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Special Issue on

RECENT DEVELOPMENTS IN SOCIAL SCIENCES, ARTS AND SCIENCES

Special Issue Editors

Rev. Sr. Dr. MARY PRAMILA SANTHI | Mrs. N. SHANTHI

Mrs. J. ROHINI | Mrs. P. ASHA ANTONY

BODHI

International Journal of Research in Humanities, Arts and Science

BIJRHAS

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The journal welcomes publications of quality papers on research in humanities, arts, science. agriculture, anthropology, education, geography, advertising, botany, business studies, chemistry, commerce, computer science, communication studies, criminology, cross cultural studies, demography, development studies, geography, library science, methodology, management studies, earth sciences, economics, bioscience, entrepreneurship, fisheries, history, information science & technology, law, life sciences, logistics and performing arts (music, theatre & dance), religious studies, visual arts, women studies, physics, fine art, microbiology, physical education, public administration, philosophy, political sciences, psychology, population studies, social science, sociology, social welfare, linguistics, literature and so on.

Research should be at the core and must be instrumental in generating a major interface with the academic world. It must provide a new theoretical frame work that enable reassessment and refinement of current practices and thinking. This may result in a fundamental discovery and an extension of the knowledge acquired. Research is meant to establish or confirm facts, reaffirm the results of previous works, solve new or existing problems, support theorems; or develop new theorems. It empowers the faculty and students for an in-depth approach in research. It has the potential to enhance the consultancy capabilities of the researcher. In short, conceptually and thematically an active attempt to provide these types of common platforms on educational reformations through research has become the main objective of this Journal.

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Approved Under 2 (f) & 12 (B) status of UGC Act, 1956.

Secretary

FOREWORD

I am pleased to provide the foreword for the manuscript volumes presented at the BODHI Hybrid International Interdisciplinary Conference on Recent Trends in Social Sciences, Arts and Sciences, held on Tuesday 17 October 2023. This conference was a collaborative effort organized by St. Antony's College of Arts and Science for Women in Dindigul and Oriental College in Kohima, Nagaland. Notably, this event marks the third consecutive international conference organized by SAC in recent times.

SAC always firmly believes that collaboration between institutions to conduct conferences and seminars offers numerous advantages, including a broader range of expertise, increased resources, enhanced program content, networking opportunities, and more. Such collaborative efforts contribute to the advancement of knowledge and facilitate interdisciplinary and international connections, ultimately benefiting the academic and professional community at large.

SAC never fails in its commitment to research by the faculty and the students. Presenting research papers at conferences is a critical aspect of faculty research that supports the dissemination of knowledge, peer engagement, networking, and professional development while contributing to the academic community and enhancing the researcher's own work.

At the same time, it recognizes that student research is not only a valuable component of higher education but also a meaningful way for students to grow academically and personally, contribute to the academic community, and prepare for future academic or professional endeavors. It fosters a culture of inquiry and discovery that is fundamental to the advancement of knowledge and society.

I wish to express my sincere gratitude and appreciation to Dr. S. Balakrishnan, Publisher & Managing Editor of BODHI Journal. The objective of organizing conferences extends beyond the presentation of research papers; it is to incorporate valuable suggestions from the scholarly audience and to publish these papers, making them accessible to a wider readership who may not have had the opportunity to attend the conference. Ultimately, the impact and success of a manuscript are measured by its citation, and BODHI, being an indexed journal, plays a pivotal role in facilitating this significant service.

I commend the commendable efforts led by the principal, the conference convenor, coordinators, and the enthusiastic student participants. I extend my best wishes to all of them for their future endeavors.

God Bless!

17.10.2023

Sr.Arul Devi

SECRETARY
St. Antony's College of Arts & Sciences for Women
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Date:27.10.2023

I am writing to express my enthusiastic endorsement for the book publication of the International Multidisciplinary Conference on "Recent Developments in Social Sciences, Arts, and Sciences", jointly organized by ST. ANTONY'S COLLEGE OF ARTS AND SCIENCES FOR WOMEN DINDIGUL, ORIENTAL COLLEGE KOHIMA & BODHI INTERNATIONAL JOURNAL OF RESEARCH IN HUMANITIES, ARTS AND SCIENCE, INDIA.

The conference, which brought together scholars, researchers, and practitioners from diverse disciplines, served as a platform for meaningful interdisciplinary dialogue. The papers presented showcased the latest developments and advancements in social sciences, arts, and sciences, highlighting the interconnectedness of these fields and the collaborative spirit of the academic community.

I extend my heartfelt gratitude to the authors for their scholarly contributions and to the organizing committee for their meticulous efforts in ensuring the success of the conference. I trust that this book will find its place among the distinguished publications and catalogs, reflecting the high academic standards and the spirit of interdisciplinary collaboration upheld by the conference.

I wish the co-organizers, professors and scholars the very best in all the future events.

(Mr.Viu Belho)
 Chairman,
Sponsoring Body,
Oriental College Kohima

Editorial

BODHI's multidisciplinary international conference conducted through a hybrid mode, collaborated and organized by St. Antony's College of Arts and Science for Women, Dindigul, TN and Oriental College, Kohima, Nagaland aims to leverage the benefits of both in-person and virtual participation to promote inclusivity, knowledge sharing, collaboration, and sustainability while accommodating the diverse needs and circumstances of participants. Hybrid conferences enable participants from around the world to attend and present their research, regardless of geographical constraints. This inclusivity promotes a broader exchange of ideas and collaboration. Moreover, virtual participation allows individuals who may have limitations related to travel, finances, or physical disabilities to access conference content and engage with the academic community.

The purpose of a multidisciplinary conference is to create a platform for cross-disciplinary collaboration, problem-solving, and knowledge exchange. It play a vital role in advancing research, innovation, and the collective understanding of complex global challenges. This conference served as a collaborative platform for two host institutions, each offering a wide range of academic disciplines, including arts, sciences, social sciences, and the humanities. Students from diverse academic backgrounds had the opportunity to attend a keynote address that transcended the traditional boundaries of academic disciplines. Moreover, they could enrich their knowledge in their respective fields by participating in two concurrent technical sessions. The closing valedictory address emphasized the importance of human values.

BODHI stands out by publishing both in-person and online papers after conducting thorough plagiarism checks. Some papers are sent back to authors for revisions, while others are declined due to issues with originality. BODHI actively promotes student involvement, regardless of their academic year, as it is dedicated to fostering a culture of research among them. The journal firmly holds the belief that academic paper writing should not be limited to a select few academic elites.

Rev. Sr. Dr. Mary Pramila Santhi
Mrs. N. Shanthi
Mrs. J. Rohini
Mrs. P. Asha Antony

Aim & Objectives

Academic Excellence in research is sustained by promoting research support for young Scholars. Our Journal on Humanities, Arts and Science of research is motivating all aspects of encounters across disciplines and research fields in a multidisciplinary view, by assembling research groups and consequently projects, supporting publications with this inclination and organizing programmes. Internationalization of research work is the unit seeks to develop its scholarly profile in research through quality of publications. And visibility of research is creating sustainable platforms for research and publication, such as series of books; motivating dissemination of research results for people and society.

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ENTREPRENEURIAL AWARENESS AMONG THE YOUNGER GENERATION TO BECOME AN ENTREPRENEUR

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Abstract

Entrepreneurship is gaining a great deal of significance in the present days. It is recognized as a crucial source of monetary improvement of a country. An entrepreneur is one who organizes and runs an enterprise. Entrepreneurial focus about the expertise, notion in the path of entrepreneurship, and it is the essential key for starting and going for walks very own organization. The existing study attempts to analyze the entrepreneurial focus among the younger generation. A structured questionnaire was used to collect primary data from a sample of 50 young people. The results showed that respondents have some awareness of entrepreneurship.

***Keywords:** Young entrepreneurs, start-up, technology challenges, and entrepreneur survival schemes*

Introduction

Entrepreneurship is the act of being an entrepreneur, which may be defined as ***"one that undertakes innovations into economic goods."*** This could be bring about new businesses or may be a part of revitalizing mature businesses in response to a perceived opportunity. The most obvious form of entrepreneurship is that of starting a new business; however, in recent years, the term has been extended to include social and political forms of entrepreneurial activity. This study focuses on the awareness level among the budding entrepreneurs of the following day to shape their future lives. An entrepreneur is a person who organizes and operates a business or businesses, taking up economic hazard to do so. In trendy generation international entrepreneur becomes a part of everyone's life. Now, young technology-savvy human beings are very fascinated with starting a personal enterprise and to end up an entrepreneur, which this additionally a few employment opportunities to different human beings.

Objectives of the Study

To understand the awareness level of the younger generation in becoming an entrepreneur, to analyze the younger generation's awareness of different schemes of the government of Tamil Nadu, and to determine the factors that induce the younger generation to start a new business.

Statement of the Problem

Younger generations are the pillars of our future India. Their selection regarding their career choices will play a significant role in India's economic development. It is crucial to encourage the younger generation to take up the challenges of becoming an entrepreneur. The younger generations with high entrepreneurial ability will tend to start up a business of their own in the future. Therefore, this research is carried out to explore the younger generation's interest in selecting an entrepreneurial business as their future and examine their recognition stage. This this look at will also be helpful in understanding the younger generation's initiative to become an entrepreneur.

Scope of the Study

The study aims to understand the awareness level of the younger generation in becoming an entrepreneur after completing their studies. It also the various factors available to the younger generation to become an entrepreneur and which factor that motivates highly to become an entrepreneur. The researcher has highlighted some aspects that need attention from the younger generation and

provided suggestions for further improvement to the younger generation to become an entrepreneur.

Review of Literature

M.Umamaheswari (2022) attempted "The role of women in MSMEs is inevitable" Several factors, such as facilitation, motivation, compulsion, and psychological factors, influence women entrepreneurs to undertake business.**Yuanyuan Cao1, Muhammad Mujtaba Asad2*, Lu Wang1, Aisha Naz2, and Norah Almusharraf3 (2022)**: Entrepreneurship is a perceived strategy for reducing unemployment. The trend of entrepreneurship is also emerging among university students. Thus, the ratio of entrepreneurial intention and start-ups is increasing among university students and graduates. Therefore, this study aims to examine the role of personality traits in the entrepreneurial intentions of young entrepreneurs. **G. Venkatasalam1 and G. Vijaya Kumar2 (2021)** attempted, This present study is conducted to highlight the perception of Micro, Small, and Medium Enterprises (MSME) entrepreneurs towards the financial institutional support for the development of MSMEs in India, especially Small Industries Development Bank of India (SIDBI) supportive schemes. **P.Manickam and M. Premkumar (2020)** attempted "Women Entrepreneurs shape the economic destiny of India by creating wealth and employment" serving products and services, and increasing taxes for the Indian government. Entrepreneurship of which entrepreneurship has closely associated with the economic growth of the country. **Pooja Khatri (2019)** attempted "The Micro, Small, and Medium Enterprises (MSMEs) sector is a major contributor to Indian economic development" It contributes to industrial production, GDP growth, export earnings, employment generation, regional development, economic diversification, and social stability.
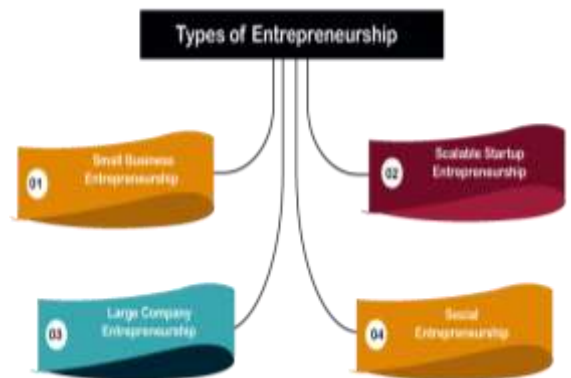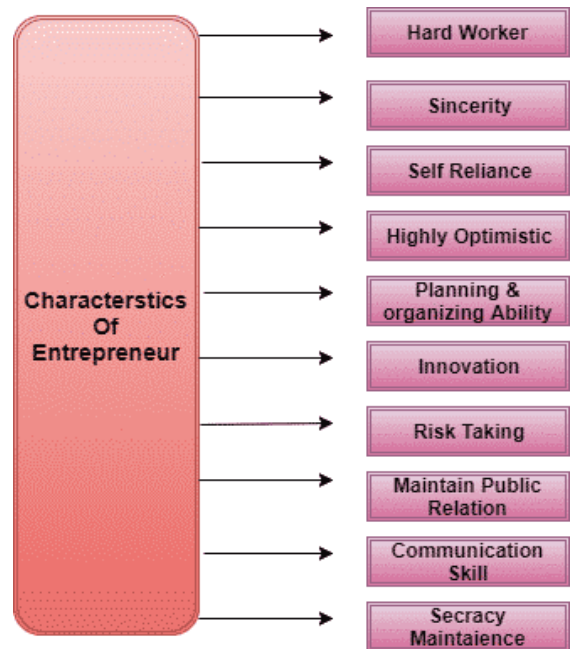
The study is based on both primary and secondary data. Primary data have been collected from the students, and data were collected from books, journals, internet, and magazines. The researcher has taken 100 as the sample size. Data collected through primary sources is put to various statistical tests such as Percentage Analysis, Garrett's Ranking, Weighted Average, and Chi-Square Test. test

Hypothesis of the Study

There is a significant relationship between education and enterprises. There is no significant relationship between education and enterprises.

Results, Suggestions, and Conclusion

The majority (64%) of the respondents are Female. The majority 54 % of them are unmarried. Additionally, 42% of the respondents are in the age group of below 25 years. The majority 34% of the respondents are completed HSC. Furthermore, 64% of the respondents live in rural areas. The majority 38% of the respondents are earning between Rs.5000 to 10000.The majority 56% of the people are doing business. The majority 34% of the respondents are having small-scale enterprises. Moreover, 64% of the respondents are comes under service enterprises. The majority 40% of them are doing business in perennial. Additionally, 38% of the respondents of organization are private limited companies. The majority 52% of the respondents are recovery of their business, and inability to judge. The majority 56% of the recovery of family members who own a business. Furthermore, 60% of the respondents of their institutes encourage their ideas. The majority 56% of them are interested in starting their own business after studies. However, 52% of the respondents do not become entrepreneurs after their studies. The majority 68% of the respondents are joining a family business. The majority 58% of the respondents are studied entrepreneurship as a subject.

Chi-Square Test -Relationship between Education Level and Enterprises

O	E	(O − E)	(O − E)^2	$\frac{(O - E)^2}{E}$
5	2.38	2.62	6.8644	2.88
6	1.7	4.3	18.49	10.8
2	1.87	0.13	0.0169	9.03
4	2.55	1.45	2.1025	0.824
3	1.26	1.74	3.0276	2.402
1	0.9	0.1	0.01	0.011
3	0.99	2.01	4.0401	4.080
2	1.35	0.65	0.4225	0.312
4	2.1	1.9	3.61	1.719
2	1.5	0.5	0.25	0.166
4	1.65	2.35	5.5225	3.346
5	2.25	2.75	7.5625	3.361
2	1.26	0.74	0.5476	0.434
1	0.9	0.1	0.01	0.011
2	0.99	1.01	1.0201	1.030
4	1.35	2.65	7.0225	5.201
Total:				40.412

Result

Calculated value is 40.412   Degree of freedom is (Column -1) (Row -1) =
(4-1) (4-1) = 3 * 3 = 9
Table Value = 16.92. Since Value $\geq$Tabular
40.412 $\geq$16.92   - **Null hypothesis is rejected, and hypothesis is accepted.**

Suggestions

There is a need to educate students more on the importance of entrepreneurship through extensive workshops and club activities. Motivational talks can be arranged to give an exposure to students about entrepreneur. Another suggestion that has been mentioned is government must start using social media, which is one of the biggest platforms to share information, to spread awareness about the programs or schemes launched by them.

Conclusion

This study shows majority of female respondents are interested in starting a business and have ambitions to become entrepreneurs. Majority of the students have internal motivation, but there are lacking in the financial support. Banks and other private financial institutions should support and encourage them to start a business and provide the right guidelines to them. Teachers can plan and develop a more effective entrepreneurship training education program by applying proper knowledge and an assignment it will enhance the entrepreneurial intention among young students. Today, India has become fertile ground for breeding new entrepreneurs. That will be helpful for them to start a new firm for the growth of future India.

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QUALITY OF WORK LIFE (QWL) ON THE PERCEPTION OF SELF-FINANCE COLLEGE TEACHERS -financed college SPECIAL REFERENCE TO DINDIGUL DISTRICT

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Introduction

Quality of Work Life (QWL) refers to the favorable work environment of the job in an organization to its employees, where the employee seeks the work environment to be conducive. It is a generic term that covers a person's feelings about every dimension of their work, including economic incentives and rewards, job security, working conditions, organizational and interpersonal relationships, etc. The term QWL has different meanings for different people. A few important definitions of Quality of Work Life (QWL) are as follows:

According to D.S.Cohan, "Quality of Work Life is a process of joint decision-making, collaboration, and building mutual respect between management and employees."

As per the definition given by Harrison, "Quality of Work Life is the degree to which work in an organization contributes to the material and psychological well-being of its members.".

According to the American Society of Training and Development, "Quality of Work Life is a process of work organization which enables its members at all levels to participate actively and effectively in shaping the organization's environment, methods, and outcomes. It is a value-based process aimed towards meeting the twin goals of enhanced effectiveness of the organization and improved quality of life at work for the employees."

Synthesis of Quality of Work Life

Beyond earnings, workers expect to gain benefits from their jobs such as challenge and achievement, career development and growth, balance between work and family life, a harmonious organizational climate, and a supportive managerial style. (Tung-Chun Huang, John Lawler, Ching-Yi Lei, 2007). The companies offering better quality of work life and supportive working environments are likely to gain leverage in hiring and retaining valuable employees (May, Lau & Johnson, 1999). Quality of work life has different connotations for different persons. The factors contributing to QWL are also varied (Hossain, Mosharaff and Islam, Tariqul, 1999).

For a worker on the assembly line, it may mean a fair day's work, safe working conditions, and a supervisor who treats them with dignity.

For a young professional, it may mean opportunities for advancement, career growth, and being able to utilize their talents etc.

The quality of work life for an academician mainly depends on five important aspects:

1. Work Environment
2. Job Analysis
3. Organizational Culture
4. Educational Climate and
5. Welfare measures.

Work Environment

Any organization that aspires to create a good work environment that enhances job satisfaction, and organizations should incorporate the following:

- Flexible work arrangements most probably including telecommuting.
- Training and other professional growth opportunities.
- Use one's talents and potentials and to be creative.

- Undertake responsibility and direct one's own work determines the Quality of work life of arts and science colleges teachers.

Job Analysis

It refers to various methodologies for analyzing the requirements of a job. It is a statement mentioning who will do what type of a job (Khanka S.S, 2002). The general purpose of job analysis is to document the requirements of a job and the work performed.

Institutional Culture

Institutional culture or Corporate culture comprises of attitudes, experiences, beliefs, ethics and values of an organization. It has been defined as "the specific collection of values and norms that are shared by people and groups in an organization and that control the way they interact with each other and with students in the institution". The contemporary study of organizational culture relies upon bringing to life the richness and the vitality of people living and working together. (William G.Ouchi, Alan L.Wilkins, 1985).

Educational Climate

A positive educational climate is crucial for the development of competent, responsible and capable citizens. (Ishwara. P & V. Murugaiah, 2009) Along with the creation of pathways for academic development, positive classroom climate has the potential to assist in citizenship development to ensure continuation of a strong and healthy democratic society.

Welfare Measures

The term 'welfare' suggests the state of well-being and implies wholesomeness of the human being. It is a desirable state of existence involving the mental, physical, moral and emotional factors. Steps need to be taken on a larger scale than before to improve the QWL of the subordinates, including women. To sustain and maintain the happiness of labor force is the challenge of the day, which could effectively be dealt through one of the weapons such as social security and welfare measures. (Anjali Ganesh and Vijayi D'Souza, 2008).

The Role of Teachers in the Students' Life

The ideal teacher is supposed to be the builder of the nation, a foundation stone of the educational system. The teacher's level of competency determines the quality of intellectual process which mostly governs the abilities of the learners. (Haseen Taj, 2003). The task to be accomplished by a teacher is to facilitate the young minds and support them in:

- Forming an initial self-image.
- Establishing a sense of relative independence.
- Increasing levels of responsibility.
- Developing the social skills needed for social interaction.

The changing values of the workforce indicate that current employees in an educational institution are more interested in elevating their quality of life. Beyond earnings, teachers expect to gain benefits from their jobs such as:

- Challenges and achievement.
- Career development and growth. *Balance between work and family life.
- Harmonious organizational climate and
- Supportive managerial style. (Cosenza, 1998).

Better QWL like better job characteristics and work environments positively relate to organizational commitment, which in turn reduces the intention of turnover. (Steers & Mowday, 1981). The teachers with high quality of work life enjoy exceptional growth and in turn can produce students with high value and culture.

Scope of the Study

Good salary package and elite amount of fringe benefits to the self-financing teachers when compared to government institutions, who educates the same design of curriculum is non- uniform in the Arts and Science colleges in particular. Hence, QWL perceived by the college teachers is not uniform in all educational institutions. The reason is that in self-financing and in the non-aided institutions, the management is the highest Decision-making Authority for all administrations. Moreover the QWL of college teachers of these institutions are relatively poor due to increased Human resources

readily being available for entering into this field as college teachers with low pay. Hence, the management is least responsive to QWL of existing teachers and they refuse to fulfill the requirements of the college teachers. Proper quality of work life of the teachers will lead to the dedicated educational service to the young generation of the society. Hence the scope of the study is to analyze the quality of work life of teachers of self-financing colleges at Dindigul District. This study makes an attempt to explore the various dimensions of Quality of Work Life (QWL) and factors affecting QWL of self-financing Arts and Science college teachers at Dindigul District.

Statement of the problem

Even though there are various factors which determine organizational excellence, the most significant factor which influences other factors is 'employee related factors'. (Havolovic. S.J, 1991). Hence it becomes mandatory to get them to be motivated, which in turn ultimately adds more value to the organization. At this juncture, Quality of Work Life (QWL) has emerged as one of the most important aspect of Job that ensures long term association of the teachers working in the colleges. Quality of work life of college teachers of self-financing colleges is considered to be the most critical aspect. It is found that there are few facilities which are unsatisfactory, and few facilities are to be provided by the institutions in order to maintain, retain the employees as well as to enrich high productivity of the institution. Hence the management has to look upon the facilities that are not available and take effective steps to solve the issues where employees are dissatisfied with unavailability of the facility. Congenial working environment will lead to higher productivity of the institution. Therefore, it's the need of the hour that the educational institutions are required to adopt a strategy to improve the teachers' quality of work life' (QWL) to satisfy both the institutional objectives and employees needs. This study reiterates an attempt to understand and compare the QWL of college teachers of self financing colleges at Dindigul District.

Objective of the Study

- To explore the socio economic factors and QWL of teachers of self-financing colleges at Dindigul District.
- To analyze the perception of college teachers towards the various dimensions of QWL

Sampling Design

For this study nine self-financing Arts and Science colleges at Dindigul District were selected for this study. Out of these self-financing colleges 10 sample respondents from each college were selected by using the disproportionate Stratified Random Sampling Technique.

Tools for Analysis

Independent sample 't' test and Chi- square tests have been used for analysis.

Suggestions

- To increase the quality of work life of self - finance college teachers, the management should provide good infrastructure facilities.
- The remuneration to the teaching fraternity should be fixed without any discrimination based on their experience.
- The teachers of self financing colleges should be motivated for their achievements in their teaching profession.
- Recognition should be given in the form of monetary and non- monetary benefits for all the dedicated teachers in the institution.

Conclusion

Teachers are highly involved in imparting knowledge, learning new ideas, integrating technology, teaching values, ethics and improvising the skills of the students. Each and every elements of QWL is directly related to each other. Empowerment is one of the most important factors that any successful institution needs to gain for its effectiveness. Quality of Work Life is an approach concerned with the

overall climate of work and the impact that the work has on people as well as on organizational effectiveness. Quality of Work Life represents the overall satisfaction derived by the employees from their work. From the study it is concluded that the self financing college teachers at Dindigul District felt that there is a difference in their quality of work life. Hence, the management of Self-financing Arts and Science colleges are moving forward to implement the suggestions to improve their quality of work of teachers.

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GENERATING STANDOUT AWARENESS IN VIRTUAL ADVERTISING

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Abstract

The reason of this study turned into to assess the cognizance of virtual marketing in diverse networks. More specifically, this study explored about digital advertising challenges, role and abilities of a digital Marketer, digital marketing gear and Channels and importance and benefits of virtual advertising mainly, this study focused the need for digital entrepreneurs to stay ahead of the curve is critical. Understanding the importance of digital advertising, its various types and tools, as well as how to develop successful virtual advertising and marketing method, will help any business or organization reach their goals.

Keywords: *Cognizance of virtual marketing, benefits of virtual advertising.*

Introduction

Virtual advertising is the usage of virtual technology and structures to promote services and products, in addition to connect to potential clients. It's far an extremely flexible and effective tool that may be used in diverse ways to reach humans global. Virtual advertising makes use of more than one digital technology to supply promotional messages, inclusive of cell telephones, computers, and different digital media and systems. It could be used for enterprise to commercial enterprise and commercial enterprise to purchaser, advertising, depending on the goal and goals of the marketing campaign. Digital advertising offers precise benefits which include more reach, progressed focused on, personalized messaging, and higher ROI (return on investment). It also lets in corporations to live up-to-date with advertising trends and technology. With the right techniques and methods, company can leverage virtual advertising to boom their visibility and reach a bigger audience.

Review of Virtual Advertising

As compared to $491.70 billion in 2021, the amount spent on virtual advertising in 2022 multiplied by means of sixteen.2%.

- Natural seek is the most popular form of digital media, accounting for 34% of all on line traffic.
- Corporations are expected to invest an average of 9% in their total marketing budget in virtual channels.
- Mobile marketing will account for over half of of all virtual ad spending this year.
- Electronic mail campaigns have a median go back on investment (ROI) of $44 for each greenback spent.
- Video content is growing quicker than any other sort of online content material, with 87% of entrepreneurs the usage of video content material of their campaigns.
- Virtual advertising and marketing campaigns may be tracked, measured, and optimized at any time, allowing marketers to modify techniques as wanted.

Virtual advertising is the act of selling products and services via digital channels, which include social media, search engine optimization, email, and cellular. It's miles a shape of advertising that allows agencies to reach their target audiences, construct relationships, and raise income through digital channels. Digital marketing makes use of a combination of gear which includes analytics, social media, content material advertising, search engine optimization (search engine optimization), search engine advertising (SEM), electronic mail advertising, mobile advertising, and more to create a powerful digital presence. Digital advertising is a powerful way for companies to attain their goal customers and interact with them in meaningful approaches. It allows corporations to create personalized messages for his or her customers, increasing the

likelihood of message bear in mind and purchase rationale. Additionally, organizations can leverage digital channels to music customer behavior and become aware of areas of opportunity. Through the usage of virtual analytics and different information-pushed techniques, entrepreneurs can higher recognize their clients' desires and possibilities and tailor their offerings hence. Virtual advertising additionally offers agencies access to a larger target audience than traditional advertising channels due to its capacity to attain humans across the globe.

Importance and Benefits of Virtual Advertising

Digital advertising and marketing is a critical aspect of any a hit commercial enterprise strategy. It lets in businesses to attain a much wider target market and create a customized connection with customers. It additionally provides companies with an opportunity to have interaction with customers on a more personal level, developing a feel of agree with and loyalty. Additionally, virtual advertising and marketing gives companies get admission to actual-time analytics, allowing them to make knowledgeable choices and song the achievement in their campaigns. The blessings of virtual advertising consist of expanded emblem attention, improved patron engagement, decrease marketing charges, improved consumer loyalty, and higher ROI. Moreover, digital advertising and marketing can potentially increase sales and income, in addition to construct lasting relationships with clients. By way of leveraging the energy of digital advertising, organizations can effectively attain their target audience and power boom.

Pillars of Virtual Advertising

Digital advertising and marketing can take many bureaucracies:

- **SEO**: This involves growing a website's presence on seek engine effects pages.
- **Search Engine Advertising and Marketing** (SEM): To do that, paid advertising should be used inside the seek engine consequences pages.
- **Content Marketing**: to draw and preserve a clearly described target audience, this entails producing and dispensing precious, pertinent, and regular records.
- **Social Media Advertising and Marketing**: This includes utilising social media websites to interact with customers and advertise a business enterprise.
- **Electronic Mail Advertising**: This entails the usage of email to ship advertising messages to clients and potential clients.
- **Mobile Advertising and Marketing**: This entails using cell apps, SMS, and different mobile channels to attain customers.
- **Advertising Automation**: This includes using software to automate advertising and marketing tactics inclusive of email campaigns and social media posts.
- **Influencer Advertising**: This involves collaborating with influencers, or people with a large following on social media, to sell a business.
- **Video Advertising**: This includes the use of video content material to sell a commercial enterprise, including through YouTube or social media.
- **Affiliate Advertising and Marketing**: This involves the use of affiliates, or folks that promote a business's merchandise in alternate for a fee, to reach new customers.

The Way to Develop Virtual Advertising and Marketing Strategy

Growing a virtual marketing method is a vital a part of any a hit business. It involves research, making plans, and execution to make sure that your digital advertising efforts correctly gain your favored targets. A properly-planned digital advertising and marketing approach will let you to attain your target market, growth emblem focus and power more income. While developing a digital advertising method, it is crucial to take into account the following steps:

1. Define your objectives – the first step in growing an effective virtual advertising and marketing approach is to outline your goals. Perceive

the desires you need to obtain and decide on the metrics you'll use to degree success.

2. Perceive your target audience – knowing who you're concentrated on together with your virtual advertising and marketing efforts is essential. Research your target market and create buyer personas to understand better who they may be and what they want.

3. Select your digital Channels – exceptional channels offer specific advantages and it's crucial to apprehend which of them can be most effective to your digital marketing method. Remember social media structures, search engine optimization (search engine optimization), email campaigns, video content material, and other methods of reaching your audience.

4. Expand your content method – content is an important part of any a hit digital marketing approach. Broaden a content material plan that includes one-of-a-kind forms of content material, including blog posts, movies, infographics, and greater.

5. Display and analyze outcomes – once you have implemented your virtual marketing

Virtual Advertising and Marketing Gear and Channels

Virtual marketing covers a extensive range of activities, and as such there are an expansion of virtual advertising gear to be had to help you to reach your dreams. From e-mail and social media advertising to paid search, show marketing, and more, there are spreads of virtual channels that can be used to help you reach your target audience. It's critical to apprehend the different types of virtual gear and channels that allows you to broaden a powerful digital marketing approach. E mail advertising is one of the oldest styles of virtual advertising, and it includes sending emails to customers with the goal of using engagement and income. E mail campaigns can be used to nurture leads, collect clients, and increase logo consciousness. Social media is any other powerful tool for virtual marketers, allowing them to reach their goal audiences with attractive content material,

pressure site visitors to their web sites, and construct relationships with their clients. Paid seek and display advertising also are effective digital advertising tools for helping companies to reach their target audiences with relevant messages and gives. Content advertising is every other crucial part of digital advertising, and it entails developing content material that is treasured, exciting or instructional so that you can interact clients and build relationships. Content may be created inside the form of blogs, videos, infographics, e-books, webinars and more. Search engine optimization is likewise key in digital advertising because it enables corporations to seem higher in search engine results pages whilst capability clients are searching for applicable terms. Sooner or later, on-line public members of the family may be a powerful tool for.

Role and Abilities of a Digital Marketer

Digital advertising and marketing requires the usage of a wide variety of competencies and expertise if you want to achieve success. A digital marketer needs to have awesome conversation, creative, strategic, analytical, and technical competencies. They need to be able to increase compelling content material, create campaigns that capture the attention of their target market, and measure the fulfillment in their efforts. A digital marketer have to additionally be acquainted with the numerous gear and channels to be had for virtual advertising and marketing, consisting of search engine optimization/SEM, e- mail advertising, social media, and other virtual systems. Having an understanding of the fundamentals of coding and internet improvement will also be helpful in creating powerful campaigns. They want to stay updated at the modern developments in digital advertising and have the ability to suppose outside the box when developing techniques. Additionally, it is critical to have strong customer support abilities with a purpose to make certain client satisfaction.

Digital Advertising Challenges

Virtual advertising is not without its challenges. As a digital marketer, you want to be aware of the

potential pitfalls that may get up on your campaigns and be prepared to address them. Some of the most commonplace virtual advertising and marketing challenges consist of:

1. Retaining Up with Technology: digital advertising is continuously evolving, with new technology and systems emerging all of the time. It could be hard to live up to date on the present day traits and make certain your campaigns are optimized for the quality overall performance.

2. Reaching Your Audience: understanding who your audience is and a way to attain them can be a task in itself. You want to recognize in which your target audience is online, what structures they are the use of, and the way to correctly interact them with your content material or message.

3. Measuring ROI: digital advertising campaigns are frequently hard to measure in phrases of go back on investment (ROI). This can make it hard to determine which campaigns are working and which ones want to be advanced or changed.

4. Coping with more than one Channels handling a couple of virtual marketing channels right away can be a mission for marketers. It requires a number of effort and time to make sure all channels are well controlled and updated with sparkling content or messages.

5. Adapting quick: virtual advertising developments move quickly, so you want a good way to adapt speedy so that it will stay beforehand of the opposition.

Key Performance Signs (KPI) in Virtual Marketing

Key overall performance signs (KPIs) are metrics that organizations use to measure the achievement of their virtual marketing activities. Those signs assist to pick out which regions need development and how to degree the effectiveness of virtual marketing efforts. KPIs can encompass website site visitors, social media engagement, conversion rates, consumer delight, ROI, and more. With the aid of tracking KPIs, businesses can better apprehend how digital advertising is appearing and make informed selections when it comes to improving their digital advertising strategies.

Conclusion

Digital marketing is an ever-evolving and dynamic field of advertising. As technology advances and advertising gear emerge as extra sophisticated, the need for digital entrepreneurs to live in advance of the curve is essential. Every type of virtual advertising and marketing has its personal advantages and drawbacks, so it's critical to choose the only that's fine for your business. From growing enticing content material to delivering centered advertisements with precision, virtual marketing is a vital tool for driving commercial enterprise growth and fulfillment. It offers groups the opportunity to attain a large audience in efficient ways whilst supplying clients with customized messages that build lengthy-lasting relationships.

"If you want to be successful, virtual marketers should stay agile and live update with the modern trends and adjustments inside the discipline"

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STUDENTS MINDSET FOR ENTREPRENEURSHIP

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Abstract

In the 21ˢᵗ Century, entrepreneurship has emerged as a revolutionary phenomenon that holds the key to the progress of the country. An entrepreneurial mind set allows individuals to identify and benefit from opportunities, review mistakes when the situation requires them change course and learn and move towards the progress. Entrepreneurship is the process of creating and running a new business venture in order to generate profits. The role of entrepreneurship in economic development cannot be overstated. This article will examine the ways to the educator and students to be involved in the entrepreneurship mindset which will contribute the economic growth and development from their new ideas.
Keywords: *Innovation, creativity.*

Introduction

India is a second most populated country in the world. India has more than 50% of its population below the age of 25 and more than 65% below the age of 35. The angel generation plays an important role to build our nation. As per global entrepreneurship monitor India report (21-22) India's entrepreneur activity expanded in 2021, with its total entrepreneurial activity rate (Percentage of adult (aged 18-64) who are starting or running a new business) increased to 14.4% in 2021 up from 5.3% in 2020.

It is now emerging as one of the fastest growing field across the globe, for bringing in a positive impact on economic growth and employment opportunities.

Entrepreneurship education should start from an early age, advancing gradually through all level of education to inculcate a process of lifelong learning in students. Developing knowledge on entrepreneurship need not make a person an entrepreneur, but it will definitely nurture on enterprising mindset which leads one towards excellence. Similarly entrepreneurship is not confirmed to economic activities and creation of start-ups it embraces other areas of life like stimulating students to think creatively and aspiring.

Review of Literature

Ludi Wishnu Wardana, (2020) did a study on, "The impact of entrepreneuirship education and students entrepreneurial mindset: the mediating role of attitude and self-efficacy". The main purpose of this study was to investigate the relationship between students entrepreneurship education and entrepreneurial mindset as well as understanding the mediating role of attitude and self-efficacy. The researcher found that entrepreneurship education successfully influence entrepreneurial self-efficacy entrepreneurial attitude, and the entrepreneurial mindset.

Alessandra Colombelli, (2022) in his article," Entrepreneurship Education: The effects of challenge-based learning on the Entrepreneurial mindset of University Students". The main aim of this article was to investigate the implication of challenge-based learning programs on entrepreneurial skills, and on the mindset and intention of university students through a quantitative approach. This article showed a positive and significant effect of challenge –based learning programs on the entrepreneurial literacy, creativity and planning of the students.

Role of Teaching Professionals

Entrepreneurship refers to a person's ability to turn ideas into action; students need to be introducing to this arena through creative teaching approaches and

methodologies. Teacher should aid them with the pleasant environment and high-quality teaching to develop a proper entrepreneurial mindset that will lead them towards success. Teaching entrepreneurial skills from school requires in-depth planning, balancing theory with real life experiences, this real life experience helps our active and young minds not to depend and edifying them in any way. It is the prime responsibility of the educators to help our younger generations to show all possible ways in the world in creative way. Entrepreneurial programs and short term courses in all the educational institution will generate the young entrepreneurs and it helps us to prepare educators and education leaders to identify, design and implement education activities to develop the skills and mindset of the students. This will inculcate the entrepreneurial mind set to identify problems and take action to solve them.

Inspiring Young Minds

The system of education also promotes greater creativity and innovative thinking abilities that empower and encourages students to make plans, take risk and accept responsibilities to succeed in a challenging environment.

These learners also acquire the ability to identify opportunities, think critically find solutions creatively and the most of all learn to go beyond boundaries. Critical thinking, communications and collaboration skills make individuals forward-thinking and help them to become unique and to do fast changes in their careers.

Collaboration of Mentors and Students in Entrepreneur Activities

Universities and educational institution should create awareness on business opportunities with the supporting potential entrepreneurs; this will accelerate the economic development through entrepreneurship. Mentoring is most often defined as a professional relationship in which an experienced person support and encourage the students to develop specific skills and knowledge that will maximize their business potential and improve their performance. It is the transfer of knowledge, skills

and experience. Mentor act as a guide to find the right directions and develop solutions.

National Institute for Micro, Small and Medium Enterprises designated Training of Trainers (ToT) to train and develop professionals in entrepreneurship development and mentorship. So that they can act as resource person in the guiding and motivating young person's to take up entrepreneurship as a career. Though Training of Trainers mentors provide inputs on process and practice of entrepreneurship development, communications and inter-personal skills, Creativity, problem solving, motivation training, inputs on resource and knowledge industries to the students.

The world is influx. The covid 19 pandemic has touched every corner of the globe, profoundly impacting our economies and societies as well as our personal lives and social networks. Innovation is happening at record speed. Digital technologies have transformed the way we live and work. So educator should train to address all the Entrepreneurial activities which help to sustain development of the nation. Skilled students need to build their careers and to build a better society, to acquire all evolving skills the educator must help the student to develop entrepreneurial mindset.

Suggestions

Encourage students to start their own course through project based learning: According to J. Rohini Assistant Professor in Economics St.Antony's College, Dindigul, identified the skills of the students, who have pre-packaged ideas and linear thinking. To challenge this linear thinking, as educator she motivated the students and the build entrepreneurial mindset. She formed a team consists of 10 students. She addresses the students to produce a product. Student started collecting raw materials and created the new product. This blueprint shows ways to this project.

Help students think broadly and unleash their creativity: To unleash students creativity professor asked the students to identify the problems. Students came with the solutions in addition to different number of products. This broad and creative

thinking of the students found in new possibilities in product demand.

Prompt students to take bold action: Professor said that risk taking is a part of experiential learning. Students in a team started promoting their product through packaging named as Zelena. The short presentation of the product helps the student to know about the budgetary plan for the proposal.

Show students what they can achieve: Lecturer moves ahead to find a way for students achievement. The way shows the success path to register their ideas in Tamilnadu Students Innovators. The realistic part of the product achieved up to the level of Boot Camp.

Teach students the value of changing course: Lecturer sets minds of the students to learn from mistakes and move on. It is a learning opportunity. she advise them to expect failure and think about how to deal with it.

Communicate with students regularly to establish new ways of thinking: Lecturer regularly encourages her students to establish daily reflective practice. Communicating regularly with students outside the classroom is reinforced the mind set to achieve the goal. Social media and app such as WhatsApp and mail helped lecturer in messaging as a platform.

Conclusion

The Covid 19 pandemic has demonstrated that an entrepreneurial mindset is critical for addressing today's problems. Adapting to risk, spotting opportunities, taking initiative, communicating and collaborating, being flexible and problem solving. These are ways in which we have responded to the pandemic. These are all the part of the entrepreneurial mindset. By instilling this way of thinking in our students we will equip them to handle tomorrow's challenges as well as to identify and take advantages of future opportunities. Educator should be open with our students. Let them know that we trying out some new things and solicit their feedback. If needed we can always pivot our class

and involve them in the exercise co-creating something better together. In the process we will also be modeling the entrepreneurial mindset for young students.

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IMPACT OF SCREEN TIME AMONG COLLEGE STUDENTS

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Abstract

Pre service teacher training is the first phase where prospective teachers acquire attitude, skills and capabilities to be a better teacher. This paper highlights the impact of screen time among the prospective teachers. The data were collected using self-made tool by the researcher. The sampling of this study were 71 prospective teachers from three college of education students. The method was survey method. The results of the research states that the college of education students use various devices for various purposes. The level of the time spent on the screen reflects in their physical and mental health. Also, it states that they feel to set a goal to reduce the screen time.
Keywords: *Screen time, mental health, physical health*

Introduction

With the advent of the digital era, the screen has replaced paper. Screen time is the amount of time spent using a device with a screen. The screen, whether it be a computer, smartphone, television, or video game console has been a symbol of modernization. With this modernization, health regarding screen time has taken a back step. Easy smartphone access, cheap internet availability, and free content have greatly contributed to the increase in screen time. The emergence of the coronavirus pandemic has made work from home and online education a part of life, which has significantly increased screen time, which in turn has negative consequences on our health.

Studies have shown that screen time affects our physical health, mental health and directly impacts child development. Excessive screen time results in a sedentary lifestyle with little to no physical activity. Artificial light emitting from screens affects our eyes, brain, and sleep. Because of these concerns, experts have suggested controlling screen time. In recent years there have been significant strides made to reduce screen time; some governments have placed restrictions on its usage while some companies have considered the possibility of allowing employees to have breaks from their work in order to not view a screen.

Objectives

1. To find out the level of time spent in front of a screen among the prospective teachers.
2. To find out the relationship between excessive screen time and physical health problems.
3. To find out the relationship between excessive screen time and mental health problems.

Review of Related Literature

Madhav KC and Samendra Sherchan (2017) studied the association between screen time and depression among US adults. The findings of the study suggested that screen time was associated with moderate or severe depression among US adults. The research also found that screen time was a significant risk factor for mental health disorders among US adults.

Panjeti and Ranganathan (2023) had a study on "Impact of Screen Time on Children's Development: Cognitive, Language, Physical, and Social and Emotional Domains. This study provides a review of screen time usage and its impact in children across multiple developmental domains: cognitive, language, physical, and socio-emotional domain of children under eight years of age. The findings are mixed, as there are both benefits and drawbacks in technology use, but screen time in children requires controlled observation and

monitoring for sustainable improved progress across developmental domains. Specific recommendations advise that children's screen time per day should be limited to zero minutes (min) (0–2 years), <60 min (3–5-years), and 60 min (6–8

Methodology

A questionnaire was sent to individuals to identify their views on the very topic. The source of data collection was primary as it was collected for the first time. The answers were accepted through the online service "Google Forms". The survey targeted the youth group to understand their opinion and was sent electronically.

The research followed simple random sampling as every respondent had an equal chance of delivering his/her response. The sample consists of 71 respondents were selected from three B.Ed colleges from Dindigul district. On analysing the survey results, certain inferences were reached, and conclusions were drawn.

Data analysis and Interpretation

Table 1 The Level of Level of Time Spent in Front of a Screen Among the Prospective Teachers

Variable	Low		Moderate		High	
Level of time spent in front of a screen	N	%	N	%	N	%
	10	14.2	60	84.5	11	15.4
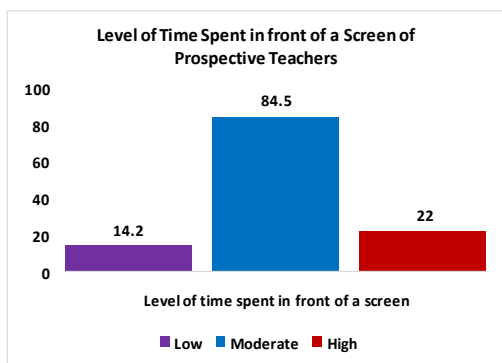
Figure 1 The Level of Level of Time Spent in Front of a Screen Among the Prospective Teachers

Table 1 and Figure 1 state that the level of time spent on screen of prospective teachers is moderate. In this 14.2% have low, 84.5% have moderate and 15.4% have high levels of Time Spent in front of a Screen of Prospective Teachers.

Table 2 Distribution of Hours Spent in Front of a Screen per day on Different Devices

Variable	Less than 1 hour		1-2 hours		2-4 hours		4-8 hours	
Hours spent in front of a screen per day	N	%	N	%	N	%	N	%
	11	14.6%	21	28.2%	35	49.2%	5	7.04
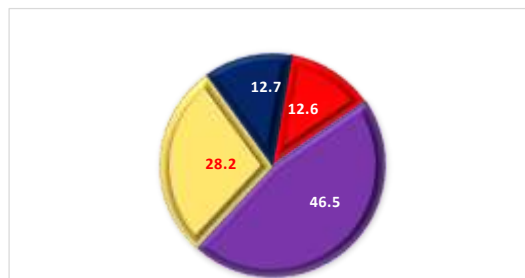
Figure 2 Distribution of Hours Spent in Front of a Screen per day on Different Devices

Table 2 and figure 2 express the given options varied from less than 1 hour to 5-8 hours. Out of 71 respondents, 11 (14.6%) respondents corresponded to less than 1 hour, 21 (28.2%) respondents corresponded to 1-2 hours, 35 (49.2%) respondents corresponded to 2-4 hours, 5 (7.04) % and respondents corresponded to 4-8 hours. The majority of responses spent between 2-4 hours per day looking at a screen, which is a significant part of the day.

Table 3 Classification of Respondents based on Device used for Most Screen Time

Device	Frequency	Percentage (%)
Computer/Laptop	25	35.6
Mobile/Tablet	42	58.8
Television	4	5.6
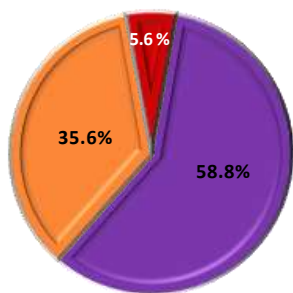
Figure 3 Classification of Respondents based on Device used for Most Screen Time

Table 3 and Figure 3 show that, mobile/tablet is the most used device with 42 (58.8%) of the respondents using it for their screen time. Computer/laptop is not far behind with 25 (35.3%) of the respondents. Lastly, 4 (5.6%) of the respondents spend their most screen time on television.

Table 4 Purpose of Screen Time

Device	Frequency	Percentage (%)
Video Games	7	9.9
Social Media	18	22
Movies/Shows/ Streaming Platforms	16	25
College / Reference	30	43.1

Figure 4 Purpose of Screen Time

Table 4 and figure 4 indicates that, 7 out of 71 respondents (9.9 %) stated that they spend their screen time on video games. 18 out of 71 respondents (25 %) mentioned that their majority of

screen time is spent on movies/TV shows/streaming platforms, 16 (22 %) of the respondents occupy majority of screen time on social media whereas 30 out of 71 respondents (43.1 %) commented that their majority of screen time is spent on work/college/ school. This clearly shows that the majority of work and learning is done through a screen; this could be because of the emerging technology and their role in education.

Table 5 Classification of Respondents based on Interaction with a Screen After Waking up

Particulars	Frequency	Percentage (%)
As soon as I wake up	41	57.8
Within an hour of waking up	16	22.5
Several hours after waking up	14	19.7

Figure 5 Classification of Respondents based on Device used for Most Screen Time

Table 5 and Figure 5 indicate that, 41 respondents (57.8 %) expressed that they interact with a screen as soon as they wake up. 16 respondents (22.5 %) stated that they interact with a screen within an hour of waking up. 14 respondents (19.7 %) conveyed that they interact with a screen several hours after waking up. In a world where technology has taken over, screens are becoming a necessity as soon as waking up.

Table 6 Classification of respondents based on physical health effects with increase in screen time

Particulars	Frequency	Percentage (%)
Eye Strain	41	57.7
Headache	47	66.1

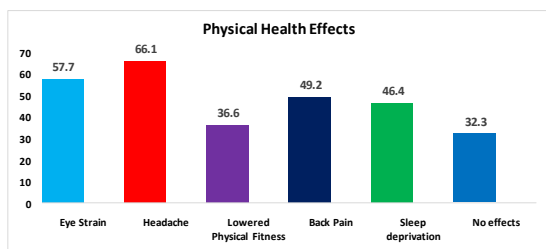|		
Lowered Physical Fitness	26	36.6
Back Pain	35	49.2
Sleep deprivation	33	46.4
No effects	23	32.3

Figure 6 Classification of Respondents based on Physical Health Effects with Increase in Screen Time

With respect to physical health effects from screen time, the respondents could choose multiple options. Table 6 and figure 6 show that, 41 (57.7%) of the respondents answer to Asthenopia (Eyes train), 47 of the respondents chose headache as a physical effect from screen time. 26 of the respondents agree with lowered physical fitness, 35 of the respondents indicated back pain/neck pain and 35 respondents agreed for sleep deprivation as a physical effect from screen time. 23 respondents agreed that they did not have any physical effects from screen time. Majority of the respondents are having physical health issues due to spend more time on the screen.

Responses to **- Is your behaviour influenced by the amount of screen time you get?**
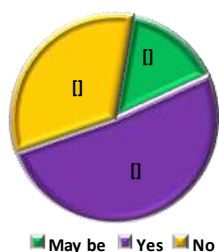
Figure 7 Classification of Respondents based on Behaviour Influence

Figure 7 states that, 37 respondents (51.5%) sense that their behaviour is influenced by the screen time they get. 23 respondents (33%) feel that their behaviour is not controlled by their screen time. 11 respondents (15.5%) observe that their behaviour

may be inclined by their screen time. This indicates that the majority of the respondents agree that screen time influence their behaviour.

Responses to - **Do prefer spend time with social media rather than spending time with friends and family?**
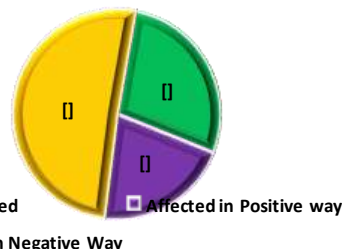
Figure 8 Classification of Respondents based on Preference

Figure 8 indicates that, 36 respondents (50%) agreed that they would prefer hanging out with friends and family rather than spend their time on social media. 22 respondents (31%) feel that they would prefer to spend their time on social media rather than spending time with friends and family. Lastly, 13 respondents (19%) said that they maybe would desire to spend their time on social media rather than spending time with friends and family. Majority of the respondents would prefer to spend time with friends and family rather than spend their time on social media.

Response to - **How has the increase in screen time affected your efficiency at work/academics?"**

Figure 9 Classification of Respondents based on Preference

Figure 9 clearly states that, 36 out of 71 respondents (51%) stated that the expand in screen time has negatively affected their efficiency at work/academics. 20 respondents (28.4%) feel that their efficiency at work/academics has not been inclined by spending excessive time in screen time.

15 respondents (21%) feel that their efficiency at work has been positively affected by the increase in screen time. With more than 50% of the respondents are expressing that their efficiency at work/ academics has been negatively impacted, it shows that screen time is not only affecting a person's health physically but their ability at work/academics also.

Response to - **Do you think that you would be happier with less screen time?**

Yes **No Effect** **No I don't think so**

Figure 10 Classification of Respondents based on Happiness when using Screen

Figure 10 expresses that 48 out of 71 respondents (67.6 %) said that they would be happier with lesser screen time. 16 out of 71 respondents (23.5 %) said that screen time has no impact on their happiness. 7 respondents (8.9 %) said that they would not be happier with lesser screen time. The inference thereof is that majority of the respondents feel that not looking at a screen makes them happier. This indicates that screen time does have an effect on the mental health of a person.

Response to - **Do you feel that it is important to set a goal to reduce screen time?**

Yes **May be** **No**
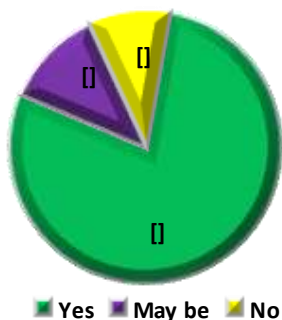
Figure 11 Classification of Respondents based on Reduce the Screen Time

Figure 11 states that 56 respondents (78.6%) feel that it was important to set a goal in order to reduce screen time. 8 respondents (11.7%) feel that setting a goal was maybe important to reduce screen time. 7 respondents (9.7%) feel that it was not important to set a goal in order to reduce screen time.

Discussion

The level of the screen time is moderate among the prospective teachers, which means most of them using various devices for various purposes like entertaining, learning and reference and the majority of the respondents spend their screen time on work/college/school using their mobile phone/tablet.

Among the physical health effects from screen time, the majority of the respondents said that headache was a predominant effect from screen time. Eyestrain was also cited as a physical health effect from screen time.

50% of the respondents wish to spend their valuable time with their family rather than with their screen time. 51% of the respondents feel that their efficiency at work has reduced due to the excessive screen time. 52% of the respondents express that screen time influences their behaviour. 78.6 % of the respondents feel that it is important to set a goal to reduce screen time.

Conclusion

In light of these findings, it is crucial to strike a stability when it comes to screen time and health. Fairness and careful use are key. Setting limits, engaging in physical activity, and maintaining a healthy lifestyle can help moderate the prospective negative effects of screen time. Furthermore, development of digital literacy and answerable screen use among individuals, particularly children and adolescents, is essential.

On one hand, excessive screen time, particularly when it involves sitting activities such as prolonged gaming or binge-watching, has been related with various health concerns. These include physical health issues like obesity problems, as well as mental health concerns such as amplified stress, anxiety, and sleep disturbances. Moreover, extreme screen time

can have a negative impact on social relationships and academic or professional performance. On the other hand, not all screen time is detrimental. Educational content and productive activities can provide valuable opportunities for learning and skill development. Additionally, screens can be a means of social connection and entertainment, offering a source of relaxation and enjoyment.

Ultimately, the impact of screen time on health depends on the selections we make and the way we incorporate technology into our lives. It is important to stay informed, maintain a healthy balance, and adapt to the ever-evolving digital landscape to ensure that screen time enhances our lives rather than detracts from our well-being.

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GROWTH AND CHALLENGES OF REVERSE OSMOSIS WATER PURIFIER MARKET

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Abstract

The human body is a water machine designed to run primarily on water and minerals. Approximately 70 percent of the human body is water. Though access to drinking water has improved, the World Bank estimates that 21% of communicable diseases in India are related to unsafe water. The only thing more important than pure water to the human body is oxygen. The Reverse Osmosis method has gained more importance for water purification. Not only in domestic use, but Reverse Osmosis is also used in desalination of seawater and in many industries. The researcher has concluded that non-availability of drinking water, increasing waterborne diseases, and increasing usage of water in industries have made Reverse Osmosis water purifier a very popular method of purification. It and it opens market for many people to start a business.

Keywords: Awareness, desalination

Introduction

Water is a prime natural resource, a precious national asset, a basic human need, and the elixir of all living things. It is the most common substance on earth, which is the base for agriculture. Water covers more than 70 percent of the earth's surface. It fills the oceans, rivers, and lakes, and it is in the ground and in the air we breathe. We live in a world of water, but about 97 percent of water is in the oceans. Only about 3 percent of the world's water is fresh. Most of this fresh water is not easily available to people because it is locked in ice caps and other glaciers. Due to deforestation, industrial and technological advancements have limited the rainfall, which makes water a very precious resource. Experts have said that if the third world war would arise, it would be surely for the water.

Objectives of the Study

- To overview the reverse osmosis water purification process.
- To discover the reasons for the increase in the purchase of water purification machines.
- To study the challenges of the water purifier business.

Descriptive research methodology is carried out in this paper. It is mainly based on the secondary data collected from various sources like books, journals, and websites.

Review of the literature,

Greenlee Lauren, F. and Lawler Desmond F. (2009) conducted a study on *"Reverse Osmosis Desalination: Water Sources, Technology, and Today's Challenges"* and pointed out that reverse osmosis membrane technology has developed over the past 40 years to a 44% share in world desalting production capacity and an 80% share in the total number of desalination plants installed worldwide. They concluded that both brackish water and seawater reverse osmosis (RO) will continue to be used worldwide.

Gupta Anju (2009) in her study entitled *"The Study of Consumer Perception Regarding Different Water Purifier Brands"* attempted to know the consumer buying behavior regarding water purifiers. The results show that the important factors affecting customer satisfaction are after-sales services, product stability, and add-on features provided by the companies with their product.

Importance of water to The Human Body

The human body is a water machine, designed to run primarily on water and minerals, approximately 70 percent of the human body is water *(Blood-92%, Brain-75%, Lungs-86%, Kidney-83%, Bones-40%, Muscles-75%, Heart-75%, Liver-86%)*. Human cells need water for health and rejuvenation. Also, skin becomes dry and cracked in the absence of enough water. Blood thickens when the body lacks water, thus making it difficult for the heart to pump and distribute blood to the rest of the body. Without water, kidneys would be unable to remove toxins, wastes, and salts from the blood. Organs of the digestive system work harder than normal and become strained in case of inadequate hydration. The average human body requires eight to ten glasses of water a day. This is just for survival. However, from the standpoint of public health and improving the quality of life, water should be provided in adequate volume.

Impact Water Pollution

Water pollution is the contamination of water bodies, such lakes, rivers, oceans, aquifers, and groundwater. It occurs when pollutants are discharged directly or indirectly into water bodies without adequate treatment to remove harmful compounds. Water pollution affects plants and organisms living in these bodies of water. In almost all cases, the effect is damaging not only to individual species and populations, but also to the natural biological communities. Water pollution is a major global problem that requires ongoing evaluation and revision of water resource policy at all levels, from international down to individual aquifers and wells. It has been suggested that water pollution is the leading worldwide cause of deaths and diseases, and that it accounts for the deaths of more than 14,000 people daily. Additionally, 1,000 Indian children die of diarrheal sickness every day.

Reverse Osmosis – An Overview

Reverse osmosis (RO) is a purification technology that uses a semi-permeable membrane. This membrane technology is not properly a filtration method. In RO, an applied pressure is used to overcome osmotic pressure, a colligative property that is driven by chemical potential, a thermodynamic parameter. Reverse osmosis can remove many types of molecules and ions from solutions and is used in both industrial processes and to produce potable water. The result is that the solute is retained on the pressurized side of the membrane and the pure solvent is allowed to pass to the other side. This membrane will not allow large molecules or ions through the pores, but would allow smaller components of the solution to pass freely.

Reverse Osmosis in Sea Water Desalination and Waste Water Treatment

Desalination is a separation process used to reduce the dissolved salt content of saline water to a usable level. All desalination processes involve three liquid streams: the saline feed water (brackish water or seawater), low-salinity product water, and very saline concentrate (brine or reject water). Reverse Osmosis (RO) membrane technology is playing an important role in the treatment of municipal wastewater. Purification of wastewater has become one of the preferred means to augment water resources as there is a growing demand for quality water in urban areas. RO membranes have been proven to successfully treat such wastewater and provide quality water for reuse.

Benefits of Reverse Osmosis Water to Industries

The purified water gives benefits to many industries. For example, in the food industry, reverse osmosis is a more economical operation for concentrating food liquids such as fruit juices. Its advantages include a lower operating cost and the ability to avoid heat as a treatment process. In the dairy industry, reverse osmosis is extensively used for the production of whey protein powder and for the concentration of milk to reduce shipping costs. Industries dealing with bottled water use reverse osmosis as one of the purification methods to purify the water. Likewise, soft drink manufacturers also use reverse osmosis water in making the soft drinks. Vitamin water, sports drinks, and energy drinks are also made from RO purified water.

Domestic Reverse Osmosis (RO) Water Purifiers and its stages

Reverse Osmosis (RO) water purification is in process for about many years but the domestic RO water purifiers have now become one of the important home appliances. Because of the increasing water borne diseases and non availability of drinking water, the demand for RO water purifiers have been is on the increase.

There are different set of stages of Purification available. The option is left to the consumer's choice according to their need and type of the water. Generally Reverse osmosis water purifier works with five stages of purification

First stage contains a pre filter to trap suspended physical impurities (dust, rust, sand, mud and sediments), the second stage consists of pre-carbon filter which removes colour, odour, chlorine and absorbs organics, pesticides. The third stage consists of sediment filter which acts as a final fiter to remove smaller contaminants and remaining particles and reduces fine turbidity. Fourth stage contains a Reverse Osmosis (RO) filter, which is a thin film composite membrane and it removes TDS, hardness, all heavy metals like lead, cadmium, arsenic etc. and removes micro-organisms like bacteria, viruses and protozoan cysts. Fifth stage consists of post-carbon filter imparts bacteriostatic property and helps in reviving the original taste of water.

Water Purifier Market in India

Water availability is a major issue in many parts of the world; not only drinking water demands are increasing but also water becomes invaluable for the industry and community uses. Currently in India, every company is striving hard to make its products available at different price brackets, thus making it possible to provide safe drinking water to every Indian. With increasing proliferation of TV channels, and consumers becoming aware of implication of impure water, there is a huge market waiting to be tapped.

The water purification business in India is undergoing major changes, not just in terms of technology, but also in terms of pricing competition.

Innovation and product differentiation seem to be the guiding principles in the business. The Indian market has tremendous potential, which is evident from the fact that global majors in the water purifiers segment have stepped in and are looking to increase their share of the market.

Companies in the high end segment for domestic water purification are spending a major part of their revenues on marketing their products and providing quality after-sales service to stay ahead of their competitors. Kent RO, Eureka Forbes, LG, Whirlpool, HUL etc are certain leading brands in this category.

The local made companies also provides best services and offers to stay in the market between facing stiff competition and most of the people also like these types of purifiers because it is considered economical.

Conclusion

Pure drinking water is the basis for a healthy living. The insufficient pure drinking water, increase in population, increasing urbanization and increase in water borne diseases has given a growth to reverse osmosis water purifier market and invites many small entrepreneurs to start water purifier business. On the other hand standard quality, government regulations and better after sales service are the challenges the marketers have to face.

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PRESENT SCENARIO OF GREEN MARKETING IN INDIA

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Abstract

In today's era globalization, the biggest challenge is to preserve our natural environment. Because of the increasing awareness on various environmental issues, consumers are changing their attitudes and lifestyle in order to keep the environment safe and healthy. Business and organizations are also trying to keep up with this change in the consumer attitudes by engaging in the business activities in the business activities that are environment friendly to remain ahead of their competitors and gain competitive advantage. Therefore, green marketing has come up as an important concept in India and in different parts of the world as well. Green marketing is comparatively a new branch in the marketing thought, but it is emerging as one of the fastest growing areas in marketing principle. This paper emphasizes the importance of green marketing, its future in the times to come and the way companies can gain an advantage by incorporating the green marketing practices.

Keywords: Globalization, marketing principle & green marketing.

Introduction

Today, the harmful effect on the environment caused by various human activities is a matter of concern all over the world. The need of green marketing has become imperative throughout the globe. Consumers are becoming more and more aware about the negative impact of the products that are harmful for the environment; therefore corporate firms have started to incorporate those products and practices which do not deteriorate the environment as well as the health of the consumers. According to the American marketing Association, "Green Marketing is the marketing of products that are presumed to be environmentally safe". Now, government all across the globe have become concerned about the various environment issues and they have passed many rules and regulations that prohibit environmental degradation.

Green Marketing – Today's Need

The definitions of green marketing may sound somewhat confusing because green marketing practices can imply anything from creating a product from the raw material to developing the product and to finally advertising the product. Terms such as sustainable marketing, eco marketing, green marketing is essentially marketing that incorporates various production of goods and services result in many environmental problems, therefore an organization has to find the various ways in which it can market its eco – friendly offerings. Green marketing can address a wide range of issues by providing in a better way. Because consumers are more concerned about the environment nowadays, therefore green marketing as field of study is immensely important.

Awareness of 4P'S
Green Product

The products that are made by using green technology in the manufacturing process and are environmentally friendly after being used or consumed are named as green products. Some important features of green products are;

- Products which use eco-friendly raw material.
- Products which are less toxic.
- Products which can be reused are biodegradable and recyclable.
- Products that use approved chemicals.
- Products not tested on animals.
- Products that are packed in eco-friendly materials, i.e. reusable, refillable containers etc.
- Products that conserve the environment.

Price

The major characteristic of the green marketing mix is price. Consumers would only be willing to pay more for the green product only if they understand the entire product value. Product value means the overall improvement of the products, such as colour, taste, quality and function etc. Before charging a premium price, green marketing firms should take all these aspects into consideration.

Place

The environment where the sale of green products takes place can have a significant impact on the outcome. Not many customers are willing to go beyond the common norms to buy green place is about handling the logistics for reducing the transportation emissions, thereby aiming at minimizing carbon footprint. If an effort is made to make the environment more eco - friendly and natural, then, likelihood of eco sale will increase.

Promotion

Green promotion involves configuring different elements of promotion such as, marketing materials, advertising, white papers, web sites, videos etc. By taking into account, people, planet and profit. In other words, the communication with the market should lay stress on the environmental aspects. Consumer awareness can be created by informing them about plus points of eco – friendly products. The expenditure that an organization spends on preserving the environment should also be publicized.

Reasons to go Green

As the resources of the world are limited and the human wants are unlimited, it is essential for the marketers to manage resources efficiently as well as meet the organization's objectives. Therefore, green marketing becomes inevitable. Consumers are becoming more and more concerned about environmental and are showing a change in buying behaviour. As a results, green marketing is gaining much importance and the market is becoming receptive for sustainable and socially responsible products and services. Green marketing is about those products that protect natural resources. It comprises of various activities including product modification, changes in the production process, changing in packaging and modifications in advertising. The main benefits for the companies by using green marketing are;

Providing Customer Value

As marketers, we should make green marketing strategies such that the customers get the best in terms of products as well as services. We should pay attention to that health of the consumer as well as provide such packaging that does not harm the surrounding environment.

Gaining Competitive Advantage

Green marketing allows companies to be different from its competitors in terms of product performance and value. Companies that incorporate green marketing enjoy attention from the consumers for the products and services provided by them.

Developing Feeling of Pride and Responsibility among Employees

Green marketing is the manifestation of the brand that not only pursues advantage of the brand but also involves manifestation of the brand involving good for the natural surroundings as well. This approach creates a sense of pride and makes them more responsible and keen to maintain the quality of the product.

Opening the Opportunity for Customer Participation

There are few customers who are aware of the importance of protecting the environment. These customers can be encouraged by providing them a platform where they can directly participate in promoting green marketing e.g. social media can be used as it is a very effective medium compared to other medium.

Creating an Impact

Green marketing enables us to create an influence because new ideas can be generated that influence customers to realize how important is environmental health and sustainability.

Green Marketing in India

Green Marketing is a global topic of interest. According to Google Trends report, on a relative basis, Green Marketing got most hits from India as compared to other countries.

Table 1 Countries Ranked According to their Response Level on Green Marketing

Rank	Countries
1	India
2	UK

3	US
4	Thailand
5	Australia
6	Canada
7	China

Considerable steps are being taken in India for incorporating green marketing. Organizations have started to recognize Environmental Marketing as a breakthrough to gain competitive advantage as well as achieve the firm's objectives. Organizations have recognized that consumers have a preference for products that conserve natural environment an preserve health of the people as well. Organizations have started to accept and adopt that being socially responsible as a moral obligation.

Green Initiatives Taken in India

WIPRO Green Machines
Wipro Infotech was the first and foremost organisation of India to introduce computer peripherals that do not harm the environment. Wipro has started a new series of laptops and desktops called Wipro Green ware. These products are termed as ROHS, (Restricted of hazardous substances) thereby minimizing e-waste in the environment.

Free No Polythene Carry Bags
Forest and environment ministry of India had ordered big retail outlets like Big Bazaar, D-Mart etc. To offer paper and cloth carry bags to the customers subject to the condition, only if the customers are willing to pay for it.

IndusInd Green ATM
IndusInd Bank is the first bank of India having installed the first ATM powered by pro-environmental modification in the banking sector around India.

Starting CNG Vehicles in Delhi
Delhi is a very severely polluted city of India and in order to the pollution levels to some extent, directives were issued by the government to switch to CNG based public transport completely.

Nerolac's Lead Free Paints
Nerolac is a paint manufacturing organization that has been working on to free their paints of the harmful heavy metals Dangerous heavy metals like lead, chromium and mercury can affect humans adversely. They can lead to kidney, nervous system and reproductive system damage. Lead poisoning can also cause children to have low levels of intelligence and even cause memory loss.

Oil and Natural Gas Corporation (ONGC)
ONGC is India's largest oil producer, and it has eco-friendly and energy efficient crematoriums that are likely to replace the traditional wood pyre all over India. ONGC's "Mokshada Green Cremation" initiative will save up to 60-70 percent of the wood used for cremations and also save fourth of burning time for every cremations.

Suzlon Energy
Suzlon Energy is the manufacturer and marketer of wind turbines. It is the world's fourth biggest wind turbine maker which provides alternative energy. This green step started by the company is a major step in deceasing the carbon footprint.

Future of Green Marketing
Even though one is well versed with the principles and practice s of green marketing. One can easily fall into green marketing myopia. In order to get the best of green marketing. Green marketing requires applying good marketing principles, so that consumers perceive green products as most desirable for them. According to a recently conducted study, it has been revealed that green products can effectively avoid marketing myopia, if these three principles are followed:

Consumer Value Positioning
- It involves designing green products that perform better or at least are at par with the alternatives.
- Promoting and delivering the desired value of green products to the consumer and targeting appropriate consumer segments.

- Associating consumer desired value into the green products for enhancing mainstream appeal.

Calibrating Consumer Knowledge
- Educating consumers by spreading marketing messages that create a link between desired consumer value and green attributes of the products.
- Framing green attributes of the products as "solutions" for consumers needs. Creating educational and interactive websites featuring green products and their desired customer value.

Credibility of Product Claim
- Using claims about green product and consumer value that are meaningful and specific.
- Acquiring product endorsements and green certificates for the products from authentic third parties.

Conclusions and Suggestions

To sum it all up, we can say that even though India has made many efforts with respect to green marketing, but it is still at beginning stage and considerable research still needs to be done to explore its potential to the fullest. In order to make green marketing successful, it's imperative to educate consumers about the concerns affecting our environment and the merits of green products. This can be accomplished by green marketing drive and green advertising. Consumers should feel the need for switching over to eco-friendly products and should be willing to pay a premium price.

It's important to make the consumers feel that they have the potential to create a positive impact. This empowerment will act as the main reason due to which they will buy green products. Another important aspect of the successful implementation of green marketing is the government regulations. The organisation, consumer and government need to work together to ensure that the world becomes a better place to live in.

Green marketing is a mean is a mean for conserving the environment for the future generations, but its implementations is not as easy as it seems. Firms need to carry out proper planning and research to assess its feasibility in the market. Adopting green marketing might be difficult initially but its long term effect would surely have a positive impact on the firm. We should not consider green marketing as yet another approach to marketing but its implementation should be much more vigor as it involves the environmental and social aspect also, Because the danger of global warming is getting worse day by day, it is imperative instead of becoming an exception; green marketing should become a norm.

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A STUDY ON CONSUMER PREFERENCE TOWARDS STREET FOOD PRODUCTS IN DINDIGUL CITY

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Abstract

Consumers are the clients who buy the products and/or services. Preference refers to certain characteristics wants to make it preferable to any consumer. This could be the level of happiness, degree of satisfaction, utility from the product, etc. Consumer preference is a marketing term which means a consumer likes one thing over another. Street food products has increased with the changing lifestyle of the consumer to urbanization, breaking of joint family system, desire for taste, need for convenience, increasing in working women, rising in per capita income, changing lifestyles and increasing level of wealth in the middle income group that makes in changes in food habits. The study includes the demographic factors like age, gender, monthly family income, educational qualification, etc. Data was collected from 50 respondents in Dindigul city. Hence, the study focuses on consumer preference towards street food products in Dindigul city.

Introduction

The study of consumer preference is an important area in marketing research. It flows from the buyer point of view. As the modern marketing concept places greater emphasis on consumer satisfaction, the market should have a clear idea about the choices, preference of consumer. No market gets success without understanding the consumer.

The term 'food' refers to the reaction taken within the body to keep the body in a healthy and in an active state. Food is to help to grow, repair and replacement of its worn-out tissues in the body. Food has to provide energy such as vitamins, minerals, carbohydrates, proteins, fats, etc., India places second in the production of food. Food and agricultural sector contributing 26 percent to Indian GDP (Gross Domestic Product)[1]. Basically, Food is becoming a culture indicator due to various lifestyle changes like large media attention, and wider coverage to foreign cuisines. This makes a change in consumer buying behaviour.

Street food products have become more popular in developing countries including India. Street food is tasty, ready-to-eat food or drink sold on the street, in a market, fair, park or other public places. Moreover, street food plays an important role in developing societies as they support the livelihoods of millions of the urban poor. It is sold by a hawker or vendor from a portable stall, cart or food truck. Some street food products are regional but many are not, having spread beyond their place of origin and enjoyed locally for their exotic or unusual ingredients and flavors. Most street food products are considered both finger food and fast food and are more reasonably priced than restaurant meals.

Types of Street Food

- Cooked food
- Uncooked food

A cooked street food product includes fast food items, traditional items like murukku, adhirasam, seeyam, etc., and local food like idly, dosa etc., Uncooked street food product includes fruits, tender coconuts, Ice-creams etc. Certain cultures highlight animal and vegetable food in a raw state. Salads consisting of raw vegetables or fruits are common in many cuisines.

Dindigul is famous for its large variety of cheap and delicious food. In particular, Dindigul is largely known for delicious and diverse street vended food ranging from quick snacks to entire meals which are an important cultural characteristic of the local people. The wide variety of dishes are offered in Dindigul do not only fulfill the eating habits of urban residents but

also attract the curiosity of tourists. However, the government is now confronted with the potential emergence of public health safety issues. This study is made to study the consumer preference towards street food products in Dindigul city.

Statement of the Problem

Consumer preferences are changing and are becoming highly diversified. At present, the demand for various consumer products is increasing day by day. Street food products preferred due to increase with the changing lifestyle of the consumer to urbanization, breaking of joint family system, desire for taste, need for convenience, increasing in working women, rising in per capita income, changing lifestyles and increasing level of wealth in the middle income group. Thus, the researcher attempts to find the consumer preference towards diversification of street food products.

Objectives of the Study

- To study the demographic profile of the consumers of street food products.
- To identify the consumer preference and satisfaction level of consumers for street food products in Dindigul city.
- To give the suggestions and conclusion based on the findings.

Research Methodology

The present study is based on both primary and secondary data. The primary data were collected by using structured questionnaire. A sample of 50 respondents was selected by using convenience sampling technique. The collected data were tabulated and analysed using Percentage analysis and Garrett ranking technique. Area selected for the study was Dindigul district.

Profile of the Respondents

The respondents are classified based on age group, gender, educational qualification, monthly family income etc., Table 1 shows the profile of the respondents.

Table 1 Profile of the Respondents

Demographic Profile	Number of Respondents	%
Age:		
Below 20	33	66
20-30	12	24
Above 30	5	10
Gender:		
Male	7	14
Female	43	86
Marital Status:		
Married	13	26
Unmarried	37	74
Occupation:		
Student	24	48
Private employee	9	18
Public employee	1	2
Self-employed/ Entrepreneur	3	6
Housewife/House husband	13	26
Type of family:		
Joint family	8	16
Nuclear family	42	84
Monthly Family Income(Rs.):		
Below 20000	36	72
20000-50000	12	24
Above 50000	2	4
Number of family members:		
2-4	16	32
4-6	27	54
Above 6	4	8
Type of food consuming:		
Vegetarian	6	12
Non- vegetarian	44	88

Source: Primary data

Table 1 shows that out of 50 respondents:

Type of Street Food Products Preferred

Street food may be classified into cooked and uncooked food. Table 2 shows the type of street food preferred by the respondents.

Table 2 Type of Street Food Products Preferred

Type of Street Food Products	Number of Respondents	%
Cooked	34	68
Uncooked	16	32
Total	**50**	**100**

Source: Primary data

Table 2 shows that 68% are preferred cooked street food products and 32% are preferred uncooked street food products.

Preference towards Street Food Products

Food consumption is observably a daily action and essential for all human beings. Street food products play an important role in meeting the food demands of the low-income group with a wide variety of foods. These foods are convincingly cheap and that boosts the consumption of street food products. Preference towards street food products is tested with the help of Henry Garrett ranking technique. Table 3 indicates the preference towards street food products.

Table 3 Preference towards Street Food Products

Particulars	I	II	III	IV	V	VI	Garrett score	Mean score	Rank
Unique taste	2	2	4	6	12	24	246	4.92	II
Affordable price	2	1	2	7	11	27	255	5.1	I
Quality	11	13	9	7	4	6	148	2.96	VI
More Quantity	4	5	8	8	12	13	208	4.16	V
Easy availability	5	3	4	9	11	18	222	4.44	III
Hygiene	3	4	7	9	12	15	218	4.36	IV

Source: Primary data

Table 3 shows that out of 50 respondents, **'Affordable price'** is ranked first (Garrett score of **255**), **'Unique Taste"** is ranked second (Garrett score of **246**), **'Easy availability"** is ranked third (Garrett score of **222**), **'Hygiene'** is ranked fourth (Garrett score of **218**), **'More Quantity'** is ranked fifth (Garrett score of **208**), **'Quality'** is ranked sixth (Garrett score of **148**). **Money Spent For Consuming Street Food Products** (**Per month in Rupees**)

The spending range of the respondents are categories into four - Below Rs.200, Rs.200-500, Rs. 500-1000 and Above Rs.1000. Table 4 shows money spent for consuming street food products (per month).

Table 4 Money Spent for Consuming Street Food Products (**Per Month in Rupees**)

Money Spent(rupees)	Number of Respondents	Percentage
Below Rs.200	13	26
Rs.200-500	17	34
Above Rs.500	20	40
Total	**50**	**100**

Source`: Primary data

Table 4 shows that out of 50 respondents, 40% spent Above Rs.1000 for consuming street food products, 34% spent Rs.200-500 for consuming street food products and 26% spent Rs.200-500 for consuming street food products**.**

Classification on the Basis of Most Preferred Street Food Products

Most preferred street food products may be classified into Fast food items, Fruits/Tender coconut, Steamed food, Traditional items, Fried food and others like Juice. Table 5 shows the Classification on the basis of most preferred street food products by the respondents.

Table 5 Classification on the basis of Most Preferred Street Food Products

Most Preferred	Number of Respondents	Percentage
Fast food items	23	46
Fruits/Tender coconut	11	22
Steamed food	9	18
Traditional items	7	14
Total	**50**	**100**

Source: Primary data

Table 5 shows that out of 50 respondents, 46% prefer fast food items, 22% prefer fruits/ tender coconut, 18% prefer steamed food and 14% prefer traditional items.

Satisfaction Level of the Consumers towards Street Food Products

Consumer satisfaction in marketing that measures how products or services that are supplied by a company that meet out or surpass a consumer's expectation. Consumer satisfaction is much important because it provides marketers and entrepreneurs with a metric that they use to manage and improve their businesses. Consumer satisfaction plays an important role within the business. Not only it is the leading indicator to measure consumer loyalty, identify unhappy consumers, reduce churn and increase revenue; it also a key point of differentiation that helps you to attract new consumers in competitive business environments. Consumer satisfaction is an abstract concept and involves such factors as the quality of the product, the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. Satisfaction level of the respondents towards street food products is tested with the help of Garrett ranking method. Table 6 shows the satisfaction level of the consumers towards street food products.

Table 6 Satisfaction Level of the Consumers towards Street Food Products

Particulars	I	II	III	IV	V	VI	VII	VIII	IX	Garrett Score	Rank
Affordable price	20	16	4	3	2	1	2	1	1	246	**4**
Hygienic	1	1	1	2	2	3	4	14	22	380	**9**
Good quality	1	2	4	1	1	2	4	19	16	362	**7**
More quantity compared to restaurant food	12	14	10	7	2	2	1	1	1	144	**2**
Excellent Services	2	2	1	1	2	4	6	17	15	360	**6**
Ambience (Atmosphere)	1	1	2	2	4	2	6	14	18	365	**8**
Good food presentation	2	6	5	3	8	9	7	4	6	270	**5**
Ordering and waiting time	13	9	7	4	3	5	3	4	2	184	**3**
Freshness of the food	16	13	7	5	3	2	2	1	1	141	**1**

Source: Primary data

Table 6 shows that the Consumers are highly satisfied with **'Freshness of the food'** with the Score of **141**. **'More quantity compared to restaurant food'** placed second level with the Score of **144**. **'Ordering and waiting time'placed** third level with the Score of **184**.

'Affordable price' placed fourth level with the Score of **246**. **'Good food presentation'** of the food placed fifth level with the Score of **270**. **'Excellent services'** placed sixth level with the Score of **360**. **'Good quality'** placed seventh level with the Score of **362**. **'Ambience '** placed eighth level with the Score of **365**. **'Not Hygienic'** placed ninth level with the Score of **380**.

Suggestions

- Street food products consumers even though they preferred the home-made foods, they bought street foods for being easy accessible and for saving time.
- Street food products must be safe and hygienic.
- Every Street food products vendor should get a certificate from health department.

Conclusion

In recent days, Taste and preference of street food products has increased in developing countries. It was found that children and youngest prefer street food products more than adults and the street food products are sold in a way that attracts more adults. The easy to purchase, convenience, satisfaction, usefulness, uniqueness, affordable price and saving of time are the major reasons for preferring street food products.

MAXIMIZING RETURN ON INVESTMENT: TIPS FOR SUCCESSFUL DIGITAL MARKETING ONLINE ADVERTISING

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Abstract
The people around the world are very familiar with the term called Business. But as a customer the researcher is simply surprised about the term called Digital marketing. The traditional concept of business called "Barter system" has drastically taken us to the concept called "Digital Marketing". Off course with the emergence of internet facilities, digital marketing has got a deep dive towards the customers through various modes especially Online Advertisements. This paper will shortly exhibit about the tips for successful digital marketing which directly can maximize ROI.
Keywords: Bill Boards, Google Analytics, Google Ad Words, Carousel Ads, Cpa

Introduction

Digital marketing, also called online marketing, in practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to "traditional marketing" such as magazine ads, billboards, and direct mail. The present paper is exploratory in nature to provide a clear guidance for empirical research.it is also descriptive where the focus is on fact-finding investigation with adequate interpretation. For this purpose, secondary data were collected through newspapers, magazines, books, journals, conference preceding government reports and websites.

Digital Marketing and Advertising

It's not simple that digital marketing can be easily adopted and promoted in today's marketing era and so the following tips can be quite useful especially to the start-ups to have a successful digital marketing.

Know Your Audience

The first step in creating any successful advertising campaign is understanding your audience. It's essential to know who you are trying to reach and what their interests and behaviors are. This information can help you create targeted ads that resonate with your audience and improve the chances of them engaging with your brand.

One way to gain insight into your audience is by analyzing data from Google Analytics or other third-party tools. You can use this data to identify demographic information such as age, gender, location, and interests. By understanding these factors, you can tailor your messaging and ad placements accordingly.

Choose the Right Platform

Once you have identified your target audience, it's time to choose the right platform for your ads. There are many options available such as social media platforms like Facebook, Instagram or LinkedIn or search engines like Google AdWords. There are many options available such as social media platforms like Facebook, Instagram or LinkedIn or search engines like Google AdWords.

Each platform has its strengths and weaknesses based on user behavior and engagement patterns. For example, Facebook may be an excellent platform for reaching a broad audience quickly through sponsored posts while LinkedIn may be better suited for B2B targeting.

Create Compelling Ads

Creating compelling ads is crucial to the success of any online advertising campaign. Your ads need to be visually appealing, informative and engaging

enough to capture the attention of your target audience. Consider using high-quality images or videos that showcase your product or service. Use clear and concise messaging that highlights the benefits of your offering. Experiment with different ad formats such as carousel ads, video ads or sponsored posts to see which performs best. It's also essential to ensure that your ad copy and imagery are consistent with your brand's messaging and values. This consistency will help build trust with customers and create a more cohesive brand image.

Monitor and Optimize Performance
Finally, it's crucial to monitor the performance of your online advertising campaigns regularly. Look at metrics such as impressions, clicks, conversions, and cost-per-acquisition (CPA) to determine how well your ads are performing.

Based on this data, you can make adjustments to optimize your campaigns for better results. For example, if you notice that one platform is providing a higher ROI than others, you may want to shift more budget towards that channel. Or if you find that certain ad formats perform better than others, you can adjust future campaigns accordingly.

Types of Online Advertising
Now that we know more about how to advertise online, lets dive in to the various types of online advertising.

Social Media Advertising
Let's take the most popular social media which plays a vital role in online advertisements viz Facebook, instagram, twitter, linkedin, pinterest, youtube, snapchat, and tik Tok

Paid Search Advertising
Paid search advertising allows advertisers to capture the attention of their audience in a more targeted way than with organic search alone.

Native Advertising
Native advertising is a form of digital advertising in which ads appear within the flow of regular content on a user's mobile phone, tablet, or computer. In contrast to more traditional advertising—like pop-ups or banner ads—native advertising focuses on downplaying its very nature as an ad. Examples might include a sponsored post or an article written by a company for an online publisher. The Federal Trade Commission (FTC), Interactive Advertising Bureau (IAB), and other regulatory agencies sometimes step in to ensure native ads remain honest about the fact they're advertisements due to how well they blend in with other content.

Display Advertising
Display ads are a lucrative method of advertising for marketers looking for ways to Display ads are a lucrative method of advertising for marketers looking for ways to reach and acquire customers. They make generous use of visual media in the form of texts, images, or even videos to catch people's attention. Reach and acquire customers. They make generous use of visual media in the form of texts, images, or even videos to catch people's attention.

Conclusion
To conclude here, the researcher personally felt digital marketing, online advertising can be an effective way for businesses to reach their target audience in a cost-effective manner. By following the above discussed tips for successful online advertising campaigns- knowing your audience, choosing the right platform, creating compelling ads and monitoring performance- businesses can maximize the ROI while building brand awareness and generating leads.

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A STUDY ON GREEN BUSINESS PRACTICES IN INDIA

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Abstract

Every business enterprises, individual organization, public companies are started the green business practices to increase the quality of environment. Green business practices are improved a lot from last decade to maintain the green environment. It helps to protect from natural disasters, pollution, diseases, etc. The study deals with the concept of green business practices, impacts, challenges, and benefits to the environment and some of practices can be followed by all the business.

Keywords: Green business, environmental sustainability environmental degradation, environmental management, etc.

Introduction

Green, the colour of life, regeneration, environment and energy is associated with meanings of growth, coordination, bloom, protection and environment. Green is also traditionally connected with money, finance, banking and goal. Green business practices involved in increasing the green events to conform that all the practices like manufactures the product is based on eco-friendly to the environment.

What is a Green Business?

A Green business can take a lot of different forms. Essentially, a green business looks to prioritize sustainability through varies business practices or by implementing certain technology's. For example, a farm that uses less water than traditional farms to produce the same crop yield could be considered a green business.

Green Business Ideas
Sustainable Fashion Store

This a great way to mix a strong fashion sense with a green business movement. The fashion industry has often come under fire for labour practices. By flipping this and sourcing fashion made with fair labour practices and eco-friendly materials, an entirely new niche can be created with a sustainable fashion boutique.

Green Dry Cleaning Service

Dry cleaning often uses harsh and environmentally unfriendly chemicals. By offering a more eco-friendly option, you can attract customers who want a more sustainable option. Customers are often happy to pay a premium for these green services, so it provides a higher margin product for you to sell.

Organic Tea or Coffee Shop

By serving organic and fair-trade coffee or tea and offering sustainable food options, you can attract an entirely new customer's base and also charge a premium for these high quality products. This means higher margins and happy customers while helping to promote sustainability.

Eco – Tourism

Start a travel agency that specialises in eco-tourism or tourism with a far less negative impact on the environment. Thinks like bicycle tours of cities and hikes can all be part of the packages.

Review of Literature

Mukhtar Ahmad (2016) studied the green business practices mad economic desires. The study is based on secondary data. The main objective of the article is to find the growth and importance of green business practices across the world.

Muhammed Mahboob Ali, et al (2017) stated that green business has been improving slowly and having lot of scope to improve on the work areas. The paper presents the connection among the green business management practices and increased competitiveness.

Chukwuka and Emmanuel (2018) stated that the green business practices and processes will lead to positive outcomes to the organization and the environment.

Impact of Green Business Practices

Going green in the initial stage of business is quite costly compare to the old practices for example instead of using current using solar power system will increase the expenses of business, using green materials for the staff and for the production will also increase the expense to the business, most of the time there will be lack of support for going green in the first stage, useless they realize the real impact to the environment. There are some challenges faced in green business practices: low availability of environmentally friendly products; labelling wrong details; planting trees and plants are very less; garbage systems to be change more effectively; lack of support from both the customers and staff of the business; more expensive; electricity is not used right manner; and strict rules to be framed and followed for green business practices. Going green may be difficult in the first stage but there is lot of pros to the environment.

The quality of business, quality of product, and quality of environment will increase rapidly while going green business practices. The benefits of green business practices. The benefits of green business practices are: creating healthy workplace and environment; save money and nature in future; improving business and good practice attract new customers.

Some of Green Business Practices

Here some of green practices are discussed which can be followed by the business for going green;

- Using public transport or bicycle to reduce the pollution or business organization can run bus for all the staffs.
- Proper usage of electricity and turning off the systems, lights, etc.
- Avoiding water wastage and wastage water can be recycled and to be supplied for the garden.
- Paper wastage can be recycled instead of using paper going with the digital documentation.
- Creating awareness in green going to the staff for the support and creating a team for the green business practices which results in brand new ideas of the staffs and it increase the quality of the staffs and the business.
- Eliminating plastic bottles, plates, cups, etc.

- Proper separating wastage system with degradable and bio-degradable.
- Planting trees around the business environment.

Conclusion

The study deals with the meaning, impacts, challenge, benefits and of the green business practices. Going green will be difficult in the first stage and it is more expensive in nature at the first. Changing the new green business practices is very hard for the staff; it will take time to change from old practices. Creating awareness regarding green business practices with the staff and customers is very important. Only the business and customer cannot change the green going strict rule and regulation to be followed by the government to save the environment. Neither impact nor benefits will result to all over the local, global environment. The result of green business practices will increase the quality of business, customer, society, etc.

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A STUDY ON FOSSIL FUELS AND THE NEED FOR ALTERNATIVE FUELS

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Abstract

Fuels are one of the most important substances on Earth. They cook your food; keep the cars and trains running. Without fuels the world would be a very different place. A fuel is any compound which has stored energy. Combustion is burning a fuel in oxygen, which gives out heat energy and is called an exothermic reaction. Our main source of fuel is from fossil fuels. A fuel is a substance than reacts exothermically with oxygen. There energy contained in the fuel is released when it burns. Fossil fuels were rapidly adopted during the Industrial revolution, because they were more concentrated and flexible than traditional energy sources such as water power. Environmental contamination is one of the basic disadvantages of fossil fuels. The present study aims to highlight the inconvenience of the usage of fossil fuels and introduce the concept and need for alternate fuel.

Introduction

Fuel is a material that is burned to provide nuclear energy, heat or power. Materials like coal, wood, oil, or gas can provide heat when burned. Nuclear energy is produced by flaming plutonium. A fuel is any material that can be made to react with other substances so that it releases energy as thermal energy or to be used for work. The concept was originally applied solely to those materials capable of releasing chemical energy but has since also been applied to other sources of heat energy such as nuclear energy (via nuclear fission and nuclear fusion).Almost all about 95% of human primary energy comes from primary fuels. These fuels go into power plants, engines, heaters and anything else that humans derive work or heat from. This percentage is slightly different for electrical generation, 85% of the primary energy to generate electricity comes from fuels.

All currently known fuels ultimately derive their energy from a small number of sources. Fossil fuels are thought to have been formed from the remains of living matter, which received its energy from the utilization of solar energy through photosynthesis. Solar energy, in turn, is generated by the thermo nuclear fusion process at the core of the sun. The radioactive isotopes used as fuel to power nuclear plants were formed in supernova explosions.

Importance of Fuel

Fuel is one of the most widely used sources of energy in the world today. Most fuels are natural substances such a s petro fuel, diesel, and natural gas, which are either extracted straight from the earth or produced by refining substances such as petroleum. The energy produced by burning fuel has many applications, such as powering vehicles, ships and airplanes as well as providing electricity for homes and buildings. Some common types of fuels are petro fuel, gas oil, diesel fuel, aviation fuel, jet fuel and marine fuels.

Fossil fuels are retrieved from the ground and offshore areas and are converted into suitable forms to produce energy. Around 90% of the electricity demand is satisfied by fossil fuels. The main concern with the increasing use of fossil fuels revolves around the damage to the environment that they cause. Some of the most commonly used fossil fuels

are natural gas, coal, and petroleum. They form a major part of the non-renewable resources and have a large impact on the environment.

The energy produced by burning paper is not sufficient to run cars but energy produced by burning petrol is enough to do so. Thus, we can say that each fuel releases its own set of energy i.e. all of them do not release the same amount of energy upon combustion. The energy produced by combustion of one kg of fuel is known as its calorific value. Thus, we can differentiate different fuels on the basis of their calorific value for their efficient usage. Furthermore, each of them has a different cost with respect to another. Some are cheaper while others are expensive.

Need for Alternative Fuel

Alternative fuels are derived from sources other than petroleum. Most are produced domestically, reducing our dependence on imported oil, and some are derived from renewable sources. Often, they produce less pollution than gasoline or diesel. Ethanol is produced domestically from corn and other crops. It produces less greenhouse gas emissions than gasoline or diesel. Electricity is produced domestically from a variety of sources such as coal, natural gas, nuclear power, and renewable. Powering vehicles with electricity causes no tailpipe emissions, but generating electricity can produce pollutants and greenhouse gases.

Biodiesel is diesel derived from vegetable oils and animal fats. It usually produces less air pollutants than petroleum based diesel. Natural gas is a fossil fuel that is plentiful in the U.S. It produces less air pollutants and GHGs than gasoline.

Propane, also called liquefied petroleum gas (LPG), is a domestically abundant fossil fuel. It produces less harmful air pollutants and GHGs than gasoline.

Hydrogen can be produced domestically from fossil fuels, nuclear power, or renewable resources such as hydropower. Fuel cell vehicles powered by pure hydrogen emit no harmful air pollutants. Each of these fuels has advantages and drawbacks, but all of them burn cleaner than fossil fuels. If the world can begin to depend less upon fossil fuels and more upon alternative energy sources, better health and air quality could be just around the corner.

Cost of Fuel Over One Year

Diesel	$ 1810.56
Gasoline	$ 1633.44
Natural gas	$ 1423.52
Ethanol	$ 1377.60
Electricity	$ 826.56

Statement of the Problem

Through there are several merits in using fossil fuels the number of demerits and their intensity over weight it. As the need for fossil fuel increases its cost and rate also increases accordingly. Fossil fuels aren't cheap anymore. If a product that plays a very important role in our day today line becomes a high-priced product it world affect the overall productivity and well being of the people. Also fossil fuels are non renewable. Once a gallon of oil is burnt it is gone forever it cannot be retained. This acts as a major disadvantage of fossil fuels. Mining of fossil fuels is a dangerous process. Tragic disasters happen often in producing fossil fuels which is capable of killing huge bunch of people at one. Humans who consume or use that water also gets affected in large scale. One of the main problems the world face now is global warming. It affects the environment in an alarming rate. The main reason for global warming is the emission of greenhouse gases. The burning of coal is contributes about 44% of the world's carbon-de-oxide emissions. The present study aims to indentify the hazardousness of the usage of fossil fuels and introduce the concept and need for alternate fuel.

Objectives of the Study

- To analyze the risks of using fossil fuel
- To study the importance of alternate fuel
- To identify people's expectation on ideal alternate fuel

Collection of data

This study is entirely based on primary data collected directly from the people. The information required is collected by asking questions from the people and conclusion are made based on their opinion.

Scope of the Study

The area chosen for this study is Dindigul. This study helps in analyzing the usage of fossil fuel and how it dominates our daily life discreetly. The suggestions collected from the people can help us to develop some ideas to attain a reliable and renewable alternate fuel for a better future, making this study a beneficial one.

Findings

- Both the people, who own and does not own a vehicle are mostly dissatisfied (56%) with the fuel e rates. People who own a vehicle are disappointed with the prevailing fuel rate.
- Most of the people (92%) are concerned about the impact that the fossil fuels cause to the environment
- More than half of the people (58%) have voted in favor of the introduction of an alternate fuel. If alternate fuels are introduced it would be accepted by people.
- Many people (42.5%) have said that, the absence of their own vehicle has only a limited effect on their regular course of life.
- The data collected from the people reveals that they are partly aware of the need for an alternate fuel.

Suggestions

- Fossil fuels are non-renewable and it has an adverse effect on the environment which in turn affects the planet and the people in it, so changing our energy is a much needed thing. An alternate fuel must be developed, it must produce large amount of energy and also be eco friendly. It also has to be renewable and pocket friendly.

- The government has a major role, in controlling the use of fossil fuels and in inventing a new alternate fuel. Researchers who are struggling to find a new fuel has to be encouraged and supported by the government.
- Although we talk about alternate fuel in detail, some people are out there oblivious to the prevailing situation and unaware of the future condition we ll be forced to live in by the fossil fuels. Regular awareness should be conducted to make sure that the truth about the fossil fuel and their need for alternate fuels are known by the people.
- There are many young minds in our country who have already found a solution to these problems. Our problem is that, we fail to recognize them. Those young scientists have to be found and their invention should get proper recognition. If the invention is a feasible solution, the government has to make a move to implement it in a larger scale.
- Certain amount of investment has to be made in the research of finding the possible alternate fuels.

Conclusion

Globally, people depend on fossil fuels which are non-renewable. The extensive use of fossil fuels is causing irreparable damage to the earth and to human life. In a country like India where we worship nature as god, the carbon emissions are increasing and destroying the same nature and still we remain silent. Alternate energy sources have much lower carbon footprint than r gas, coal and other fossil fuels. It is less harmful to the society and is also renewable. As the alternate fuel is renewable its cost will also be an affordable one. This is the best time change our mindset and switch to renewable alternate fuels for a better environment and a better future.

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SENARIO OF WOMEN ENTREPRENEURS IN DINDIGUL DISTRICT OF TAMIL NADU

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Abstract

The emerging women entrepreneurs facing lot of problems doing the business because they are largely depend on the economic, social, religious, cultural and psychological factor prevailing in the society. An attempt has been made to analyse the scenario of Women Entrepreneurs in Dindigul District of TamilNadu. The study is accomplished the following objectives (i) to study the status of women entrepreneurs venturing into MSMEs in the study area (ii). To study the entrepreneurial behaviour and examine the factors determining it. The study deals with the Dindigul district which focuses on MSMEs women entrepreneurs who were registered with District Industries Centre (DIC), Dindigul, up to 31st March 2022 who were considered as the population for the purpose of the study. The details of MSMEs industrial units owned by women entrepreneur were collected from DIC in Dindigul. The study is based on secondary data. The study found that quality of life of the women entrepreneurs has enhanced and personal needs are fulfilled which led to economically independent, so that the status of women entrepreneur may be placed at higher levels in the both family and society. As a result, the concept of women is a weaker society, second sex and live in four walls may be disappeared in practice. Women entrepreneur could be considered as an important segment for eradicating the gender discrimination. Women have more capability and strength to organize, uphold and managing their own business in a systematic way. Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men and have proved that they are second to no one with respect to contribution to the growth of the economy. The present study found that a solution to solve the problems of poverty, unemployment, with different solutions to management, organization, and business as well as to the exploitation of entrepreneurial opportunities. Empowering women entrepreneur is an essential input to achieve the sustainable development of the country.

Introduction

The Micro, Small and Medium Enterprises (MSMEs) were earlier known as Small Scale Industries (SSIs) in India. Recognizing the contribution and potential of the sector, the Government of India decided to broaden the definition and coverage of the SSIs, which led to the passing of the Micro, Small and Medium Enterprises Development (MSMED) Act-2006. It was only after the passing of the Act that the sector came to be known as what it is presently called, MSMEs.The Act was introduced to address the policy issues affecting MSMEs and also its coverage and investment ceiling of the sector. The salient features of the Act include establishment of National Board for MSMEs and setting up of advisory committees to support MSMEs, filing of memoranda, classification of enterprises, provision of credit facilities, formulating measures to promote, develop and enhance competitiveness of the sector, schemes to control delayed payments and also enactment of rules by State Governments to implement the Act in their respective States. This has been one of the important initiatives by the Government of India (GoI). It resulted in the integration of the heterogeneous segment of the non-agricultural sector by extending coverage to the service sector and also bringing the medium enterprise under its ambit.

Women's Groups play an important role within the local economy through MSMEs. Once women realize their own potential, they are able to raise their own resourcesand develop the capacity to manage external resources as well. Women have proved that theycan manage loans from various Government and

Non-Government Organization (NGO)programmes and external sources effectively. Women themselves are determined to addresscommon weaknesses and constraints of their micro-enterprises. They are able to take risks andadopt innovative approaches in problem-solving. In a short span of membership in Women'sGroups, they are able to build up enough business skills and confidence to source their capitalrequirements from local banks.Often we hear statements like "the poor will not be able to repay, women do not knowhow to manage their business, they are used to hand outs, women are domesticated SO womencannot take risks."

A woman as an entrepreneur is economically more powerful and self-determining than as a mere worker because ownership notonly offers control over assets but also gives her the freedom to take decisions which leads to attaining the sustainable development of the country. In India, traditionally, women are treated as life on within four walls and performing household activities such as cooking, washing, children, family members care and to maintaining the family responsibility (Colaco and Hans, 2018). Women are considered by undervalued and being placed as second sex in civilization. They are not treated equally to men for the reason that social and cultural traditions, as well as they, have more commitment and assignment for their family members it is an impediment for more times for conducting or spending her entrepreneurial activities (Susruthan, and Priyadharshany, 2018).

Most SSIs do not require high capital but have the potential for employment generation and also ensuring the dispersion of industries in all regions. The sector was earlier divided into three categories: cottage and tiny industry, agro-based industry and small scale industry. There were two separate ministries, namely, the Ministry of Small Scale Industries and the Ministry of Agro and Rural Industries which were constituted to handle the affairs of this sector. Over the years, the operational definition of the SSI sector has undergone a number of changes. Faced with increased competition from it bigger compatriots and also keeping in mind the dynamic nature of the sector, the investment ceiling has been revised from time to time.

Statement of the Problem

The Indian economy has been witnessing a drastic change since 1991with the new policies of economic liberalization, globalization and privatization initiated by the Government of India. Globalization provides accessibility to global markets and new management culture. It is widely accepted that access to global markets for small business can offer a host of business opportunities such as larger and new niche markets, possibilities to exploit scale and technological advantages and ways of spreading risks. Globalization, however, poses challenges and threats which MSMEs, from a resource viewpoint, are less equipped than large firms to confront. These challenges expose them to international competition from foreign firms, and may result in the loss of traditional markets to the competition from overseas.

In this new business environment, most MSMEs are more concerned about survival rather than growth. It is argued by Economists that MSMEs perform poorly because owners of these enterprises do not exhibit entrepreneurial behaviour required for the success in business. In particular, women entrepreneurs face a lot of challenges in the era of globalization. Unless entrepreneurial behaviour is shaped among the rural women and urban women entrepreneurs, the survival of their enterprises will be doubtful. These entrepreneurs have to be innovative, initiative and hard working for the survival of their units. Their leadership quality, decision making power and risk taking ability are essential for higher performance of their enterprises. Network development is also a primary vehicle for entrepreneurial performance.

The emerging women entrepreneurs largely depend on the economic, social, religious, cultural and psychological factors prevailing in the society. The financial problem is a major problem among the women entrepreneur because banks and other financial institutions hesitate to give the financial support owing to they are lesser creditworthiness. Lack of education is one the main hurdles of women entrepreneur in India, majority of the women are

illiterate on the back of low awareness about the ecosystem, government policies, new technologies, etc. The shortage of raw materials is also major constraints are facing the women entrepreneurs because lack of funds and social structure of women entrepreneurs find it tough to source raw materials. Besides, the competition of the market is another problem owning less to new technologies and training women entrepreneurs face tough competition. This makes it hard for them to survive against organized sector experience. The legal formalities, lack of self-confidence are also facing the other major problems of women entrepreneurs (Shou, and Nigam, 2018).

Keeping in view, a study is necessary to evaluate the effectiveness and performance of women entrepreneurs in Dindigul district of Tamilnadu.

Objectives of the Study

The main objectives of the study are

1. To study the socio-economic characteristics of women entrepreneurs venturing into MSMEs in the study area and also to analyse the characteristics of enterprises established by them.
2. To analyze the antecedents of entrepreneurial behaviour namely entrepreneurial motivation and entrepreneurial environment.
3. To study the entrepreneurial behaviour and examine the factors determining it.

National Level

Sinha (2003), study that main motivating factor was occurred to start an enterprise to earn money. The unit set by women entrepreneur was mostly based on micro enterprises, of which they are mostly undertaken, the traditional activities such as handicrafts and handloom. Women entrepreneur was mainly suffering from inadequate income generation while the majority of the women are managing their enterprise from the own sources. Women region have enough potential to take up entrepreneurship as a profession. The determined efforts from the women entrepreneur has supported by the helpful environment which brought significant output.

Khan (2015), study shows that the education, earlier experience, employment, and religion are major factors of motivating of women entrepreneurs MSMEs. Further, financial problems were discouraging the behaviour of women entrepreneurs to the highest degree and preventing their operations causing substantial suffering as governmental financial programs are seldom executed on the ground.

Santha (2014) study reveals that the major problems faced by the women entrepreneurs in Kerala were financial and few women entrepreneurs are facing the training problem. But in Tamilnadu, the majority of the women entrepreneurs were faced with marketing problems as well as nobody did not face the training problems.

Shastri and Sinha (2010), study explores the socio-cultural and economic effect on the development of women entrepreneurs in India. It is observed that most of the women entered into the entrepreneurship around the age of 39 and above. This gives the impression that women entrepreneurs by the age of thirties become independent of their family responsibilities and left with no work. Almost every woman opted for the business related to beauty-parlor and law. The educational background of the women entrepreneurs also seems to be quite impressive, as most of them have completed their studies up to graduation. Most of them have found to be doing household works before starting their business. They were not doing any other service or private jobs. This could be due to their responsibilities of household works and issues of raising children. The type of business which most of them are running is shop. This can be mainly due to the reason as before entering into a business they were indulged in their household works. Most of them sell their products on the regional level.

Mariyammal and Seethalakshmi (2017) study indicates that the majority of the women dairy farmers who had a high level of innovativeness, self-confidence and good co-coordinating ability. Further, they have a medium level of achievement motivation, risk orientation, information seeking

behavior, cosmopolitanisms; and moderate decision-making ability and planning ability. Overall entrepreneurial behavior of women dairy farmers was reasonable.

International Level

Xavier et al (2012), has focused in three ways, one is the factor that cause women to leave employment for business ownership, the second one to identify their personal and entrepreneurial characteristics and last one is the challenges they faced during the transition from salaried employment to business ownership. The study reveals that the main factors identified to have stipulated women to leave employment for business owners were a need to achieve personal growth, autonomy, and economic payoff. The passion for the business, listening and communication skills and self-discipline were among the most common personal skills. The prime entrepreneurial skills that were indicated include confidence, leadership, creative thinking in problem-solving, being efficient and effective in executing plans, entrepreneurial and business knowledge, being analytical, balancing skills between personal and business life, and flexibility. The challenges faced by the respondents were a shortage of professional staff, shortage of general staff, issues of development and growth, financial constraints due to high overheads and a lack of consultation advice from experts.

Webster and Haandrikman (2017), study evaluates that the overlap between migration and entrepreneurship and position ourselves within the feminist entrepreneurial framework. The study found that a gendered approach to understanding the business activities of Thai women business practitioners does challenge normative perspectives on entrepreneurship. The family structure, migration length, education, and partner's labor market status those are playing significant roles. Moreover, small business is sites of compromise and contestation.

Gichuki and Mutukub (2018), study reveals thatwomen's membership in banking groups who simply influence awareness and consequently increase the adoption of mobile payments services. It

is also established that women's control of enterprise finances and decision making a significant impact on awareness and usage of mobile money technologies. It shows that women are less likely to adopt mobile banking technology perceived to be out of reach for their communities and those that have hidden charges irrespective of having knowledge of their existence.

Most of the studies are researched on women entrepreneurship which are based on general studies and determines for starting the business and problems faced by the women entrepreneurs both national and international level. There are little bit studies are doing in-depth analysis. Women entrepreneur has provided more opportunities for decreased poverty, gender discrimination, wage inequalities, unemployment, etc. Hence women entrepreneur leads to enhance the quality of life and also decision maker.

Research Methodology

The Dindigul district has one of the districts of Tamilnadu. This district will be selected purposely as the study area. The district consists of 14 blocks, the present study will focus on MSMEs women entrepreneurs who were registered with District Industries Centre (DIC), Dindigul, up to 31st March 2022who will be considered as the population for the purpose of the study. The details ofMSMEs industrial units owned by women entrepreneur will be collected from DIC in Dindigul. The secondary data will be collected from the Ministry of Micro, Small& Medium Enterprises, Government of India, Annual Report, Global Entrepreneurship Monitor Report, published by Emerald Group, Delhi, various journals, government reports, magazines, and books.

Relevance and Anticipated Outcomes

The present study will be anticipated to enhance the quality of life of the women entrepreneurs and to meet their personal need which leads to economically independent. It is possible to place the status of women entrepreneur at higher levels in the both family and society. As a result, the concept of women is a weaker society, second sex and live in four walls may be disappeared in practice. Women

entrepreneur could be considered as an important segment for eradicating the gender discrimination.

Women have more capability and strength to organize, uphold and managing their own business in a systematic way. Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men and have proved that they are second to no one with respect to contribution to the growth of the economy. The present study will find a solution to solve the problems of poverty, unemployment, with different solutions to management, organization, and business as well as to the exploitation of entrepreneurial opportunities. Empowering women entrepreneur is an essential input to achieve the sustainable development of the country.

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EXPLORING THE CONSUMER BEHAVIOUR TOWARDS MARKETING STRATEGIES WITH RESPECT TO SELECT RETAIL OUTLETS IN THIRUVALLUR DISTRICT

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Abstract

The emergence of Retail Stores gained prominence following the First World War, coinciding with the transition of companies from centralized management structures to multi-divisional product-based organizations. In this evolving landscape, retailers have a diverse array of marketing strategies at their disposal to secure a competitive edge in the market. The adept application of these strategies empowers organizations to pursue their marketing objectives within target markets, ultimately achieving broader organizational goals. This research paper delves into an analysis of various marketing strategies and their impact on customer satisfaction within selected retail outlets across different regions of Thiruvallur district in Tamil Nadu, India. The study involved the collection of data from 150 consumers through a structured questionnaire distributed via convenience sampling. Employing both descriptive and inferential statistical tools, including Independent Sample 't' tests, Correlation, and Multiple Regression Analysis, the study aimed to test hypotheses related to the influence of marketing strategies on customer satisfaction. The findings revealed that three out of four marketing strategies significantly affect customer satisfaction with retail outlets. Among the four marketing strategies examined, 'Product Strategy' emerged as the primary predictor of customer satisfaction, surpassing others. Conversely, 'Promotion Strategy' demonstrated a comparatively lower contribution to predicting customer satisfaction, particularly concerning Fast-Moving Consumer Goods (FMCGs). The study suggests actionable insights for retail outlet management. Specifically, there is a need to enhance the effectiveness of promotional activities and introduce more compelling promotional programs and offers. By doing so, retail outlets can not only improve customer satisfaction but also foster greater loyalty among their customer base.

Keywords: Marketing Strategies, Retail Outlets, Product Strategies, Price Strategies, Location Strategies, Promotional Strategies, Customer Satisfaction.

Introduction

Retailing encompasses a spectrum of business activities focused on delivering goods and services to consumers for personal, family, or household use. To gain a competitive edge in the market, retailers can leverage a diverse array of marketing strategies, including product strategy, price strategy, promotional strategy, and location strategy. Given the dynamic nature of the external environment, it is crucial for management to grasp these changes and respond strategically.

As highlighted by Hooley, Piercy, and Nicoulaud (2008), an effective marketing strategy is essential for adapting to evolving market conditions. This involves defining market segments and developing and positioning product offerings to cater to these target markets. In the face of constant change, successful organizations employ proactive strategies to navigate the market landscape.

The implementation of well-crafted marketing strategies not only allows organizations to pursue

their marketing objectives in specific target markets but also facilitates the achievement of broader organizational goals. By ensuring the right product is available at the right price and in the right place, these strategies contribute to the efficient and effective utilization of resources. This study aims to analyze consumer perceptions of various marketing strategies and their impact on customer satisfaction with retail outlets in the Thiruvallur district.

Statement of Research Problem

Over the past decade, formal retailers in India have experienced significant growth, particularly in metropolitan areas, targeting middle-class and affluent consumers in upscale residential regions. The surge in retail outlets, including those in Thiruvallur city, has intensified competition, prompting retail owners to adopt effective marketing strategies. In this context, creating a positive image and generating profits necessitate well-designed marketing plans.Drawing from Kotler and Keller (2009) marketing concept, the key to organizational success lies in surpassing competitors by delivering superior customer value effectively. Swift adaptation to the competitive environment, process improvement, and the implementation of appropriate marketing strategies are crucial for gaining a competitive advantage.

The marketing mix is highlighted as a paramount strategy for achieving a competitive edge. Recognizing the customer as the focal point, adept marketing managers must employ excellent strategies to meet customer needs. Despite the widespread adoption of marketing strategies in the Indian Retail Sector, not all organizations achieve their desired results, often due to poor implementation. Few studies have examined the impact of marketing strategy on customer satisfaction and loyalty, and comprehensive analyses of variables describing retail outlets' strategies and their influence on the customer satisfaction and loyalty relationship are lacking.The study aims to analyze consumer perceptions of various marketing strategies employed by retail outlets and their impact on customer satisfaction in Thiruvallur district. Starting with a recognition of the problem as the

foundation of research, the study seeks to explore and understand the complex dynamics of marketing strategies and their effects on customer satisfaction in the retail sector.

Scope of The Study

The scope of this study revolves around a comprehensive examination of Marketing Strategies employed by Retail Outlets and their impact on Customer satisfaction within the Thiruvallur district. The study specifically focuses on customers of selected goods/products, predominantly Fast-Moving Consumer Goods (FMCG) such as Food items, Stationery items, Toiletries, Cosmetics, etc. It confines its investigation to the perceptions and satisfaction levels of customers currently purchasing these goods/products from chosen retail outlets (shops/stores) situated across various locations in Thiruvallur district.

Four specific marketing strategies have been selected as the key parameters for measuring marketing performance and customer satisfaction toward retail outlets. The study aims to provide valuable insights for retail outlet management and other marketing organizations in Tamil Nadu and other regions of India. Additionally, the findings, suggestions, and conclusions derived from this research are anticipated to be beneficial for future researchers engaging in similar studies within this domain, contributing to the collective knowledge base in this field.

Research Methodology

The research methodology employed in this study is centered on primary data collection and is characterized as exploratory. The primary data was gathered through the utilization of a structured questionnaire, distributed to 200 consumers who purchase Fast-Moving Consumer Goods (FMCGs) from retail outlets, shops, and stores situated across diverse locations in Thiruvallur district, Tamil Nadu, India.

Despite the distribution of questionnaires to 200 consumers, the final sample size was determined as 150 due to issues related to incomplete questionnaire

responses and non-returned surveys. The sampling technique adopted for this study is convenience sampling, falling under the category of non-probability sampling methods.The data analysis process involved the application of both descriptive and inferential statistical tools. These analytical tools were selected based on the predefined objectives and

hypotheses of the study, providing a systematic approach to solving the research problem. Through these methodologies, the study seeks to uncover insights into the perceptions of consumers regarding various marketing strategies and their impact on customer satisfaction within the context of retail outlets in Thiruvallur district.

Data Analysis and Interpretation

1. Demographic Profile of The Consumers

Table 1 Demographic Profile of The Consumers
(Sample Size = 150)

Variables	Options	Frequencies	(%)
Gender	Male	89	59.30
	Female	61	40.70
Age in years	20 – 40 Years	Open ended Question	66.70
	41 – 60 Years	(Scale Variable)	33.30
Marital Status	Married	102	68.00
	Unmarried	48	32.00
Qualification	School Level/Diploma	59	39.30
	UG / PG	81	54.00
	Professional	10	6.70
Monthly Family Income (INR)	Upto Rs.50,000	80	53.30
	Rs.50,001 – Rs.1,00,000	45	30.00
	Rs.1,00,001 – Rs.2,00,000	25	16.70
Occupation (Type of Customers)	Salaried	93	62.00
	Business/Professional	25	16.70
	Student	9	6.00
	Home maker/Retired	23	15.30
Type of goods buy from Stores/Shops	Food Items	45	30.00
	Cosmetics	34	22.66
	Stationery Items	22	14.67
	Toiletries	33	22.00
	Others	16	10.67

Source: Primary Data

From the above table 1 relating to Demographic Profile of the consumers/customers of retail outlets in Thiruvallur district, it is inferred that Male respondents (89, 59.30%) are more than female respondents (61, 40.70%).The range of Age of the respondents is 20 to 60 years. 66.70% of the respondents fall in the age group between 20 - 40 Years and the remaining 33.30% fall in the age group between 41 – 60 Years. In terms of marital status, a significant majority of the respondents (102, 68%) is married while 32% (48) of the respondents are unmarried.

In terms of Qualifications, majority (81, 54%) of the respondents is UG / PGs. 39.30% (59) of them have School Level/Diploma education and the remaining 6.70% (10) of the respondents have Professional qualification.In terms of Monthly Family Income (INR), the majority of the respondents (80, 53.30%) are earning Upto Rs.50, 000. 30% (45) of the respondents come under the income group of Rs.50,001 – Rs.1,00,000 and the remaining 16.70% (25) of the respondents are earning Rs.1,00,001 – Rs.2,00,000. As far as

Occupation is concerned, the majority of them are Salaried (93, 62%) followed by Business/ Professional (25, 16.70%), Home maker / Retired (23, 15.30%) and remaining 6% (9) of the respondents are Students. With respect to type of goods/products purchased from retail outlets (Shops, Stores, etc.), 30% (45) of the consumers bought 'Food items' followed by 'Cosmetics' (34, 22.66%), 'Toiletries' (33, 22%), 'Stationery Items' (22, 14.67%) and 'Others' (16, 10.67%).

Consumer Perception on Marketing Strategies
Table 2 Consumer Perception on Marketing Strategies Descriptive Statistics

Marketing Strategies of Retail Outlets	N	Mean	SD
Location Strategy	150	12.73	3.364
Product Strategy	150	13.55	3.121
Pricing Strategy	150	12.04	3.665
Promotional Strategy	150	11.36	3.983
Consumer Perception on Marketing Strategies	**150**	**49.68**	**3.423**

Source: Primary Data

The study questionnaire contained twelve questions relating to the consumers' perception on four major marketing strategies with respect to retail outlets (3 questions for each aspect). These questions were based on five-pointLikert scale with "Strongly Disagree (1) to Strongly Agree (5)" options. From the above table 2 relating to the Consumers' Perception on the various marketing strategies of retail outlets, it is inferred that 'Product Strategy' (M = 13.55) is the top most marketing strategy and 'Promotional Strategy' (M = 11.36) is the top least marketing strategywhich were perceived by the consumers of retail outlets of FMCGin Thiruvallur district.

It is also inferred that the consumers' perception on the various marketing strategies followed by the retail outletsis above the average level since the all the Mean values are above 11 (73.33%) out of 15. The Overall Mean Score of theconsumers' perception on the various marketing strategies followed by the retail outlets is 49.68 which is 82.80% (49.68/60 x 100). This indicates that the consumers'perception on the various marketing strategies followed by the retail outletsis more than 82%.

Independent Sample 'T' Test - Analysis
H_0: **There is no significant difference between the Male and Female consumers with respect to the various Marketing Strategies of Retail Outlets of FMCGs.**

An independent-samples t-test was conducted to compare the difference between the Male and Female consumers with respect to the various Marketing Strategies of Retail Outlets. As the *P* values are lesser than Sig. Value (0.01) in three out of four aspects, the Null Hypotheses are rejected. Hence, it is concluded that there is a statistically significant difference between Male and Female consumers with respect to the various Marketing Strategies of Retail Outlets of FMCGs.

Table 3 Gender - Consumer Perception on Marketing Strategies

Variables	Gender						t - value	P - value
	Male			Female				
	N	Mean	SD	N	Mean	SD		
Location Strategy	89	12.75	3.455	61	12.02	3.756	2.256	0.000**
Product Strategy	89	13.44	3.021	61	12.74	3.401	4.569	0.000**
Pricing Strategy	89	13.12	3.124	61	12.43	3.552	3.698	0.000**
Promotional Strategy	89	11.33	3.844	61	11.03	3.856	0.698	0.564
Consumer Perception on Marketing Strategies	**89**	**50.64**	**3.127**	**61**	**48.22**	**3.447**	**3.254**	**0.000****

Source: Primary Data
(1% Level of Significance)**
(5% Level of Significance)

From the table 3, it is inferred that the male and female consumers (M = 13.44 for male consumers and M = 12.74 for female consumers) have more perceived on "Product Strategy" and have less perception on 'Promotional Strategy" (M = 11.13 for male consumers and M = 11.03 for female consumers) when compared with other marketing strategies of retail outlets.

Based on the overall mean score of the Consumers' Perception on the Marketing Strategies of Retail Outlets, we can say that the Mean Score of the Male consumers (M = 50.64) is more than Female consumers (M = 48.22). This indicates that the Male consumers have more perception on the various Marketing Strategies of Retail Outlets of FMCGsthan the Female consumers.

Correlation Analysis

H$_0$: There is no significant relationship between the various marketing strategies and Customer Satisfaction on Marketing Strategies of Retail outlets of FMCGs.

A Pearson product-moment Pearson's bi-variate correlation was run to determine the relationship between the various marketing strategies and Customer Satisfaction on Marketing Strategies of Retail outletsof FMCGs. As the P values are lesser than Sig. Value (0.01) in all the four relationships between Marketing Strategies and Customer Satisfaction on retail outlets, the Null Hypotheses are rejected.

The table 4 indicates that there are moderate to high positive correlations (relationships) between the various marketing strategies and Customer Satisfaction on Marketing Strategies of Retail outletsof FMCGs.

Table 4 Marketing Strategies – Customer Satisfaction

Variables	N	'r' Value	P - Value	Relationship	Remarks Significant	Remarks Result
Location Strategy – Customer Satisfaction	150	0.432**	0.000	Positive	Significant	REJECTED
Product Strategy– Customer Satisfaction	150	0.753**	0.000	Positive	Significant	REJECTED
Pricing Strategy– Customer Satisfaction	150	0.414**	0.000	Positive	Significant	REJECTED
Promotional Strategy– Customer Satisfaction	150	0.201**	0.000	Positive	Significant	REJECTED

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

Out of four marketing strategies of retail outlets, 'Product Strategy' (r = 0.753) has morerelationship with Customer Satisfactionand 'Promotional Strategy' has less relationship (r = 0.201) with Customer Satisfaction on Retail outlets. Hence, there is a significant relationship between the various marketing strategies and Customer Satisfaction on Marketing Strategies of Retail outlets.

Multiple Regression Analysis

Multiple Regression Analysis was conducted to determine the best linear combination of Location Strategy, Product Strategy, Pricing Strategy and Promotional Strategyfor predicting "Customer Satisfaction" on retail outletsof FMCGs.

Table 5 Marketing Strategies of Retail Outlets-Customer Satisfaction Regression Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.333	1.258		3.589	.000**
	Location Strategy	.388	.111	.230	3.774	.000**
	Product Strategy	**.654**	**.102**	**.538**	**11.259**	**.000****
	Pricing Strategy	.208	.055	.244	3.695	.002**
	Promotional Strategy	.212	.054	.113	2.918	.029*

Dependent Variable: Customer Satisfaction on Marketing Strategies

(1% and *5% level of Significance)**

The combination of three out of four independent variables significantly predicts the dependent variable i.e., Customer Satisfaction on Marketing Strategies of Retail Outlets, $F (4, 145) = 478.587$, $p = .000$ which is lesser than .001 (Sig. Value 2-tailed) and Adjusted R Square = 0.728 or 73%.

Out of four aspects of Marketing Strategies, 'Product Strategy' (0.538) is the strongest influencing factor in predicting dependent variable – Customer Satisfaction on Marketing Strategies of Retail Outlets. The beta weights suggest that the 'Product Strategy' only contribute most (0.538) to predict Customer Satisfaction on retail outlets. From the unstandardized coefficient, it is found that the one-unit increase in the 'Product Strategy' would increase the Customer Satisfaction on retail outlets by 0.654 units. Location Strategy (0.230), Pricing Strategy (0.244) and Promotional Strategy (0.113) also predict the Customer Satisfaction on Retail outlets of FMCGs significantly but lesser than 'Product Strategy'.

Findings, Suggestions and Conclusion

The realm of Marketing Strategies within the Retail Sector has garnered substantial research attention in recent years. The research reveals that demographic variables, particularly Gender (with males exhibiting stronger perceptions), exert a significant influence on the perception of marketing strategies in Retail Outlets. The levels of perception and satisfaction regarding Marketing Strategies in Retail Outlets surpass the average threshold, indicating a positive overall sentiment.

The perceived factors play a pivotal role in influencing consumer satisfaction with Retail Outlets, and among the four strategies studied, Product Strategy emerges as the most influential in shaping Customer Satisfaction. Conversely, Promotional Strategy is identified as the least influential factor on customer satisfaction with Retail Outlets, especially in the Fast-Moving Consumer Goods (FMCGs) sector.

These findings provide valuable insights for retail organizations, offering a clear picture to inform the formulation of tailored marketing strategies. The results align with existing literature and prior studies, validating the significance of perceived marketing strategies in shaping consumer perceptions and satisfaction. In conclusion, the study affirms that consumers in Thiruvallur district exhibit positive and appreciable perceptions and satisfaction regarding the marketing strategies employed by retail outlets. However, the research suggests that areas such as promotion require focused attention from retail outlet management for improvement in the future.

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A STUDY ON PAST AND PRESENT TRENDS AND PROBLEM FACED BY THE PUBLIC TOWARDS DIGITAL MARKETING

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Abstract

This paper emphasizes light on Digital marketing, it also elaborates on the trends in the past and present and its future in the globalized world. As to reaching the consumer, marketing has become a very important tool for every industry and it becomes very complex to decide "what is the right medium for marketing". Since the world has moved to modernization, digital media has reached every home and hence it has become a very important tool for marketing. This paper covers digital marketing's past and present trends and its future, the problems faced, and suggestions to overcome.
Key Words: Digital marketing, challenges, customer experience, trends

Introduction

Digital marketing refers to the use of digital channels like search engines, social media, email, mobile apps, and websites to promote a product or a service. Digital marketing also includes marketing using digital devices such as TV or radio.

Examples of Online Digital Marketing Include

- **Search Engine Optimization (SEO):** Optimizing a website to improve its visibility and ranking on search engines like Google.
- **Pay-Per-Click Advertising (PPC):** Paying for advertisements to appear on search engine results pages or social media platforms.
- **Social Media Marketing:** Creating and sharing content on social media platforms like Facebook, Twitter, and Instagram to increase brand awareness and engagement.
- **Content Marketing:** Creating and sharing valuable content, such as blog posts, e-books, or videos, thus attracting and retaining a specific audience.
- **Leveraging Traditional Offline Media for Advertising:** Using radio and TV marketing, billboard advertising, print, and in-person events.

History of Digital Marketing

Digital marketing was born out of the invention of the World Wide Web. It actually precedes the web by several decades, to the emergence of the earliest electronic media: radio, television, and print ads for these media. It began around the time of the launch of Web 1.0 in 1990. Since then, it has become a core element of business success.

There is an intense change in Marketing that are undergoing in today period. There are several inflection and transformational effect in the marketing, so that by the mid of the next decade every part of marketing will be changed radically by the digital revolution. Today, the emergence of digital technology has caused greater and in certain sectors has meet to revolutionary change. Brand advertising has been affected in a more marginal way. Most of the innovations are in the form of media firsts which is to find new places to stick advertising.

There is a little progress in targeting the demographic in recent days. The increases of media have some ways to make demographic targeting easier but it can be done accurately in the same time that demographics have been reducing in relevance as a predictor of consumer behaviour.

Developments in technology will be the cause for fundamental change, in the way consumers use media and so that how they consume marketing messages.

The Wide Theme of the New Media Consumption is:

- Consumption of media is less collective and more individual.
- Multiple pathways to individual consumers will develop sophisticated.
- All media relationships will become interactive to a greater or lesser extent.
- Consumers will determine their use of media in more fashion, including deciding when they will accept marketing messages and when they won't.

Marketing is one of the important business functions in connecting consumers with things that the human wants to buy. From marketing to service, there were the new needs of business, and for profit, they suffer from the changing world of media, it will have to adapt in an extremist way. Hence, the study focuses on digital marketing trends and problems faced.

Marketing is undergoing a period of intense change, and there are several inflection points on the horizon that will have a transformational effect so that by the middle of the next decade every facet of marketing will have been changed radically by the digital revolution.

To date, the emergence of digital technology has caused great debate, and in some sectors has led to revolutionary change. While 'small advertising' such as classifiers and personals has moved online in a wholesale way, brand advertising has been affected in a more marginal way.

Most innovation has been in the form of 'media firsts' – finding new places to stick advertising. Until very recently there has been little progress in targeting. The proliferation of media has in some ways made demographic targeting easier. But it has done this at precisely the same time that demographics have been declining in relevance as a predictor of consumer behavior.

The Future is Digital Marketing

Marketing plays a vital business function in connecting consumers with things they want to buy. For marketing to service the new needs of business, and for it to profit from rather than suffer from the changing world of media, it will have to adapt in a radical way.

The New Age of Marketing, the Researcher is About to Enter will be About

Marketing is undergoing a period of intense change, and there are several inflection points on the horizon that will have a transformational effect so that by the middle of the next decade every facet of marketing will have been changed radically by the digital revolution.

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Digital Marketing is the promotion of brands using all forms of digital advertising. This includes Television, Radio, Internet, mobile, and any other form of digital media. Digital Marketing is the practice of promoting products and services using digital distribution channels to reach consumers in a timely, relevant, personal, and cost-effective manner. Whilst digital marketing does include many of the techniques and practices contained within the category of Internet Marketing, it extends beyond this by including other channels with which to reach people that do not require the use of The Internet. As a result of this non-reliance on the Internet, the field of digital marketing includes a whole host of elements such as Mobile phones, SMS /MMS, Display / Banner ads, and digital outdoors.
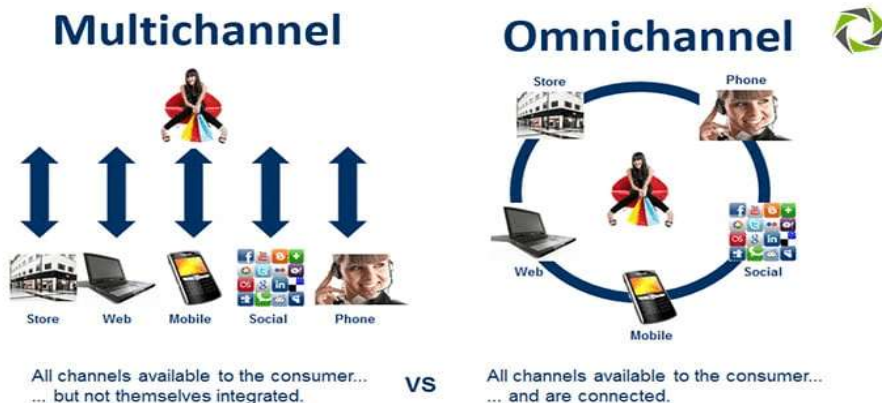
Ways Businesses can Achieve Success in their Digital Marketing Efforts

Be Flexible and Open to Change: Embracing the fast-paced changes in the digital marketing world and tweaking the new tools, strategies, and tactics accordingly, is a must for businesses to succeed and thrive in today's world.

Set SMART Objectives: Setting Specific, Measurable, Attainable, Relevant, and Time-bound objectives that are consistent with your digital

marketing plan is critically important. For example, a conversion objective can be to increase the average value of orders in online sales from $30 to $40.

Execute Perfectly: Once you create an objective plan for achieving your SMART objectives, you need to execute the plan on schedule. Executing perfectly will allow you to collect data and make changes to your plan to fit customer feedback. These changes also need to be executed quickly.

Exercise Creativity throughout The Process: Right from the planning stage, be innovative and creative in using the content, as well as different integrated channels (omni channel marketing) to reach your audience and target customers.

Content can include images, info graphics, videos, modernized websites, elegant designs, etc. Integrated channels can consist of mobile, social, web, phone, and physical stores.

Source: Multichannel Merchant

Target audience with market segmentation: Understanding your target audience and reaching out to them wherever they may be is crucial for digital marketing success. Marketing segmentation is useful in helping marketers do this by studying audience behaviour/characteristics and grouping similar traits so that audience needs can be prioritized accordingly. Using AI and automation can help marketers achieve even higher levels of granularity and accuracy in an efficient way.

Diversify your channels, tactics, and strategies: By understanding that no single digital marketing strategy is perfect, you become open to the idea that experimenting with different channels, tactics, and strategies is a critical part of achieving success.

One benefit of this mentality is that you'll come across different audiences and customers that you didn't know existed. These new audiences and customers can help you find new revenue streams.

Integrate your sales and marketing: Integrating sales and marketing allows businesses to maximize every aspect of digital marketing because these teams will be working with a focused purpose as opposed to working against each other (knowingly or unknowingly).

Areas of maximization include the use of data, tools, seamless customer hand-over to different teams, etc.

Source: Digital Deepak

Collect, Measure, Track, and Analysed Data: Today, data is crucial not just to provide your customers with a level of service that they expect, but also to keep up with the competition. As such, collecting, measuring, tracking, and analysing data in real-time to get insights is simply a must for businesses to succeed in their digital marketing efforts.

Always Stay Connected to Your Audience: Customers today want to communicate and know what's happening with their chosen vendors at all times. Businesses must, therefore, create an always-connected environment to nourish this desire by not only providing up-to-date content but also by availing tools (e.g., chat bots) that make it easier to receive and send the content.

Collect Feedback and Respond to it Accordingly: Use surveys, polls, and comment forms to collect feedback from audiences and customers. You can use one of our handy free feedback email templates. Once you get customer input, use it to inform which strategies are working and which ones aren't, and then adjust accordingly.

Challenges Faced by Companies in Digital Marketing

Dynamic Platforms: It is very difficult to keep up with dynamically changing platform algorithms, especially with multi-channel marketing.

Competing with Big Brands and Companies: The biggest challenge is competing with the top companies. Their reach and communication impact are much more. Hence, it is difficult for smaller companies to grow and sustain in the market.

Unpredictable buying behavior: With the advent of the internet, the world has become one marketplace. This means better-informed clients and also more options available in different sectors. Hence, consumer buying behavior is very unpredictable.

Limited Budgets: The bigger the company, the bigger the budget. Start ups have limited budgets which poses a challenge in creating content and resources.

Consumer-Centric Market: The market has adopted a consumer-centric approach and its expectations are constantly evolving. Customers expect personalization and like it when companies really tend to their needs. This can be really challenging for companies and businesses.

Creating Fresh Engaging Content: This is a major hurdle when it comes to digital marketing. Creating fresh, unique content is a big challenge especially when it comes to video formats. Compelling and engaging content has seen popularity and with every other brand investing in new and engaging content, it is difficult to stand out from the crowd.

Striving to be Mobile-Friendly: More than 50% of users shop from smartphones and tablets as opposed to a desktop. Companies need to optimize their websites for easy use from mobile phones. This also comes as a challenge to many companies.

Data and Security Issues: Data is a big asset when it comes to digital marketing and people hesitate to give their numbers and email addresses to any brand as they might face some data security or privacy issues.

Content Strategy: Creating a content strategy is a big challenge for the brand because social media platforms are extremely dynamic and the audience is globally spread.

Fast-Changing Trends and Updates: Digital marketing trends are important to inculcate in marketing strategy. Secondly, Google and other platforms update their algorithm to create a better user experience. However, such updates hamper the SEO and SMM efforts of brands.

Statement of the Problem

The public faces lots of problems in digital marketing in the current era. The demand for purchasing digitally is influenced due to digital marketing and has increased presently rather than past. Digital marketing is made to attract customers by connecting a huge range of products that are marketed digitally. Thus, the researcher finds trends and problems faced in digital marketing.

Objectives of the Study

- To study the theoretical background of digital marketing
- To identify the fast and present trends and emphasize the problem faced in digital marketing
- To give the conclusion based on the study.

Research Methodology

The type of research used in this paper are fundamental research. The study is based on the secondary data that are collected from the primary sources that is book, journal and newspaper.

Suggestions

- Digital marketing can develop the content creation strategy.
- Digital marketing can focus on customer experience.
- Digital marketing even easier to manage in upcoming era.
- Digital marketing can provide know a customer grievance.

Conclusion

As the researcher has gathered information regarding the digital media, trends and problems related to digital marketing has become a key factor in the marketing field. The wants of the producer has an indeed that the product is on air. Now a days, Digital marketing has given a great platform to reach in digital media and will surely reach the sky in the future more successfully but there should be a focus on using digital media is very necessary for marketing, or else the consumer whom we need to reach may get away. So, it is very important to focus the marketing strategy accordingly.

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STUDYING THE INVESTMENT HABITS OF WORKING WOMEN IN THAMARAIPADI VILLAGE

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Introduction

"Sow a seed and bring forth life" is a quote but I would like to twist it as "sow the money and bring forth the future." The seeds you plant today will determine the fruit you harvest tomorrow." In the same way, the money you save and invest will determine your future, as well as the future of the nation. Savings refers to setting aside money for future use but savings postpones the present consumption and the saved amount can be invested in either of the investment opportunities such as mutual funds, stock and commodity markets, pension schemes, fixed bank deposits, recurring deposits, chit funds, real estates and insurance few to name in the broad list of investment. While investment involves allocating funds with the expectation of generating returns or income.

Objectives

Study the investment habits of working women

Statement of Problems

Investment channelizes the money you invest into productive channels. Productivity helps to build up a nation and scroll the nation into the growth path. The current male population of India is 732,251,959 (51.7%) followed by the current overall female population with 686,928,820 (48.5%). So almost 50% of the population is women. But only 19.2% of women in the labour force compared to 70.1% of men. So, it is important for women to invest, in order to ensure the share of women in building the nation.

This Study Answers the Below-Mentioned Questions

Do women invest?
What are the investment habits of women?
What are the investment opportunities used by women?

Literature Review

Investment Pattern of Working Women in Dindigul District, this paper studies the level of awareness of the respondents and the factors influencing particular investment channels. It also focuses on analysing the significant relationship between awareness about various investment avenues and the level of benefit to the investors. (Dr. N. Dharani et al. 2014)

A Study of Investment Objectives of Women Investors. This study focuses on the relationship between investment objectives and the selection of investment options among women investors. (Dr. P K Chopra 2019)

A Study on Investment Pattern of Women Investors. This study focuses on the factor that influences the women investors' preference towards investment avenues. The study concludes that investment avenues are financial weapons which is a very useful tool to help women investors to meet the emergency needs of the family. (Dr.S.PREMALATHA 2018)

Research Methodology

Type of Data

The researcher has used both primary and secondary data for the study. The researcher has used, primary data collected through the structured questionnaire. The data collection period is three days [from 3/10/2023 to 5/10/2023]. Secondary data is collected from different journals and theses.

Area of Study

The research study was done in Thamarapadi village

Sampling Method

The sampling method used is Convenience sampling where the researcher collects the data from a conveniently available pool of respondents.

Sampling Detailed

The sample size is 50 respondents. Sample universe is the working women in the village. Sample unit working women in the Thamarapadi village.

Statistical Tools Used for the Study

- Simple percentage analysis
- Tables and charts

Analysis and Interpretation

Table 1 Demographic Profile of the Respondents

Factors	No of respondents n=50	Percentage
Age of Respondent		
Age Up to 25 years	3	6
25 to 35	17	34
35 to 45	23	46
45 to 55	7	14
Sex		
Female	50	100
Male	0	0
Educational Qualification		
PhD	7	14
Postgraduate	40	80
Undergraduate	3	6
Occupation		
Professors	26	52
Teachers	14	28
others	10	20
Family Income (per month)		
Upto Rs.25,000	10	20
Rs25,001 to Rs.50,000	26	52
Above Rs.50,000	14	28
Investment Avenues		
Jewellery	37	74
Bank fixed deposit	8	16
Real estate	4	8
Post Office/ Chit	18	36
Stock Market	3	6
Bonds	0	0

PF	20	40
Public PF	2	4
National pension scheme	0	0
commodity market	3	6
mutual funds	10	20
insurance	32	64
Saving habits		
Informal	45	90
Formal	50	100

Age and Academic Qualification

Inference: Age and academic qualification determine the investible quality of the respondents. It's evident from the aforesaid table that all the respondents are qualified for using different investment opportunities.

Table No.1 describes the demographic profile of women investors taken for the study. Out of 50 women investors taken for the study, it has been identified that 80% of the respondents' age lies in two options which is 25 to 35 and 35 to 45. Apart from this most (80%) of the respondents are PG holders. The direct interactions with the respondents revealed that 14% have doctorates in different disciplines and all are working and quite knowledgeable.
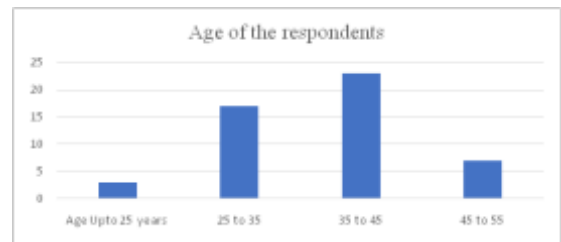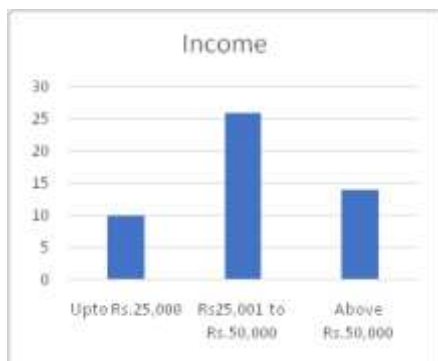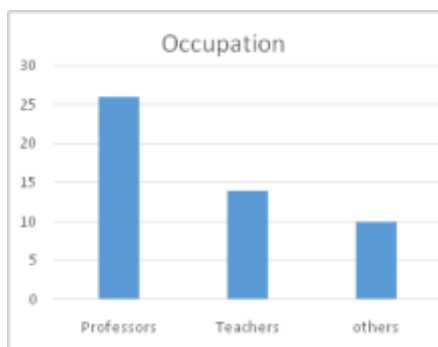

Chart 1 Age Wise Classification of the Respondents

Inference most of the respondents fall under the category of investible population, who can contribute towards building the nation by investing in different avenues of investment and channelizing the funds to productive channels.

Profession and Family Income

Profession and family income speak about the financial eligibility as well as the knowledge level of the respondent.

Chart 1 Utilization of Investment Avenues

It is very clear and evident from the chart that the highest investment in jewellery and lowest in public PF

Saving habits

The researcher is astonished, that the saving habits of the village-educated women are not trendy it's still looping around the traditional methods (INFORMAL) of savings which is not at all productive. Among the respondents 90% of the educated working women still use saving options such as kitchen containers, paper wrappings, putting into unused bags and putting into money-saving pots, etc:-

Among the respondents, 52% are college Professors, the rest of the 28% are teachers and only 20% of the respondents fall into office jobs. The family income of most of the respondents lies between Rs.25,001 to Rs.50,000 which can be considered as an investible income.

Utilization of Investment Avenues

The researcher finds that among the educated working women, the highest percentage (74%) is invested in **Gold Jewellery**, which is the trademark of the South Indian women population. The second-highest investment was in **Insurance,** which was a risk-minimizing activity and more evidently for tax purposes. The third-highest investment avenue utilized is the **Provident fund** (PF-40%), the direct interaction with the respondents revealed that, the PF investment is high, as it was a mandatory deduction from the side of the employees. It was astonishing to know that **Post Office Savings And Chit** funds are still prevalent among the highly educated women population of Thamarapadi.
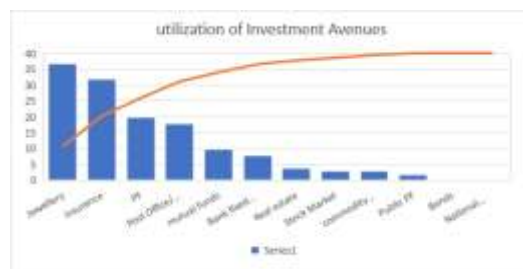

Chart 2 Saving Habits of the Respondents [Informal and Formal]

Findings and Conclusion

The researcher focussed on twelve investment avenues, such as Jewellery, Bank fixed deposit, Real estate, Post Office/ Chit, Stock Market, Bonds, PF, Public PF, National pension scheme, commodity market, mutual funds and insurance.

Untapped Bond, Stock and National Pension Scheme Market

Although Bonds can be bought and sold in the "secondary market" after they are issued, none of the

respondents have invested in bonds. Direct interaction with the respondents revealed that, few of the respondents who belong to commerce and management are familiar with the term bonds but *lack practical knowledge about the process of trading in the bond market.* But *linguistic teachers and professors are not familiar with the term* "BONDS". Risk Level wise The bond market is generally considered less risky than the stock market, offering stability and capital preservation. Income Generation: Bonds provide a stable income stream through regular interest payments (coupon payments).

Public provident fund and national pension scheme market remain untapped only 4% of the respondents have invested in public provident fund and none have invested in national pension scheme. Only 6% have invested and traded in the stock market as well as the commodity market. Many of them are not familiar with the process and procedural aspects of the stock market and commodity market. As shown in the inference of table no.1 jewellery, insurance, PF, post office savings and chit funds are very prevalent among the respondents of Thamarapadi working women population.

The researcher hereby concludes that to make working women contribute to nation building and GDP they have to invest the money earned. It will not only help to build the nation it will help the women to build their own family as well as their future. It's very clear and evident from the research that working women in Thamarapadi village need to increase their awareness level about investment avenues, their process, procedural aspects, and risk elements in each investment avenue.

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CRITICAL SUCCESS FACTORS OF TQM IN HIGHER EDUCATION INSTITUTIONS

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Abstract

The levels of competition and market forces have become extremely high in the higher education sector; these challenges led the higher education to be viewed as an international business. To cope with these environmental changes, Higher Education Institutions (HEIs) found Total Quality Management (TQM) as an inescapable tool to achieve their organizational objectives. Accordingly, it was evidenced that (TQM) can be implemented in (HEIs) but how to implement effectively is still not known. The objectives of this research are: to review (TQM) literature related to higher education sector, to explore various research instruments for studying quality assurance in higher education, and to determine the critical success factors in higher education based on total quality management (TQM) philosophy. To achieve these objectives, the study was conducted in Higher Education Institutions context. Data was collected through a distributed questionnaire to the academic and nonacademic staff members from the chosen HEI, PSNACET and SSM College of Engineering Technology, Dindigul, of Tamilnadu, India. Statistical tests were performed using Statistical Package for Social Sciences (SPSS). This study found that the highest significant success factors were Employees Involvement followed by Stakeholder Focus, and Other Stakeholder Focus respectively. The significance of this study is that it identified parameters of an efficient (TQM) system based on identification of Critical Success Factors (CSFs) that may influence implementation of (TQM).

Keywords: *Total Quality Management (TQM); Higher Education Institutions (HEIs); Critical Success Factors (CSFs); Key Performance Indicators (KPIs); International Standard Organization (ISO).*

Introduction

Quality has a variety of definitions and a broad concept. For some, quality is linked to the meaning of superiority and excellence, and to others quality is an assurance that there are fewer services or products with defects. Quality is otherwise linked to product features. The majority of these definitions focus on customers and their satisfaction (Takalo, Abadi, Vesal, Mizaei, & Nawaser, 2013). According to Green (1994) quality is a great and exciting challenge to Higher Education (HE). Providing quality services from Higher Education Institutions is the key to differentiate between competitors as well as ensuring sustainability for a long period (Govender, Veerasamy, & Noel, 2014). According to Nadim and Al-Hinai (2016), quality in education is a very vital issue because HEIs are accountable to several stakeholders such as students, society and other. Also, quality of HE is one of the most significant aspects of the creation of knowledge,

human resource development and social force for any country. According to Becket and Brooks (2008) in many countries and many cultures the issue of Quality Management has been steadily on the agenda of HEIs. The issues of QM have become one of the most basic ingredients and strengths within HEIs all over the world (Ganguly, 2015). This study underlines the issues that influence the successful implementation of QM such as obstacles to QM implementation, CSFs and of course the benefits that HEIs have from it. This is necessary because knowledge of these drives to improvement of QM. One of the most known QM models that have been implemented in HE is Total Quality Management (TQM). TQM is a philosophy and system for continuously improving the services offered to customers (Al-Tarawneh & Mubaslat, 2011). A lot of reports have documented the advantages of adopting TQM in HEIs (Tsinidou, Gerogiannis, & Fitsilis, 2010). In addition to that model there are also others

that will be presented in this study and have been implemented from HEIs in various countries specifically in Arabic and developing countries.

Significance of the Study

According to Dick (2016), there are few studies provide a literature review in the field of QM mainly in HEIs and there are gaps in the following issues: Critical Success Factors for TQM Implementation in Higher Education Institutions. Consequently, there is a need for providing information in order to improve QM in HEIs. The contribution of this study is to offer evidence from the area of QM in HEIs and provide useful information to countries that want to implement QM. The aim of this study is to summarize, analyze and give feedback on the recent studies on QM in HEIs in different countries over the last decade (2006 to 2016).

Critical Factors of TQM in Higher Education Institutions

Different authors have identified critical factors of TQM; however, Badri, et al identified valid and reliable eight critical factors of quality management in a business unit. The instrument of the operational measures of the developed factors was tested by using data collected from 424 general managers and quality managers in the United Arab Emirates. Results provide strong evidence that leadership, measurement and evaluation, program design and resources, employee involvement, and education and training are reliable and valid critical success factors of TQM. For the same purpose, Owlia and Aspinwall surveyed 124 people involved in educational quality efforts in the United States, Europe, India and Australia. The results identified that leadership, program design and resources, employee involvement, education and training, and students focus are valid and reliable CSFs of TQM.

Similarly, Tang and Zairi examined the implementation of total quality management in a service sector context namely financial services and higher education. A benchmarking exercise using secondary data via three case studies from each sector was undertaken. The results confirmed that

leadership, process control and improvement, and employee involvement are CSFs of TQM. Another instrument was developed by Kanji, et al by conducting exploratory research on quality practices at higher education institutions in the US and Malaysia. Findings of the study confirmed that leadership, measurement and evaluation, process control and improvement, quality system improvement, employee involvement, student focus, and other stakeholders focus are reliable and valid CSFs of TQM.

Finally, Bayraktar, et al identified 11 KSFs of TQM in an HEI. These identified areas represent the operational measurements for the CSFs in any HEI. Reliability and validity for the 11 KSFs was tested after collecting data from a sample of 144 academics from 22 HEIs in Turkey. The findings of the study confirmed that the reliable CSFs are leadership, vision, measurement and evaluation, process control and improvement, program design and resources, quality system improvement, employee involvement, recognition and reward, education and training, student focus, and other stakeholders focus. These factors are applied in this study to achieve the research objectives.

In the field of CSFs, Black and Porter (1996) compare factor models that are important for an organization to successfully implement TQM models. The results are shown in the following

Table 1 Comparison of Factor Models

Saraph et al: Saraph's 8 factors model	Black and Porter: Critical Factors of TQM
Top Management Leadership	Corporate Quality Culture Strategic Quality Management
Quality Data and Reporting Training	Quality Improvement Measurement Systems People and Customer Management
Employees relations	Operational Quality Planning
Process Management	External Interface Management

Product/Service Design	Supplier Partnerships
Supplier Quality Management	Teamwork Structures Customer Satisfaction Orientation
Role of the Quality Department	Communication of Improvement Information

Source: Black and Porter (1996).

Methods

This section provides details about research objectives, and data collections method.

Research Objectives

1. To review (TQM) literature related to higher education sector.
2. To explore various research instruments for studying quality assurance in higher education.
3. To determine the critical success factors in higher education based on total quality management (TQM) philosophy.

Data Collection Method

The standardized questionnaire was designed by Bayraktar, et al to include 11 sections. The questionnaire was distributed to the academic and non-academic staff at PSNACET and SSM College of Engineering Technology, Dindigul, of Tamilnadu, India to promote high international quality education in India and it states to prepare the students for modern, high-quality jobs. The questionnaire was designed to include five-point Likert scales ranging from 1 'strongly disagree' to 5 'strongly agree'. The sample size chosen along 100 respondents in the study.

Results and Data Analysis

This section is divided into 2 parts. First part takes in to account descriptive analyses like mean, standard deviation for 64 items and 11 constructs of the distributed questionnaire. The second part deals with a correlation analysis.

Descriptive Analysis

Descriptive data analysis is used to summarize the questionnaire close ended questions to describe the behavior of the sample population in regard to the questions. The participation response rate was 63%, which is satisfactory given the nature of respondents. The characteristics of respondents are summarized.

Table 2 Characteristics of respondents

Characteristics	Percentage (%)
Gender	
• Male	53
• Female	47
Age	
• 20-30 years	28
• 31-40 years	50
• 41-49 years	15
• 50 and above	7
Academic Qualifications	
• High School Certificate	7
• Diploma	13
• Bachelor	26
• Master and above	54
Years of experience in this organization	
• Less than 1 year	13
• 1-3 years	10
• 3-5 years	39
• 5 years and above	38
Type of employment	
• Academic	71
• Non-academic	29

Mean and standard deviations for each of the questionnaire constructs were calculated in order to check precision level of each Quality Assurance (QA) practice in WCAS. A summary of descriptive analysis constructs wise.

Table 3 A Summary of Descriptive Statistics Construct wise

Construct	Variable	Mean	Standard Deviation
Leadership	Lead	2.77	1.09
Vision	Vision	3.06	1.04
Measurement & Evaluation	ME	3.11	0.86
Process control & improvement	PC& I	3.32	0.94
Program Design & Resources	PD	3.05	0.81
Quality system Improvement	QSI	3.07	1.02
Employee Involvement	EI	3.15	1.00
Recognition & Rewards	RR	3.24	0.89
Employees Training	ET	2.93	1.10
Students Focus	SF	3.27	1.15
Other Stakeholders	OSH	2.91	1.06

Table 4 showed the highest standard deviation comparing with the other standard deviations was for student focus followed by employee training, leadership, other stakeholder focus, vision, quality system improvement, employee involvement, process control and improvement, recognition and rewards, measurement and evaluation, and program design and resources respectively. This means that the amount of variation or distribution from the standard deviation for student focus was the highest and for program design and resources was the lowest.

Correlation Analysis

In order to propose the critical success factors for quality improvement systems in higher education institutions context which is the third objective of this study, Pearson correlation coefficient was constructed to indicate the linear relationship between two variables (construct). The results are reported along with the significance of inter relationship.

Table 5 indicates that there are 55 significant correlations coefficient. The dependent variable Quality System Improvement (QSI) has 10 significant correlations, highest one with construct Employee Involvement (EI) (r = 0.92**), second highest with Other Stakeholder Focus (OSF) (r = 0.92**), third highest with construct Student Focus (SF) (r = 0.91**), fourth highest with construct Education & Training (E&T) (r = 0.89**) and fifth highest with construct Recognition & Rewards (R&R) (r = 0.80**). As the table indicates all the coefficients are significant at least at 5% level of significant.

Table 4 Correlation Among all Variables

Construct	Lead	Vision	M&E	PC&I	PD	QSI	EI	R&R	E&T	SF	OSF
Lead	1	0.97**	0.73**	0.87**	0.72**	0.89**	0.84**	0.74**	0.85**	0.83**	0.88**
Vision		1	0.76**	0.90**	0.74**	0.89**	0.80**	0.79**	0.87**	0.84**	0.86**
M&E			1	0.88**	0.79**	0.86**	0.86**	0.68**	0.81**	0.85**	0.82**
PC&I				1	0.82**	0.93**	0.88**	0.74**	0.84**	0.91**	0.88**
PD					1	0.83**	0.73**	0.82**	0.75**	0.83**	0.83**

QSI						1	0.92**	0.80**	0.89**	0.91**	0.92**
EI							1	0.73**	0.82**	0.84**	0.83**
R&R								1	0.74**	0.78**	0.81**
E&T									1	0.85**	0.91**
SF										1	0.94**
OSF											1

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

In addition, it is observed from Table 5 that all ten constructs were significantly associated with each other with positive coefficients. However, the strength of independence of constructs pairs varies from minimum 0.681 (Recognition & Reward and Program Design) to maximum 0.977 (Leadership and Vision). From the correlation analysis of construct, it is obvious that all the constructs are linked to each other which describes that for the development of a good natured and advantageous quality organization culture in higher education institutions all studied constructs are crucial. Secondly, positive values of Pearson correlation coefficient shows that adoption of one construct ease and facilitates the adoption and performance of other constructs. The highest Pearson correlation coefficient's value 0.977 (Leadership and Vision) depicts that presence and prevailing of vision among top management is essential is essential to become a productive and exemplary leadership. Therefore, Correlation analysis among all variables indicates that variable quality system improvement (QSI) is significantly correlated with all other variables.

Conclusion

The present study has explored various research instruments for studying quality assurance in higher education, and determined the critical success factors in higher education based on total quality management (TQM) philosophy. Findings showed that the 11 sections instrument developed by Bayraktar was highly reliable and valid for testing CSFs in higher education. In addition, findings showed that highest significant success factor was Employees Involvement followed by Stakeholder Focus, and Other Stakeholder Focus respectively.

The current study has collected the data from one HEI only due to financial and time constraints. It is recommended that the future researchers collect data from more than one Higher Education Institute for such studies. It will be helpful in doing comparative study. In addition, the present study has followed the cross sectional as a time horizon. So, it is recommended that future studies be carried out as longitudinal studies. It will be helpful in understanding the organizations to show the patterns of a variable over time.

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FINANCIAL PERFORMANCE OF KHADI AND VILLAGE INDUSTRIES AT DINDIGUL DISTRICT

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Abstract

Khadi, (pronounced Khādī) refers to handspun and hand-woven cloth. The raw materials such as cotton, silk, or wool, which are spun into threads using a traditional spinning implement). Khadi is sourced from different parts of India, depending on the raw materials - While the silk variety is sourced from West Bengal, Bihar, Odisha, and the North Eastern states, while the cotton variety comes from Andhra Pradesh, Uttar Pradesh, Bihar, and West Bengal. Khadi poly is spun in Gujarat and Rajasthan, while Haryana, Himachal Pradesh, Jammu and Kashmir, Karnataka are known for the woolen variety. Objectives of this study are to find out the trends in the production and sales of Khadi Village Industries products and to analyze the trends in the fund flow of Khadi Village Industries products. The exercise uses analytical tools such as linear equations, fund flow analysis, profitability ratios, and operating cycles of working capital. The study examined the work of four Khadi institutions in Dindigul District on Gandhigram, with special reference to the financial conditions of these institutions. In pursuit of the objectives such as variations in production and sales, patterns of mobilization and utilization of resources, and profitability were analyzed.

Keywords: Ratio, financial performance, production, and sales.

Introduction

Khadi, (pronounced Khadi) refers to handspun and hand-woven cloth. The raw materials may be cotton, silk, or wool, which are spun into threads on a Charkha (A traditional spinning implement). Khadi is sourced from different parts of India, depending on the raw materials - While the silk variety is sourced from West Bengal, Bihar, Odisha, and the North Eastern states, while the cotton variety comes from Andhra Pradesh, Uttar Pradesh, Bihar, and West Bengal. Khadi poly is spun in Gujarat and Rajasthan, while Haryana, Himachal Pradesh, Jammu and Kashmir, Karnataka are known for the woolen variety.

Objectives of the Study

1. To find out the trends in production and sales of Khadi Village Industries products.
2. To analyze the trends in the fund flow of Khadi Village Industries products.

Research Methods

The present study involves a concise survey of four Sarvodaya institutions in Dindigul District, followed by an analysis of the factors influencing their financial performance. The exercise uses analytical tools such as linear equations, fund flow analysis, profitability ratios, and operating cycle of working capital.

Period of Reference

The study covers the performance of these institutions for a period of ten years from 2004-2005 to 2013-2014.

Data Collection Methods
Production and Sales

Production and Sales are the two factors that determine the financial condition of any business. Given the costs and prices, it is the levels of production and sales that determine the amount of net profit of the business and thereby its financial status. Moreover, performance in production and sales is governed by many vital factors such as availability of raw materials, adequacy of management in organizing inventory, production, marketing, and competition encountered in sales. Therefore, study of changes in production and sales will highlight problems, if any in institutions under study. Thus an analysis of trends in production and sales will be necessary for evaluation of the financial performance.

Table 1 Production and Sales Gandhigram Khadi and Village Industries Public Charitable Trust (GKVIPCT), Gandhigram

(Rupees in lakhs)

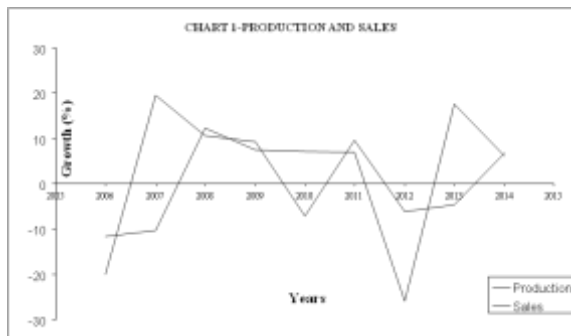|	Value of Production				Value of Sales			
	In Current Prices Rs.	Annual Growth Rate (%)	Price level of 2004-05 Rs.	Annual Growth Rate (%)	In Current Prices Rs.	Annual Growth Rate %	Price level of 2004-05 Rs.	Annual Growth Rate (%)
2005	147.5		152.56		123.5		97	
2006	156.98	6.43	134.8	-11.6	134.6	8.988	77.5	-20.1
2007	166	5.75	120.9	-10.3	123.2	-8.47	92.7	19.613
2008	176.12	6.1	135.8	12.32	137	11.2	102.5	10.572
2009	156.8	-11	145.87	7.415	142	3.65	112	9.2683
2010	180.45	15.1	156.2	7.082	167.9	18.24	104	-7.143
2011	158.37	-12	167.07	6.959	164.4	-2.08	114.05	9.6635
2012	138	-13	123.78	-25.9	137	-16.7	107	-6.181
2013	143.09	3.69	145.6	17.63	129	-5.84	102	-4.673
2014	174	21.6	154.5	6.113	144	11.63	108.87	6.7353
			Mean	9.6567			**Mean**	17.751
Statement of final account of the above Institution								

Chart 1 Production and Sales Gandhigram Khadi and Village Industries Public Charitable Trust (GKVIPCT), Gandhigram

The Particulars of value of production of GKVIPCT, Gandhigram can be found in table 1. The value of production in current prices moved up steadily till 2011 and fluctuated in the years thereafter. Though 2013 recorded a substantial recovery, 2014 witnessed a decline. In constant prices, the value of production kept rising during the four years (2007-2010) and remained stagnant after 2012 (Chart 1). There were sharp fluctuations in the last five years (2009-2013).

Fund Flow Analysis

It is true that short-term funds play a vital role by replacing long-term capital wherever it is feasible thereby giving a big boost to R.O.I. [Return on Investment]. It must, however, be admitted that over-dependence on short-term external funds will erode the liquidity of the business. The inflow of long-term funds must be enough to meet the needs of fixed assets and minimum inventory. Funds are used for getting long-term and short-term assets as well as for reducing long-term and short-term liabilities.

Table 2 Fund Flow Analysis Gandhigram Khadi and Village Industries
Public Charitable Trust (GKVIPCT), Gandhigram

(Rupees in lakhs)

|	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Net increase in fixed liabilities	3.56	5.66	7.3	9.2	10.4	7.7	4.6	5.2	3.8	3.1	2.7
Net increase in current liabilities	9.8	12.6	16	18.4	19.6	10.8	8.8	7.6	6.6	4.4	3.8
Net decrease in fixed assets	0	0.2	0	0	0	0	0	0	0.67	0.53	0.52
Net decrease in current assets	1.2	1.2	1.6	2.1	2.7	3.5	3.9	4.8	6.3	7.6	9.2
Total	**14.56**	**19.66**	**24.9**	**29.7**	**32.7**	**22**	**17.3**	**17.6**	**17.37**	**15.63**	**16.22**
Net increase in fixed assets	3.46	5.66	7.2	9	9.9	7.5	4.5	5	3.5	2.9	2.6
Net increase in current assets	9.9	12.6	16.9	19	18	10.5	8.9	6.8	6.2	4.2	3.5
Net decrease in fixed liabilities	1.2	1	0.8	1.1	3.7	4	3.9	2.8	3.2	5	2.3
Net decrease in current liabilities	0	0.4	0	0	1.1	0	0	3	4.4	3.5	7.8
Total	**14.56**	**19.66**	**24.9**	**29.1**	**32.7**	**22**	**17.3**	**17.6**	**17.3**	**15.6**	**16.2**
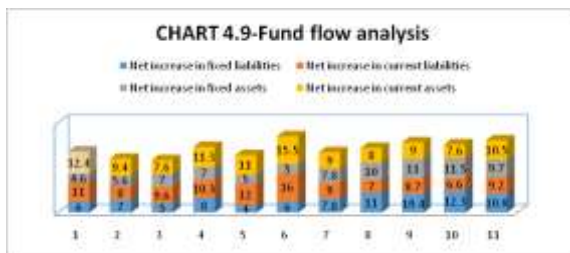
Chart 2-Fund Flow analysis
Gandhigram Khadi and Village Industries Public
Charitable Trust (GKVIPCT), Gandhigram

Gkvipct, Gandhigram

Table 3 reveals the sources and uses of funds of GKVIPCT, Gandhigram for a period of ten years from 2004-05 to 2013-14. Of the sources of funds, current liabilities contributed a major part of resources for eight years except for the last two years when a decrease in fixed assets made the largest contribution of funds and in 2008 when a decrease in current assets was the major source. Among the current liabilities, the price margin reserve was the largest source of additional short-term funds. The working capital loan played a significant role in 2006 and 2007. Sundry creditors yielded a substantial additional fund in 2004. In 2006 capital expenditure loan, a long-term fund was a significant addition to the funds of the business. During the entire ten-year period capital and retained earnings made a marginal contribution varying between Rs.10.2 lakhs in 2004-05 and Rs.47.4 lakhs in 2013-14.

Capital

Capital in this study refers to the aggregate capital fund, accumulated profit, capital expenditure loan, and accumulated depreciation as reported in the balance sheet of the respective KVI institutions. In Khadi Institutions' activities, there is no provision for building free reserves which can be used by the management at its own choice. Reserves as reported in the balance sheet, of these institutions with the exception of depreciation reserve, price fluctuation reserve, and welfare reserve of artisans should be

used only for specific purposes like offsetting the effects of changes in prices of raw materials or finished goods or welfare of the artisans.   Hence, the reserves that are provided for specific purposes are not treated as 'own funds' of the institution or part of the capital fund. The closing balance of the capital of the previous year has been compounded at 4 percent and added to the capital invested during the year in order to estimate the compounded value of the cumulative total of the capital for the current year.
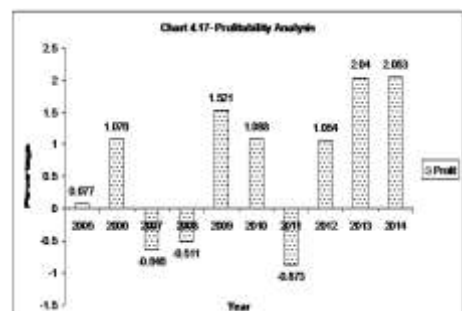
Profit

The net profit/loss has been calculated after making necessary provisions for the operating expenditure, depreciation, interest and reserves. KVI institutions are exempted from income tax and they need not pay any tax for the income earned. Hence, the net profit/loss shown in the profit/Loss account' of the institutions have been adopted for estimating the profitability of KVI institutions. Profitability can be effectively assessed by the use of certain profitability ratios. In this study, the following three parameters have been selected to measure the efficiency which are related to each other. They are (i) ratio of profit to total capital; *(ii)* ratio of profit to total capital compounded at cost of capital (i.e, 4 per cent); and (iii) profitability contribution standard.

Table 3

S.No	Year	Opening balance	Accumulated Capital + additions	8 % compounded interest	P/L			
1	2005	103.2	107.024	115.44	2.1	1.962	1.819	0.077
2	2006	107.4	112.5	120.64	2.3	2.044	1.90	1.076
3	2007	112	117.06	125.424	3.4	2.904	2.71	-.646
4	2008	118.9	123.06	132.704	3.7	3.007	2.788	-.511
5	2009	124.4	128.23	138.736	4.2	3.275	3.027	1.521
6	2010	129.3	135.45	145.08	3.2	2.362	2.205	1.088
7	2011	136.9	144.67	153.4	2.8	1.935	1.825	-0.873
8	2012	145.4	150.7	160.16	2.2	1.46	1.373	1.054
9	2013	152.7	157.9	167.96	1.7	1.077	1.015	2.04
10	2014	158.2	162.84	172.848	2.3	1.412	1.330	2.053

Table 3 reveals that the profitability varied widely from net loss of Rs .57 million to net profit of Rs 2.27 million. Further, the profitability percentage to the accumulated capital varied from 1.01 per cent to 3.27 per cent. Perusal of trading account and profit and loss account of the institution reveals certain findings. Ratio of gross profit to sales indicating control over direct costs remained fairly stable varying between 10 per cent and 12 per cent during the period under review.

However, spurt in salaries and allowances from 2007 onwards considerably eroded net profit and caused net loss in 2011. Both the amount of profit and rate of return were at their peak in 2013 and 2014. The profitability contribution standard indicates that the net earnings failed to earn the cost

of capital in eight out of ten years. Therefore, remedial measures will have to be concentrated on control of fixed costs especially salary and allowances raising the productivity of supervisory staff for improvement of profitability.

Conclusion

The present study examined the work of four khadi institutions in Dindigul District on Gandhigram with special reference to the financial conditions of these institutions. In pursuit of the objectives such as variations in production and sales, patterns of mobilization and utilization of resources, and profitability were analyzed.

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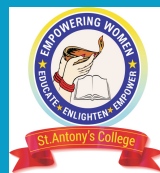
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