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July 2021 - December 2021

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EDITORIAL NOTE

XIBA BUSINESS REVIEW', is a half-yearly Journal published by Xavier Institute of Business Administration by joining hands with Publishing India which provides insights from various authors in the field of Business Administration. The main principle of the Journal which is published in May 2022 is to enhance the current magnitude of knowledge in the field of Business Administration. In this competitive environment, Management Education is broadly measured by Creative & Innovative thinking, Knowledge sharing and Research and Development and their applicability to the industrial practicalities. XIBA is determined to make a remarkable contribution to this noble cause.

XIBA Business Review gives a diversified knowledge on the various concepts of Business Management through Literature study and scientific study. To name a few, the level of the occupation stress of women menial job workers and nurses working in healthcare sector is well exemplified by applying necessary tools. The article that describes the Customer's awareness towards innovations in digital payment system gives a detailed knowledge about Digital Banking System and its contribution in banking sector. The article "Brand Preference on Car Purchase" examines the importance of establishing brand preference and explores how market research helps businesses shape their brand to fit their target audiences.

XBR also discusses the carbon footprints stamped in India and the steps taken by the companies for the usage of Eco Products in Home Appliance Industry. The journal does not miss to study the concept of Work Life Balance by creating the analytical frame of the variables influencing the work life balance. Environment Protection related issues are also discussed in this journal with Green Marketing concepts. Few new Topics like crowd funding, E Loyalty and Green Recruitment are also much expounded in this journal.

By inviting contributions from Academicians, Industrialists, Professionals, Businessmen, Researchers and Students in the field of Business Administration XBR will soon be elevated to UGC Care List Journal. The Journal will also give importance to Case Studies and Book Reviews in Business Administration. I appreciate the Editorial Team for all their efforts and I wish that XBR can answer sophisticated research questions that were not much answered and experience the thrill of seeing the new world of Business.

Rev. Dr. Michael John SJ

Editor in Chief

XIBA Business Review

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OCCUPATIONAL STRESS AMONG WOMEN MENIAL JOB WORKERS AND NURSES IN HEALTHCARE SECTOR

Bulomine Regi S.*, T. Rita Rebekah**, S. Anthony Rahul Golden***

Abstract Healthcare workers are afflicted from occupational stress due to “harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources and needs of the worker.” The main focus of this study is to identify the level of occupational stress among women nurses and menial job workers in healthcare sector. The primary data were collected via telephone interview using survey method with a structured questionnaire with 60 sample respondents. The women menial job workers and nurses working in healthcare sector are highly stressful due to various reasons. The finding of the level of the occupation stress of women menial job workers and nurses working in healthcare sector are discussed in this paper.

Keywords Occupational Stress, Workplace Stress, Healthcare Workers

INTRODUCTION

Healthcare workers are affliction from occupational stress due to “harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources and needs of the worker” (NIOSH 2008). It is because of organizational factors and an imbalance of demands, skills and social support at work, or any combination of these. Under some conditions this can lead to severe distress, burnout or psychosomatic diseases, and the resulting deterioration in quality of life and service provision (Weinberg, 2000). As a result of lack of skills, organizational factors, and low social support at work. This may lead to distress, burnout and psychosomatic problems, and deterioration in quality of life and service provision (Ruotsalainen et al., 2015). According to the Global Workplace 2021 Report, workers’ daily stress levels reached an all-time high in 2020. Stress was reported by 43 percent of respondents in over 100 nations, up from 38 percent in 2019. The cause is said to be border closures, workplace closures, and job losses (Global Workplace, 2021 Report).

This paves a path to study about the stress at workplace among health professionals predisposes to an inefficient organization, absenteeism from work, job dissatisfaction, and various physical, psychological as well as behavioral health problems. Despite this, little has been done into this health issue. So, this study assessed occupational stress and its determinants among health care professionals’ especially menial job workers and nurses. The main focus of this study is to identify the occupational stress among women nurses and menial job workers in healthcare sector.

RESEARCH METHODS

The goal of the study is to look into the stress levels of women who work as nurses and menial job worker in healthcare sector. The primary data were collected via telephone interview using survey method with a structured questionnaire. COVID-19 makes visiting hospitals to acquire data extremely challenging. The respondents were selected using purposive stratified random sampling method. Because, purposively the researcher collected data from the respondents who are working as nurses and menial job workers in a particular hospital. As a result, 60 respondents (30 nurses and 30 menial job workers) were randomly contacted over phone. The respondents were contacted using snowball sampling method. The collected data were analyzed using SPSS.

RESULTS AND DISCUSSION

The result of the study reveals that the menial job workers are more stressful (Fig. 2) in their occupation due to disrespect



Fig. 1

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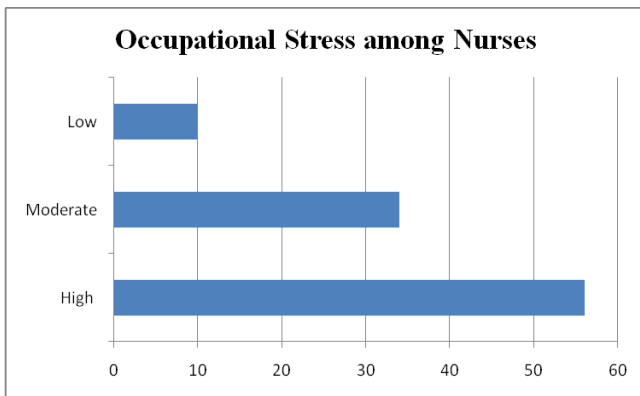
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among peer, authorities and patients. Due to the problem of unemployment and lack of skills for other qualified jobs, they are forced to choose this job to run their family financially. The nurses are passionate towards their job but they are more stressful (Fig. 3) due to more work time, less break time, conflict with peer group members and managing the attendees of in and out patients.



Source: Computed Data.

Fig. 2: Level of Occupational Stress among Menial Job Workers



Source: Computed Data.

Fig. 3: Level of Occupational Stress among Nurses

CONCLUSION

Workplace stress and the working environment have become major concerns on a global and national scale which increases the occupational stress. The societal value placed on labour, the length of work-life, and recent changes in the type of job to be performed all have an impact on employees' mental health. Workplace stress appears to be on the rise at all times, which is unsurprising. Healthcare employees frequently experience work-related or occupational stress as a result of growing demands from service providers along with time restrictions, skills, and social support at work. Hospital professionals and authorities must value the contributions of menial workers in the healthcare industry. Career field and specialization have a stronger impact on occupation stress due to the bad work environment.

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BRAND PREFERENCE ON CAR PURCHASE – A STUDY WITH CONSUMERS IN TAMIL NADU

M. Prabakaran*, J. Sahaya Shabu**

Abstract *A car is essential and one in our day-to-day life. Nowadays, there is a drastic change in society on purchasing cars. Unambiguously there is a healthy race to buy the various brand cars among adolescents and young adults due to the generation gap and trend change. In Tamil Nadu, the customers have a unique concern in buying and using the cars. The young adults and youth customers have a craze for purchasing luxurious cars to make uniqueness and trendy look among their friends. This paper aims to find the brand preferences by the consumers on the cars among various brands available in the market. This study helps to know different factors that stimulate the customers to buy specific car brands. The primary data was collected through a questionnaire from 300 respondents using the purposive sampling technique. Chi-square tests have been performed to discover the association between the variables. All four factors like brand uniqueness, brand image, brand quality and brand sentiments have a positive and significant influence on the customers brand preferences towards a car purchase. Furthermore, the researcher identified that buyers normally purchase new cars from exclusive showrooms. The paper concludes with a discourse of the managerial implications.*

Keywords *Brand Uniqueness, Brand Image, Brand Quality, Brand Sentiment and Brand Preferences*

INTRODUCTION

A car is essential and one in our day-to-day life. Nowadays, there is a drastic change in society on purchasing cars. Unambiguously there is a healthy race to buy the various branded image cars among adolescents and young adults due to the generation gap and trend change. The people are interested in purchasing cars for their daily usage, fashion, dignity and showing the royal look in their personal life. In India, several individuals have a craze for car purchases. Also, to drive with a focus on the trendy look. There are several national & international brands of cars available in India. The vehicle industry is rising quickly in India. Due to distinctive car fragments and simple funds advertised by the carmakers, the clients are sharp to purchase a car. India will become as third-biggest vehicle industry in the world. India holds 11th position in car generation and 13th in commercial vehicle generation all-inclusive. India's current share is around 1.6% of world generation as the entire number of traveler cars being fabricated within the world is 60 million against the introduced capacity of 90 million. Among the several brands, some of the brands of cars are easy to buy based on buyer interest. In Tamil Nadu, the customers have a unique concern in buying and using the cars. The young adults and youth customers have a craze for purchasing luxurious cars to make uniqueness and trendy look among their friends. Several brands are available in the market in that some of the brands like Tata Motors, Maruthi Suzuki,

Mahindra, Hyundai, Honda etc. have attracted the purchaser.

Nowadays, there are many brands available for cars buyer. This number of car purchases is expected to increase drastically in the next decade. In Tamil Nadu car buyers is increased due to various factors in the current generation. Some buyers are willing to purchase cars to show their trend and dignity, so this research mainly deals with brand preferences on a car purchase. The consumer purchase is different with regard to design, purpose and availability of a car. The decisions rise significantly with the increasing number of alternatives on new offers and trendy appearance car designs among the competitors. So, it is significant to know the customers brand preference while purchasing a car. The objectives of this study are: 1) To study various factors which stimulate the consumers to purchase the specific brand, 2) To examine the demographics related to the stimulating factors of brand preferences and 3) To explore the relationship between the stimulating factors and brand preferences.

LITERATURE REVIEW

The review of literature identified little work directed toward brand preference on purchasing cars among the consumers. The customer preference is more than an instrument for selling products and services. These studies have as their product focus on branded car, either individually or in broad

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groups. It has one prevailing task, to position a brand in the prospectus perception or perceptual space in relation to competitors, so as to create uniqueness and preference. To bring up the significance of undertaking this examination, it is fundamental to show a concise review of examines undertaken here. In spite of the fact that the survey included an expansive number of studies just a few of studies which have an immediate and indirect bearing in the present examination have been assessed. Brian Thomas (2002) has mentioned that brand awareness plays an important role in consumer preferences.

Mohanty and Bhasker (2005) have proposed a different methodology to the consumers based on the decision support tool for the shopping. This tool generally comprises of multiple number of attributes of the products which are generally conflicting and ambiguous.

They have mentioned in the following example, the data such as, comfort, maintenance seems to be imprecise in nature. Here fuzzy logic has been used to solve the complex issue. Arjun Chowdhri (2006) has remarked that brand commitment is an important determinant in buying behavior for consumers. David B. Eastwood et al. (1987) have examined the consumer behavior based on the purchase regularity, satisfaction, origin and willingness to pay for selected product. Ali Nasr Esfahair (2012) has analyzed the psychological factors on consumer's buying behavior. Soren W. Scholz et al. (2010) have stimulated and expanded on the substantial discussion on the preference measurement for complex attributes products which are imprecise in nature and vague to predict which is suitable and where to use which is based on paired comparison-based preference measurement. To perceive and predict the decision, preference measurement approaches are needed that accommodate large number of attributes without overburdening the respondents. The brand preference had not varied with the demographic factors namely age, gender and area of the respondents. The study also varied with income of the respondents. There was a significant relationship between consumer brand preference and purchase decision (Anand et al., 2016).

The following hypotheses were formulated based on the literature review.

H_1 - There is an association between the age of the respondents and feeling felt after driving a specific brand car.

H_2 - There is an association between the annual income of the respondents and factors considered while purchasing a specific brand car.

H_4 - Brand image has a positive and significant influence on the brand preference of a car.

H_2 - Brand uniqueness has a positive and significant influence on the brand preference of a car.

H_2 - Brand quality has a positive and significant influence on the brand preference of a car.

H_2 - Brand sentiment has a positive and significant influence on the brand preference of a car.

CONCEPTUAL FRAMEWORK

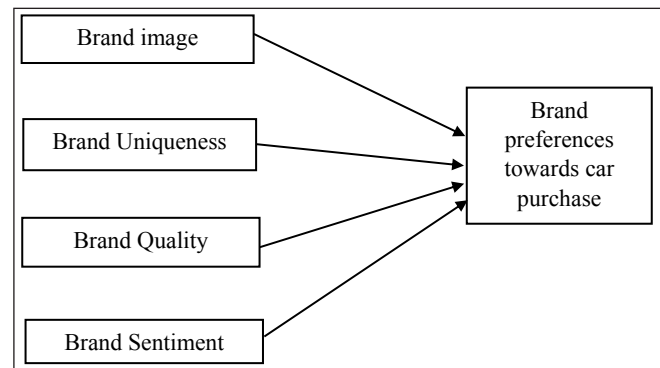


Fig. 1

RESEARCH METHODOLOGY

The research is descriptive in nature. The questionnaire has developed based on the previous literature. A Five-point Likert scale of closed-ended type has been used in this research. The questionnaire consists of 39 items in total. The first part of the questionnaire contains five questions about the demographic profile of the respondents like name, age, marital status, education, annual income and profession. The second part consists of eleven questions on the respondent's characteristics and the last part includes 23 items related to brand image, brand uniqueness, brand quality and brand sentiment. The purposive sampling method has been used to collect the primary data. The samples collected for this research had 346. Among them, 46 responses had rejected due to the incompleteness of the questionnaire. Finally, 300 samples have been considered for this study. The data analysis was analyzed using the (SPSS) version 20 software package. The statistical tools applied were percentage analysis, chi-square test, correlation and regression to study the brand preferences on car purchasing.

RESULTS AND DISCUSSION

Table 1: Demographic and Characteristics Profile: N=300

Factors	No. of Respondents	Percentage (%)	Factors	No. of Respondents	Percentage (%)
Age			Occupation		
Between 20 and 25	30	10.01	Students	68	22.66
Between 25 and 30	64	21.33	Private employee	33	14.38
Between 35 and 40	102	34	Govt.employee	107	35.66
Between 45 and 50	53	17.66	Entrepreneurs	82	27.3
Above 50	51	17			
Gender			How Long have You been using Cars?		
Male	183	61	1 to 2 years	35	11.66
Female	117	39	2 to 3 years	46	15.33
Educational Qualification			3 to 4 years	133	44.33
Diploma	28	9.33	4 to 5 years	39	13.02
Graduate	114	36.85	Above 5 years	47	15.66
Post Graduates	93	28.81			
			No. of Times did You Buy Cars Your Past		
Doctorates	47	15.77	One time	43	14.33
Diploma	18	9.24	Two times	97	32.33
			Three times	31	10.33
Income Level of the Respondents			Four times	93	31
Rs 40000 - 50000	19	6.33	Five times	36	12.01
Rs 50000 - 60000	71	23.76	Favourite Car Brand		
Rs70000 - 80000	113	37.56	Maruthi	37	12.33
Rs 80000 - 90000	57	19.02	Ford	34	11.33
Above Rs 90000	40	13.33	Tata	77	25.56
			BMW	99	33.11
The Main Motivation for Buying Cars			Benz	42	14
Royal	132	44.02	Others	11	3.66
			Type of Cars Liked by the Respondents		
Social prestige	34	11.33			
Self-confidence	80	26.66	Hatchback	59	19.66
Self-esteem	37	12.33	Sedan	71	23.66
Different from	17	5.66	SUV	113	37.67
On What Occasions Do You Buy Cars			MPV	33	11.01
Festivals	40	13.33	Convertible	24	8
Offer Mela	113	37.66			
Functions	35	11.66	Factors Consider When Buying Cars		
Not specific occasion	52	17.33	Fashion	60	20
Joining in college	60	20	Offers	111	37
higher studies					
Feelings were Felt after Driving the Car					
Feeling happy	70	23.33	Stylish	71	23.66
Satisfaction	40	13.33	Offers	17	5.66
Prestigious one	93	31.02	Colours	41	13.66
Attracting	38	12.66			
Nothing felt	59	19.66			

Table 1 shows the demographic profile of the respondents like age, annual income, educational qualification, marital status and occupation of the respondents and the consumers' characteristics like number of times bought cars and how many years they are using cars in Madurai:

- 61% are male respondents 39% of the respondents are female.

- The analysis shows clearly that the majority percentage of the respondents (34.33%) are between the age group of 35 to 40 years are purchasing the basic model of the car at a low cost.
- The maximum percentage of respondents (36.85%) of the survey are graduates and the next place occupied the postgraduates by 28.81% of the respondents.

- 35.66% of the respondents are employees working in government jobs followed by students (22.66%) from various institutions.
- 37.56% of the respondent's income slab is between 70,000 and 80,000 per month followed by (23.76%) 50,000 and 60,000.
- Most of the respondents 44.33% have been using the car for 3 to 4 years followed by 15.33% 2 to 3 years.
- 32.33% of the respondents bought the car two times in past followed by one time.
- 31% of respondents were migrated from hatchback cars to sedan cars to make them unique.
- The majority (33.10%) of the respondents were chosen their favourite brand is BMW for the stylish and royal look followed by 25.56% were chosen Tata cars and indicated as the favourite because mileage and maintenance are low with compared to other cars.
- 37.66% of the buyers bought cars during offer Mela conducted by the showrooms followed by 20% was bought the cars for their child when they were joining higher studies.
- After using the cars, the majority of the consumers (32.33%) felt prestigious in society and 23.33% felt excited with their driving.
- 44% of respondents felt royal after driving the car, followed by 26.66% felt self-confidence after their deriving.
- 37.67% of the respondents liked SUV type of cars, followed by 23.66% of buyers liked sedan type of the cars.
- Tata Motors and Maruti Suzuki are the most favourable car for buyers followed by other brands like Mahindra, Ford, Hyundai, Chevrolet etc.

RELIABILITY

Reliability test is used to measure consistency and data quality in measured items. It has been tested using Cronbach's Alpha. The accepted value of Cronbach alpha is between 0.6 and 0.7. The Cronbach alpha value between 0.8 and 0.9 is very good level (Hulin et al., 2001).

Table 2: Chi Square Values

Factors	No. of Items	Cronbach Alpha
Brand image	5	0.811
Brand uniqueness	4	0.727
Brand quality	4	0.723
Brand sentiment	4	0.794

The value obtained for in this research was 0.829 for 17 items which are greater than 0.7, so the value is acceptable. The Cronbach alpha value for each construct (brand image, brand uniqueness, brand quality and brand sentiment) is more than 0.6. This value shows that the data collected for this research are reliable.

CHI-SQUARE TEST

Test No. 1

The chi-square test was performed at a 5% level of significance and hypothesis was tested.

H_1 - There is an association between age and feelings felt after driving a car.

Table 3: Age and Feelings Felt After Driving a Car

Feelings Felt After Driving a Car	Age					Frequency	Percentage
	Between 20 and 25	Between 25 and 30	Between 35 and 40	Between 45 and 50	Above 50		
Feeling happy	25	35	4	3	3	70	23.33
Satisfaction	1	24	12	1	2	40	13.33
Prestigious	2	1	81	8	1	93	31.0
Attracting	1	2	3	30	2	38	12.68
Nothing felt	1	2	2	11	43	59	19.66
Total	30	64	102	53	51	300	100

As observed, the majority of respondents (31%) felt prestigious followed by (23.33%) are felt happy after driving a car.

Table 4: Chi square values

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	711.617 ^a	16	.000
Likelihood Ratio	651.447	16	.000
Linear-by-Linear Association	267.484	1	.000
N of Valid Cases	300		

The Table 4 shows that the significance value is 0.000 which is less than the probability value ($p < 0.05$). It supports the hypothesis hence there is a significant relationship between age and feeling of the customers after driving a car. This result clearly shows that feeling happy, satisfaction, prestigious, attracting and nothing felt varies with age of the respondents.

Test No. 2

The chi-square test was performed between annual income and factors considered while purchasing a specific brand car. The chi-square test was performed at a 5% level of significance and hypothesis was tested.

H_1 - There is an association between annual income and factors considered while purchasing a specific brand car.

Table 5: Annual Income and Factors Considered while Purchasing a Specific Brand Car

Factors	Annual Income					Frequency	Percentage
	40000 to 50000	40000 to 50000	40000 to 50000	40000 to 50000	40000 to 50000		
Fashion	13	37	2	1	1	54	18.02
Offers	1	29	79	2	1	112	37.31
Stylish	2	3	30	36	2	73	24.33
Offers	1	1	1	17	1	21	7.01
Colours	2	1	1	1	35	40	13.33
Total	19	71	113	57	40	300	100

The majority of respondents (37.31%) have mentioned that they purchased a car during offers provided by the company, followed by (24.33%) were felt stylish was a vital factor that influenced them to purchase a car.

Table 6: Chi Square Values

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	165.742 ^a	16	.000
Likelihood Ratio	143.668	16	.000
Linear-by-Linear Association	6.642	1	.002
N of Valid Cases	300		

Table 4 shows that the significance value is 0.000 which is less than the probability value ($p < 0.05$). It supports the hypothesis and hence, there is a significant relationship between annual income and factors considered while purchasing a specific brand car. This result clearly shows that fashion, offers, stylish, offers and colours vary concerning respondents' income.

CORRELATION ANALYSIS

It is a statistical method used to find the correlations between the variables. It helps to describe the direction and strength of the relationship between the variables. This analysis was tested to know the relationship among variables in the constructs. To identify the correlation between brand image,

brand uniqueness, brand quality and brand sentiments variables were correlated by using this analysis. The mean score of multiple items in each construct was calculated and used for more analysis (Wang et al., 2012). The correlation coefficient (r) value is considered weak when it from 0.10 to 0.29 and 0.30 to 0.49 its medium then 0.5 to 1 is considered strong (Hong et al., 2002). To evade multicollinearity the coefficient of correlation value should be less than 0.8 (Kabengele et al., 2019).

Table 7: Pearson Correlation Analysis Results

Constructs	BI	BU	BQ	BS
Brand Image (BI)	1			
Brand Uniqueness (BU)	0.712**	1		
Brand Quality (BQ)	0.708**	0.721**	1	
Brand Sentiment (BS)	0.719**	0.662**	0.627**	1

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

* Correlation is significant at the 0.05 level (2-tailed).

The result shows the correlation value 0.721, which is high among all variables. So, all values obtained in the correlation matrix table are smaller than 0.80. Hence, there is no multicollinearity in this research. The dimensions in the model were positively related with each other.

MULTIPLE REGRESSION ANALYSIS

This statistical method helps to understand which exogenous variables impact the endogenous variables. In this research

regression analysis is analyzed to know the factors which create brand preferences towards cars purchase. The independent variables are brand image, brand uniqueness, brand quality and brand sentiments and the dependent variable is brand preferences of customers in car buying. The table exhibits the p-value of all independent variables are less than 0.05 ($p < 0.05$) and t-test value is positive. Henceforward the result supported the hypotheses (H3, H4, H5 & H6) and influence either positively on the brand preference of customers towards cars purchase.

Table 8: Coefficient^a of Brand Image, Brand Uniqueness, Brand Quality and Brand Sentiments and Brand Preferences

R ² value – 0.504 (50.4%)					
Model	Coefficient of PU & PEOU, PT, PE, PR			T-Value	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Standard Error	β		
(Constant)	0.543	0.238		2.418	.010
BI	0.236	0.047	0.212	4.571	.000
BU	0.541	0.051	0.436	9.213	.000
BQ	0.182	0.037	0.213	3.712	.000
BS	0.256	0.031	0.142	5.102	.000

The main contribution is brand uniqueness (BU) which explains the brand preferences towards a car purchase which has 0.541 unstandardized beta value. So, brand uniqueness value increases by one unit, the customers brand preferences towards a car purchase increase by 0.541 units. It explains that the buyers' most vital factor to selecting the particular brand is brand uniqueness. The significance value is less than the p-value (0.05), hence H3 is supported that is BU has a positive and significant influence on the brand preference. The customers get opinions and suggestions from families, friends and colleagues while purchasing a car. The customers are interested to buy any branded cars if they offer unique models. The customers feel that the car brand make them unique when they show it to others. The respondents agreed that most of the car brands are similar and alike. Hence, the marketer can use different models to differentiate them from its competitors.

The second factor is a brand image (BI) has an unstandardized beta value of 0.236. It means that an increase of one unit of brand image factor describes the customers brand preferences towards a car purchase increase by 0.236. The significance value is less than the p-value. Hence H4 is accepted, it explains BI factor has a positive and significant

influence on the customer brand preferences towards a car purchase. It explains that the buyers second most factor to selecting the particular brand is brand image. Brand image is most important for the buyers while purchasing a car and regular usage. Hence, the marketer should focus on promotional activities to establish the brand image among the competitors. The unstandardized beta value of a brand sentiment (BS) is 0.256 and the significance value is less than the p-value, it clarifies that the H5 is supported that is BS has a positive and significant influence on the brand preference towards a car purchase. It explains that a rise of one unit of brand sentiment factors explains the increase of brand preferences by 0.256. It shows that the customers feel the brand is a sentiment to their life and make the brand their favourite one based on the sentiment. Finally, the least among all four factors is brand quality (BQ). The beta value is 0.182 and significance value is less than the p-value, hence the H6 is accepted that is the BS has a positive and significant influence on the brand preferences. It describes a surge of one unit of brand quality factor enlightens the increase by 0.182. Generally, quality is a vital factor for the brand preferences, but in a car purchase customers were focused on the brand uniqueness, brand image and brand sentiment and made the brand quality at last place in the brand preferences while purchasing a car.

CONCLUSION

There are several brands available in the Indian market for a car. Generally, companies follow the pull strategy as a marketing and promotional strategy that helps them sell a car through exclusive showrooms and retail outlets through strong consumer advertising. The study helps to know that customers brand preference mainly depends on the brand image, brand uniqueness and brand sentiment. They used to get opinions and suggestions from friends and colleagues before purchasing. Hence, the marketer should focus on the brand image and offer unique models at an affordable price, creative & catchy advertisements and captions to achieve the number one product among their competitors. Majority of the customers are willing to buy any brand cars which has affordable price. The consumers are repeatedly purchasing the same brand; hence, the marketer should offer unique models and promotional techniques to establish the brand in the customers' minds.

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GREEN PRACTICES OF ENERGY-EFFICIENT HOUSEHOLD APPLIANCES IN INDIA

A. Michael John S. J.*, M. Siva Bharathy**

Abstract *Home appliances have made our lives easier. We make use of them on a daily basis. It is a requirement for human beings in today's world. Consumer has now changed their decisions towards purchasing eco-friendly goods due to the growing awareness in the present environmental problems. Green consumption has been around in developed countries for a long time and has become increasingly essential for the environment. Even emerging countries are taking steps to manufacture environmentally friendly products so that the products they produce are less harm to the environment. For a better tomorrow, many developed and developing countries are adopting green consumption patterns as a pillar of natural development. Thus, this paper does not miss to discuss the carbon footprints in India and the steps taken by the companies for the Eco Products in Home Appliance Industry.*

Keywords *Energy-Efficient Household Appliances, Carbon Footprints in India, Eco Products*

INTRODUCTION

Home appliances have made our lives easier. We make use of them on a daily basis. It is a requirement for human beings in today's world. As the population increases, so does the need for things, and as the demand increases, so does the cost of life. People have a variety of options when acquiring goods and services, particularly in the case of household appliances, to meet their requirements and desires. Household appliances require a significant amount of energy, resulting in frequent power shutdowns and environmental degradations. As a result, the government bears the cost. There comes the renovations of energy-efficient appliances from various companies. To address this issue, businesses have developed Energy-Efficient Appliances. In today's market, the customer is king. Consumers are now well-versed in purchasing goods. They are all-knowing everything. For the sake of the future, they favour environmentally responsible products. Consumer has now changed their decisions towards purchasing eco-friendly goods due to the growing awareness in the present environmental problems. So, to grab a larger market share it is important for all the companies that they need to make a first move in order to save the environment. Green consumption has been around in developed countries for a long time and has become increasingly essential for the environment. Even emerging countries are taking steps to manufacture environmentally friendly products so that the products they produce are less harm to the environment. For a better tomorrow, many developed and developing countries are adopting green consumption patterns as a pillar of natural development.

RESEARCH METHODOLOGY

The word methodology is made up of two words: Meta and Hodos, both of which imply "method." A method necessitates a number of strategies, each of which contains a number of steps to demonstrate the information. In this paper, the researcher attempted to gather data from secondary sources such as journals, websites and books in order to compile a strong literature review.

OBJECTIVES OF THE STUDY

- To study the energy-efficient household appliances in India.
- To study the carbon footprints in India.
- To study the Eco Products in Home Appliance Industry.

WHAT ARE ENERGY-EFFICIENT APPLIANCES?

Energy-Efficient Appliances are home appliances with energy-saving features. The usage of more energy-efficient appliances leads lower power bills, while also helping to protect the environment by reducing dangerous pollutants like carbon dioxide. The term "energy efficiency" refers to the use of less energy to offer a service. LED light bulbs, for instance, may produce the same amount of light as incandescent light bulbs while using 75 to 80 percent less electricity.

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By adopting energy-efficient models of these products on a large scale, future electricity usage in households can be greatly reduced. Standards and Labeling (S&L) programme in India by BEE has given three characteristics of its efficiency in the Indian appliance industry.

These standards and Labelling are required on eight appliance types, including air conditioners and refrigerators, and no model can be sold without at least a 1-star rating. For 13 appliance categories, including ceiling fans and washing machines, the programme is voluntary, and manufacturers can sell these items without BEE labelling and with an efficiency rating of less than one star.

For any appliance, BEE starts with a voluntary S&L programme and usually makes it mandatory in two-three years.

Table 1: List of Appliances on the Standards and Labeling (S&L) Programme

Mandatory Appliances	Voluntary Appliances
Frost Free Refrigerators	Induction Motors
Tubular Fluorescent Lamps	Agricultural Pump Sets
Room Air Conditioners	Ceiling Fans
Distribution Transformers	Domestic LPG stoves
Room Air Conditioners (Cassette, Floor standing, Tower, Ceiling)	Washing Machine
Direct Cool Refrigerators	Computer
Electric Geysers	Ballast
Colour TV	Office Equipment
	Solid state inverters
	Diesel Generator
	LED Lamps

BEE also tightens standards and labelling on a regular basis to stay current with and promote the most efficient commercially available technologies. As a result, today's 5-star model may become a 3-star model in the future, while more efficient vehicles may receive the new 5-star label. BEE has tightened frost-free refrigerator ratings on a regular basis, and while the present 5-star ratings are commensurate to international norms, the 1-star rating still has its opportunity for improvement.

GREEN MARKETING AND ENERGY CONSUMPTION IN INDIA

After China and the United States, India is the world's third-largest CO₂ emitter. Climate change poses a serious threat to businesses and investments today. In this approach, a country's financial development is dependent on the long-

term availability of reasonable and abundant energy sources. According to the Bureau of Energy Efficiency's (BEE) review of primary energy consumption statistics, India accounted for 4.7 percent of global energy consumption at the end of 2013, and India was the world's fourth largest primary energy consumer after China (22.4 percent), the United States (17.8%), and Russia (5.1 percent). Domestic, service sector, industrial, agriculture, and transportation are just a few of the industries that use energy. Residential and commercial energy usage accounts for around 14% of overall energy consumption in India, according to the TERI energy data directory. This report mostly focuses on the domestic market. Consumers have recently begun to contribute to Energy Savings possibilities. Because of the rising cost of electricity usage and emissions, businesses are also adopting cleaner technologies, such as the switch to renewable energy sources. The inquiry into the efficient management of energy resources using Green Marketing Tools is still in its early stages. Because market researchers have missed the impact of advertising on energy conservation.

ENERGY WASTE: WHAT'S THE BIG ISSUE?

According to a research published in Nature Climate Change, India's percentage carbon dioxide (CO₂) emissions climbed slower in 2016-19 than in 2011-15, but were still much higher than the global average of 0.7 percent. For instance, China had a 0.4 percent increase in emissions from 2016 to 2019, while the US saw a 0.7 percent decrease, both of which dwarf India's emissions in absolute terms.

When the pandemic slow down the economic development in 2020, India's emissions fell 9.7%, slightly higher than the global average of 9.6%. The percentage changes are based on information provided by the countries.

Lockdowns to combat the COVID-19 pandemic in 2020 reduced worldwide CO₂ emissions by 2.6 billion tonnes, or 7% less than in 2019. Lockdowns are "neither a viable nor desirable solution" to the climate catastrophe, according to the experts, and 2020 was a "stop button" that could not realistically persist while the globe relied heavily on fossil fuels.

Annual CO₂ reductions of 1-2 billion tonnes are required in the 2020s and beyond to keep global warming within the 1.5 °C to far below 2 °C target set by the UN Paris Agreement. Because of human-caused greenhouse gas emissions, the planet has warmed by more than 1 °C since the Industrial Revolution. In comparison to 2011-2015, 25 of the 36 high-income nations showed a decline in emissions from 2016 to 2019. Apart from the United States, the European Union (-0.9 percent) and the United Kingdom were also included (-3.6 percent).

CONSUMERS OPTIONS TO GO FOR ENERGY-EFFICIENT HOME APPLIANCES

According to the World Commission on Environmental Development (1978), Sustainable development means “filling current demands without jeopardising future generations’ ability to satisfy their own requirements.” The necessity to incorporate economic and ecological concerns in decision-making through enacting policies that preserve the quality of agricultural development and environmental protection is a recurring theme throughout this strategy for sustainable development. The end result of green marketing is environmental conservation for both current and future generations. Green marketing include the creation of energy-efficient operations, improved pollution controls, recyclable and biodegradable packaging, and environmentally safe products, all of which contribute to long-term development.

Bosch Home Appliances with Green Technology Inside

Responsibility at the touch of a button. Bosch household appliances are made with special consideration for the environment. Bosch work in all areas in a truly sustainable manner. It begins prior to manufacture and finishes with the recycling of the packaging material. The “Green Technology within” signet distinguishes our most efficient models. Around 40% of our patent applications are related to environmental preservation and resource conservation. Household appliances from Bosch are now among the most energy-efficient and cost-effective in the world. This is beneficial to the environment. Bosch’s dishwashers are so well-packaged that we can now transport even more things at once. This saves not only on packaging materials but also on fuel, lowering CO2 emissions.

Philips

Eco Vision Phillips has contributed significantly to the field of green marketing. Royal Philips Electronics announced the “EcoVision4” programme in 2007. Eco-friendly product sales climbed to EUR 11,238 million in 2012, accounting for a large portion of total revenue. Green Product sales as a percentage of overall Group sales increased to 45 percent in 2012, up from 39 percent in 2011, and are on course to attain the new goal of 50 percent in 2015. In 2012, they invested EUR 569 million in Green Innovation to guarantee that their green channel is properly stocked. In addition, the company introduced 91 new green products to the market. Philips also announced new voluntary recycling activities in India, Brazil, Argentina, and China, in addition to its

focus on improving the energy efficiency of its products and operations. They offer goods that help to minimise expenses, energy usage, and CO2 emissions through their eco design approach. The Philips Green emblem indicates that the products outperform their competitors in terms of environmental performance. According to data, Philips’ green marketing strategies have had a beneficial influence on consumers, since sales have climbed significantly since the start of its EcoVision4 programme. The consumer’s opinion of their goods is positive, and they are willing to spend extra for it.

Panasonic

Green Innovations Panasonic has introduced a line of items manufactured from recycled materials as part of its quest to become the No. 1 Green Innovation Company in the Electronics Industry. Panasonic offers new products that use sophisticated sensors to make daily life more comfortable and environmentally responsible. The new range is painted in an earth-tone colour, with Earth beige on the exterior and matching colours on the control panels of all its goods. According to a Panasonic survey, as individuals have become more environmentally conscious, recycled content is becoming a more crucial part in their shopping decisions. The company lauched lot of items that included a Frige, rice cooker, dryer, and vacuum cleaner, all of which used recycled resin and vacuum insulation produced from recycled materials. Panasonic AVC Networks Company received a silver award from the Japan Environment Association’s “Eco Mark Award 2013.” (JEA). The AVC Networks Firm has won this award for the past two years; in 2012, the company earned the “Product of the Year” award for its “DIGA” Blu-ray Disc Recorder (DMRBRT230 and 5 other variants) at the “Eco Mark Award.” The Company focuses on the following three environmental policies in order to provide superior products to its customers: increasing their goods’ energy-saving performance while supporting the 3Rs (reduce, reuse, recycle). Reducing the usage of chemicals that have a substantial negative influence on the environment. Panasonic has stated that it will continue to conserve energy and resources, recycle materials, and safeguard the environment in order to improve the core performance of its products.

LG’s

Greenovation One of the LG’s Corporate Social Responsibility is green marketing. LG Electronics Company has used green marketing in the creation and marketing of products to reduce negative environmental effects. LGE’s green aim is to provide values that improve the quality of life for its customers while also making the environment

healthier and cleaner. Green management initiatives at LGE include reducing greenhouse gas emissions throughout the product lifecycle, as well as the “Green Program Plus,” which encourages shared growth with suppliers and green firms in order to establish a future growth engine. The Chandni Aswal et al. / *International Journal for Research in Management and Pharmacy* Vol. 2, Issue 8, Sept.-Oct.-Nov. 2013 (IJRMP) ISSN: 2320-0901 28 activities are based on LGE’s fundamental principles of green and innovation, which are represented by the Chandni Aswal et al. www.rajimr.com is an online international, peer-reviewed, and indexed monthly journal. “Greenovation” by the RET Academy for International Journals of Multidisciplinary Research (RAIJMR). LG Group announced the launch of its “Green 2020” green management plan in April 2010, with the goal of focusing its strengths on sustainable management for green growth while also responding to climate change. Green 2020 is a three-pronged plan that aims to create a green workplace, expand greener products, and boost green businesses. LGE was also able to give customers the option to try out its products and have their opinions heard in the creation of future items. Through Greenovation efforts, LGE is dedicated to developing creative values that contribute to environmental conservation.

Videocon

Green Initiative Videocon contributes to green marketing as well. Shahrukh Khan unveiled the new logo in Los Angeles (USA). “Videocon’s new identity and logo are based on the brand’s consumer centric strategy and positioning to be closer to the hearts of consumers - both in terms of its values and philosophies, as well as its servicing elements,” they stated. The rebranding is aimed at youth-oriented customers with a fresh global mindset. The colour palette was designed to symbolise the Videocon Group’s ideology, with green representing the company’s environmental efforts. Videocon and Panasonic also use the IIFA awards show to market their environmentally friendly products. The IIFA award’s subject is ‘Go Green,’ and it serves as a forum for promoting energy-saving and environmentally friendly products. To save energy and release fewer dangerous substances, the Videocon Group has upgraded its R&D centres to “green” technology. To raise broad awareness among employees, the corporation also celebrates the Vanamahatsava (Annual Festival for Tree Plantation) and World Environment Day. Through social media, print media, and an advertising campaign, the company has taken the initiative to raise customer awareness about e-waste management and disposal.

Sony

Eco Innovation Sony is addressing environmental issues in a novel approach with their technologies. Sony is the latest

major brand to join O2’s initiative to eliminate unneeded mobile phone chargers from the market. Sony has joined HTC and Nokia in signing up for O2’s ‘Charger out of the box’ promotion. The campaign’s goal is to remove all chargers from new phone boxes by 2015, as they are a major source of environmental trash for the business. Sony has been named the Greenest Company for 2009 by the Environmental Graffiti website in its annual awards for its continuous dedication to environmentally friendly projects and efforts. The prize highlighted Sony’s innovative green efforts, such as the Forest Guard Eco initiative, which saw Sony engineers collaborate with a group of children to develop a wildfire prevention plan.

CONCLUSION

The availability and quality of items with eco-friendly characteristics has significantly increased in India high end appliance retail industry over the last few years as a result of globalisation and the advent of big multinational appliance manufacturers. Despite rising pressure from environmentally conscious consumers in developed countries, multinational corporations have improved their environmental effect. Appliances account for around 18 percent of global energy usage, ranging from fans to air conditioners to refrigerators, and India’s rapidly developing urban population has a growing hunger for electrical appliances. Despite this economic opportunity, Indian consumers have yet to embrace energy-efficient, environmentally friendly, and cost-effective appliances. Consumers need to be able to make educated decisions regarding the energy-saving potential of the appliances. They should also make some efforts towards the society and make people in the surrounding aware about the eco-friendly good.

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ANALYTICAL FRAME OF REFERENCE ON WORK-LIFE BALANCE

R. Christina Jeya Nithila*, V. Rajalakshmi**

Abstract *This Paper aims to understand the concept of Work-Life Balance and identify the variables influencing the work-life balance, to create the analytical frame of the variables influencing the work-life balance. A literature review is a text of a scholarly paper which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and do not report new or original experimental work. Most often associated with academic-oriented literature, such reviews are found in academic journals, and are not to be confused with book reviews that may also appear in the publication. To conclude, the analytical frame of reference on work-life balance were formulated including the variables which influences are the family and personal life factors, work life factors and monetary benefits provided by the institution were considered.*

Keywords *Work-Life Balance, Personal Life Factors, Work-Life Factors*

INTRODUCTION

The term “Work-Life Balance (WLB)” was coined in 1986, although its usage in everyday language was being made for a number of years. Interestingly, work/life programs existed as early as the 1930s. The policies and procedures established by an organization with the goal to enable employees to efficiently do their jobs and at the same time provide flexibility to handle personal concerns or problems at their family front. In fact, dual-wage-earning families in general are working longer hours. A balance work and life is supposed to exist when there is a proper functioning at work and at home with a minimum of role conflict. Therefore, the incompatibility between the demands from the work and non-work domain give rise to conflict and consequently, people experience a lack of WLB. There is confirmation of the fact that people entering the workforce today are laying emphasis on the importance of WLB more than their predecessors. In spite of this, the extent to which this balance is being achieved is far less than what is desired. In fact, researches bring to mind that graduates are being drawn into situations where they have to work for progressively longer hours and so experience an increasingly unsatisfactory balance between home life and work-life.

Thilagavathi and Selvan (2019), The study reveals that majority of the women teachers have moderate level of work-life balance and twenty-four variables namely area of residence, age, educational qualification, marital status, type of family, status in the family, number of children in the family, number of earning members in the family, number of non-earning members in the family, size of the family, monthly income, family income per month, family expenditure per month, location of the school, board of

affiliation, nature of discipline, designation, number of working hours per day, teaching experience in the present institution, teaching experience in the previous institution, total teaching experience, distance between their home and workplace and mode of transport preferred have been selected in order to test whether there really exists any association between each of the variables and level of work-life balance.

Roshani and Bagrecha (2017), Their study is an attempt to find out that whether demographical and work variables have an impact on the work-life balance of government and private hospital nurses working in Bangalore.

Bharathi and Mala (2016) as identified the personal challenges, such as inadequate self-attention, insufficient time spent on elders and children, feeling depressed or suffering with hypertension along with a professional challenge of extended or odd working time. We find that irrespective of challenges or enhancers, personal factors are perceived to be more impacting than the professional ones.

Padmasiri and Mahalekamge (2016), Based on the analysis, researchers identified that there is significant relationships among gender and marital status and Work-Life Balance excluding age as a demographic factor. Further identified females as a best group in Work-Life Balance and under marital status single group is having Work-Life Balance greater than married group.

Sweetey (2016), For the satisfaction of human resource there must be balance between his or her work life and personal life because human being wants to earn for himself and his family members. If his and family requirement are not going to be fulfilled by his work then there will be concentration towards the work also. So here Balance between Work-Life and Personal Life is very important.

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DISCUSSIONS

After reviewing the various articles on work-life balance, the concept of work-life balance is clearly specified and the variables influencing the work-life balance, such as age, educational qualification, marital status, nature of family, number of children in the family, number of earning members in the family, size of the family, monthly income, family income per month, designation, number of working hours per day, teaching experience, mode of transport used are identified.

Thilagavathi and Selvan (2019), has identified 24 variables and their objective is to test whether any association between each of the variables and level of work-life balance. In those variables they don't include monetary benefits, Social factors which will also influence the work-life balance.

Roshani and Bagrecha (2017), has taken into consideration of demographical and work variables alone, and find its impact on work-life balance not any association among them.

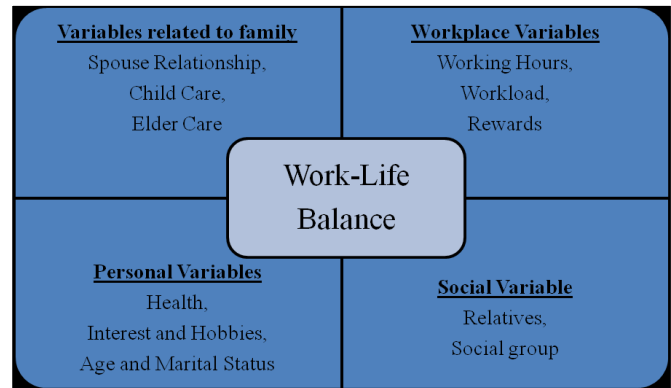
Bharathi and Mala (2016) as identified the personal challenges and professional challenges. Inadequate self-attention, insufficient time spent on elders and children, feeling depressed or suffering with hypertension, all negative aspects are considered. Social factors and relationship factors are not considered.

For better understanding and enrichment of the study, we can use the conceptual framework of the variables influencing work-life balance of working individual, in which the variables are divided into 4 constructs such as Variables related to family, workplace variables, personal variables, social variable. In Variables related to family include spouse relationship, child care, and elder care. In workplace variables include working hours, work load and rewards. In personal variables include health, interest and hobbies, age and marital status. In social variables include relatives and social group.

In our Analytical frame of reference, we have derived three factors influencing the work-life balance, such as Family and Personal factors, work related factors and monetary benefits. Monetary benefits are included because without money, the life cannot be managed well. In order to meet the basic necessities in our day to day life, we need money. The money is received from work place in the form of salary, incentives and other monetary benefits from our institution where we work.

In Family and personal factors, Personal variables such as gender, age, educational qualification, experience, income per month, marital status, number of children and their age, nature of family, number of family members, number of earning members in the family, family income, mode of conveyance, is they want to take care of any elder / child in

the family are considered. In family variables such as time spent with the family, family support to job, relationship. In Work-life factors, variables such as work load, working hours, pleasant and neat working environment, Stress level, work schedule, Transport facilities provided, Rewards or promotions are addressed. In Monetary benefits, Variables such as salary, loan facilities, Non Monetary incentives, medical holidays, fringe/additional benefits provided by the institutions were discussed.



Source: Fig. 1 pattern slightly differs from actual and taken from Neelni Giri Goswami, Work-Life Balance among Women in India with Special Reference to Agra and National Capital Region (NCR), (Synopsis).

Fig. 1: Conceptual Framework of the Variables Influencing Work-Life Balance

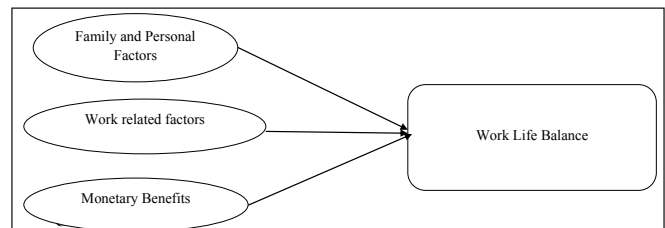


Fig. 2: Analytical Frame of the Variables Influencing Work-Life Balance

CONCLUSION

In this paper, we have identified the variables which influence the work-life balance and formulated an analytical frame of reference on work life balance. Work-life balance does not mean an equal balance. Work-life balance is the ability to experience a sense of control and to stay productive and competitive at work while maintaining a happy, healthy home life with sufficient leisure.

Work, Family and Personal life should be complementary to each and not conflicting with each other. Some are successful in their careers but fail in family and personal life, whereas others who have a vibrant personal and family life are below

par at work. Being successful in one sphere of life at the cost of the other is not a healthy sign.

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GREEN MARKETING: AN APPROACH FOR ENVIRONMENT SUSTAINABILITY

N. Pradeep Kumar*

Abstract Nowadays, Environment related issues are arising constantly. There are various causes for this issue. Normally, the companies aim for their profits by manufacturing and selling of the product. The product can be an environment friendly manner otherwise it will create the environment related issues. To overcome these, the companies choose green products that have a less or sometimes no impact on the environment. If the companies produce the green product and green practices that will be a benefit for the society and nation. To protect the nature and world, green marketing is one the needed thing in today's scenario. The paper focuses on the significance of green marketing in the business for the environment sustainability.

Keywords Nature, Environment, Society and Green Products

INTRODUCTION

Every day the consumer consumes more quantities of products. Companies are earning their profits through selling their products. If these products were not produced in an environment friendly manner that product will affect the environment at the same time if the product were produced with environment friendly manner that company will earn their profit at the same time these products protect the environment.

Green marketing can be referred to as the marketing actions can be done in the green manner that means all the business activities can be done through green initiatives. For example, some banks adopt green practices in their ATM services. These machines do not provide the transaction slip and the purpose of these is reducing the usage of paper and at the same time it reduces the environment issues.

GREEN MARKETING MIX

The marketing mix of the company can be done in the green manner. It focuses on the environment friendliness in the areas like Product, Price, Place and Promotion.

Green Products

Products are playing a vital role in business. The company spends more amounts on the manufacturing of a product. The packaging of the green product have the option recycling and the product will not have any harmful chemicals the environment will be protected. In case of automobiles

the company's focuses on vehicles which are operated by electricity that will not create any air pollution.

Green Price

The cost involve in the green product will be a higher one when compare with the normal product because the ingredients cost were high for manufacturing a green product. This will lead to a high price for their green products. In this situation the company may able to justify the price for their green products and also they have to create awareness about this product among the consumers.

Green Place

The distribution of the product normally take various expenses. The green product distribution focuses on saving the energy and controlling the cost for the fuel etc. If the distribution can be needed for small area it may be done through e-vehicles that will control the air pollution and save the environment.

Green Promotion

Normally the companies are spending huge amount for their promotion activities. For the magazines and newspapers more number of trees are used for paper manufacturing. Even though the plantation also done in the society but cutting the large number of trees lead to the environmental issue. Here, if the companies promote their products through digital way through social media for their promotional activities the cost can be reduced and that will not affect the environment.

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GREEN MARKETING BENEFITS

There are various benefits on the green marketing. These benefits can be adopted for the companies, consumers, society and environment.

BRAND IMAGE

The consumers are ready to accept the green products they look for the companies who are doing this green marketing as the consumers also are aware of environment-friendly products. They will not think about paying additional amount for the green product. They may buy the product and at the same time brand image will be very high on their green product.

ENERGY CONSERVATION

Consumption of more energy is one of the environmental issues. More consumption of energy will take during the production, transportation etc. When the company prefers the green marketing including the green practices there will

be less amount of energy conservation take place in their business.

CONCLUSION

Nowadays most of the nations have issues on climate change. So many factors lead to this climate change like pollution, harmful products and so on. Some of the companies have already adopted the green marketing and green practices for their business. The companies should switch their marketing practice to green marketing practices that will benefit their business and also the society. On the other side, the consumers also show their willingness on the acceptance of the green products and practices adopted by the companies. This will bring the profit for the company and also the consumers as well. The society will be benefited on their goal attainment that will lead to achieve the environment sustainability.

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EMPLOYEE LOYALTY: AN EFFECT OF JOB SATISFACTION

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Abstract *The Indian retail industry has an incredible contribution to the economic growth and employment. According to India Brand Equity Foundation (IBEF), the retail industry contributes for about 10% to country's gross domestic product (GDP) and around 8% of the employment. Human resources are considered as the capital asset as it drives the firm to achieve competitive advantage among rivalry. Therefore, it has become mandatory for the employers to satisfy the needs of employees to embrace them become loyal to the organization. The study was administered among the employees of hypermarkets in Tirunelveli to assess the effect of Job Satisfaction on Employee Loyalty. The data were collected from a sample of 430 respondents using a structured questionnaire. The statistical tools such as Descriptive Statistics and Pearson Correlation and Simple Regression Analysis were employed to test the research hypotheses. Result of this study revealed that there is a significant impact of Job Satisfaction on Employee Loyalty.*

Keywords *Job Satisfaction, Employee Loyalty and Competitive Advantage*

INTRODUCTION

The ultimate aim of every business is to build a strong customer base by delivering superior services. A research conducted by the University of Missouri found that the employers who pay attention to the employees' problems and their job satisfaction are able to expand their customer base. Job satisfaction is the extent to which employees emotionally being connected with their job and how they feel about their working environment (Togia et al., 2014). Satisfied employees will work harder and likely to become more engaged in their work. Retaining of exceedingly satisfied employees improve the organizational performance that significantly contributes to compete in the market at its best. In every industry, employee loyalty is important as it is one of the main and key ingredients to the success of organisation. Competitive advantage allows the firm to outperform among competitors. Employees' knowledge, skills and abilities contribute the firm the unique advantage if they are utilized efficiently. Because, human potential is impossible to replicate.

Everyone knows the environment of the retail industry and routine work of its employees. Generally, the employees are subjected to long standing hours and physical work throughout the day which leads to job stress due to lack of rest and interval time. Not only that, they may be vulnerable to mental stress when the behaviour of customer disturbs them. When customer intends in buying a product the employee would enthusiastically explain about the product encouraging them to buy it, but when the customer fails to buy the product, it makes the employee downhearted and creates a lag in their work pace and this cycle repeats after

every buyer refuses to buy the product. This study examines the relationship between employee satisfaction and employee loyalty in hypermarkets.

LITERATURE REVIEWS

Saxena (2020) conducted a study to find out the association between job satisfaction and employee loyalty among working professionals in Noida. She discussed that the job satisfaction is a sense of achievement and success the employees feel on the job. The results of this study states that Job satisfaction impacts Employee Loyalty for about .912 which is also statistically significant at 5%.

Frempong et al. (2018) carried out a study to assess whether the Job Satisfaction has impact on Employee Loyalty and Commitment. They found that job satisfaction and employee loyalty are positively correlated (.278) and satisfaction has 52.7% impact on loyalty.

Rajput et al. (2016) states that employee loyalty is the extent to which the employees are committed towards the organizational success and its culture. The study aimed to analyse the impact of job satisfaction on employee loyalty among academicians. The results revealed that job satisfaction has significant impact on loyalty for about .445.

Javed et al. (2012) in their study aimed to analyse the impact of job satisfaction on employee loyalty and the findings of the study revealed that there is significant positive association exist between then and job satisfaction has 41% of impact on Employee Loyalty.

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RESEARCH OBJECTIVES

- To measure the level of job satisfaction among employees of hypermarkets in Tirunelveli.
- To find out the relationship between Job Satisfaction and Employee Loyalty.
- To analyse the effect of Job Satisfaction on Employee Loyalty.

RESEARCH HYPOTHESES

From the literature reviewed, the following hypotheses were framed for this study;

H₁: Job satisfaction and employee loyalty has an association.

H₂: Job satisfaction has an impact on employee loyalty.

RESEARCH METHODOLOGY

The empirical research design was adopted for this study. The study was conducted among the employees of hypermarkets in Tirunelveli. A sample of 430 employees were selected using simple random sampling technique. The data was collected through structured questionnaire consisted of three sections such as firstly, six Demographic variables; secondly, five items scale measuring Job Satisfaction; and thirdly, 4 items scale measuring Employee Loyalty. A five-point Likert scale (from 5-‘strongly agree’ to 1-‘strongly disagree’) was used to measure the variable Job Satisfaction and Employee loyalty. The reliability of the measurement scales were tested using Cronbach’s Alpha measure. Pearson Correlation and Simple Regression Analysis were used in IBM SPSS Statistics 20 to support the research hypotheses and the results were discussed with respect to the objectives of the study.

Convergent Validity

Table 1

Factors	Indicators	Factor Loadings	AVE	Composite Reliability
Job Satisfaction	SAT_1	0.947	0.87	0.90
	SAT_2	0.942		
	SAT_3	0.877		
	SAT_4	0.935		
	SAT_5	0.649		

Factors	Indicators	Factor Loadings	AVE	Composite Reliability
Employee Loyalty	LOY_1	0.655	0.82	0.89
	LOY_2	0.917		
	LOY_3	0.886		
	LOY_4	0.814		

The factors have acceptable convergent validity as the average variance extracted (AVE) values of both variables are greater than 0.5 and the Composite reliability values of both factors are above 0.7 (Fornell & Larcker, 1981).

RESULTS

Demographic Profile

Table 2

Variables	Categories	No. of Respondents	Percent
Gender	Male	300	69.8
	Female	130	30.2
Age Group	18-28 Years	164	38.1
	28-38 Years	139	32.3
	38-48 Years	103	24.0
	48-58 Years	24	5.6
Educational Qualification	Below 10th Std	91	21.2
	High School	141	32.8
	Higher Secondary	156	36.3
	Graduate	42	9.8
Marital Status	Single	85	19.8
	Married	303	70.5
	Widowed	42	9.8
Experience with the Current Employer	0-10 Years	278	64.7
	10-20 Years	72	16.7
	20-30 Years	80	18.6
Monthly Income (Rs.)	0-10000	204	47.4
	10000-20000	226	52.6

Descriptive Statistics

The mean value of 3.6 shows that the level of job satisfaction among the employees of hypermarkets in Tirunelveli is moderate. The reasons for this moderate level of satisfaction could be the salary they receive, the feedbacks they get from the immediate supervisors, the relationship among coworkers, and motivation in the workplace.

Table 3

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Job Satisfaction	430	3.622	.766	-.949	.118	1.430	.235

Pearson Correlation

Simple Regression Analysis

Table 4

Table 5: Model Summary

Correlations			
		Job Satisfaction	Employee Loyalty
Job Satisfaction	Pearson Correlation	1	.504**
	Sig. (2-tailed)		.000
	N	430	430
Employee Loyalty	Pearson Correlation	.504**	1
	Sig. (2-tailed)	.000	
	N	430	430

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504 ^a	.255	.253	.479

The R Square value is .255 which means that the factor ‘Job Satisfaction’ explains 26% of variation in the dependent variable ‘Employee Loyalty’.

Table 6: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	33.571	1	33.571	146.125	.000 ^b
	Residual	98.330	428	.230		
	Total	131.902	429			

a. Dependent Variable: Employee Loyalty b. Predictors: (Constant), Job Satisfaction.

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

Since the p-value of Pearson Correlation test (0.000) is significant at 1% level of significance, H₁ is supported. Therefore, it is proved that there is an association exist between Job Satisfaction and Employee Loyalty. The correlation coefficient value of .504 states that the relationship is moderate positive. Through there are many factors which would be associated with loyalty, job satisfaction is also associated with the loyalty of employees towards organization.

Since the p-value (0.000) is significant at 5% level of significance, H₂ is supported. Therefore, it is interpreted that ‘Job Satisfaction’ has influence on ‘Employee Loyalty’.

Table 7: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.343	.112		20.953	.000
	Job Satisfaction	.365	.030	.504	12.088	.000

a. Dependent Variable: Employee Loyalty.

The Beta coefficient value (.365) states that every one unit increase in Job Satisfaction causes considerable positive change for about .365 unit in Employee Loyalty.

zeal and also to retain the employees with the organization. An employee won’t necessarily be much qualified to work in retail stores, a secondary or high school graduate will be a good fit. Their jobs demand high intensity and concentration which means they invest their one hundred percent of energy to improve the sales. Initially, they may be enthusiastic but eventually some situations may pull their energy down and slow down their wheel of work, at that time the employer has to offer innovative and encouraging programs in order to boost them up to become more productive. Therefore,

DISCUSSION AND CONCLUSION

The findings reveal that the employee satisfaction is positively influencing the Employee loyalty. Employee satisfaction programs can be carried out in hypermarkets to make employees contribute with complete enthusiasm and

irrespective of their educational qualification if the retailer take efforts to make employees feel satisfied, they will consequently become loyal towards the employer. The researchers concluded in this research that the factors job satisfaction and employee loyalty show moderate association and satisfaction has a positive impact on employee loyalty.

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CROWDFUNDING - A RAPID TRACTION OF SOCIAL INVESTING IN INDIA

A. Pugazh Naavarasi*

Abstract *Crowdfunding is the rapid development of social investment in modern society. Crowdfunding is the joint effort of individuals, communities, or people coming together to fund business ideas. This sounds very familiar to the traditional notions of philanthropy or social support, but here money is meant to generate monetary or intangible income. In modern society, crowdfunding is raising money by connecting to the internet and using social networks. Crowdfunding has a tremendous potential in India, but it is still in its infancy. The purpose of this paper is to focus on the needs, challenges in crowdfunding, their acceptance in the Indian environment, crowdfunding platforms in India and the risks associated with the industry itself.*

Keywords *Crowdfunding, Social Investing, Crowd Sourcing, Indian Investors*

INTRODUCTION

Crowdfunding is gaining momentum as an alternative form of investment for investors around the world. Crowdfunding refers to raising money from many investors through a web platform or social networking site for a specific purpose. These goals can be projects (e.g. music, film, book publishing), philanthropy or public interest (e.g. joint or joint initiatives) or commercial ventures commercial. Generally, small financial contributions from a large number of individuals can meet the financial needs of invested companies that do not have access to these funds. These donations were raised through online crowdfunding platforms or social networks.

CROWDFUNDING STATUS IN INDIA

Donation/Social Loan Crowdfunding

A legal form of community crowdfunding in which donations are made in the form of donations without a motive for return. For example: goals such as social, artistic, etc.

Crowdfunding for Pre-Order

Investors contribute today with the aim of purchasing a product later, having purchased it before. For example, pre-order furniture made from post-production plastic waste. This is considered legal in India.

Crowdfunding Rewards

This is also a legitimate form of crowdfunding in which funds are contributed for the purpose of receiving a future or present tangible reward (e.g., pilot product, membership rewards program, etc).

Debt Crowdfunding

This is a form of Peer-to-Peer lending where an online platform connects lenders/investors with borrowers/issuers to provide unsecured and fixed interest loans. determined by the platform. In India, NBFC is licensed to operate as a P2P platform that can only conduct such transactions.

Equity based Crowdfunding

It refers to fund raised by a business, particularly early stage funding, through offering equity interests in the business to investors online. Equity Crowdfunding is considered unauthorised, unregulated and illegal by SEBI in India. The Securities and Exchange Board of India (SEBI), the regulator for the securities market in India, aims to protect the interests of investors in the country and due to the risks associated with crowdfunding equity, and it has been categorized as illegal. The risk of non-regulated investments is high because the investor may lack the skills and experience to assess the risk prior to investing. Small investors with limited savings

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may get attracted to such risky investments in the expectation of high returns if the start-up goes successful. However, in the absence of existing regulation and less recourse on the issuer of securities, these securities are not guaranteed and could constitute an obstacle the liquidity of a low risk appetite investor. Further, the investor relies on soft information and is not able to undertake due diligence to the extent that venture capital, private equity and other financial banks do with detailed information.

Future of Crowdfunding in India

Sources of start-up funding include private equity, angel investors, and loan arrangements from a financial institution. Any public offering of shares takes place only when the product or company becomes commercially viable. However, in equity-based crowdfunding, funds can be raised at an earlier stage, such as pilot development. Thus, allowing the Association access to funds beyond the traditional sources mentioned above. It is essential to develop a balanced crowdfunding regulation in India to reduce the cost of capital and increase liquidity while ensuring adequate investor protection and minimizing investment risks. SEBI released guidelines in 2014, through its “Crowdfunding Consultation Document in India” for crowdfunding to improve access to capital for start-ups businesses and small and medium enterprises.

SEBI's Key Recommendations for Crowdfunding

- Only “accredited investors” can invest.
- A qualified institutional buyer (“QIB”) must hold 5% of the issued securities or more.
- Contributions from individual investors: minimum INR 20,000 and maximum INR 60,000 etc.

Crowdfunding Overseas Status

96% of all RFs in the US, UK and China (financial rewards) in the crowdfunding market, the United States is 51%, China is 28% and the UK is 17%. Israel and Japan have banned peer-to-peer lending and equity crowdfunding.

A successful crowdfunding campaign can be more profitable than just fundraising. It can,

- Generate a large amount of free publicity.
- Recruit many people to protect the company.
- Provide founders with detailed market information about their product or service.

RISKS IN CROWDFUNDING

Solvency Risk

In P2P operations this kind of risk will be magnified because of bigger imbalance between entrepreneurs and investors, as long as there’s no regulation specifying what data is to be shared between them.

Liquidity Risk

That one party within the monetary operation won’t acquire the required liquidity to assume its obligations is one in all the most monetary risks in ancient operations further as in P2P.

Credit Risk

Though this could be joined to the liquidity risk, this kind of risk is predicated on the chance that one in all the parties within the monetary operation could fail to assume all of the obligations in agreement between the bourgeois and therefore the capitalist and, therefore, that a loss could also be incurred for the opposite party of the agreement.

Operational Risk

This refers to the chance of experiencing losses ensuing from failures in processes, information, and internal systems of the platform further as losses ensuing from human error or the implications of events external to the operation that have an effect on its method, like name risks as an example.

Market Risk

The danger that exists as a result of the truthful price or future money flows of a monetary instrument could fluctuate as a results of value variations within the market.

Lack of Coordination

Although new rules square measure getting down to be created to control P2P monetary transactions, there’s still some uncertainty concerning the appliance of sure native rules within the international context that raises capital from the community takes place, on condition that access to the relevant web transactions is international.

Poor coordination between regulators in several countries will cause a fragmented market and not facilitate crowdfunding growth. Specific rules square measure getting down to emerge in countries wherever P2P funding transactions square measure most typical, regulation these transactions with 2 goals, on the one hand, to safeguard unqualified investors conditions and, on the opposite hand, to facilitate access to finance for start-ups or tiny businesses WHO have issue self-financing within the typical monetary markets.

Crowdfunding sites facilitate innovators to launch ideas, social entrepreneurs to give birth to social amendment, and startups to lift funds. Most startups, tiny businesses, and people avoid difficult fundraising strategies. Raising capital through bank loans, capital and angel investors involves difficult procedures. additionally, before raising funds, startups should contemplate the various stages of funding to choose the way to raise funds. Crowdfunding may be abundant and fewer complicated model.

BEST CROWDFUNDING SITES IN INDIA THAT ARE SHAPING THE EXPANSION OF CONCEPTS AND STARTUPS, PARTICULARLY FOR ENTREPRENEURS

Milaap

Most popular for fundraising for private and social causes, Milaap could be a platform for people, NGOs and social entrepreneurs to lift funds for causes. The platform provides micro-loans to individuals in rural and underdeveloped areas of the country to support education, sanitation, health and energy. They concentrate on low financial borrowers, tiny funds for company and social activities for the aim of providing small loans to rural India.

Kickstarter

Kickstarter is one of the primary crowdfunding websites in India. The platform is most recognised for innovative initiatives. Films, books, research, and innovation are variety of the categories of campaigns that are often visible during this platform. From appropriate human consumption cutlery to a photographic assortment on Indian deities, to wearable fitness school for social impact, Kickstarter helps countless initiatives. The campaigners are anticipated to produce distinct rewards for distinct categories of finances to the donors. Focus areas of Kickstarter is power and merchandising and therefore their purpose is to deliver innovative initiatives to life.

Wishberry

Art, comics, publishing, theatre, music and dance, Wishberry is the platform that supports all artistic comes. For those trying to fund innovative comes, want berry is that the platform to travel to. It additionally helps activists with consulting and selling services. Like Kickstarter, Wishberry is additionally a rewards-based platform. Funders and donors receive rewards from the comes that they fund. Wishberry's mission to bring artistic and innovative concepts to life and build a community of patrons for artistic concepts in India.

Fuel a Dream

Some crowdfunding platforms are grappling with credibility problems and therefore the credibility of campaigns announce on the platform. Fuel a Dream is reducing the quantity of comes to unravel this downside, a part known as "Crowd Favorites" lists the foremost likable and sponsored campaigns. They concentrate on artistic concepts, causes, charities, events and community policy. Their goal is to alter ancient strategies and alter fundraising.

CONCLUSION

This paper concludes that crowdfunding represents a strong tool for plan testing and market validation request by expressing their interest through money donations. Crowdfunding is prime in building a network of individuals who multiply their data networking, raising awareness of rural tiny businesses. Crowdfunding represents a valuable supply of abstract information that make and answer accomplish higher market appropriate product launches. Therefore, sound into web audiences supply new ways that for entrepreneurs to induce the resources they have for concepts implementation would be troublesome for these firms within the past. This enables young entrepreneurs to focus not solely on creating cash, however additionally on caring, serving to others, and caring.

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IMPACT OF AWARENESS AND KNOWLEDGE OF BUILDERS' INTENTION IN SOUTH TAMIL NADU

A. Edwich Rose Mary*

Abstract *The study investigates green practices on the impact of builders' intention in South Tamil Nadu. Addressing the dangers presented by climate change has emerged as one of the world's greatest issues. More than 36 billion tonnes of CO₂ emissions have lately been observed, and the building industry has been highlighted as one of the main contributors to the development of climate change phenomena. The aim of the research is to expand the theory of planned behaviour (TPB) by applying green awareness and its characteristics in order to explain developers' intentions to adopt green practices in South Tamil Nadu. A survey was conducted among 298 Builders such as architect and engineers. The aim was to explore the relationship between the proposed dimensions as well as the knowledge / awareness, attitude, subjective norm, perceived behavioural control (PBC), and intention to adopt green concepts.*

Keywords *Awareness / Knowledge of Green Practices, Intention to Adopt Green Building Practices, Theory of Planned Behaviour (TPB)*

INTRODUCTION

In construction industry, as well as its related parts such as demolition and excavation, are commonly seen as harmful environmentally. Previous research has shown that traditional construction methods have a high environmental impact, such as pollution and global warming (Kibert, 2016). Furthermore, it is stated that climate change is a severe issue because global anthropogenic carbon dioxide emissions (CO₂e) are steadily increasing (Pollitt, 2016). Global CO₂ emissions increased exponentially from 1900 to 2015, from two billion tonnes to more than 36 billion tonnes (Reitz, 2020). Although CO₂e levels were mostly stable from 2014 to 2017, they increased by 2.7% (Le Quéré, 2018).

Green or sustainable housing refers to strategies that promote the efficient use of energy and resources while minimising negative environmental impacts. The concept came as a result of growing awareness of global climate change, rising carbon footprints, and resource scarcity. As a result, governments around the world have given green construction a lot of attention in their efforts to provide eco-friendly structures. Locally, the Tenth Malaysia Plan (2016–2020) and the Construction Industry Master Plan (2016–2020) have both highlighted the challenges of sustainability and green construction (Lau, 2019).

REVIEW OF LITERATURE

Awareness

Pachamama (2017) integrated to environmental awareness is the understanding of the environment's fragility in the face

of the harmful threat posed by man-made activities, as well as the significance of protecting it. Abidin (2010) stated that awareness is one of the most important factors in motivating people to engage in environmentally friendly behaviours. This is also true in the construction business; if contractors are aware of the relevance and benefits of green building, they are more likely to make an effort to guarantee that their construction operations do not threaten environmental welfare (Saleh et al., 2020). Manaktola and Jauhari (2007) showed that environmental awareness affects how people do and respond to domestic activities; those with high degrees of awareness are more ready to preserve water and energy, buy locally and eco-friendly items, and reduce waste.

Knowledge

Badrulhisham and Othman (2016), investigate on the basis of an individual's conduct or behaviour. Without knowledge, it is impossible to respond to any information or concerns which may develop. It is also regarded as one of the main motivations for the adoption of green practices. Robichaud and Anantatmula (2011) showed if professionals in leadership in energy and environmental design (LEED) have an awareness of GBP, they can manage green projects more efficiently. In general, knowledge can have a significant impact on behaviour.

Miller (2005) proposed that an individual's character or personality, as well as external influences in his or her environment, impact his or her behavioural intentions and views. Meanwhile, attitudes toward information sharing have a beneficial influence on knowledge-sharing intentions.

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Social Influence

According to the theory of planned behaviour (TPB), behavioural intention can be determined by both attitudes and PBC (Ajzen, 1991). As a result, it is possible to state that there is a link between knowledge, attitudes, subjective norms, and PBC. (Han & Kim, 2010) found that subjective norms are the primary predictor of the intention to act in particular behaviours, indicating that SI is critical in having a good intention to participate in environmental behaviours. (Bamberg & Moser, 2007) state that social norms are said to constitute the foundation of appropriate behaviour. People utilise these standards to decide not just what is morally right or wrong, but also if it is useful to act in a certain way, according to the principle of subjective norms.

Attitude

(Wu, 2016) indicated that customers in the United States had a strong preference for environmentally friendly apparel due to their high level of awareness about environmental issues. Furthermore, people's attitudes toward sustainable living are the ultimate determining element in attaining a low-carbon, green built environment.

Perceived Behavioural Control

(Francis et al., 2004) Perceived behavioural monitoring is an essential predictor of behavioural intention and behaviour. It is defined by a person's perceptions about the ability of both external and internal elements to help the performance of a behaviour. Botetzagias et al. (2015) showed that PBC was found to be the most important predictor of the intention to recycle, which is considered to be one of the most important green behaviours.

RESEARCH METHODOLOGY

The research design for this study is descriptive in nature. To gather primary data from the samples, the snowball sampling technique was used. To collect data from the respondents, close-ended and well-structured questionnaire (Likert-5-point scale) was framed. The tools used in this paper are correlation analysis and multiple regression. The respondents for the study is 298, which includes engineers and architects.

HYPOTHESES

H01 – There is no association between age and passionate about green practices into construction projects.

H02 – Knowledge / awareness, Attitude, Social influence, and PBC have no impact on the Intention to adopt Green Building practices.

OBJECTIVES

- To analyse knowledge / awareness, attitudes, social influence, and perceived behavioural control of green building on intention to implement green building practices.
- To investigate the impact of knowledge / awareness, attitudes, social influence, and perceived behavioural control on the intention to adopt green building practices.

SCOPE OF THE STUDY

The more people there are, the more pollution of water and air will be. It results in a drain on the earth. Moreover, it raises the demand for water, energy, and natural resources, overburdening the ecosystem. The advantages of green building are numerous, and they include economic, environmental, and social elements of sustainability. Green buildings consume 30-50% lesser energy and water than traditional ones. The green rating system of Leadership in Energy and Environmental Buildings (LEED) saves 30% of energy while increasing worker productivity by 25%. Only green buildings have these advantages over conventional buildings in terms of local resources and reduced strain. Low maintenance and operation cost, Energy efficiency, Enhances indoor environment quality, Water efficiency, Better health, Material efficiency, Better environment and reduces strain on local Resources. This research was discussed in South Tamil Nadu architects and engineers' intentions for green buildings.

STATEMENT OF THE PROBLEM

The building sector plays a vital role in socioeconomic growth (UNEP 2009). Traditionally, the building sector can have a harmful impact on the environment, economy, and society. Construction activities and operations produce a huge amount of dust, solid waste, noise, wastewater, and smoke. Furthermore, the building sector has been described as a resource-intensive sector that uses 40% of the globe's raw materials (sand, gravel, and stone), 25% of the globe's wood resources, and 12-16% of the globe's available water. Moreover, the construction sector consumes more than 40% of total world energy; therefore, the industry is responsible for more than 40% of total global energy-related greenhouse gas emissions (International Energy Agency (IEA). This greenhouse gas emissions are a major contributor to climate change, which has long been a major worldwide concern.

(Intergovernmental Panel on Climate Change, 2007, 2014, 2018). In the present circumstances, it is estimated that if nothing is done to enhance building energy efficiency, the construction industry's energy usage and related greenhouse gas emissions will grow by more than 50% by 2050 (IEA, 2014). This issue may be classified as a global issue.

RELIABILITY TEST

Cronbach's alpha coefficient was used to measure the reliability of the five-point rating scale used to take survey responses previous to analysing the obtained data. Cronbach's alpha measures a rating scale's reliability by assessing the average correlation or internal consistency between the variables measured by the scale (Santos, 1999).

Cronbach's alpha coefficient range from 0 to 1, with the greater the number, the more reliable the chosen rating scale. However, the traditional rule is that the scale is reliable if the Cronbach's alpha coefficient is greater than or equal to 0.70 (Nunnally, 1978).

Table 1

Factor	No. of Items	Cronbach Alpha
Knowledge / Awareness	4	.757
Attitude	4	.865
PBC	4	.870
Social Influence	5	.872
Intention	4	.891

In this study, which has 21 items, which is larger than 0.7, therefore the value is acceptable. Each construct has a Cronbach alpha value greater than 0.6. This rating indicates that the data gathered for this study are reliable.

CORRELATION

This analysis is the statistical approach for determining the relationships between the variables. It is also used to define the degree of correlation between variables. Correlation analysis was used to determine the link between variables in the model's construct. This study is used to determine the link between perceived ease of use, perceived usefulness, relative advantages, attitude, and interest in utilising all variables. The average score of many questions in each construct was determined and used for further investigation. When the coefficient of correlation (r) value ranges from 0.10 to 0.29, 0.30 to 0.49 is considered medium, and 0.5 to 1 is considered strong. To avoid multicollinearity, the correlation coefficient should be smaller than 0.8.

Table 2: Pearson Correlation

Constructs	Knowledge/ Awareness	Attitude	PBC	Social influence	Intention
Knowledge / Awareness	1				
Attitude	.855	1			
PBC	.744	.759	1		
Social Influence	.782	.851	.873	1	
Intention	.866	.867	.781	.885	1

** Correlation is significant at the 0.01 level (2-tailed), * Correlation is significant at the 0.05 level (2-tailed).

The correlation value is 0.885, social influence and intention which is the highest among all variables. As a result, this value is less than 0.80.

MULTIPLE REGRESSION

A statistical strategy for defining a collection of predictor and criteria variables. It is also used to determine how the independent variables relate to the dependent variable. It investigates the relationship between perceived usefulness, perceived ease of use, relative benefit, attitude to use, and desire to buy in this study. R², F-ratio of overall fitness, residual and hypothesis testing, and t-test particular parameters was used to assess the proposed framework. These characters were used in this study to discover the direct and positive relationship between variables.

Regression Analysis of Knowledge / Awareness, Attitude, PBC, and Social Influence Vs Intention to Adopt Green building Practices

The null hypothesis (H02) of whether Knowledge / awareness, Attitude, PBC, and Social influence have a positive influence on Intention to adopt green building has been made, and the tested findings are given in the table. The analysis indicates that the p-value was greater than 0.05 ($p > 0.05$) and the t-test value (2.831) was positive. Constructs P – value are less than 0.05 it indicates the null hypothesis was rejected. So all the constructs will have a positive effect on Intention to adopt green building which had the ability of an exposition of 78.9%. ($R^2 = .789$).

Coefficient of Knowledge / awareness, Attitude, PBC, and Social influence and Intention to adopt green building Practices:

Table 3

R ² Value = 78.9%					
Coefficient of Promotional Strategies					
Model	Unstandardized Coefficients		Standardized Coefficients	T-Value	Sig.
Constant	B	Standard Error	β	1.979	.049
		.209	.106		
Knowledge / Awareness	.254	.036	.399	7.148	.000
Attitude	.179	.042	.295	4.257	.000
PBC	.108	.033	.224	3.296	.001
Social Influence	.301	.037	.451	8.249	.000

Dependent variable: Intention to adopt green building practices.

Knowledge / awareness, Attitude, Social influence, and PBC and Intention to adopt green building Practices have a significant and positive influence on interest to buy. Furthermore, the Social influence has a strong effect (R²) on Intention to adopt green building practices then all other constructs.

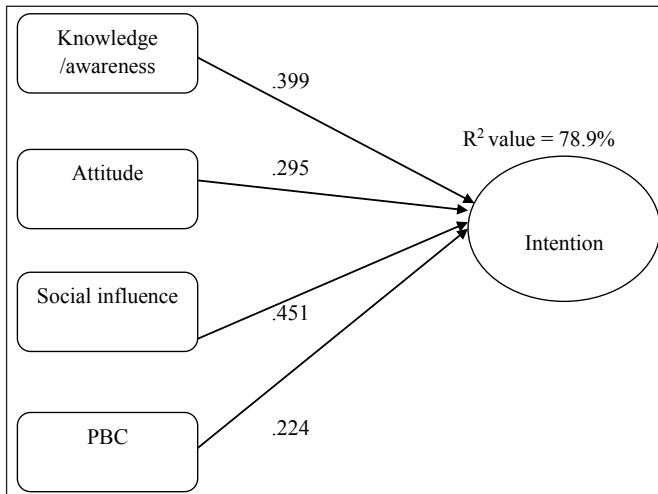


Fig. 1

CONCLUSION

The arrival of green building not only decreases environmental pollution and energy consumption, but also provides consumers with a healthy and comfortable living environment. This study was concluded for providing empirical evidence on which factors and how they influenced Intention. This study showed that Knowledge / awareness, Attitude, Social influence, and PBC positively influenced Intention to adopt green practices. Social influence, attitude, knowledge / awareness to Intention are the highest among all factors results of correlation. The findings of this research has given greater understanding when analysing with Builders' intention to adopt green practices.

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A STUDY ON THE FACTORS INFLUENCING E-LOYALTY – A CONCEPTUAL STUDY

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Abstract *Economic, business and a numerous technological advancements have altered the life style in many ways and one among them is conversion from brick and mortar stores to online shopping platforms for their needs and requirements. This shift in the process has instigated the need for research on understanding the factors that influence and build E-Loyalty among consumers of online shopping platforms. Although, there are a numerous factors contributing to E-Loyalty, factors such as E-Service Quality, E-Trust and E-Satisfaction play a major role. This research paper aims to study the factors in detail and understand the relationship between them.*

Keywords *E-Commerce, E-Loyalty, E-Service Quality, E-Satisfaction, E-Trust, E-Tailing*

INTRODUCTION

In the digital era, marketing trends continue to develop along with the development of increasingly sophisticated technology with the presence of the internet world. Digital marketing is present as an innovation in the world of marketing. E-Commerce has seen a tremendous growth in recent times with the onset of the pandemic and E-Tailers have seen a fierce competition among them to retain the existing customers and grow the customer base. In order for them to stay top most in their services, they have to offer best E-Service Quality to the consumers. Zeithaml et al. (2002) has proposed the Service Quality delivery through websites on five main dimensions: information availability and content, ease of use, privacy/security, graphic style, and fulfilment/reliability. Customer Satisfaction is an essential part of customer shopping experience and Hsin Chang and Wang (2011) have characterised it as overall positive or negative emotion of shopping experience. Saleem et al. (2017) has empirically tested and determined that trust plays an important role in driving repurchase intention and repeat purchases for all services.

RESEARCH OBJECTIVES

- To explore and identify the factors that influence E-Loyalty.
- To develop a conceptual framework of the factors identified for further study.

REVIEW OF LITERATURE

The dictionary defines ‘loyalty’ as a “strong feeling of support or allegiance”, and for online businesses, customer loyalty is as critical to long-term success as any business variable. From the largest multinational company to a one-person business, it’s long been a given that ‘repeat customers’ are what defines the difference between successful and unsuccessful enterprises. However, in the era of online business—where customers can disappear at the click of a button—the critical importance of customer loyalty and online customer retention has never been more prominent.

E-Loyalty

Developing and maintaining Customer Loyalty in the online context is of paramount importance for online service providers, since the creation of a loyal customer base strongly affects online business performance Reichheld et al. (2000). Often referred to as ‘customer retention’, the ability of an ecommerce company to not only attract—but retain—its customer base requires a complex and challenging series of actions.

Anderson and Srinivasan (2003) have defined E-Loyalty as “the customer’s favourable attitude toward an electronic business, resulting in repeat purchasing behaviour”. Based on this definition, Customer Loyalty is a multidimensional

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construct where attitudinal and behavioural aspects are identified as the two alternate forms of Customer Loyalty. Online shopper's loyalty deals with customer's real repurchase behaviour and it is defined as the favourable attitude of a customer towards an electronic business resulting in repeat purchase behaviour.

E-Loyalty not only focuses on price but also on the repetitive behaviour of visits and/or the purchase of online products/services, by accessing a company's website as the first choice among other alternatives, supported by favourable beliefs and positive emotions toward the online company, despite situational influences and marketing efforts that lead to transfer behaviour (Cronin et al., 2000).

There are a number of factors influencing E-Loyalty of customers as they are quick to shift with a click of a button if they are not satisfied with the services provided by the online shopping platform. Among the factors influencing the study variables, E-Service Quality, E-Satisfaction and E-Trust have been identified as the more prominent influencing factors.

E-Satisfaction

E-Satisfaction is a critical component in determining the success of online shopping, especially in B2C market. The examination of consumer satisfaction in an online context follows the growing consensus that in Internet retailing, as in traditional retailing, consumer satisfaction is not only a critical performance outcome, but also a primary predictor of customer loyalty and thus, the Internet retailer's endurance and success.

Satisfaction, according to Oliver (1997) is the "consumer's fulfilment response." Further, according to Oliver (1997), "a fulfilment, and hence a satisfaction judgment, involves a minimum of two stimuli—an outcome and a comparison referent."

Nisar and Prabhakar (2017) has stated that the relationship between customer satisfaction and consumer spending is positive, where higher E-Satisfaction results in more spending in E-Commerce.

E-Service Quality

Reynolds (2000) has stated the definition of E-Service as web-based service or interactive services that are delivered on the Internet. Parasuraman, Zeithaml and Malhotra (2005) have defined E Service Quality in the e-tailing context as the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of product and services.

Paulo, Oliveira, and Farisa (2019) analytical research showed that three dimensions of E-Service quality, namely website design, security/privacy and fulfilment affect

overall E-Service quality. However customer service is not significantly related to overall E-Service quality.

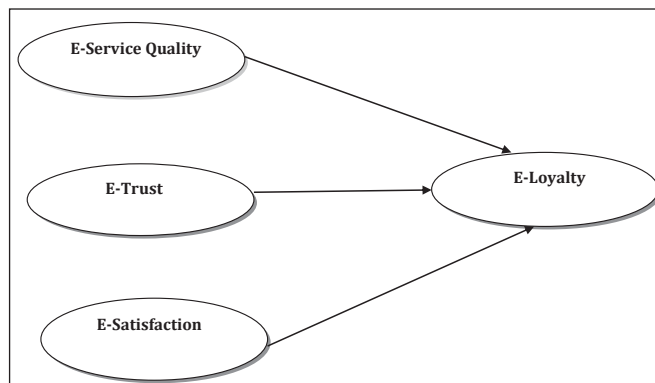


Fig. 1

E-Trust

McKnight and Chervany (2001), Garbarino and Johnson (1999) define trust as "customer confidence in the quality and reliability of the service offered". E-Trust has also been defined as: "willingness to rely on an exchange partner in whom one has confidence" by Moorman, Deshpande and Zaltman (1993).

Consumer behaviour in terms of higher satisfaction, trust and commitment was documented to have significantly positive impact on loyalty of young online shoppers Pratminingsih et al. (2013).

Anderson and Srinivasan (2003) have defined E-Loyalty as "the customer's favourable attitude toward an electronic business, resulting in repeat purchasing behaviour". Based on this definition, Customer Loyalty is a multidimensional construct where attitudinal and behavioural aspects are identified as the two alternate forms of Customer Loyalty.

Wu et al. (2018) has stated that online customers tend to rely more on recommendations and word of mouth promotions from experienced customers to trust beforehand making any purchase because online services are more intangible and harder to evaluate unlike offline customers in physical stores.

RESEARCH GAP

Nisar and Prabhakar (2017) have emphasised that there is a direct relationship among E-Service Quality, E-Satisfaction and E-Loyalty in terms of online spending by consumers. However, the analysis shows that E-Commerce still faces challenges compared with traditional offline retailers since customers cannot feel and try the products, and may end up choosing the products that they do not want.

An empirical study carried out on Gen Z consumers to study the factors impacting the E-Loyalty has shown a positive relationship between CRM strategies in terms of website design, and service quality with E-Loyalty (Lopez et al., 2018). Even the pricing component and brand image built through digital marketing showed a positive impact on their E-Loyalty.

Gupta et al. (2019) have analysed the role played by Customer Relationship Management strategies and Digital Marketing and confirmed that these factors have a positive impact on E-Loyalty.

Ayuni (2019) have elucidated in their study that that E-Service Quality and online customer value affects E-Satisfaction and E-Loyalty. The study's findings also confirmed that E-Service Quality had a significant effect on E-Satisfaction, implying that if the E-Tailing companies can provide a better quality E-Service on their websites, Gen Z will feel that they derive more benefits (social, economic and functional) from online shopping.

In other words, customers feel satisfied with the service if website information and design are good and responsiveness to customer requests is fast.

A better understanding of millennial's loyalty may help E-Tailers in the development and implementation of effective marketing campaigns towards retaining them. Finally, if customers are satisfied, then they tend to trust their online providers more. Hence, the association among E-Service Quality, E-Satisfaction, E-Trust and E-Loyalty should also be continuously examined in order to provide insightful information towards developing a better understanding of E-Service Quality, E-Satisfaction, E-Trust and E-Loyalty in B2C segment.

CONCLUSION

The rapid flourishing growth of online markets is highly competitive in nature and the survival is very challenging for E-Tailers. Therefore, the need to retain and grow online customers is a task by itself and quite a challenge. The association between E-Service Quality, E-Satisfaction, E-Trust and E-Loyalty should be continuously examined to cope with the advancement in information and communication technology, and the changing expectation of online shoppers. The researcher has studied the direct influence of the factors on E-Loyalty without considering the potential moderating effect among variables. The research can be extended in the future to study the moderating effect of the one or many of the variables on E-Loyalty. Future research can also replicate this study in other cultural contexts and geographical locations in order to be able to generalize the results. The paper provides the conceptual framework that

can be used for further study and the role of the variables can be tested using empirical research. Empirical research will pave way for the E-Tailers to understand the influencing effect of the various factors on E-Loyalty.

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THE IMPACT OF THE COVID-19 EPIDEMIC ON UNDERGRADUATE STUDENTS' ATTITUDES TOWARD ONLINE LEARNING IN TIRUNELVELI DISTRICT, TAMIL NADU

Amali Arockia Slevi J.*, Stella P.**

Abstract *Purpose:* The COVID-19 outbreak has had a significant impact on the educational system around the world. It forced the shutdown of educational institutions. COVID-19 mandated containment and enforced seclusion, which significantly impacted teacher-student interactions. In the absence of traditional classroom teaching and one-on-one connection, computer-based learning has evolved as a connecting substitute for offline instruction. It is essential to look at how students feel about online learning and whether they are ready for it.

Design/methodology/approach: This study took a quantitative approach with a survey via the internet. 260 students answered the questionnaire.

Findings: According to respondents (24%), access to internet resources (65%), Stay-at-home flexibility (63%), you can learn at your own speed (53%), comfortable surroundings (41%), class interactivity (31%), and the ability to record a meeting were the top benefits of online learning, according to respondents (24%). The lack of practical knowledge was cited by the majority of responders (66%), followed by technical problems (65%), reduced interaction with the teacher (62%), poor learning conditions at home (42%), and lack of self-discipline (33%) as the main disadvantages. When it comes to opinions on the potential of the learning approach to develop knowledge, Face-to-face and online learning had no statistically significant differences. However, online learning was less successful than face-to-face learning in terms of enhancing abilities and social competence. In comparison to regular classes, students thought that online classes were inert. E-learning was deemed uninteresting by 41% of those polled. E-learning is an effective method of instructing students. Integrating online learning into the curriculum, on the other hand, necessitates a well-thought-out strategy and a more proactive approach.

Keywords E-Learning, COVID-19, Undergraduate, Students' Perception

INTRODUCTION

The COVID-19 pandemic has wreaked havoc on education in a number of colleges, particularly among Tirunelveli's undergraduate students. Traditional face-to-face classes must be halted in many nations, including India, to safeguard the safety of students and lecturers. Higher educational institutions had to find another approach to teaching graduate students to minimize the impact of lockdown. Fortunately, the COVID-19 epidemic allowed electronic learning (e-learning) to become the primary means of imparting knowledge. E-learning is the application of information technology to improve educational quality [1]. Online teaching is now widely used in undergraduate education, not as a stand-alone method but as part of a blended strategy that includes traditional teacher-led instruction [2, 3].

The importance of information technology in education cannot be overstated, given its huge impact on human existence. Information technology serves as the solution for ongoing learning during this quarantine time through

innovative learning management systems. The online learning platform is well-known and well-liked by educational institutions and students worldwide. Easy usage, learning flexibility, and customizable surroundings are the reasons for its acceptability [4, 5]. It has allowed educators to use IT to construct teaching and evaluation solutions for students' coursework completion. The simplicity of use, learning flexibility, and a configurable environment are all factors that contribute to acceptability. However, despite its numerous benefits, e-learning has several drawbacks, including social isolation, the face-to-face connection between teacher and student, connectivity issues, among others [6]. Many aspects influence e-performance and learning, including accessibility, the use of appropriate methodologies, course content, and evaluation criteria. Like any other teaching approach, e-learning offers benefits and drawbacks for both students and teachers. Limited internet access, poor internet connection quality, and respondents' lack of digital skills are all issues that arise in online classes. Some advantages, such as scheduling flexibility, can also be disadvantages, particularly for students who lack self-control.

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LITERATURE REVIEW

In recent years, there has been an important increase in research that examines students' views on e-learning and their expectations [7, 8]. Because of its expanding acceptance, the "National Center for Education Statistics" has observed an increase in the demand for e-learning. According to multiple studies, most students participating in online courses are satisfied with their learning experience. However, research shows that various factors influence how students perceive themselves [9-11]. This study is based on the students' knowledge, expectations, and attitudes about e-learning. To uncover probable answers, relevant literature is studied, particularly in users' perceptions of innovation. Online education is still relatively new, constantly evolving due to fast-changing technologies. To improve student learning, all online educators must put more effort into integrating pedagogy with technology. In summary, online discourse as a communication activity could be extremely beneficial to students or learners in today's online learning environment by providing a space for information exchange and deeper thinking. However, only if instructors are aware of how it works and how students learn in an online environment will they help pupils [12]. Age, gender, past computer literacy, and individual learning styles are important indicators of student technology acceptance. Much research analyzes students' attitudes using "technology acceptance" ideas [13]. Online learning is another form of distance education, e-learning, blended learning, computer-based learning, web-based learning, virtual learning, tele-education, cyberlearning, Internet-based learning, and distributed learning [14]. However, many individuals assume that online learning is just one sort of distance learning outside of a regular classroom and takes place over a long distance. Students can communicate in asynchronous, synchronous, or mixed modes in online education. When teaching and learning occur at various times, this is known as asynchronous learning [15]. Wiest examined effective online educational strategies, such as course design, participant interaction, and teacher preparation and support [16].

METHODOLOGY

The method of this research was quantitative and descriptive, using a survey. The sample was all of the undergrad students in the Tirunelveli District. A quantitative technique was taken, and a survey was conducted by delivering an online questionnaire to students to collect information about the students' attitudes towards online learning during COVID-19. 260 students answered the questionnaire. During this ongoing epidemic, the researcher used SPSS (version 22) software to examine students' views toward online learning and analyse the benefits of online learning.

RESULTS AND FINDINGS

The survey was disseminated at random via an online form on Google Docs for primary data collection. Tirunelveli District's undergraduate students have been contacted through social networking sites. The students' demographic profile, the device they use to access online learning, the length of time they spend on the computer, and their impression and attitude toward e-learning are all shown below.

Respondents in the Sample

The information in this area pertains to university students in general. Results of questions about gender, age group, course and level of education are shown in Table 1. Primary data is the only source used to compile the information you will find here.

Table 1: Personal Information of Sample Respondents (N = 260)

Variables	Category	Frequency Distribution	Cumulative Frequency	Percentage
Gender	Male	92	35	35
	Female	168	100	65
Age Group	18-20	112	43	42
	21-30	120	89	46
	31-39	28	100	10
Year of Study	I Year	61	23	23
	II Year	119	69	46
	III Year	80	100	30
IT Skills	High	98	100	37
	Moderate	153	62	58
	Low	9	4	4
Previous Experience in E-Learning	Yes	54	100	21
	No	206	79	78

Table 1 shows the gender, age group, degree of education, academic year, sample respondents' current status, and personal information. According to the above table, most of the sample respondents (65%) were females, while 35% were males. 46% of students are between the ages of 21-30, 42% are between 18-20, and 10% are between 31-39. None of the responses are over 40, and only one is between 31-39. The voice of the youth is represented by respondents in the 21-30 age bracket. Students are justifiably distributed as per their academic year of study. As presented in Table 1, 23% of respondents are in their first year, 46% are in their second year, and 30% are in their third year. A total of 54 (21%) students had previous experience with e-learning, whereas 206 (78%) had no experience. A total of 153 (58%)

respondents said their IT abilities were good, 337 (42%) said they were average, and 9 (4%) said they were poor.

The Benefits and Drawbacks of E-Learning

The most often reported benefits of e-learning by respondents were the ability to Stay-at-home flexibility (85%), Internet resources (73%), learning at your own pace (67%) and comfortable surroundings (44 %). The primary disadvantages, according to the majority of respondents, are a lack of self-discipline (54%), a lack of practical knowledge (50%), and social isolation (35%). (Table 2).

Variables	Frequency	Percentage
Ability to record a meeting	105	40
Disadvantages of online learning		
Reduced Interaction with the teacher	185	70
Technical problems	185	70
Lack of practical Knowledge	131	50
Poor learning conditions at home	195	74
Lack of self-discipline	141	54
Social isolation	93	35

Table 2: The Benefits and Drawbacks of E-Learning

Variables	Frequency	Percentage
Advantages of online learning		
Access to Internet resources	191	73
Stay-at-home flexibility	222	85
You can learn at your own speed	174	67
Comfortable Surroundings	115	44
Classes interactivity	82	31

Comparison between Face-to-Face and Online Learning

There was no statistical difference between face-to-face (M = 4.25) and online (M = 2.96) learning in terms of ideas about the usefulness of the learning strategy to improve knowledge. In terms of improving skills (M = 3.94, M = 3.28, respectively) and social competencies (M = 2.38, M = 3.42, respectively), e-learning was found to be less successful than face-to-face learning (Fig. 1). Students reported being less engaged in online classes (M = 2.86) than in regular classes (M = 4.32) (Fig. 2).

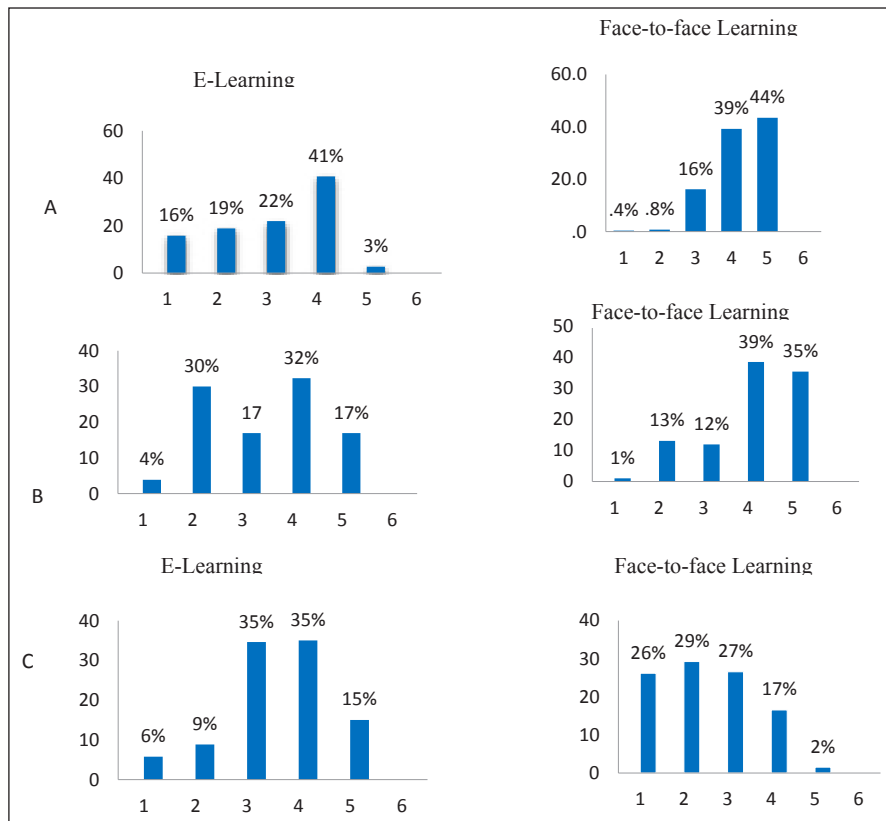


Fig. 1: During Face-to-Face and E-Learning, Students' Perceptions of Their Capacity to Gain Information (A), Practical Skills (B), and Social Skills (C). A Likert Scale was Used by Respondents, with 1 Indicating Ineffectiveness and 5 Indicating Effectiveness

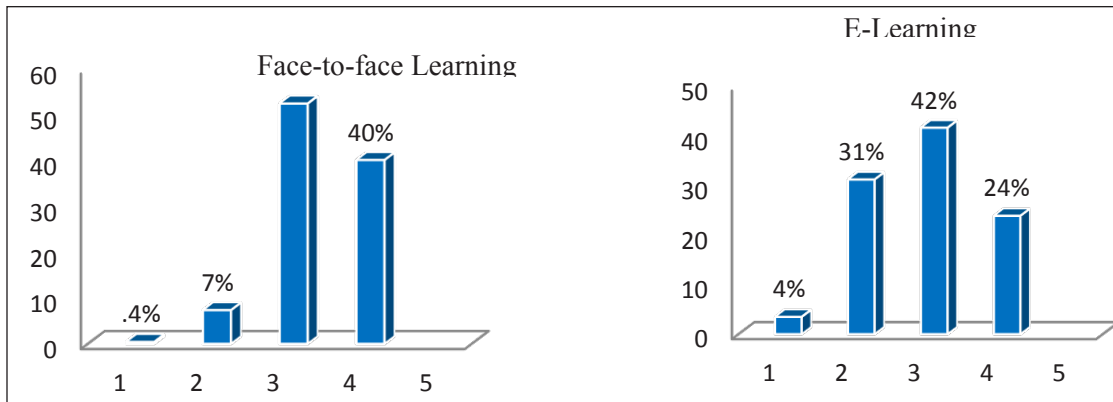


Fig. 2: Students’ Activity Levels during Face-to-Face and Online Learning, 1 Indicating Inactivity and 5 Indicating Severe Activity

E-learning Acceptance

E-learning was viewed as somewhat pleasurable by 108 (42%). Of these, 71(27%) found it very unenjoyable, 37 (14%) found it very extremely unenjoyable, and 31(12%) found it very enjoyable. A total of 13(5%) students only enjoy online learning (Fig. 3). The replies provided by students in their first three years of study and those provided by students in their subsequent years of study did not differ statistically significantly. Female and male pupils showed no statistically significant differences.

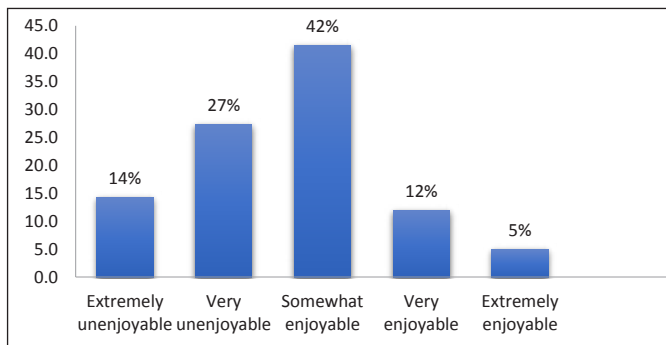


Fig. 3: Acceptability of E-Learning, with 1 being Extremely Unenjoyable and 5 being Incredibly Delightful

DISCUSSION

During the COVID-19 pandemic, this study explored how undergrads in the Tirunelveli District felt about online learning. Our study indicates that out of 260 students, 41% showed a negative perception of e-learning, of which 42% felt e-learning had little impact on their learning.

The majority of the students preferred face-to-face teaching

over e-teaching. The study’s most important finding is that pupils are not ready for e-learning. In our poll, respondents recognized the ability to study when and where you want and easy access to educational materials as the top benefits of online learning. Learning materials can be swiftly given to students, standardized, and updated, if necessary, thanks to e-learning [17]. There are two methods for students’ knowledge: self-directed and instructor-led learning. E-learning that is self-directed allows the learner to be in charge of his or her activities. According to Peine et al. [18], self-directed e-learning beats traditional face-to-face learning. There are certain drawbacks to e-learning. The lack of engagement with teachers was the primary issue for respondents in the poll, particularly those in their first, second, and third years of study. This outcome aligns with previous research on how students felt about online classrooms throughout the pandemic [19-21]. Surprisingly, more than 78% of those who responded to our survey had never used e-learning before the COVID-19 outbreak, which could explain why technological challenges were the study’s second-biggest drawback. E-learning necessitates a strong internet connection and the appropriate hardware and software [22, 23].

Before and throughout an online course, all undergraduate students should be familiar with the equipment, and the IT department should give technical support and teach the course. Self-learning necessitates self-discipline, which is difficult to do without direct teacher supervision. Insufficient contact between learners and facilitators and a lack of clarity regarding the learning’s purpose and goals may stymie the learning process [24, 25].

CONCLUSION

This study found that e-learning can be a useful tool for teaching pupils. According to the respondents in our poll,

e-learning boosts knowledge and is widely accepted. However, it is critical to focus on expanding one's knowledge and developing practical and social skills students claimed that they were less active in online classes than in normal classes e-learning to be successful; students must interact with the resources and receive feedback.

RECOMMENDATION

The study's recommendation is to explore further factors influencing students' perceptions of e-learning. It is also recommended to explore the perceptions of Faculties regarding their experience towards e-teaching during the COVID-19 lockdown.

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CUSTOMER AWARENESS ON INNOVATIVE DIGITAL PAYMENT SYSTEMS IN BANKING SECTORS IN DHARMAPURI DISTRICT

S. Sekar*

Abstract Merchants and customers alike are looking for alternatives to traditional payment methods, and huge tech companies, fintechs, challenger banks, and other non-bank entrants are disrupting the industry by providing better user experiences at lower rates. With the continuous displacement of cash and checks, exacerbated by consumers' adoption of digital purchasing and their desire to minimise contact with physical infrastructure and items, the payments ecosystem will face even more disruption. The main aim of this paper is to analyse the customer's awareness towards innovations that deliver the digital payment system in banking sector with special reference to Dharmapuri District. This study is focused on the digital payment system of public (State Bank of India bank and Canara bank) and private (ICICI Bank and HDFC Bank) banking sectors in Dharmapuri District. By using the convenience sample method, 200 respondents were selected for this study. Percentage analysis, Weighted Average and Chi-Square test were used to analyse the collected primary data. Secondary data were collected from RBI Annual reports, bulletins, journals and magazines. The study concluded that most of the customers were not aware of the innovative digital payment system.

Keywords Digital Payments, Customer Awareness and Perception

INTRODUCTION

Dharmapuri district was formed in 1964 when the previous Salem district was divided into Salem and Dharmapuri. Between 11 "47" and 12 "33" north latitude, and 77 "28" and 76"45' east longitude, the district is located. Dharmapuri had a population of 1506843 people in 2011, with 774303 males and 732540 females. Dharmapuri's average literacy rate in 2011 was 68.5 percent, up from 60.31 percent in 2001.

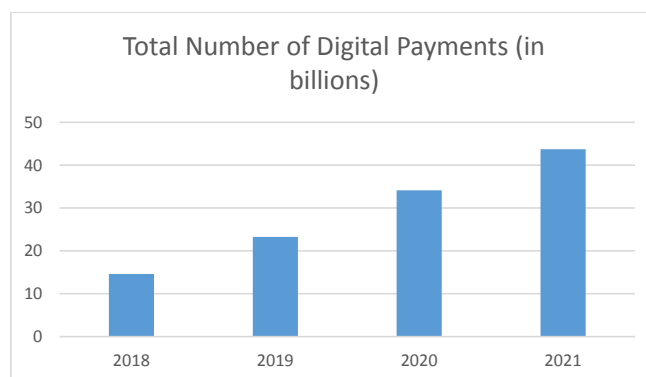
Digital payment is a type of payment that is done using electronic means. Both the payer and the payee utilise digital channels to send and receive money in digital payments. Electronic payment is another name for it. The digital payments do not need hard cash (currency notes). Online transactions are used to accomplish all digital payment transactions. It's a quick and simple way to make a payment. The government wants to build a "digitally empowered" economy that is "Faceless, Paperless, and Cashless" as part of its "Digital India" push. There are many different types of digital payments and procedures. Debit/credit cards, online banking, mobile wallets, digital payment apps, Unified Payments Interface (UPI) service, Unstructured Supplementary Service Data (USSD), bank prepaid cards, and mobile banking are just a few examples. Digital payment options are frequently simple to use, more convenient, and allow customers to make payments from any location and at any time. These are a viable alternative to standard payment

methods. People gradually began to accept digital payments after demonetization, and even small-time merchants and business owners began to take digital payments. Table 1 shows the total number of digital payments across India from financial year 2018 to 2021 (in billions).

Table 1: Total Number of Digital Payments in India

Sr. No.	Year	Total No. of Digital Payments (in Billions)
1.	2018	14.59
2.	2019	23.26
3.	2020	34.12
4.	2021	43.71

Sources: <https://www.statista.com/>



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REVIEW OF LITERATURE

Martina Franciska and Sahayaselvi (2017), in their research on “An Overview on Digital Payments”. The purpose of this research is to learn about the many sorts of digital payment transactions that ordinary people utilise in their day-to-day lives. This research relies heavily on secondary data. As a result, a total of 4018 billion was transacted using mobile banking in 2015-2016, compared to 60 billion in 2012-13. Mobile networks, the Internet, and electricity are all boosting the reach of digital payments to more rural locations. As a result, it is safe to assume that the future transaction system will be cashless. Shah and Dipsinh Zala (2018), “A study of Awareness and Perception about Digital Payments among Women in Gujarat”, has made an attempt to understand women’s perception and awareness regarding digital payment. The Chi-square analysis confirmed this, since there was a substantial variation in women’s perceptions based on their age and education. Women are aware of digital payment, according to the report. Because the majority of respondents find digital payment systems to be simple, convenient, and time-saving, it may undoubtedly assist women in managing their personal and professional lives more successfully and efficiently. Panhwer et al. (2020), in their article titled on “Awareness and Reason towards Slow Adoption of E-Payment System: Study of Hyderabad”. The goal of the study was to learn more about customers’ knowledge and awareness of the E-Payment system, as well as the reasons for its delayed acceptance in Hyderabad. Users’ acceptance of an E-Payment system is influenced by perceived usefulness, perceived ease of use, facilitating conditions, and system legitimacy, according to the research structure. This study reveals that the majority of individuals are aware of the E-Payment system since they use it and are satisfied with it. Using the UTAUT and TAM models, this study concludes that perceived ease of use, perceived usefulness, system credibility, and conducive factors are the primary causes for E-Payment system delayed acceptance. Ghosh (2021), in her research “Adoption of Digital Payment System by Consumer: A Review of Literature” has reviewed from various papers and suggested that digital payment is far more convenient compare to traditional medium of paper currency. This way of payment is available 24 hours a day, 7 days a week, from anywhere. Anybody with an internet connection can do such a transaction, and they do not need to queue or visit a bank. The authors analysed the results and interpreted them using various tests based on the information they gathered. The majority of the study suggests that individuals are adopting and accepting digital payment systems because they are easier to use, because they receive benefits or cash back, because they save time and because it is a faster way of transaction, and so on.

STATEMENT OF THE PROBLEM

Payment systems are rapidly being recognised as a means of attaining financial inclusion and ensuring that economic benefits reach the bottom of the pyramid, in addition to being the lifeblood of an economy. In light of the foregoing, India has adopted a distinct law for Payment and Settlement Systems, allowing for a more orderly development of the country’s payment ecosystem. Cash is widely used because it is thought to give anonymity, flexibility, convenience, and speed in making payments; payment finality, with no danger of default; and a high level of liquidity and acceptability. Thus, the present study is need to analysis the awareness and perception of customers towards the innovative digital payment system in Dharmapuri District.

OBJECTIVES OF THE STUDY

- To study the demographical profile of the selected respondents.
- To analyse the customer’s awareness towards innovative digital payment systems of banking sectors in Dharmapuri District.
- To examine the customer’s perception towards innovative digital payment systems of banking sectors in Dharmapuri District.

HYPOTHESIS OF THE STUDY

The following hypotheses have been examined:

Ho1: There is no significant difference between the demographical profile of the customer and awareness of digital payments systems of banking sectors in Dharmapuri District.

Ho2: There is no significant difference between demographical profile of the customer and perception on digital payments systems of banking sectors in Dharmapuri District.

RESEARCH DESIGN

Type of Research: Descriptive research method is used for this study.

Data Collection: Primary data was collected through a structured questionnaire that was distributed in various places of Dharmapuri District. On the bases of number of branches, 2 public (State Bank of India bank and Canara bank) and 2 private (ICICI Bank and HDFC Bank) banks in Dharmapuri District were selected for this study. The questionnaire incorporated various parameters that were

framed to understand the awareness and perception about digital payment systems in Dharmapuri District. The primary data collected from three taluks of Dharmapuri district viz., Dharmapuri, Harur and Pappireddipatti. The secondary data is collected from various sources such as research papers, magazines, journals, websites and newspapers.

Sample Size and Technique: The sample size consists of 200 respondents. Convenience sampling technique was used for this study.

ANALYSIS AND INTERPRETATION

Demographical Profile of the Customer (Percentage Analysis)

The present study confines the Demographical profile of 200 respondents are gender, age, educational qualification, monthly income, occupation and Area of Residence. Parameters, frequency and their percentage of different variables are tabulated as under in Table 2.

Table 2: Demographical Profile of the Customer

Sr. No.	Variables	Parameters	Frequency	Percentage (%)
1.	Gender	Male	116	58.0
		Female	84	42.0
		Total	200	100
2.	Age	21-30	24	12.0
		31-40	82	41.0
		41-50	66	33.0
		Above 50	28	14.0
		Total	200	100
3.	Education	Illiterate	04	2.0
		Primary level	19	9.5
		High school	24	12
		Graduate	116	58.0
		Post graduate & Profession	37	18.5
		Total	200	100
4.	Monthly Income	Up to 10000	57	28.5
		10000-20000	92	46.0
		20000-30000	32	16.0
		30000-40000	15	7.5
		Above 40000	04	2.0
		Total	200	100

Sr. No.	Variables	Parameters	Frequency	Percentage (%)
5.	Occupation	Agriculture	19	9.5
		Government Employee	15	7.5
		Private Employee	98	49.0
		Business	38	19.0
		Unemployed	17	8.5
		House wife	13	6.5
		Total	200	100
6.	Area of Residence	Rural	72	36.0
		Urban	128	64.0
		Total	200	100

Sources: Primary Data.

The above Table 2 reveals that Male respondents (58.0%) are higher than Female respondents. Majority of the respondents are in the Age group of 31-40 (41.0%). Most of the respondents are Graduated (58.0%) as compared to other educational groups. Majority of the respondent's family monthly Income fall under Rs. 10,000-Rs. 20,000 (46.0%). Majority of the respondents are working as a private employee (49.0%). Majority of the respondent's Area of Residence is urban area (64.0%).

Customer's Awareness on Innovative Digital Payment Systems (Weighted Average Method)

Table 3: Customer's Awareness on Innovative Digital Payment Systems

Digital Payments	Fully Aware	Partly Aware	Not Aware	Total Score	Mean/Rank
Banking Cards	114 (342)	42 (84)	44 (44)	470	2.35 - III
USSD	61 (183)	41 (82)	98 (98)	363	1.815 - IX
AEPS	34 (102)	54 (108)	112 (112)	322	1.61 - X
UPI	95 (285)	63 (126)	42 (42)	453	2.265 - VI
Mobile wallets	105 (315)	47 (94)	48 (48)	457	2.285 - V
Banks Pre paid cards	97 (291)	74 (148)	29 (29)	468	2.340 - IV
Point of sale	68 (204)	58 (116)	74 (74)	394	1.97 - VIII
Internet Banking	147 (441)	43 (86)	10 (10)	537	2.685 - II
Mobile Banking	160 (480)	27 (54)	13 (13)	547	2.735 - I
Micro ATMs	78 (234)	47 (94)	75 (75)	403	2.015 - VII

Sources: Primary Data.

Table 3 shows that majority of the respondents having high level of awareness on Mobile Banking (mean score 2.735). Followed by Internet banking (mean score 2.685), Banking cards (mean score 2.350), Banks Prepaid cards (mean score 2.340) and Mobile wallets (mean score 2.285) are getting subsequent mean scores in level of Awareness on Innovative Digital Payment Systems in Dharmapuri District.

Customer's Perception on Innovative Digital Payment Systems (Weighed Average Method)

Table 4 showed that the scores are given by the customers on different statements to ascertain the level of perception of the customers on Innovative Digital Payment Systems.

Table 4: Customer's Perception on Innovative Digital Payment Systems

Factors	Highly Satisfied	Satisfied	No Opinoin	Dis satisfied	Highly Dis satisfied	Total Score	Mean/ Rank
Expenses control	240 (48)	288 (72)	75 (25)	70 (35)	20 (20)	693 (200)	3.465 V
Reduced risk of loss and theft	340 (68)	264 (66)	48 (16)	58 (29)	21 (21)	731 (200)	3.655 III
Low commissions	290 (58)	200 (50)	84 (28)	68 (34)	30 (30)	672 (200)	3.360 VI
User-friendly	330 (66)	228 (57)	96 (32)	52 (26)	19 (19)	725 (200)	3.625 IV
Convenient	380 (76)	236 (59)	60 (20)	48 (24)	21 (21)	745 (200)	3.725 II
Time saving	390 (78)	248 (62)	45 (15)	50 (25)	20 (20)	753 (200)	3.765 I

Sources: Computed Data.

Table 4 showed that 'Time saving' got high mean and first rank in customers level of perception on Innovative Digital Payment Systems. 'Low Commissions' got least mean and last rank in customer's level of perception on Innovative Digital Payment Systems.

Relationship between the Demographical Profile of the Customer and Awareness of Digital Payments Systems

Table 5 shows the results of chi-square test with regard to demographical profile of the customer and awareness of digital payments systems.

Table 5: Result of Chi-Square Test (P-Value)

Socio-Economic Factors	Chi Square Value	Ho	Result
Age	0.178 > 0.05	Accepted	Not Sig.
Gender	0.414 > 0.05	Accepted	Not Sig.
Education	0.241 > 0.05	Accepted	Not Sig.
Monthly Income	0.024 < 0.05	Rejected	Sig.
Occupation	0.219 > 0.05	Accepted	Not Sig.
Area of Residence	0.324 > 0.05	Accepted	Not Sig.

Sources: Computed Data.

As per the result of Chi-Square test, Table 5 explains that there is no significant relationship between Age, Gender, Education, Occupation and Area of Residence of the customers and awareness of digital payments systems in Dharmapuri District. But there is a significant relationship between Monthly Income of the customers and awareness of digital payments systems in Dharmapuri District.

Relationship between Demographical Profile of the Customer and Perception on Digital Payments Systems of Banking Sectors

Table 6: Result of Chi-Square Test (P- Value)

Socio-Economic Factors	Chi Square Value	Ho	Result
Age	0.214 > 0.05	Accepted	Not Sig.
Gender	0.406 > 0.05	Accepted	Not Sig.
Education	0.017 < 0.05	Rejected	Sig.
Monthly Income	0.242 > 0.05	Accepted	Not Sig.
Occupation	0.323 > 0.05	Accepted	Not Sig.
Area of Residence	0.470 > 0.05	Accepted	Not Sig.

Sources: Computed Data.

As per the result of Chi-Square test, Table 6 explains that there is no significant relationship between Age, Gender,

Monthly Income, Occupation and Area of Residence of the customers and perception of digital payments systems in Dharmapuri District. But there is a significant relationship between Education of the customers and perception of digital payments systems in Dharmapuri District.

SUGGESTIONS

Bankers should conduct training programmes to their customers for getting awareness about the innovative digital banking systems.

Bank employees need to provide proper guidelines to the customers for using the digital payments.

CONCLUSION

Technology has made our life much easy than before. Digital payment system is one of the innovations in the field of commerce, finance and banking. Present study has made an attempt to understand the perception and awareness regarding digital payment. The study revealed that most of the respondents are not aware of new innovative digital payment systems in banking sector in Dharmapuri District.

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