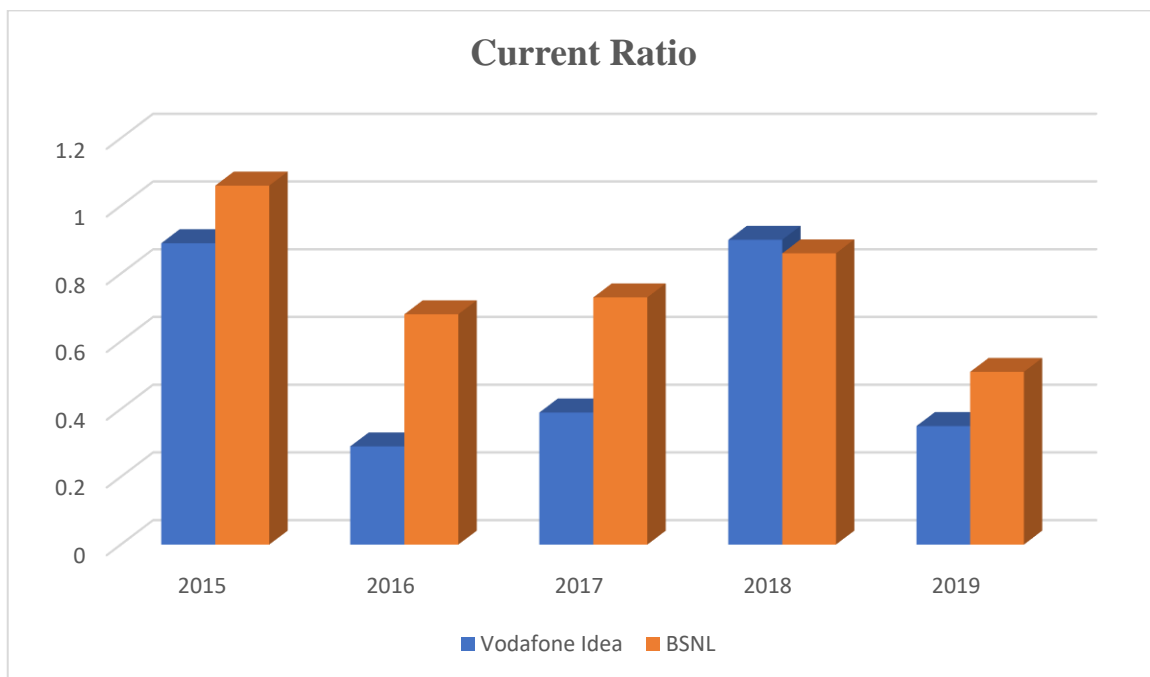
Data Analysis and Interpretation

Table 1. Current Ratio

Current Ratio=Current liabilities/Current Assets

Name of the Company	2015	2016	2017	2018	2019
Vodafone Idea	0.89	0.29	0.39	0.90	0.35
BSNL	1.06	0.68	0.73	0.86	0.51

Diagram 1. Current Ratio

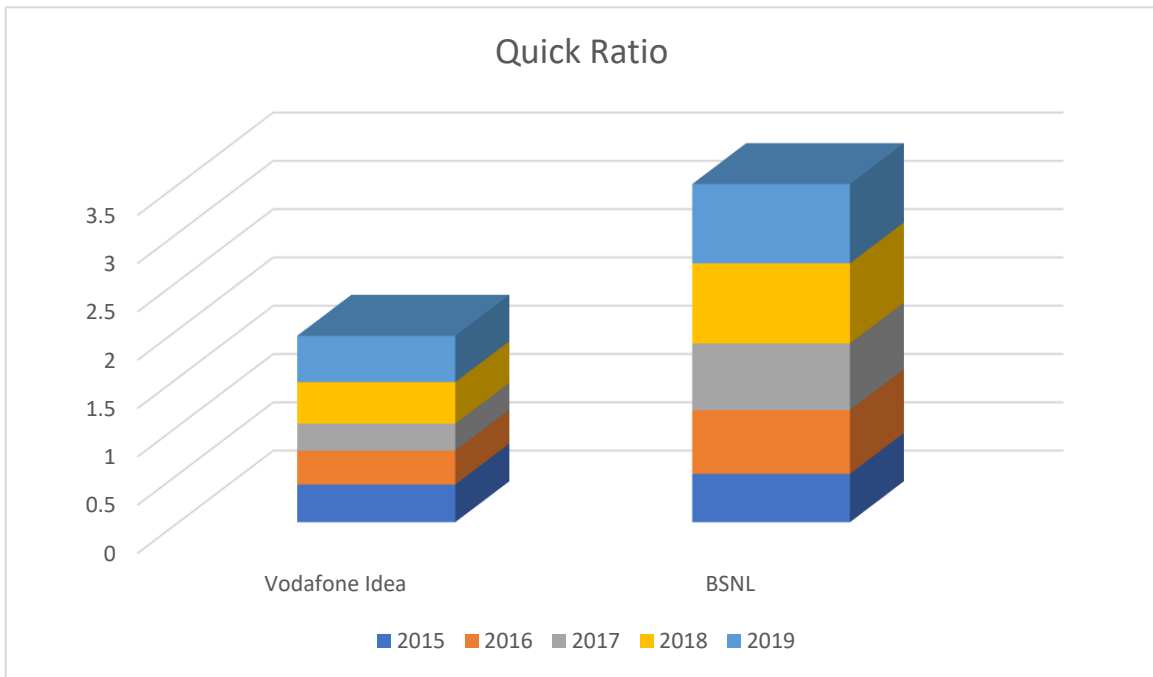


In all year Vodafone Idea Ltd shows a moderate position. But it has a slight increase in 2015 and 2018. BSNL shows a good position in 2015. But it is in least position in 2019

Table 2. Quick Ratio

Quick Ratio= Quick Assets/ Current Liabilities

Name of the Company	2015	2016	2017	2018	2019
Vodafone Idea	0.39	0.35	0.28	0.43	0.48
BSNL	0.50	0.66	0.69	0.83	0.82

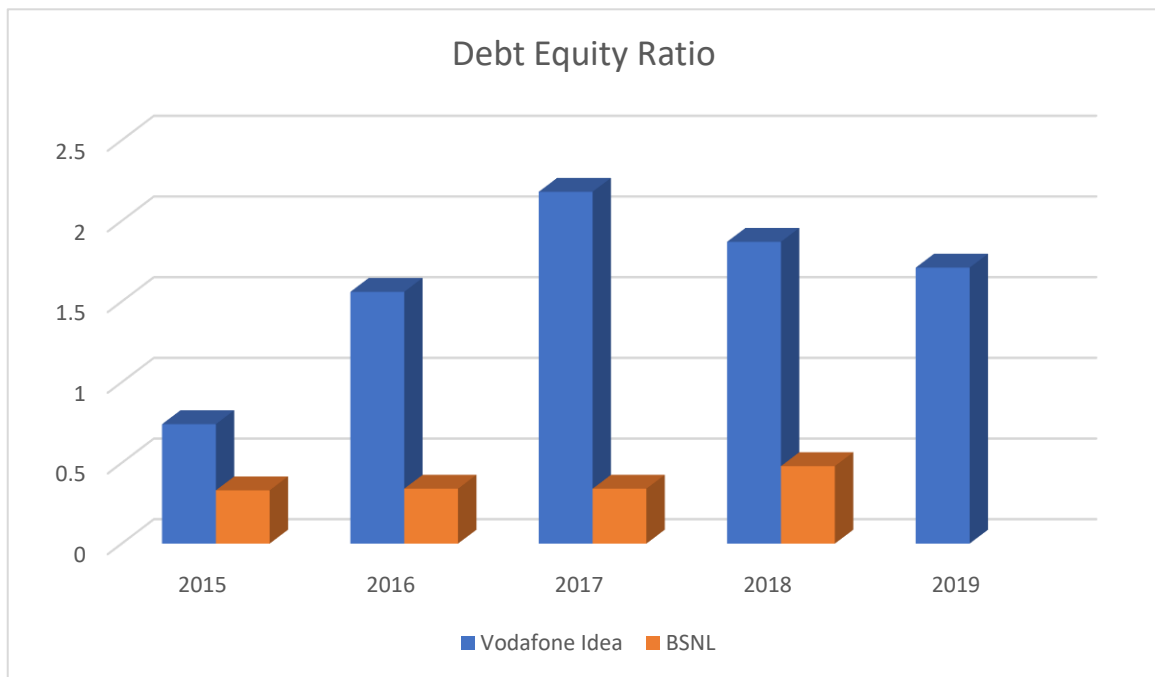


In all year Vodafone Idea Ltd is in a moderate position. its shows only slight variations in all year. BSNL shows a good position in 2015. But it is in least position in 2018 and 2019.

Table 3. Debt Equity Ratio

Debt Equity Ratio= Total Debt/ Total Equity

Name of the Company	2015	2016	2017	2018	2019
Vodafone Idea	0.74	1.56	2.18	1.87	1.71
BSNL	0.33	0.34	0.34	0.48	0.81

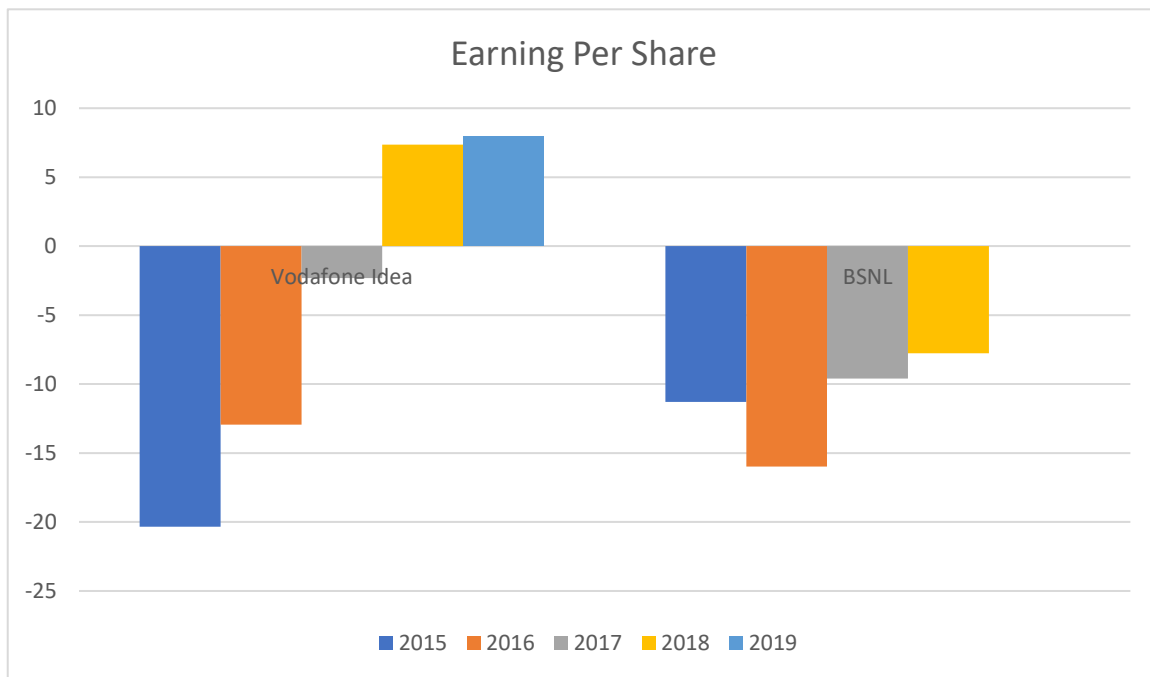


In 2015 Vodafone Idea Ltd shows a moderate position. But its shows better position in following Years. it shows a highest position in the year 2017. That's means it have increase in debt. BSNL is in a moderate position in all years.

Table 4. Earnings Per Share

EPS= Profit after Tax/Number of Equity Shares

Name of the Company	2015	2016	2017	2018	2019-
Vodafone Idea	-20.33	-12.95	-2.31	7.35	7.94
BSNL	-11.30	-15.99	-9.59	-7.76	-16.47



Vodafone Idea Ltd reveals a negative stand in EPS in 2015, 2016 and 2017. But it shows an increasing trend in 2018 and 2019. BSNL reveals a negative stand in all years.

Findings

- Both companies show a relatively good position on the quick ratio.
- Vodafone Idea Ltd shows a better trend in the debt-equity ratio, while BSNL shows only a moderate position over all five years.
- Vodafone Idea Ltd reveals a negative EPS in the first four years, but it shows an increasing trend in 2018 and 2019. BSNL reveals a negative EPS in all five years.
- Vodafone Idea Ltd has a higher debt capacity than BSNL.
- BSNL shows the highest position in the long-term debt-equity ratio.
- Vodafone Idea Ltd reveals a negative EPS in the first three years but shows an increasing trend in the last years.
- BSNL reveals a negative EPS in all years.

Suggestions

- Individuals should understand the company's financial health before investing.
- An investor should consider economic and industry factors in addition to company analysis while making investment decisions.
- The sector should receive adequate attention in terms of investment.
- More research and development are required to meet domestic as well as foreign competition.
- Evaluate the company's spectrum holdings because spectrum rights are the lifeblood of the telecom industry.
- Compare revenue growth strategies.
- Investors need to understand the company's upcoming investment plans before making investments.
- It is critical to understand the cast of characters at the helm of a company.

Conclusion

The study was conducted to evaluate the performance of two leading companies in the telecom sector in India: BSNL and Vodafone Idea Ltd. It is an analysis of the past five years. The company analysis shows a decline for both companies. However, in comparison, Vodafone Idea Ltd is the best option for investment, whereas investment in BSNL can also be suggested.

To conclude, fundamental analysis is one of the best methods to study the financial health of companies. It uses real data to evaluate a security's value, focusing on the financial statements of the company being evaluated. However, ratio analysis, with its several limitations, should be considered only as a tool for analysis rather than an end in itself, as it does not provide any clue about the future. The study suggests that investors must invest carefully because markets are unpredictable.

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E-Banking Awareness Among Rural Women in Anakkayam Panchayath

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Abstract

This study investigates the awareness and adoption of electronic banking (e-banking) services among rural women in Anakkayam Panchayath. The banking sector, integral to economic development, has evolved significantly with technological advancements, transitioning from traditional banking to e-banking. This research aims to measure the awareness levels, identify influencing factors, assess satisfaction levels, and understand the problems faced by rural women using e-banking services. The study is descriptive, employing both primary and secondary data collected through structured questionnaires. Statistical tools such as percentage, weighted average, ANOVA, and Chi-square tests are used for analysis. Findings will provide insights into the awareness and utilization of e-banking services, contributing to the broader understanding of customer perceptions in the banking sector.

Keywords: E-banking, Rural Women, Awareness, Satisfaction, Anakkayam Panchayath, Technological Adoption, Banking Services

Introduction

Banks are vital financial institutions providing various services crucial for economic health and social development. The Indian banking sector has undergone significant changes since nationalization, evolving from traditional banking methods to modern, technology-driven practices. E-banking, encompassing internet banking, mobile banking, and more, has revolutionized the industry, offering convenience, cost savings, and enhanced customer satisfaction. This transformation allows customers to perform transactions anytime and anywhere, reflecting a shift towards a more integrated and technology-oriented banking system.

Statement Of the Problem

In the era of globalization, banks must maintain high service quality to retain and attract customers. Technological advancements have introduced alternative banking channels such as ATMs, credit cards, and mobile banking, changing customer attitudes and awareness. Traditional banking required physical visits to branches, but e-banking provides the convenience of accessing banking services remotely. This study focuses on understanding the awareness and satisfaction levels of rural women in Anakkayam

Panchayath regarding e-banking services and identifying the factors influencing their adoption and the problems they face.

Objectives Of the Study

- To measure the awareness level of rural women on e-banking services in Anakkayam Panchayath.
- To identify factors influencing the adoption of e-banking among rural women.
- To assess the satisfaction levels of rural women regarding the e-banking services they use.
- To identify problems faced by rural women while using e-banking.

Scope Of the Study

The study is confined to Anakkayam Panchayath, focusing on the awareness and satisfaction levels of rural women using e-banking services such as internet banking, credit cards, mobile banking, and ATMs. It aims to understand how these customers perceive and utilize e-banking facilities, providing insights that can contribute to the academic and practical understanding of e-banking adoption in rural areas.

Hypothesis

- H₀: There is no significant difference between age and awareness level of e-banking.
- H₀: There is no significant relationship between education and satisfaction level of e-banking.

Research Methodology

The study targets women in Anakkayam Panchayath, employing a convenient sampling method with a sample size of 70 rural women. Both primary and secondary data are utilized, with primary data collected through structured questionnaires and secondary data sourced from books, journals, and websites. The collected data is analysed using statistical tools such as percentage, weighted average, ANOVA, and Chi-square tests, with the aid of SPSS software. Results are presented using tables and diagrams. The research period spans from October 2019 to March 2020.

Literature Review

1. V.Rengarajan & V.Vijayanand, Dr.N.Kogila(2018) The Study is to find out how the demographic factors are dependent when comparing with two sectors namely; Public and Private sectors banks in which customer relationship is the one factor dependent on another factor. The data collected from 168 customers were 48 and 120 in Kumbakonam and Thanjavur respectively in two sectors of banking as convenient as possible and it helps to perform numerous tests to measure the proper relationship between the dependent variable and independent variable. Eventually, we are eager to find out the various problems about the area of usage of digital payment system and to create consciousness about the importance of electronic services.

2. Dr. KA Rajanna,(2017) The evolution of e-banking started from the use of automatic teller machines, direct bill payment, electronic fund transfer (EFT) and the revolutionary online banking. As a business tool, internet banking is rapidly transforming the world of commerce and banking, making banks faster and more efficient and allowing them to provide more personalized services to the use of customer. This study an attempt is made to explore the major factors responsible for internet banking based on respondent's perception in various in internet applications. It also provides a frame work of the factors which are taken to assess the internet banks perception. This study found that major findings and to give the recommendations for needful action to be taken by the authorities.

3. Dr.Sweta Singhal(2017) This case study examine the awareness level of people of rural areas in India about e-banking facilities and how much it has increased after demonetization. The present study is conducted to investigate the use of e-banking facilities for purposes post demonetization in India. An awareness level scale and an operation level scale are administered about simple transaction activities like amount transfer to other person's account on a sample of 100 people of rural and urban areas of India. An ANOVA test was conducted which shows that rural people differ significantly with urban people in their awareness level as well as usage level of e-banking Finding of the study are helpful for banks to improve their e-banking facilities, making their websites user friendly and improving awareness and usage of e-banking.

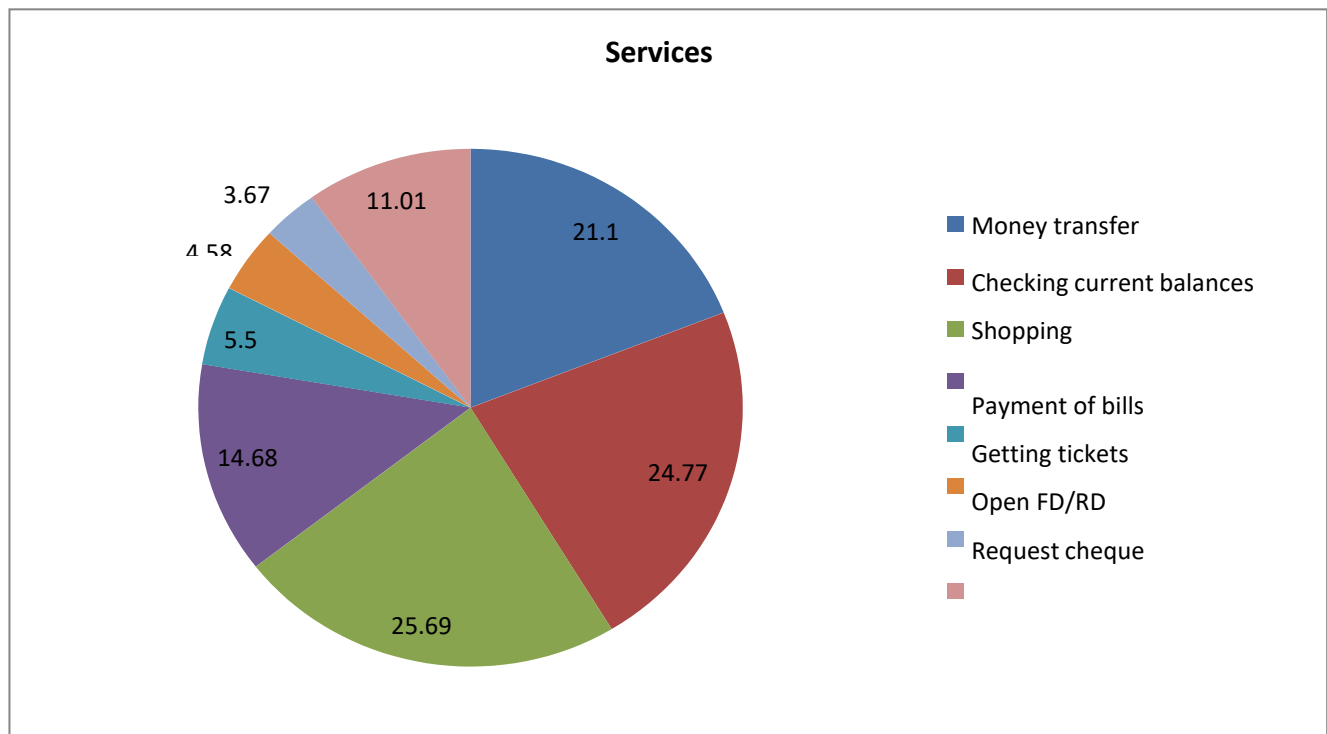
Data Analysis and Interpretation

Table 2. Motivating Factors

E-banking services	Frequency	Percentage
Money transfer	46	21.1
Checking current balances	54	24.77
Shopping	56	25.69
Payment of bills	32	14.68
Getting tickets	12	5.5
Open FD/RD	10	4.58
Request cheque	8	3.67
Lock/Activate ATM	24	11.01
Total	218	100

Source: - primary data

Diagram 2: Services for preferring e-banking.



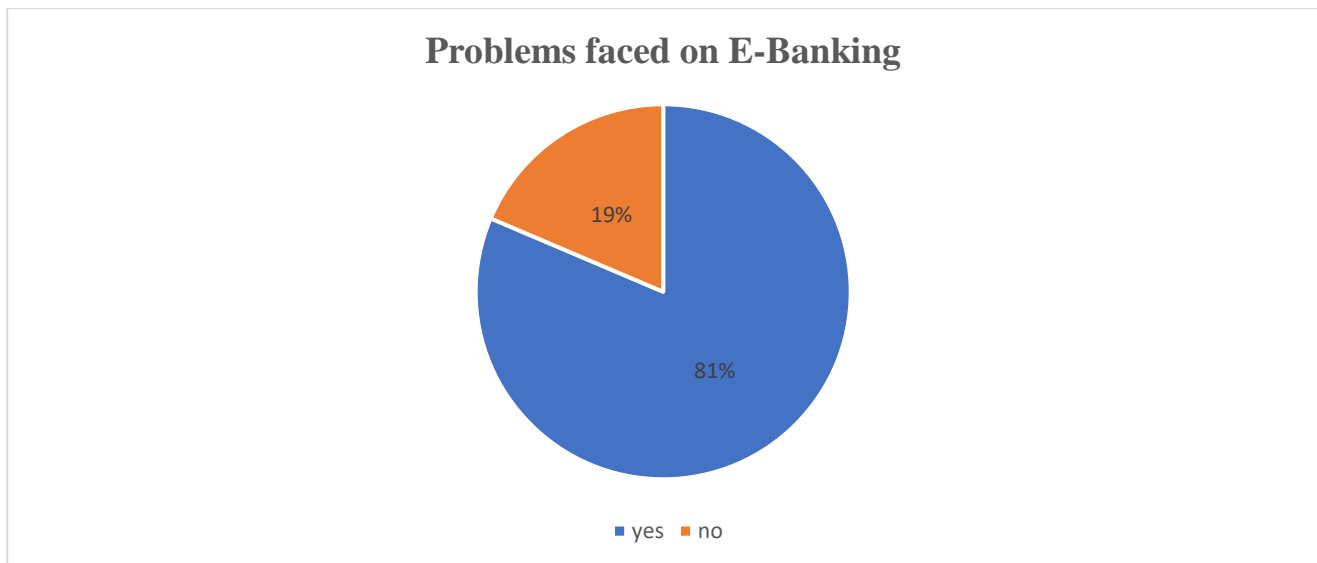
The table gives information on the factors that prefers the most on e-banking. Most of the respondents are using e-banking for online shopping having 25.69%. Checking current balance is preferred at 24.77%. Least one preferred by respondents, request cheque at 3.67%.

Table 3: Problems faced on E-Banking

Problem Faced	Frequency	Percentage
Yes	57	81.4
No	13	18.6
Total	70	100

Source: Primary Data

Diagram 3: Problems faced on E-Banking

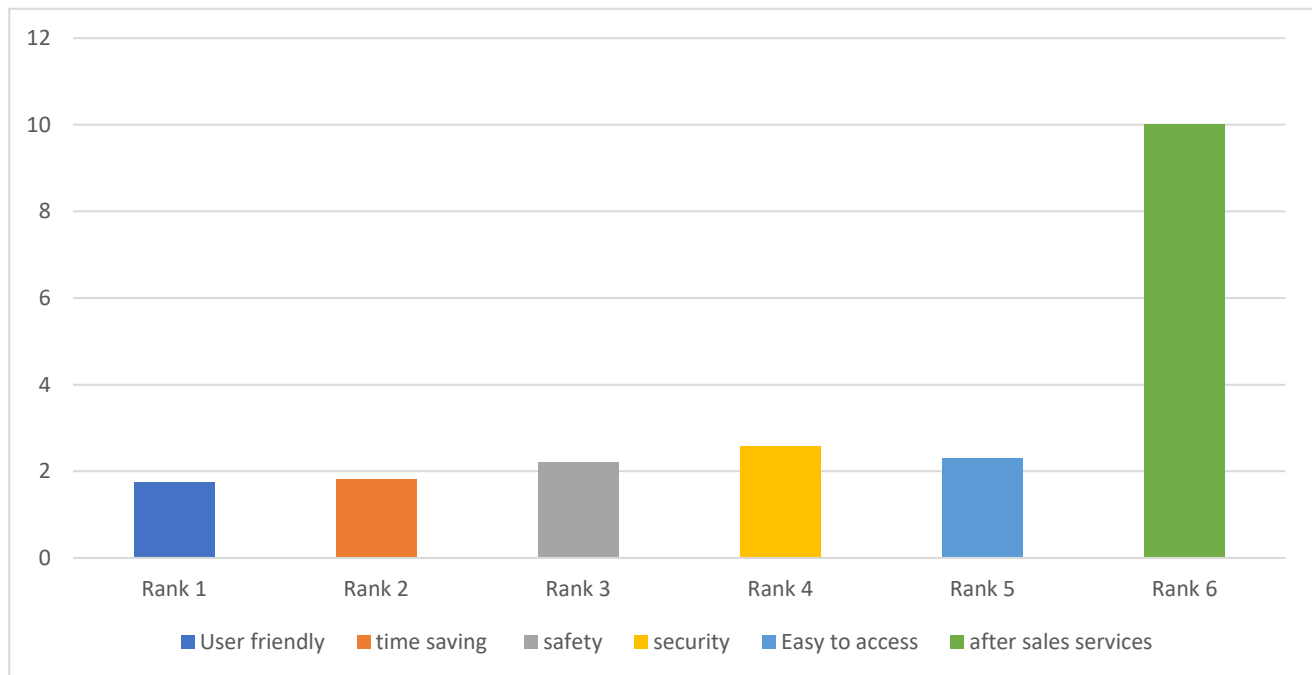


81.4% of the respondents are affected problem in E-Banking and only 18.6% of the respondents do not affected problems in E-Banking

Table 4 :- Satisfaction level of the respondents on E-Banking

Variables	Mean	Rank
User friendly	1.74	1
Time saving	1.80	2
Safety	2.20	3
Security	2.57	5
Easy to access	2.30	4
After sale service	2.67	6

Source: - primary data



The table above shows the satisfaction levels of respondents among rural women in Anakkayam Panchayath. Among the various variables, most of the respondents are satisfied that e-banking is user-friendly, with a mean of 1.74. Time-saving is in second place, with a mean of 1.80.

Testing of hypothesis

➤ H₀= There is no significant difference between age and awareness level of the respondents one banking.

Table 5. Age and awareness level

Dimension	F	Sign value	Accept/Reject
Balance enquiry	0.584	.628	Accept
Changing password	1.042	.380	Accept
Edit profile	1.362	.262	Accept
Fund transfer	2.413	.075	Accept
Tax payment	4.232	.008	Reject
Bill payment	3.183	.299	Accept
Online shopping	2.511	.066	Accept
Withdrawal by ATM	1.749	.166	Accept
View a/c statement	2.063	.114	Accept
Mobile/DTH recharging	5.871	.001	Reject
Ticket booking	9.601	.000	Reject
e-locker facility	8.857	.000	Reject
Real Time Gross Settlement (RTGS)	6.495	.001	Reject
Total perception	49.963	2	Accept

Source: - primary data

The table above shows that the null hypothesis is accepted at the 5% level of significance because most of the dimensions have a p-value greater than 0.05. Therefore, we can interpret that the perception among the different age groups is not significantly different from the awareness level of the respondents.

Findings

- 90% of the respondents are aware of internet banking.
- While there are various systems for accessing e-banking, the respondents mainly use mobile phones.
- There are various services provided in e-banking, and the respondents are primarily aware of online shopping, which ranks 1st.
- User-friendliness is the main factor contributing to the satisfaction of using e-banking among the respondents in Anakkayam Panchayath.
- 81.4% of the respondents have faced several problems while using e-banking.
- Server busy is the main problem they encounter while using e-banking.
- The security problems faced by respondents are minimal; only a few females have reported issues with security.

Suggestions

- Every bank should provide training to customers to ensure they have the basic knowledge of computer and mobile facilities required for e-banking.
- The bank authorities should create awareness and provide training to low-educated people to increase their knowledge and confidence in using e-banking services.
- Internet providers should ensure that they are offering the latest technology to provide reliable and fast internet services to the public. This can help mitigate the problem of server busy issues.
- Customers should be educated about the importance of keeping their usernames, passwords, and other sensitive information secure and not disclosing them to anyone.
- The e-banking service should be made easy to understand, with instructions that are simple to follow and do not involve lengthy processes.

Conclusion

The banking industry is the backbone of the financial system of a country. Internet banking provides alternatives for faster delivery of banking services to a wider range of customers. Internet banking refers to the use of the internet as a remote delivery channel for banking services. This study is conducted to analyze awareness towards e-banking services among rural women in Anakkayam Panchayath. Rural women should have basic knowledge of computers with internet access and mobile phone operations with Android capability. Without computer knowledge, the e-banking facility may lead to significant losses for rural women. The revolutionary changes in computer technology and internet facilities have led to more internet services. E-banking is a boon to all. It makes banking very easy. Women can view their accounts, transfer funds to others, make e-deposits, top up their mobiles, and make bill payments, among other things.

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Financial Inclusion of Farmers by the Banking Sector in Malappuram District

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Abstract

Financial inclusion aims to provide affordable financial services to all individuals and businesses, irrespective of their net worth or size, thereby addressing the constraints that exclude people from participating in the financial sector. In India, despite significant advancements in the economy and banking services, a substantial portion of the population, particularly vulnerable groups such as weaker sections and low-income groups, remains excluded from basic financial opportunities. This study reviews recent literature on financial inclusion in India, synthesizing results from various primary and secondary sources to assess the level of awareness, the role of the Reserve Bank of India (RBI) and banks, and the barriers faced. It focuses on the farming community in Malappuram district, examining the extent of financial inclusion in terms of savings and credit facilities, given the existing government and banking initiatives. The study employs a descriptive methodology, using primary data collected through questionnaires from 70 randomly selected farmers, and secondary data from books, magazines, and websites. Data analysis will be conducted using ANOVA, Chi-Square Test, weighted averages, and percentage analysis, with results presented through tables and diagrams. The findings aim to provide insights into the awareness and usage of financial services among farmers and suggest ways to enhance financial inclusion for sustainable economic development.

Keywords: Financial Inclusion, Economic Growth, Rural Farmers, Banking Services, Government Schemes, Savings, Credit Facilities, Financial Awareness

Introduction

The pursuit of making financial services accessible at an affordable cost to all individuals and businesses, irrespective of net worth and size respectively, is central to financial inclusion. Financial inclusion aims to address the constraints that exclude people from participating in the financial sector. It means everyone having access to an appropriate range of financial products and services, allowing them to effectively manage their money, regardless of their income level or social status, at an affordable cost. The Indian economy, in general, and banking services, in particular, have made rapid strides in recent years.

However, a sizable section of the population, particularly vulnerable groups such as weaker sections and low-income groups, continues to remain excluded from even the most basic opportunities and services. Thus, it is clear that Indian growth is not inclusive. The Government of India and the RBI have been making concerted efforts to promote financial inclusion as one of the important national objectives. Some of the major efforts made in the last five decades include opening ‘no frills’ accounts for basic formal financial services. This paper aims to succinctly review literature on recent studies carried out on financial inclusion in India and attempts to synthesize the results from several primary and secondary sources to understand the level of awareness, the role played by the RBI and banks, and the barriers.

Significance of The Study

Financial inclusion is a prerequisite for inclusive development and an important means to tackle poverty and inequality, thereby promoting economic growth. India is an agriculture-dominated country with around 70 percent of its population depending directly or indirectly on agriculture. Thus, farmers play a vital role in economic development. Financial inclusion is essential for farmers as it helps in increasing the amount of regular savings and obtaining credit and insurance. Therefore, farmers’ awareness and use of bank accounts in the context of financial inclusion is one of the important topics in the contemporary world.

Statement of The Problem

Financial inclusion is the delivery of financial services at an affordable cost to disadvantaged and low-income segments of society. In rural India, the major barriers banks face in serving farmers are a lack of regular income, poverty, and illiteracy. A sound financial inclusion policy primarily focuses on increasing productivity, viability, and bringing lasting improvement in the economic conditions of small, marginal, and tenant farmers, sharecroppers, and wage laborers. The present study is a humble effort in this direction. The study aims to concentrate on the extent or level of financial inclusion in terms of savings services and credit facilities among the farming community in the Malappuram district, given the existing schemes and initiatives of the government and banks.

Objectives of The Study

1. To identify the various financial inclusion schemes provided by the government.
2. To identify the extent of usage of different banking services.

Research Methodology

The study is descriptive in nature, utilizing both primary and secondary data. The population comprises farmers in the Malappuram district, from which a random sample of 70 farmers will be selected. Data will be gathered using a structured questionnaire for primary data, while secondary data will be sourced from books, magazines, websites, and other relevant publications. The collected data will be analyzed using tools such as ANOVA, Chi-Square Test, weighted average, and percentage analysis, and the findings will be presented using tables and diagrams.

Literature Review

1. Rangarajan reports that there is exclusion and that poorer section of the society have not been able to access adequately financial services from the organised financial system. He recommended that there is an imperative need to modify the credit and the financial delivery system to achieve financial inclusion. He also emphasized the need to modify, particularly the credit delivery system of the banks and other institutions to meet the credit requirements of marginal and sub-marginal farmers in the rural areas in a fuller measure.

2. According to Kelkar financial inclusion is a business strategy for growth. Financial inclusion will result in reduced farmers' indebtedness and better risk management for the farmers. By providing greater access to educational loans to all sections of society, improved financial inclusion will mean India becoming a more equal opportunity nation, a necessity for promoting inclusive growth; and enhanced financial inclusion will promote seminal innovations and business opportunities.

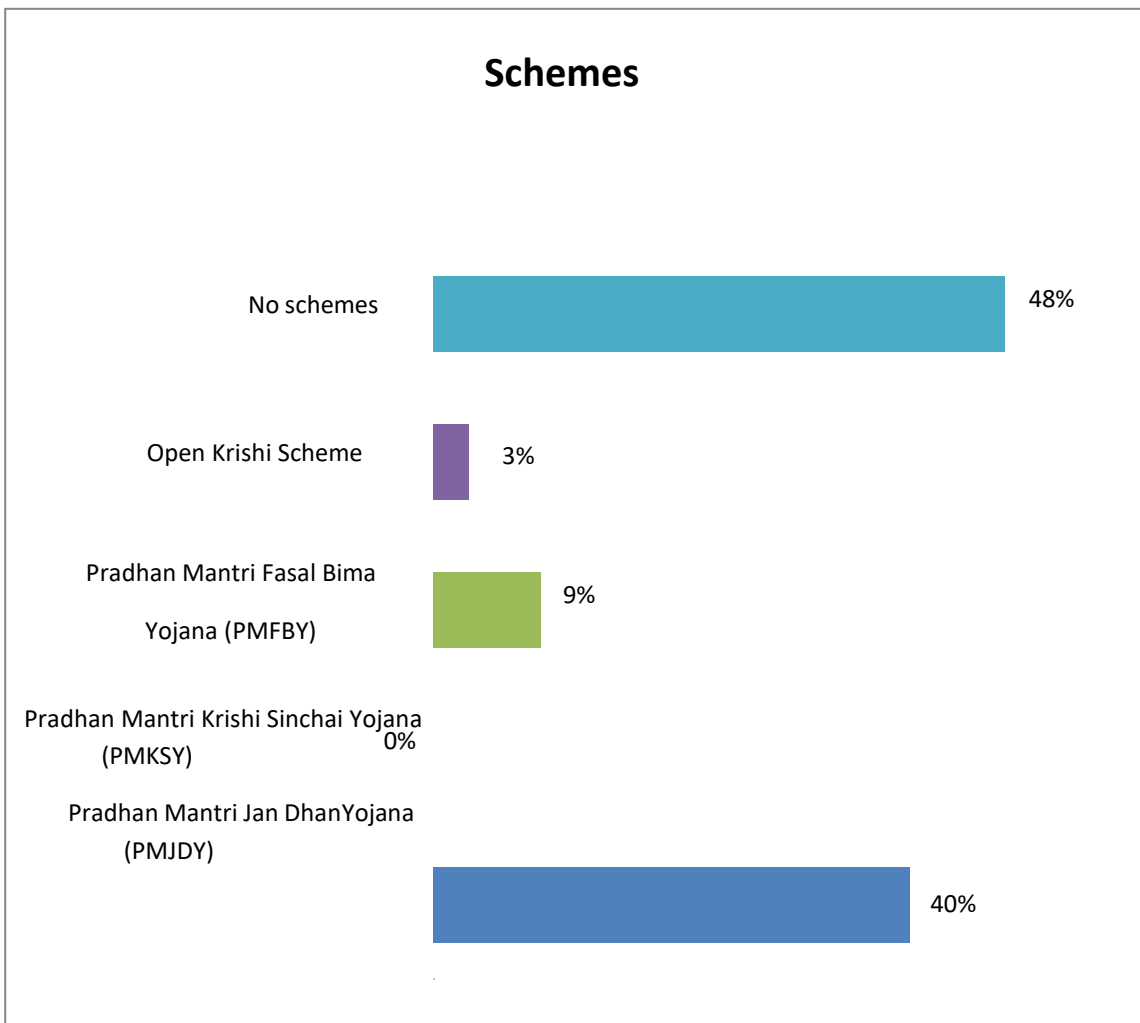
3. Siddaraju in his report on inclusive growth in India underlines the various constraints under which inclusive finance is to be achieved. He reports that high operating costs of banks to extend financial services in remote areas, high maintenance cost of the accounts as well as small size of transactions adds to the problem of inclusive finance. He also adds that problems in communication, loan product, collateral and assets of household poses challenges in this regard.

Data Analysis and Interpretation

Table 1: Schemes associated with farmers

Schemes	Frequency	Percentage
Pradhan Mantri Jan Dhan Yojana (PMJDY)	28	40
Pradhan Mantri Krishi Sinchai Yojana (PMKSY)	0	0
Pradhan Mantri Fasal Bima Yojana (PMFBY)	6	9
Open Krishi Scheme	2	3
No schemes	34	48
Total	70	100

Source: Primary data

Diagram 1

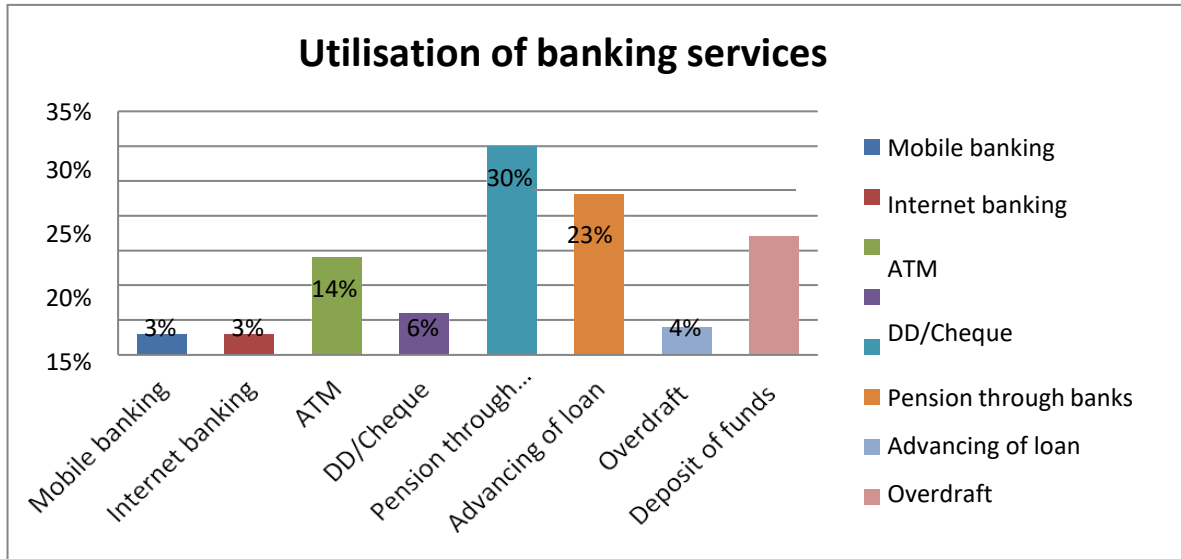
While considering the schemes of the bank account, 40% of respondents are using Jan Dhan Yojana. 3% are using Open Krishi Scheme, which provide subsidies and such things to farmers. 9% are using Fasal Bima Yojana, No one using Krishi Sinchayi Yojana. But 48% remaining have no such schemes.

Table 2: Utilization of banking services

Banking services	Frequency	Percentage
Mobile banking	2	3
Internet banking	2	3
ATM	10	14
DD/Cheque	4	6
Pension through banks	21	30
Advancing of loan	16	23
Overdraft	3	4
Deposit of funds	12	17
Total	70	100

Source: Primary data

Diagram 2



From the above figure majority of respondents are using banking services for getting pension through banks (30%), 23% of them are using banking services for getting loans, 17% of them are using bank for depositing their savings, 14% of respondents use ATM service provided by bank. Only few respondents are using overdraft, DD/cheque, mobile banking and internet banking services provided by banks.

Testing of Hypothesis

Chi-square Test

H₀: there is no significant association with the gender and awareness about various financial inclusion schemes provided by government.

Table 4.18

			Awareness about schemes		Total
			Yes	No	
Gender of the respondents	Male	Count	34	24	58
		Expected Count	31.5	26.5	58.0
	Female	Count	4	8	12
		Expected Count	6.5	5.5	12.0
Total		Count	38	32	70
		Expected Count	38.0	32.0	70.0

Source: Primary data

Chi-Square Test

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	2.562 ^a	1	.109
Continuity Correction ^b	1.644	1	.200
Likelihood Ratio	2.577	1	.108
Fisher's Exact Test			
Linear-by-Linear Association	2.525 ^d	1	.112
N of Valid Cases	70		

*5% level of significance

Here the chi-square value is 2.562, P value is 0.109, here the P value more than 0.05, so we accept the null hypothesis. That is there is no significant association between gender and awareness about various financial inclusion schemes provided by government.

Findings

- The farmers are not aware of all schemes provided by the government for their benefit; 40% of them have taken advantage of the Pradhan Mantri Jan Dhan Yojana. Of the remaining part, 48% of respondents are not using any schemes.
- 60% of the farmers do not take any loans for their cultivation purposes, even though several cultivation loans are available at the banks.
- 30% of the farmers utilize banking services to receive their pension, and 23% use banking services for advancing loans. So, it is clear that their main motive for using bank accounts is to receive pensions and loans through the bank.
- 86% of farmers have savings bank accounts, and none have recurring deposit accounts.
- There is no regularity in the frequency of deposits in the bank by the farmers. They deposit money in the bank when they have money to deposit.
- Most farmers are not using E-Banking services; only 31% of farmers use E-Banking services for their banking activities.

Suggestions

- Farmers must be provided knowledge about the special schemes provided by banks that would benefit their farming activities.
- The government and financial institutions should take necessary steps to provide credit counselling and promote financial education among farmers. This would enable them to avail themselves of the most appropriate type of financial services required by them.
- All monetary activities of the farmers should be linked to their bank accounts.
- Farmers should be provided with a special scheme card to invest, deposit, and withdraw their money under a common label.
- They should be given special consideration in the bank, and all banks should open a special counter that meets only the needs and wants of farmers and agricultural activities.

Conclusion

From the study, we can see that all the farmers are using bank accounts even if the bank balance is zero. Only 52% of the farmers are aware of the schemes provided by the government. 40% of them are under the Pradhan Mantri Jan Dhan Yojana. Only a small portion of respondents are

using cultivation loans provided by banks, and many of them do not use E-Banking services. When considering their reason for bank visits, depositing money comes first, followed by withdrawing money. There is no regularity in bank deposits.

From the above details, we can see that farmers are lagging in basic activities in the modern era and are not focusing on essential and growth-enabling factors. The income of farmers is relatively low compared to other people's incomes. Thus, measures must be taken to uplift the farmers into the mainstream of society because they are the most important people in society.

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