

Unicom Project Review Edition

**EDITED BY
Ms. SHILPA P K**

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Editor

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Published by

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₹ 500

May 2023

ISBN: 978-93-5759-924-5

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First Edition

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

FOREWORD

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

Mr. T.T Abdul Razak
Head & Associate Professor
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PREFACE

From time immemorial, human kind has started doing commerce whether it is goods, services, certain values or even philosophies. As the age progresses, the value of commerce surged up in an unprecedented manner as much it is inevitable for a society to thrive without it. As the common notion, human life is totally dependent on commerce and vice versa. So, it an obvious fact that the life in a country; its progress or even decline is mostly based on the commerce of the country. As the well-known Thomas Grey has rightly put, “Commerce changes the fate and genius of nations”, so does the learning of commerce.

Commerce education imparts the experience of the business world in all its manifestations. Business research can be done for anything and everything. It can be stated as the acquisition of information or knowledge for professional or commercial purpose to determine opportunities and goals for a business. Such research is critical to make wise and informed decisions.

This book has been prepared by incorporating studies conducted by students and teachers in various areas of commerce such as finance, marketing, human resource management etc. The results of these studies are useful for further studies in commerce.

Publishing this book would have been incomplete without acknowledging my sincere gratitude to all the persons who have helped me at every stage of the work. I would like to put on record a debt of deep sense of gratitude to Dr. Muhammed Basheer Ummathur, our beloved Principal, for his valuable guidance. I express my sincere thanks to Mr. T.T. Abdul Razak, Head and Associate Professor, PG Department of Commerce, for his wholehearted encouragement in completing the publishing work. Besides, I would like to shower my sincere gratitude to all faculty members of PG Department of Commerce for their inspiration, guidance and suggestions. I would be failing in obligations if I do not mention my gratitude to everyone who has contributed their articles to this book.

-The Editor

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Chapter 1

E-COMMERCE INDUSTRY IN INDIA: AN INNOVATIVE GROUND FOR GROWTH

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Abstract

E-commerce industry in India is rapidly growing now a days. This paper tries to appraise the contribution of e-commerce to the holistic growth of India. Both in direct and online marketplace, Business to Business (B2B) has significant presence in India. E-Commerce provides a source of employment in developing economies.

Keywords: E-commerce, Economic growth, Business-to-business, Business-to-consumer, Consumer-to-consumer

Background

E-commerce industry in India is rapidly growing now days. Because of the greater customer convenience, it can provide, and wide choices each shopping site has, a good deal of customers is now relying upon E-commerce in India. Thus, it adds momentum to the growth of this industry. E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily through internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. This paper attempts to evaluate e-commerce as an innovative ground for growth.

History of E-commerce

The beginnings of e-commerce can be traced to the 1960s, when businesses started using Electronic Data Interchange (EDI) to share business documents with other companies. After, the number of individual users sharing electronic documents with each other grew in the

1980s, in the 1990s, the rise of eBay and Amazon revolutionized the e-commerce industry. Consumers can now purchase endless amounts of items online, both from typical brick and mortar stores with e-commerce capabilities and one another.

Review of Empirical Studies

(Gangeshwer, 2013) dealt with the conceptual knowledge of search engine marketing (SEM) or e-commerce, and the current and future aspects of e-commerce in Indian context. This paper deliberated about the top motivator factors of shopping online.

(Raghunath & Panga, 2013) examined the different opportunities of e-commerce viz., E-business, E-learning, E-commerce education integration, E-insurance, E-commerce for the WTO and developing countries and future media of e-commerce. It raises key challenges that are being faced by consumers relating to e-commerce viz., Ethical issues, Perceptions of risk in e-service encounters, challenges for e-commerce education, IT act 2000 and legal system.

(Chanana & Goele, 2012) opined that the E-Commerce market is thriving and poised for robust growth in Asia. There are players who made a good beginning. Their success depends on their understanding of the market and offering various types of features. They found that the overall E-Commerce will increase exponentially in coming years in the emerging market of India.

(Rau, 2011) noticed that the rapid growth of e-commerce in India is being driven by greater customer choice and improved convenience. Mobile commerce is the next logical step for Indian merchants. With the growth of mobile phones and increased issuing and use of debit and credit cards, mobile commerce will deliver strong growth over the coming years.

(Efendioglu, Yip, & Murray) found that in development and diffusion of ecommerce in China, cultural issues such as socializing effect of commerce, transactional and institutional trust, and attitudes toward debt play a very major role. They have identified changes that will be required for broader acceptance and diffusion of e-commerce in China and propose approaches that businesses can use to enhance this development.

Data Analysis and Results

India is a shopper's paradise now, albeit, online. The unrivalled population in India armed with smart gadgets is spoilt for a choice. Aided by declining broadband subscription prices and launch of 3G and 4G services, consumers have become the driving force of e-Commerce in the country. From buying groceries to furniture, movie tickets, trains tickets to steel and coal, e-Commerce has empowered the consumers. As per reports, India will see more people come online than any

other country in the next 15 years. With digital device and social media, online sellers are getting unprecedented opportunity for growth and have thus become continuously more attractive for investors. Even though Business to Customers (B2C) is getting all the attention, Business to Business (B2B) is not far behind.

Both in direct and online marketplace, B2B have significant presence. The marketplace model gives customers a plethora of choice and the best prices under a single platform. It also gives vendors a level playing field. Most B2B players have tied up with banks and financial institutions for supply chain finance that helps in improving access to credit. B2B e-Commerce has brought in efficiency, convenience, choice, reach and lower transactional cost for buyers. For SMEs, a B2B portal is one of the best things that have happened. For any SME, marketing and advertising costs are huge and many do not have adequate technical expertise to reach out to larger markets. Those areas are now taken care by B2B portals. Basically, B2B wipes out the weaknesses of SMEs.

Having a B2B platform takes care of the distribution, advertising and gives access to markets. B2B has enabled SME's growth in sales and helped them acquire new customers. The steady growth of e-Commerce in the country is, thus, ultimately seen at both ends of the spectrum. With the launch of Digital India and Make in India, the Government of India has been active in bringing out solutions that will help SMEs. Digital India will provide improved internet accessibility while Make in India will help in indigenizing product manufacturing. The technology centric framework by the government will provide cloud based platforms for SMEs. All this is assisting the growth of small businesses in the e-Commerce era. However, the tax laws in the country lead to a fair bit of complication; and for that one vital reform – the introduction of GST (Goods and Services Tax) will bring in much awaited relief for the e-commerce sector. Coming back to the empowered consumer – they will not be obscure anymore. SMAC will take the lead – Social, Mobile, Analytics and Cloud computing.

Data Analysis and Results

- Social media has become a platform for active engagement between the buyer and the seller. It will continue to be one of the biggest influencer to connect to the end user
- Mobility – One in four Indians carry a smart phone. That data itself proves how large the mobility wave is and the scale of transactions it can execute

- Analytics – Predictive analytics will help e-Commerce players to optimize their marketing strategy for targeted advertising that will influence consumers to buy. For B2B companies the analytics will develop more reliable sales buying
- Cloud computing – Reducing costs and increasing speed of business, especially on big traffic days, is one of the major advantages of Cloud computing

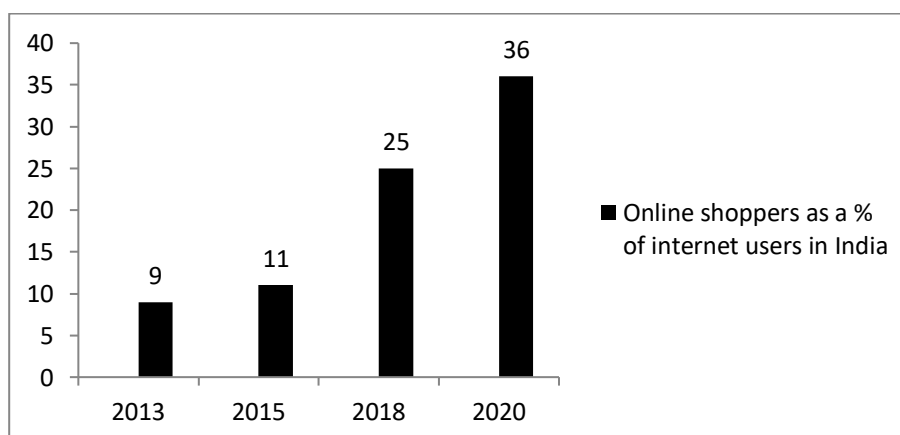
Further technologies such as Machine learning, Artificial Intelligence, Robotics, Internet of Things, are yet to be leveraged in a meaningful and scale-able way by e-commerce companies and that will be the next frontier. (Source: report of the Confederation of Indian Industry-CII, 2020)

A snap from Indian E-commerce Industry

The Indian consumers are rapidly advancing towards adopting technology. While the overall tele-density is 81.8%, the mobile tele-density is also high at 79.8% as of November, 2020. Additionally, during the same time, India beat the United States of America to become the second largest market after China, for smart phones with 220 Million users – This was attributable to the availability of highly affordable smart phones and with easy-to-use features which helped first-time smart phone users leapfrog from the desktop/laptop phase. Internet penetration is also significantly rising with the number of internet users at 354 Million as of September, 2020.

In addition, there is a shift in mobile usage from voice to data. Mobile internet spend has risen from 54% to 64% from 2019 to 2020. This is due to an availability of high-speed 3G & 4G internet connectivity at affordable prices which has led to an increase in transactions done via mobile (Source: report of the Confederation of Indian Industry-CII, 2021)

Figure 1: Percent of Online Shoppers



Source: report of the Confederation of Indian Industry-CII, 2021

Suggestive Remarks

Developments in the information and communication technology will definitely upgrade the quality and quantity of the total e-transactions in the Country. Major constraint in that development is the insufficiency of government funds. The more elaborated Indian economy, through its widening share of global trade, compels to shorten the finance in infrastructure. As the IT enabled infrastructure demands high investments and lengthened recouping period, today, states are not in a position to invest. So we have investible funds along with cheap technology. In many aspects, government can ensure elaborate participation of people.

Conclusion

E- Commerce provides a source of employment in developing economies. Development of technological infrastructure is an imperative in India for the growth of e- commerce and thereby employment. In this area, private investment must be ensured. Authorities must ensure creative involvement of private individuals in the development of e-commerce platform. The gains from the e-commerce shall be reinvested in the same area. For this purpose, government must take necessary initiatives.

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Chapter 2

A STUDY ON GREEN PRODUCTS AND SUSTAINABLE DEVELOPMENT

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Abstract

Green movement has been expanding rapidly in the world. The world environmental issues have gained importance in business as well as in public life throughout the world. The term “green” or “sustainable” refers to products services or practices that allow for economic development while conserving for future generation. We prefer to describe a green product as one that has less of an environmental impact or less detrimental to human health which is traditional equivalent. Green technology is potentially important concept which plays a role to achieve the global sustainable development. Today the world needs a new serious innovation, which would lead for a better environment. The basic objective of the study is to realize the requirement of innovative green products for today’s global market and also try to identify the negative impact of non-green products.

Keywords: Green technology, Sustainable, Environment

Introduction

The current rapid growth in the economy and the patterns of consumer’s consumption and behavior worldwide are the main cause of environmental deterioration. This over consumption has resulted in the deterioration of the environment. The consequences of this environmental degradation have resulted in climate change, global warming, pollution, depletion of the ozone layer etc. These issues have raised concerns to protect our environment which has led to the concept of going green. Government has introduced policies to save the environment from further degradation and so has the corporations opted for environmentally friendly practices. One of the earliest steps that were taken regarding this environmental concern was to introduce products that were supposed to be environment friendly. These products have positive effects on

the environment as they are less toxic, biodegradable, recyclable, energy efficient, renewable due to which they are termed as “Green Products”. A green product is sustainable product designed to minimize its environmental impacts during its whole life cycle and even after its use. Green products are usually identified by having two basic goals –reducing waste and maximizing resource efficiency.

Statement of the Problem

Now a day’s awareness on green product by the people has and increased which shows the importance of green product. It is not only because of awareness; it is also because of the bad impact on health of mankind. Artificial fertilizers, manures and pesticides create problem even to the level of cancer. Understanding the impact of non-organic product and started using or adopting green product for regular consumption. The researcher shows interest on the positive impact on green/organic products. Thus, this particular study has been carried out.

Objectives of the Study

- To study the importance of green product
- To analyse the parameters of green products
- To identify the golden roles of the green product
- To provide suggestion for sustainable development.

Methodology

a) Source of data:

This study is based on secondary data.

b) Collection of data:

The data has been collected from various published books, magazines, articles and websites.

c) Statistical tools:

Descriptive analysis has been used to describe the collected data.

Review of Literature

“Consumer Perception Towards Green Products and Strategies that Impact the Consumers Perception” by **Lavanya. K and Dr. P. Madhan Kumar (2019)** aims to explore the impact of different strategies used by green marketers to modulate the customer perceptions towards green

products and their choice to purchase based on the Theory of Reasoned Action.

A study by **Tan Booi Chen, Lau Teck Chai (2010)** titled “Attitude towards the Environment and Green Products: Consumers’ Perspective” compare gender with attitudes towards the environment and green products and investigate the relationship between attitude towards the environment and green products.

William young, Kumju Hwang, Seonaidh Mc Donald and Caroline J Oates conducted a study “Sustainable Consumption: Green Consumer Behaviour when Purchasing Products” (2010) about ‘attitude–behaviour gap’ or ‘values–action gap’ where 30% of consumers’ report that they are very concerned about environmental issues but they are struggling to translate this into purchases.

Importance of Green Products

Green product has been widely adopted by the firm worldwide and the following are the possible reasons cited for this wide adoption.

1. Opportunities in Green Product:

As demand changes, many firms see these changes as an opportunity to exploit and have a competitive advantage over firms marketing non- environmental response alternatives.

2. Government Pressure:

As with all marketing related activities, government want to protect consumers and society, the significant green marketing implication.

- Reduce production of harmful products.
- Ensure that all type of consumers can evaluate the environmental Composition of goods.
- Government establishes regulations designed to control the amount of hazardous waste product by firm.

3. Social Responsibility:

Many firms are beginning to realize that they are members of wide community and therefore must behave in an environmentally responsible manner. This result in environment issues being integration into firm’s corporate culture.

4. Cost or Profit issues:

Firm can use green product to address cost or profit related issues. Therefore, firms can reduce harm wastes may incur substantial cost savings.

5. Competitive Pressure:

Another major force in the environment marketing area has been firms desire to maintain their competitive position. In many cases firm observe competition promotion their environmental behavior and emulate their behavior. In some instances, this competitive pressure has caused an entire industry to modify and reduce its detrimental environmental behaviour.

Characteristics of Green Products

The products those are manufactured through green technology and that caused noenvironmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. Characteristics of green products are as follows:

- Grown without the use of toxic chemicals and within hygienic conditions.
- Can be recycled, reused and is biodegradable in nature.
- Comes with eco- friendly packing.
- Uses the least resources.
- Is eco-efficient.
- Has reduced or zero carbon footprint.
- Has reduced or zero plastic footprint.

Parameters of Green Product and its Marketing

Many global players in diverse business are now successfully implementing green product marketing practices. We have 4 P's called product, price, place, and promotion in marketing. Companies which embark on green marketing should adopt the following principles in their path toward green.

- Adopt virgin green technology process to reduce environmental impact.
- Establish a management and control system that will lead to the adherenceof stringent environment safety norms.
- Using more environment friendly raw materials at the production stageitself.
- Exploring possibility of recycling of the used products, so that it can beused to offer similar other benefit with fewer wage.

Golden Rules of Green Product

1. Know Your Customer

Make sure that the customer is aware of and concerned about the issues that our product attempts to new innovative and satisfy their needs and wants based on the environmental balancing products consumption.

2. Being genuine and transparent

The business policies are consistent with whatever you are doing that's environmentally friendly business to establish the kind of environmental credential that will allow a green marketing campaign to succeed.

3. Reassure the buyer

Consumers must be made to believe that the product performs the job it's supposed to do they won't forego product in the name of the environment.

4. Giving your customers an opportunity to participate

It means personalizing the benefits of your environmentally friendly action, normally through letting the customer take part in positive environmental action.

Suggestion for Sustainable Development

- Government should take measures to promote the use of green products.
- Constant effort should be taken by government, NGOs, Educational Institutions, Business houses, and society at a large to create awareness among the consumers to promote eco-friendly buying behaviour.
- Better technologies should be adopted for producing green products in order to minimize cost and reduce its price.
- Realistic message should be passed through advertisement and consumers should be convinced of the premium green price they need to pay.
- The major information of go green has to be transmitted to the customer through direct marketing, advertisements, public relation etc.
- Promote and deliver the consumer desired value of environmental products and target relevant consumer
- Procure product endorsements or eco-certifications from trustworthy third parties and educate consumers about the meaning behind those endorsements and eco certification.

Conclusion

Today's consumers are aware about green products. They believe that the green products will improve the quality of life and they know that these products can address the environmental issues as well. But they are not using green tagged products frequently; this is due to less availability and high price of these products. If the green products are available at the same price of ordinary products the consumers are willing to pay for it. Therefore, the government should take policies to promote the usage of green products. Improvements should be brought in the marketing elements and increasing the investments in the production units will help in decreasing the cost of production. Government, NGO's, educational institutions, business houses and society should take initiative to promote green products among consumers. Therefore, by using green products we can reduce issues related to environment and consumers can lead a better life.

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Chapter 3

PROBLEMS AND PROSPECTS OF ECO- TOURISM

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Abstract

The tourism as we understand the term today is of recent origin. It is distinguishable by the mass character from the travel taken in the past. The mass movement of people annually from their home location to another country for temporary stay for a few days or weeks is a growth very largely of recent origin. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. These study is focusing on the various problems and prospects of eco-tourism in the area of Nilambur which is famous for eco-tourism. The results from the study indicates that most of the visitors are satisfied with the present condition and facilities of eco tourist destinations. Meanwhile they are suggesting many points and ideas for improving the current status. Some spots have their own limitations and problems. Although the overall result indicates that most of the visitors are satisfied with the present condition of eco tourist places in Nilambur.

Keywords: Eco tourism, Sustainable tourism

Introduction

Kerala which is popularly called as Gods own country is at present one of the most trusted tourist destinations in Asia. Kerala is also one of the most advanced societies and largest developed tourist destination in India. The beautiful beaches, backwaters, hill stations, festivals, wildlife all these make Kerala a must see destination place in lifetime. Trivandrum, Ernakulum and Idukki are considered as the leading districts on the basis of foreign tourists arrivals. Thrissur stands in the first position on the basis of domestic tourist arrivals. There is

always a steady rise in the number of tourists visiting Kerala. The state government is also giving more priority to tourism.

Eco-tourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism. Kerala offers the maximum potential for the promotion of ecotourism. The national geographic traveller has labelled Kerala as one of the 10 paradises in the world.

Importance of the Study

Eco-Tourism also plays an important role in creating foreign domestic remittances. Eco-Tourism is both nature based and Ecologically sustainable. Tourism in Nilambur is the part of Eco-Tourism. Though number of studies has been carried out on various aspects of this eco-tourist centre, no specific study is carried out about the scope of eco-tourism in Nilambur. It is hoped that the present study would be beneficial to tourists, host community, service providers and also the government and other tourism promotion agencies for formulating suitable policy decisions for the betterment of eco-tourism.

Objectives of the study

1. To identify the present condition of Eco-tourism in Nilambur.
2. To examine the effectiveness of Eco-tourist places in Nilambur.
3. To find out the problems faced by tourists in the study area.

Hypothesis.

- H0: There is no significant relationship between gender and problems faced by the visitors.
- H0: There is no significant relationship between age of the respondent and problems faced by them.
- H0: There is no association between gender and awareness level eco-tourism.

Methodology of the Study

The study is conducted with the help of primary data collected from 80 respondents. Samples were drawn at random from the persons who visit eco tourist places in Nilambur. The relevant data are collected from the respondents from different demographic and income groups by

using questionnaire method. Secondary data are collected from various books and journals. Appropriate statistical tools such as anova, chi-square, t-test, average and percentage are used in data analysis.

Data Analysis and Interpretation

a) Opinion about facilities provided by the authority

Table 1: Facilities Provided by the Authority

	Mean	Rank
Parking facility is good	3.39	13
Food and refreshment is good	2.44	2
Toilet and basic amenities is good	2.40	1
Well communication facility	3.69	14
High security	3.31	12
Entertainment facility is good	2.80	4
Entry fee is normal	3.06	8
Good resting place	3.81	15
Comfortless	3.11	10
Attractive sign board	2.84	6
Well behaviour of staff	3.00	7
Well cleaned area	2.77	5
Transportation facility is good	2.52	3
Guides are easily available	3.20	11
Pollution free environment	3.09	9

Source: Primary data

From the above table it is clear most of the visitors are agreed about that there are clean toilet and basic amenities. So that the first rank is goes to the facility of toilet and basic amenities and last rank is for the resting place.

b) Problems faced by visitors

Table 2: Problems Faced by Visitors

	Mean	Rank
Lack of transportation	2.19	1
Lack of basic facilities	2.67	7

Non availability of food and refreshment	2.26	2
Lack of parking area	2.94	11
Lack of security	2.64	5
Lack of sign board	3.34	12
Language problem	2.45	3
Crimes and cheating	2.86	10
Lack of tele communication	2.66	6
High entry fee	2.74	8
Lack of resting place	3.43	13
Lack of clean behaviour of staff	2.79	9
Lack of cleanness	2.53	4
Valid N (list wise)		

Source: Primary data

The above table shows the problems faced by the visitors during the visit. The first rank is going to the problem of transportation and then availability of food and refreshment. The final rank is going to the problem of resting place.

c) T test

H0: There is no significant relationship between gender and problems faced by the visitor

Table 3: Gender and Problems Faced by the Visitor

Factors	N	T	DF	Sig. 2 tailed
Problems	80	0.489	78	0.626
* Gender				

*5% level of significance

Independent t test was applied to test the significant difference between the mean scores of male and female respondents towards the problems faced by the visitors. The calculated t value and p value for facilities provided by the authority ($t=-0.489$, $p=0.626$). Hence the null hypothesis is accepted. So there is no significant difference between the problems faced by the visitors among gender.

d) Anova

H0: there is no significant relationship between age of the respondents and problems faced by them.

Table 4: Age and Problems Faced by Visitors

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	177.635	3	59.212	1.606	.195
Within Groups	2802.353	76	36.873		
Total	2979.988	79			

*5% level of significance

The table reveals the result of one way anova applied to find whether the mean scores vary according to the age of the respondents on the problems faced by the visitors. The calculated p value for problems faced by the visitors shows that there is no significant difference between the age of respondents, since its p value is more than 0.05. hence, the null hypothesis is accepted. It is inferred that the mean scores on the problems faced by the visitors differ significantly between the age of respondents.

e) Chi square

H0: There is no association between gender and awareness level of eco-tourism.

Table 5: Gender and Awareness Level of Eco-tourism

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.580 ^a	1	.018

*5% level of significance

Here the chi square value is 5.580, p value is 0.018. here the p value is less than 0.05. so we reject the null hypothesis. That is there is significant association between gender and awareness level of eco-tourism.

Findings

- It is clear that there is no significant relationship between problems faced by the visitors among male and female.
- The mean scores on the problems faced by the visitors differ significantly between the age of respondents.

- There is significant association between gender and awareness level of eco-tourism.
- The main factor influenced towards the visit is beauty of the place which is followed by reachability and economy.
- The present condition of the eco tourist place in Nilambur is evaluated by most of the visitors as average.
- Most better facility provided by the authority is about the toilet and basic amenities and least is of the resting place.
- The main problem faced by the visitors is about the transportation facility and about the non-availability of food and refreshment.

Conclusion

Nilambur, the beautiful town in Malappuram District always stores surprise for its visitors. Nilambur has rich natural resources for eco-tourism development. The thick rain forest, wildlife and water fall make this place unique. The Teak museum in Nilambur is only one of its kinds in the world. Adyanpara in kurumbalangode village is famous for its waterfalls and splendor of lush jungle. The extremely forested land known as Connolly's plot, the world's oldest teak plantation and bamboos, Nedumkayam, the beautiful and dense forest with a splendid

But government and tourism Department is not giving much attention for the development of these places. The transportation facility available to Adyanpara is very poor. So the tourists may not visit these beautiful waterfalls. In the case of Nedumkayam the transportation facility is somewhat good but tourist infrastructure is very poor. So Tourism Department should take necessary actions for the development of these tourist destinations in Nilambur and also should give publicity for them. The present study shows that majority of tourists are satisfied with natural beauty, privacy, cool climate and in respect of parking facility. It is difficult to reach Nedumkayam and Adyanpara because of bad condition roads and poor Govt service. The tourism authority should consider it and take remedial measures. The major attraction of Nilambur tourism hotspots are waterfalls, museum of Teaks and large number of Teaks, rivers, garden, beautiful rocks, etc.

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Chapter 4

QUALITY OF CUSTOMER SERVICES PROVIDED BY THE PASSPORT SEVA KENDRA IN MALAPPURAM DISTRICT

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Abstract

The concept of service quality has achieved great significance during the last few years. The issue of quality has become more important in-service industry owing to special characteristics like intangibility, perishability, variability and inseparability. The concept of service quality has its applicability in passport services with the idea “to deliver all Passport-related services to the citizens in a timely, transparent, more accessible, reliable manner& in a comfortable environment through streamlined processes and committed, trained & motivated workforce”. Not much research has been done to investigate the quality of services at Passport Seva Kendra.

Keywords: Passport Seva Kendra, Service quality

Introduction

The first Passport Seva Kendra was launched in India on 28 May 2010 in Bengaluru. There are 77 passport Seva Kendra in India now, included 13 which is located in Kerala. In this work conducting a study on “Quality of Customer Services provided by the Passport Seva Kendra in Malappuram district”. In recent years the government of India has improve the delivery of public services. Customers can go through on their sites for any queries (<https://passportindia.gov.in>). The future details will be covered in this project emphasizing how satisfied are the customer and how the Passport Seva Kendra keep them satisfied.

Statement of the Problem

The augment and improve delivery of passport services to Indian citizens, the Ministry of External Affairs (MEA) launched the Passport Seva Project (PSP) in May 2010. The previous system had certain pitfalls like delay in the delivery of passport, long queues, involvement and exploitation etc. Owing to these short comings, the government has implemented the new system. Hence it is significant to study to what extend these aims have been attained and what the applicants perceive regarding services available to them.

Objectives of the Study

- To know the quality of services provided by the Passport Seva Kendra.
- To know the satisfaction level of users of the Passport Seva Kendra.
- To find out the problems faced by the customers.
- To suggest the measures to improve the functioning of Passport Seva Kendra.

Research Methodology

The success of any research is based on the method used for the study. The study is based on the data collected by using questionnaire and analysed using statistical tools.

Analysis and Interpretation

Table 1: Personal Details

Demographic Variable	Number of Respondents	Percentage
Gender		
a) Female	35	70
b) Male	15	30
Age		
a) Below 25	28	56
b) 26-40	12	24
c) 41-60	10	20
Occupation		
a) Student	26	52
b) Coolie	2	4

c) Business	3	6
d) Profession	6	12
e) Others	13	26

Source: Primary data

The above table shows that most of the respondents were females (70%). Among them most of the respondents were below the age group of 25 years old. Most of the respondents were students (56%).

Table 2: Awareness on services

Services		Fully aware	Somewhat aware	Not aware	Total
Online portal	No. of respondents	18	21	11	50
	Percentage	36	42	22	100
Call centre	No. of respondents	10	24	16	50
	Percentage	20	48	32	100
SMS services	No. of respondents	19	17	14	50
	Percentage	38	34	28	100
Mobile app	No. of respondents	11	16	23	50
	Percentage	22	32	46	100

Source: Primary data

The above table shows that most of the respondents somewhat aware about online portal (42%) and call centre facility (48%) of Passport Seva Kendra. 38% of the respondents fully aware about the SMS facility of Passport Seva Kendra. Large numbers of the respondents not aware about the mobile app facility.

Table 3: Availed services

Services		Yes	No	Total
SMS Services	No. of respondents	35	15	50
	Percentage	70	30	100
Call Centre	No. of respondents	17	33	50
	Percentage	34	66	100
Mobile App	No. of respondents	11	39	50

	Percentage	22	78	100
Protective Cover	No. of respondents	28	22	50
	Percentage	56	44	100

Source: Primary data

From the above table it can be interpreted that 70% respondents availed SMS services, 34% respondents availed call centre service, 22% respondents using mobile app of Passport Seva Kendra and 56% received protective cover for their passport from the Passport Seva Kendra.

Table 4. Timely services

Response	No. of respondents	Percentage
Strongly agree	7	14
Agree	26	52
Neutral	17	34
Strongly disagree	0	0
Disagree	0	0
Total	50	100

Source: Primary data

The above table shows that 52% respondents agree and 14% respondents strongly agree that they received timely services from Passport Seva Kendra. 34% respondents neither agree nor disagree with this. None of the respondents shows disagreement towards the statement.

Findings

1. 52% of respondents were partially aware about the services of Passport Seva Kendra while 40% of respondents were fully aware and only 8% were not aware about the services of Passport Seva Kendra.
2. 58% of respondents were somewhat aware about application process, and 26% of respondents were fully aware.
3. 52% of respondents were not faced any difficulty in getting an appointment while 18% of respondents were faced procedure length.
4. The study indicates that majority of respondents were agreeing with the timely service of PSK and 14% strongly agree.

Suggestions

- Trained and efficient staffs should be appointed in PSK so that they will treat the customers in a good way.
- Conduct any awareness classes about passport making procedures or required documents for applying for a passport.
- Applicants find it inconvenient to wait long for passport application processing. Hence, food and beverages must be made available in the passport seva Kendra as mentioned in their websites

Conclusion

“Quality of Customer Services Provided by the Passport Seva Kendra in Malappuram District” was the topic which the study has been done. By conducting the study, the level of satisfaction of the applicants in Passport Seva Kendra is measured from this study we can understand that most of the respondents partially aware about Passport Seva Kendra. So, in brief we can say the quality of service provided by passport seva Kendra is good

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Chapter 5**ROLE OF FINANCIAL INCLUSION IN WOMEN EMPOWERMENT****Mrs. Muhasina T***Assistant Professor, PG Department of Commerce, Noble Women's College, Manjeri**E-mail: Muhasinashafi13@gmail.com***Abstract**

India has long history of development of banking system after independence. The major focus of the Government and RBI had been developing a sound banking system which would support planned economic development through mobilisation of deposits and channels them into productive sectors of the economy. Financial inclusion is considered to be a critical indicator for development and well-being of the society. Providing inclusive financial services affordable to all has become a basic priority in many countries including India. Financial inclusion is the process of ensuring access to appropriate financial products and services to deposits accounts, payment services, micro credit and micro level insurance to vulnerable groups such as weaker sections of the society. Financial inclusion not only helps individuals and families but collectively it develops entire communities there by enhance economic growth of the country. An inclusive financial model is being adopted in developing nations to achieve fundamental privileges of women's. Women empowerment is achieved through various schemes like Pratham Manthri Jan Dhan Yojana (PMJDY), Prathan Manthri Jeevan Jyothi Bima Yojana (PMJJBY), and Athal Pension Yojana (APY). The PMJDY schemes has been successfully implemented in the rural areas for ensuring women empowerment.

Keywords : Financial inclusion , Women empowerment**Introduction**

The agenda of financial inclusion was governed in the early 2000s. India following the publications of a separate findings about financial exclusion and its direct correlation to poverty. RBI also initiated the requirement that banks provide no – frills account to improve the

outreach of banking services. Financial inclusion means provision of banking services at an affordable cost to the vast sections of disadvantaged and low-income groups. These include access to savings, credit, insurance, payments, remittance facilities by the formal financial system to those who tend to be excluded. In short, financial inclusion means to provide access to financial services to all the people in a fair, transparency and equitable manner. Empowerment is defined as ‘multi-dimensional social process that helps people gain control over their own lives’. Women empowerment is viewed as significant transformation of world with equal chance to both of the genders.

Financial Inclusion Schemes in India

1. Pradhan Manthri Jan Dhan Yojana (PMJDY):

PMJDY is the financial inclusion scheme of the Govt. of India open to citizens of India that aims to expand affordable access to financial services such as bank accounts, remittance of fund, credits, insurance, and pensions. This financial inclusion campaign was launched by the prime minister Narenthra Modhi on 28th August, 2014.

2. Atal Pension Yojana (APY):

APY is formerly known as Swalamban Yojana is a Govt. backed pension scheme in India primarily targeted the unorganized sector. It was mentioned in the year 2015 budget speech by the finance minister Arun Jaitley. It was launched by the prime minister Narenthra Modhi on 9th may 2015 in Kolkata.

3. Pradhan Manthri Vaya Vandana Yojana (PMVVY):

It is an insurance policy-cum-pension scheme that provides security to senior citizens. This pension plan is provided by Life Insurance Corporation (LIC) which caters to enacts needs for post – retirement.

4. Sukanya Samridhi Yojana:

It is the Govt. of India backed saving scheme targeted at the parents of girl children. The scheme encourages parents to build a fund for the future education of their female child. Currently, the interest rate of SSY scheme was reduced from 8.4 % to 7.6 % and it is compounded annually.

5. Pradhan Manthri Suraksha Bima Yojana(PMSBY):

PMSBY schemes is available to people in the age of 18 to 70 years with a bank account who give their consent to join / enable auto – debit on or before 31st may for the coverage

period 1st June to 31st May on the annual renewal basis. The scheme is being offered by Public sector general insurance companies who are willing to offer the products on similar terms with necessary approvals and tie with the banks for this purpose.

Objectives of Financial Inclusion

- It intends to help people secure financial services and products at economical prices such as deposits, fund transfer services etc.
- It aims to establish proper financial institutions to cater to the needs of the poor people.
- Financial inclusion aims to build and maintain financial sustainability so that the less fortunate people have a certainty of funds which they struggle to have.
- The process of financial inclusion works towards creating financial products that are suitable for the less fortunate people in the nation.
- It aims to bring in digital financial solutions for the economically underprivileged people of the nation.
- It also intends to bring in banking or financial services in order to reach the poorest people living in remote areas.
- It aims to provide tailor-made and custom-made financial solutions to poor people as per their individual financial conditions, household needs, preferences, and income levels.

Women Empowerment

Women empowerment can be defined as “promoting women’s sense of self – worth, their ability to determine their own choices, and their right to influence social changes for themselves and others. Women’s empowerment and promoting women’s rights have emerged as a part of a major global movement and is continuing to break new ground in recent years.

Financial Inclusion and Women Empowerment

Financial inclusion of women has a key role to play in bringing about gender equality in society. Women’s meaningful participation is embedded in their financial independence. Financial empowerment will help in bridge gender gap fast. Lack of education is one of the major factors hindering women’s access to institutional finance. Some level of financial education is essential to enhance financial literacy.

The second hindrance is the practice of getting the female children married before they are economically independent. And in many countries, women do not have the necessary ID proof without which they cannot access financial institutions. So improving women's literacy levels must be the first priority for enhancing their financial inclusion. Crediting women's salary directly to their bank account will increase their financial empowerment. Another effort is the introduction of Aadhaar card. The Govt. launching of exclusive bank account for their girl children e.g. Sukanya Samridhi Yojana is equally laudable. Some banks even offer concessional interest rate for housing and education loans availed of by women. Women have to be made aware of their financial rights to access financial services. Banks should hold special campaigns for opening bank accounts for women. Financial literacy will also protect women from the problems of fraudulent money – raising schemes.

Conclusion

Financial inclusion is considered to be a critical indicator for development and well-being of the society. Providing inclusive financial services affordable to all has become a basic priority in many countries including India. Financial inclusion means provision of banking services at an affordable cost to the vast sections of disadvantaged and low-income groups. These include access to savings, credit, insurance, payments, remittance facilities by the formal financial system to those who tend to be excluded. In short, financial inclusion means to provide access to financial services to all the people in a fair, transparent and equitable manner. Women empowerment is achieved through various schemes like Pradhan Manthri Jan Dhan Yojana (PMJDY), Pradhan Manthri Jeevan Jyothi Bima Yojana (PMJJBY) and Atal Pension Yojana (APY). The PMJDY schemes has been successfully implemented in the rural areas for ensuring women empowerment. Women have to be made aware of their financial rights to access financial services. Banks should hold special campaigns for opening bank accounts for women. Financial literacy will also protect women from the problems of fraudulent money – raising schemes.

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Chapter 6

A STUDY ON INFLUENCE OF ADVERTISEMENT AMONG HOUSEWIVES WITH SPECIAL REFERENCE TO HOUSE HOLD PRODUCT

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Abstract

In today's competitive world, it is important to advertise organizations, products, ideas and services to grab the attention of consumers. Marketers try to influence the buying behavior of consumers by investing in various medias. Every advertisement has an ability to engage the target customers in different ways. Advertisements induce purchase decisions of people by developing self-concepts. The present study intends to explore the influence of advertisement among housewives with special reference to household products. The conclusions are drawn based on primary data collected from 80 housewives who are conveniently selected and both descriptive and inferential statistics are used. The study concludes that there is relationship between age of costumers and price of products purchase and also There is no relationship between educational qualification of costumers and quality of products purchase.

Keywords: Advertisement, Consumer buying behavior, Housewives, Price, Quality

Introduction

Advertisement is a tactic in marketing that involves paying for space to promote an organization, its services or products or ideas. It is a method of generating publicity. The objective of advertising is to reach the customers who are likely to be ready to pay on an organization's services or products and also induce them to purchase. It is a commonly used non personal communication about an organization, its products, ideas or services which is transmitted to a

target customer through various media. All over the world advertisement has become as an economic and social phenomenon of wide scope in the recent years and also influence of advertisement is becoming a subject of debates and discussions in society. Advertising is also very useful to housewives because of they are getting information that is necessary when they have to make a choice amongst variety of products and services. Another school of thought says that housewives are cheated by deceptive advertisement because they may easily fall in deceptive offers. So the merit and demerit of the advertisements and its influence on housewives need to be recognized.

Today we are frequently confronted with various advertisements through several medias like TV, newspapers, radio, internet and various other media daily. Housewives are not exempted from it. In fact, it has become an inevitable part of our daily life. Advertisements are the most and controversial out of all marketing activities. Advertising is a method that can easily reach the in the mind of female consumers because they are more attracted by offers in advertisement that promises the products that will give them something special for satisfaction. Advertisement not only can make change in emotions but also it can give subliminal message. Advertisement is one of the most visible strategies used by marketers. Advertising have been the subject of a great deal of attention in the last fifteen to twenty years. Today advertising seems to be everywhere and ever present, tries to far reach of influence on daily life of people. Advertisements induce purchase decisions of people by developing self-concepts.

In this research study, role of advertisement among housewives with special reference to house hold product will be studied.

Review of Literature

Guha (2013) studied the change in the perception and also compared the buying behavior for working female and non-working female in urban area and in turn their influence of family members on buying behavior. From his research he concluded that store loyalty and price and quality conscious are more in working females than non-working females. Working females are developing as an important segment for modern marketers.

Karthik (2013) explained in his study about the advertisement's impact on social network and how far social network convey information to its users. Social networks are used as advertising media as they reach to large number of costumers, customized advertising, cost effective, and time spend in internet by people. Social networks help advertisers by giving personal and

demographic data from the user's profile and so to customize advertisements easily on target customers. It is one of the simplest media to spread the content and there is high level of accessibility and connects consumers easily. Social media are seen as a big opportunity for target marketing in modern era.

Dinu (2012) in his study he aimed to find out the importance of advertising on consumer behaviour. The study reveals that discounts play a major role in purchase decision and majority of the costumers are interested in branded products. They are getting attracted to new products at fairs and exhibitions conducted by manufacturers and traders. Internet advertisements are also influencing their purchase decision. Consumer behavior and advertising are dynamic fields, in terms of scientific training and practice. Advertisements are primarily informative and use modern techniques.

Bishnoi and Sharma (2009) in their research they tried to find the television advertising influences the buying behavior and the background of the consumer. Teenagers from both boys and girls from rural and urban were taken as samples for study. Taking demographic features like age, gender, annual income, education, as factors, Analysis of variance, percentage analysis, average, counts were used for analysis. They conclude that rural teens prefer more advertisements than their urban teens. The urban customers watch the advertisements of the products which they believe those are very good and useful to them. Advertisement influence on purchase behaviour of girls is less than boys.

MacKenzie and Lutz (1989) concluded in his study that advertising has a credibility that helps consumers' to make general perceptions on the reliability, truthfulness, believability and trustworthiness of an advertisement. It is almost impossible for marketers to deliver information of products and services to buyers without use of advertising in modern world. This may be caused by globalization and accessibility of many channels for the people of modern era.

Rai (2013) in his study focused to find out the influence of advertising on consumer buying behaviours and also the influence of advertising on formation of attitude of consumers. It was concluded that the advertisement has an influence on the attitude formation and behaviour of consumers not only in India but also worldwide. The advertisement act as motivational source to the consumers of durable products and also motivates consumers to materialize their purchase. When the target is on quality and price the consumers will be induced more significantly by advertisements. Through the advertisements which are covering brand recognition and product evaluation will be influenced on behaviour and purchase attitude.

Research Gap

The review of literature revealed that the studies which examined the truthfulness, reliability and trustworthiness of advertisement, advertisement influence on teenagers, importance of advertisement etc. The main purpose of the study is to reach in the answers of the following research questions. a). How advertisement influence the buying behaviour of housewives? b). Weather the age and educational qualification of housewives have impact on buying behaviour? c). what is the attitude of housewives towards advertisement? The problem is stated as "A study on influence of advertisement among housewives with special reference to household products" This study thus aims to place the gap in previous studies and hence the study is quite relevant in marketing

Research Problem

Television advertising has a vital role and significant influence on consumer behaviour. Advertisements are sometimes told as the nervous system that is assigned to give maximum possible sensation from objects so the nervous system must awaken in the reader as many different kind of images as the object itself can excite. Advertising effectiveness means different things to the groups responsible for its different effects. Effective advertising must achieve all four goals, delivering messages to the right audience, there by certain at a profit.

This study will help to evaluate influence of advertisement among “house wives special reference to house hold products”

Scope of the Study

In present scenario not only one industry but also all sectors are facing tough competition. thus good marketing is required to grow, stabilize and excel in business performance. For promoting household products, the marketers should focus housewives. The study has been restricted in Thrikkalangoode village in Malappuram district. This study is conducted to fund out the “influence of advertisement on house wives with special reference to house hold products”.

Objectives of the Study

1. To study the influence of advertisement on buying behaviour of housewives.
2. To study the relationship of age and educational qualification of housewives with their buying behaviour.

Hypothesis of the Study

Based on the objectives the following hypothesis were formulated and tested

1. H0: There is no significant difference between age of respondents and price of products bought.
H1: There is significant difference between age of respondents and price of products bought.
2. H0: There is no significant difference between educational qualification of respondents and quality of products bought.
H1: There is significant difference between educational qualification of respondents and quality of products bought.

Sample Profile

For the purpose of studying the influence of advertisement among housewives, 80 housewives were selected conveniently. Out of the 80 respondents 20% were aged between 20 to 30 years, 25% respondents were aged between 30 to 40 years, 47.5% of respondents were 40 to 50 years of age and the balance 7.5% respondents were aged above 50 years. Out of 80 respondents 31.25% of housewife were not qualified plus 2 level, 37.5% of respondents were qualified plus 2 level, 21.25% response were graduates and only 10% respondents were post graduates.

Table 1: Demographic Features of Respondents

Variable	Category	Frequency	Percentage
Age	20 – 30	16	20
	30 – 40	20	25
	40 – 50	38	47.5
	Above 50	6	7.5
	Total	80	100
Educational Qualification	Below Plus 2	25	31.25
	Plus 2	30	37.5

	Under Graduate	17	21.25
	Post Graduate	8	10
	Total	80	100

Source: Primary Data

Data Analysis and Results

Table 2: Satisfaction On Advertisement to Purchase Products

Satisfaction	Frequency	Percentage
Yes	35	43.75
No	45	56.25
Total	80	100

Source: Primary Data

The table 2 reveals that 43.75% of housewives were satisfied with the product being purchased as exhibited in the advertisement and 56.25% of housewives were not satisfied with the product being purchased as exhibited in the advertisement.

Table 3: Interest in Commercial Advertisement

Interest Level	Frequency	Percentage
Highly Interested	8	10
Interested	40	50
No Opinion	16	20
Not interested	16	20
Total	80	100

Source: Primary Data

Out of the 80 respondents it is identified that 8 housewives (10%) are highly interested in commercial advertisements. Half of the housewives (50%) were interested in commercial advertisement while 20% of them not interested and remaining 20% of respondent have no any opinion.

Table 4: Impact of Advertisement on Brand Preference

Response	Frequency	Percentage
Always	16	20
Often	23	28.75
Sometimes	28	35
Rarely	8	10
Never	5	6.25
Total	80	100

Source: Primary Data

The table 4 indicates that 20% of housewives always shifted their preference from one brand to another on the basis of advertisement while 28.75% of housewives often shifted. 35% of housewives sometimes shifted brand preference and 10% of housewives rarely shifted. Only 5 respondents (6.25%) never shifted their brand preference from one to another on the basis of commercial advertisement.

Table 5: Opinion Towards Importance of Advertisement

Level of importance	Frequency	Percentage
Very Important	21	26.25
Important	27	33.75
Neutral	20	25
Less Important	9	11.25
Unimportant	3	3.75
Total	80	100

Source: Primary Data

The table 5 shows that 26.25% housewives stated the product information in the advertisement were very important to them and 33.75% of housewives stated that it is important to them. 25% and 11.25% said neutral and less important respectively about the importance of product information in the advertisement. Only 3 housewives (3.75%) stated the advertisement were unimportant to them.

Table 6: Opinion Towards Features of Brands Specified in Advertisement

Response	Frequency	Percentage
Always	14	17.5
Often	17	21.25
Sometimes	33	41.25
Rarely	10	12.5
Never	6	7.5
Total	80	100

Source: Primary Data

As per the table it is clear that 17.5% of respondents stated the advertisement always tell the brands having the features they were looking. 21.25% of housewives said that advertisement often tell the brand features. Majority of the housewives (41.25%) said sometimes the advertisement provide the features of brands that they were searching. Only 6 respondents (7.5%) not yet got the details on features of brands through advertisements.

Table 7: Effect of Advertisement On Change in Product Preferences

Response	Frequency	Percentage
Yes	47	58.75
No	33	41.25
Total	80	100

Source: Primary Data

The above table reveals that majority of the respondents (58.75%) were changed their mind to shift from one product to another product after watching advertisement and 41.25% of housewives were not shifted from one product to another on the basis of advertisement.

Table 8: Relationship Between Age and Price of Products Purchased

Age Group	20 – 30	30 – 40	40 – 50	Above 50	Total
Always	4	6	14	4	28
Often	4	5	9	2	20
Sometimes	5	7	10	0	22
Rarely	2	2	3	0	7
Never	1	0	2	0	3
Total	16	20	38	8	80

Source: Primary Data

1. H₀: There is no significant difference between age of respondents and price of products bought.
H₁: There is significant difference between age of respondents and price of products bought.

Table 8.1: Analysis of Variance

Age Group	Mean	SD	df	F Value	p Value	Accept/Reject H₀
20 – 30	3.2	1.64	3	3.60	0.0368	Rejected
30 – 40	4.0	2.92				
40 – 50	7.6	5.03				
Above 50	1.2	1.79				

Source: Primary Data

Here the p value is less than 0.05 (0.0368) so null hypotheses is rejected and concluded that ages of respondents and price of products bought are related.

Table 9: Relationship Between Educational Qualification and Quality of Products Purchased

Educational Qualification	Below Plus 2	Plus 2	Under Graduate	Post Graduate	Total
Always	5	6	9	3	23
Often	2	6	3	4	15
Sometimes	6	3	2	1	12
Rarely	7	10	2	0	19
Never	5	5	1	0	11
Total	25	30	17	8	80

Source: Primary Data

2. H₀: There is no significant difference between educational qualification of respondents and quality of products bought.
- H₁: There is significant difference between educational qualification of respondents and quality of products bought.

Table 9.1: Analysis of Variance

Educational Qualification	Mean	SD	df	F Value	p Value	Accept/Reject H₀
Below Plus 2	5.0	1.87	3	3.14	0.0544	Accepted
Plus 2	6.0	2.55				
Under Graduate	3.4	3.21				
Post Graduate	1.6	1.82				

Source: Primary Data

Here the p value is more than 0.05 (0.0544) so null hypotheses is accepted and concluded that Educational Qualification of respondents and quality of products bought are not related.

Findings of the Study

The major findings of the present study “A study on influence of advertisement among housewives with special reference to house hold products” are;

1. Majority of the housewives (68.75%) are qualified plus two.
2. Majority of the housewives (56.25%) were not satisfied with the product being purchased as exhibited in the advertisement.
3. Half of the housewives are interested in commercial advertisements and 10% of respondents are highly interested in commercial advertisement.
4. 48.75% of the housewives are shifting their preference from one brand to another on the basis of advertisement.
5. 38.75% of housewives opinioned that the advertisements tell the brands having the features they were looking.
6. 60% of respondents opinioned that advertisements are important to get product information.
7. 58.75% of the respondents were shifted from one product to another after watching advertisement.
8. The age of housewives and price of products purchased are related
9. The educational qualification of housewives and quality of products purchase are not related.

Suggestions

1. There is future scope for advertisement of household products since the advertisement influence of purchase decision.
2. Since people do not believe in the positive sides of advertisement, there is a lot to improve to change the perception.
3. There is a scope for emotional appeal in advertisement of household products.
4. It is to better to project and emphasis the quality in the advertisement of the product.
5. Provide good offers to customer such as free gifts.

Conclusion

The study entitled “Influence of Advertisement among House Wives with special reference to House Hold Products” was under taken with a view to study the influence of advertisement among housewives. For conducting the study, the housewives are classified on the basis of age and educational qualification and data collected through questionnaire are presented by using tables. The collected data are analysed and important conclusions are made. The study reveals that The age of housewives and price of products purchased are related and also There is no considerable relationship between educational qualification of housewives and quality of products they purchase.

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Chapter 7

IMPACT OF E-COMMERCE ON TRAVEL AND TOURISM INDUSTRY

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Abstract

E-Commerce has a great history since it was invented back in May 1989. In the emerging global economy, E-Commerce has increasingly become a vital component of business strategy and a solid catalyst for economic development. Electronic commerce, commonly referred to as e-commerce, is a business model that allows individuals and firms to make sales and purchases via the internet. E-commerce has brought changes in the whole concept of travel and tourism. The industry and consumers are both taking advantage of it to expand their businesses. With the increasing demand of e-commerce, more businesses are now looking for better ideas and opportunities to enhance their market value. No doubt the electronic commerce industry is now the part of almost every business. The new era of e-commerce web design is moving towards the digitalization of many industries and the travel industry is also implementing their business solutions through it.

Keywords: E-commerce, Internet, Travel & tourism services

Introduction

Information technology has introduced ecommerce through the development of the Internet and the World Wide Web. These developments have impacted both consumer and industry behaviors in the areas of travel and tourism. Consumers have more options regarding vacation and budget planning. Ninety-five percent of web users have searched the Internet to gather travel related information.

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and budget planning. Ninety-five percent of web users have searched the Internet to gather travel related information.

Information and Communication Technologies (ICT) have affected the travel and tourism industry for at least 50 years, particularly in the areas of automation and networking of distribution channels. Information and Communication Technologies (ICT) have affected the travel and tourism industry for at least 50 years, particularly in the areas of automation and networking of distribution channels.

During the pre-computerized time, the role of the travel agent was to advise clients on travel destinations and to act as an intermediary in the complicated process of arranging travel booking. There are a number of online travel agencies which through their online portals in India help in planning holidays and in booking travel & hotel tickets at suitable & reasonable prices. These companies offer travellers the ability to select and book from a wide selection of hotel accommodation, flights and tourist attractions across the world. It also means that travel planning is no more stressful and one can spend less time searching for tickets and more time on planning your holiday. There are a number of online travel agencies which through their online portals in India helps in planning holidays and in booking travel & hotel tickets at suitable & reasonable prices.

Methodology

a) Source of data:

This study is based on secondary data.

b) Collection of data:

The data has been collected from various published books, magazines, articles and websites.

c) Statistical tools:

Descriptive analysis has been used to describe the collected data.

Overview of E-Commerce

History of E-commerce:

E-commerce began in the 1960s, when businesses started using EDI to share business documents with other companies. In 1979, the American National Standards Institute developed ASC X12 as a universal standard for businesses to share documents through electronic networks. After the

number of individual users sharing electronic documents with each other grew in the 1980s, the rise of eBay and Amazon in the 1990s revolutionized the e-commerce industry. Consumers can now buy many items online, from e-commerce-only vendors, also called e-tailers and brick-and-mortar stores that have e-commerce capabilities. Now, almost all retail companies are integrating online business practices into their business models. The COVID-19 pandemic of 2020 caused e-commerce to spike significantly. With shoppers confined to their homes for an extended period of time, e-commerce jumped to a record high of 16.4% in the second quarter of 2020, according to the U.S. Census Bureau.

Types of E-Commerce

E-commerce takes as many different forms as there are various ways to shop online channels. A few common business models that shape the world of ecommerce are:

- B2C – Businesses sell to individual consumers (end-users). The most common model with many variations.
- B2B – Businesses sell to other businesses. Often the buyer resells products to the consumer.
- C2B – Consumers sell to businesses. C2B businesses allow customers to sell to other companies.
- C2C – Consumers sell to other consumers. Businesses create online marketplaces that connect consumers.
- B2G – Businesses sell to governments or government agencies.
- C2G – Consumers sell to governments or government agencies.
- G2B – Governments or government agencies sell to businesses.
- G2C - Governments or government agencies sell to consumers.

E-Commerce in Travel and Tourism Sector

The Indian tourism and hospitality industry has claimed a prominent place in the growth story of the services sector in India. The sub-segment of the services sector - the 2nd largest - encompassing trade, repair services, hotels and restaurants, accounted for around US\$ 295.7 billion or 19.2 per cent to the Gross Domestic Product (GDP) in 2015-16, and it grew at 8.9 per cent year-on-year. The tourism industry is anticipated to create 13.45 million jobs across sub segments—like restaurants (10.49 million), hotels (2.3 million) and travel agents/ tour operators

(0.66 million). E-commerce has changed the whole concept of travel and tourism. Both consumers and the industry are taking advantage of e-commerce and expanding their businesses for good. With this huge phase of expansion, let us take a look at how it has been beneficial for travel and tourism industry.

The Impact of E-commerce on Travel & Tourism Industry

1. Personalized Customer Service

A company can provide personalized services to its customers, from sending birthday discounts to making product recommendations based on the customer's preferences. Providing personalized services increases customer engagement by making them feel like individuals rather than other customer.

2. Online Booking

The important advantage of E-commerce is having the facility of online booking. So that makes customers more convenient. Customers are no more required to visit offices and travel agents anymore. The whole booking system is online with a feasible payment system.

3. Managing Recessions

The e-commerce industry has amazingly affected recessions. A recession is the period of loss that lasts for almost six months. E-commerce technology has introduced the quick recovery of recession through its ideal solutions to the problems that arise.

4. Automation and Networking

GPS is one of the greatest technologies that helps the industry of travel and tourism. If you'll look up any of the transportation services, e-commerce is the one thing that is helping you to connect and offer the best services to the consumers.

5. Additional Global Market

E-commerce provides accessibility to Global market. The travel industry is not limited to a country or a city but it is globally targeting its customers. People can now book their trips to the exotic destinations from anywhere, such as their office or even the comfort of their own homes.

6. Ease of Accessibility

The travel agents get more information about their customers and competitors so that helps them to make planning as per the requirements of it. The planning and the strategy processes of business are now as easy as reaching out to the market. It provides to the

ease of accessibility to the customers and competitor behaviour. It makes all easy for people to connect and grow together.

7. Other Advantages of E-commerce in Travel & Tourism Industry

- Reduced Prices
- Wide variety of options to choose from
- Quick delivery
- Provides comparative information to finalise
- No scope for wrong information on travel destinations.
- Virtual room tours

Conclusion

The rapid development of information and communication technologies in modern society contributes to both the development of the hospitality industry and a communication network for attracting new customers. The global Internet has made e-Commerce more accessible for any business. The travel and tourism industry is probably being the most affected industry by the internet. E-commerce helps the travel & tourism suppliers to expand their channels of distribution in an efficient and effective way. The electronic tourism market is rapidly expanding. E-commerce has played the vital role in enhancing the travel industry. Service providers and consumers, both are now enjoying the feasibility of it.

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Chapter 8

CUSTOMER PREFERENCE TOWARDS LIFE INSURANCE POLICIES WITH SPECIAL REFERENCE TO PERINTHALMANNA MUNICIPALITY

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Abstract

The life and property of an individual are surrounded by the risk of death, disability or destruction. These risks may result in financial losses. Insurance is a best way to transfer such risks to an insurance company. Insurance is a legal agreement between two parties i.e. the insurance company (insurer) and the individual (insured). In this, the insurance company promises to make good the losses of the insured on happening of the insured contingency. The contingency is the event which causes a loss. There is wide range of insurance policies, each aimed at safeguarding certain aspects of your health or assets .life insurance is one of the main classifications of insurance.

Keywords: Life insurance, Customer preference

Introduction

LIC is the most trusted and popular brand in life insurance. The market share of private insurers are gradually increasing with people trust. The new private insurers are gradually increasing with people trust. The new private players offer many new innovative products and services. A complete list of top life insurance companies in India registered by the Insurance Regulatory and Development Authority of India (IRDA). The insurance sector in India has evolved through a number of phases. Life insurance Corporation of India (LIC) comes into operation on 1st September, 1956 after nationalization of all the 245 companies which ever engaged in life insurance business. When the LIC had been playing a monopoly in insurance sector, the government of India started allowing private players in the year 2000 with the Foreign Direct Investment (FDI) limit of 26%. As a result, LIC had started to witness the market share to go

gradually into the hands of the private sector organization. Later in 2014, the government has increased the FDI limit from 26% to 49%. This has made the private sector organizations competitive enough to attract a significant market share from LIC. The competition among the players in life insurance made the consumers compare their performance factor on the alternatives and to go for their desired product.

Importance of study

The insurance industry is one of the fastest growing industries in the country and offers abundance growth opportunity to life insurance. When compare with developed foreign countries, the Indian life insurance industry has achieved only a little because of level of awareness, ineffective marketing strategies etc.

Insurance companies play an important role in the well-being by providing protection to millions of people against life risks such as uncertain death or accident. Even the life insurance is fastest growing service sector in India after privatization and increase in FDI. Thus it has become essential to study the buying pattern of the life insurance policies. “The Study on Customer Preference towards Life Insurance Policies with special reference to Perinthalmanna municipality” basically intend to discover and examine the factors affecting customers buying decision towards investment in life insurance policies in Perinthalmanna municipality.

Objectives of the Study

1. To identify the customer preference while selecting life insurance scheme as an investment decision.
2. To study about various factors influencing customer investment decisions regarding life insurance.
3. To measure awareness level of customers about various insurance schemes offered by life insurance companies.

Hypothesis

1. Ho: there is no significant relationship between monthly income and insurance premium.
2. Ho: there is no significant relationship between occupation and policy duration.

Methodology of the Study

The study was mainly conducted by adopting questionnaire method along with personal interview and different books and journals are used for collecting secondary data. The sample size of the study is 70 life insurance policy holders in Perinthalmanna municipality. Convenience sampling techniques is used for research purpose, selects the most accessible sample from the population to obtain information. Chi-square test, Weighted average method, Rank and Percentage are the main tools used for data analysis.

Data analysis and Interpretation

1) Preference towards Life Insurance Companies

Table 1: Preference towards Life Insurance Companies

Insurance Companies	Ranks					Total
	1	2	3	4	5	
LIC	12	14	9	10	25	70
HDFC standard life insurance	13	16	9	16	16	70
SBI life insurance	17	10	19	9	15	70
Bajaj Allianz	17	13	20	10	10	70
ICICI prudential	11	17	13	25	4	70

Sources: Primary data

Table 2: Weighted Ranking of Companies

Insurance Companies	Rank					Total	Weighted Average	Rank
	1*5	2*4	3*3	4*2	5*1			
LIC	85	52	60	20	10	227	3.24	1
HDFC standard life insurance	55	68	39	50	4	216	3.09	2
SBI life insurance	85	40	57	18	15	215	3.07	3
Bajaj Allianz	60	56	27	20	25	188	2.69	5
ICICI prudential	65	64	27	32	16	204	2.91	4

From the above table it is clear that majority of the respondents' mostly preferred insurance company is LIC, secondly HDFC standard life insurance company and there have marked 5th position for Bajaj alliance.

2) Factors Considered as Most Important while Choosing the Insurance Plan

Table 3: Factors Considered while Choosing the Insurance Plan

Factors	Ranks								Total
	1	2	3	4	5	6	7	8	
Risk coverage	8	0	2	5	17	13	9	16	70
Tax relief	9	8	15	9	14	5	7	3	70
Safety & security	0	3	4	4	15	15	15	14	70
Service quality	5	7	3	12	0	12	21	10	70
Reliability	11	21	3	14	5	8	3	5	70
High return	15	10	18	5	9	0	2	11	70
Company reputation	4	4	11	17	8	7	12	7	70
Others	18	17	14	4	2	10	1	4	70

Source: Primary data

Table 4: Weighted Ranking of Factors

Factors	Rank									Weighted Average	Rank
	1*8	2*7	3*6	4*5	5*4	6*3	7*2	8*1	Total		
Risk coverage	120	70	108	25	36	0	4	1	394	5.63	2
Tax relief	72	56	90	45	56	15	14	3	351	5.01	4
Safety & security	144	119	84	20	8	30	2	4	411	5.87	1
Service quality	40	49	18	60	0	36	42	10	255	3.64	6
Reliability	88	147	18	70	20	24	6	5	378	5.4	3
High return	64	0	12	25	68	39	18	16	242	3.46	7
Company reputation	32	28	66	85	32	21	24	7	295	4.21	5
Others	0	21	24	20	60	45	30	14	214	3.05	8

From the above table it is clear that safety & security is considered as most important factor while taking insurance policies of life insurance. Secondly consider the risk factors involved and thirdly the reliability of the policy. As a selection factor high return and reputation are considering only in 7th and 5th rank.

3) Awareness Level of Policies

Table 5: Awareness level of policies

Policies	Fully aware	aware	Somewhat aware	Less aware	Not at all aware	Total
Whole life policy	20	25	18	6	1	70
Money back policy	22	28	15	2	3	70
Endowment policy	11	18	20	17	4	70
Health insurance	23	28	12	7	0	70
Pension plan	11	29	18	12	10	70
Child insurance plan	20	24	5	7	14	70
ULIPS	5	6	14	20	25	70
Term insurance	24	22	21	16	7	70

Source: Primary data

It is clear from the above table most of the respondents are aware about health insurance policy and only few of them aware about money back policy. The least of them about the ULIPS and term insurance.

4) Chi-Square Test 1

Ho: There is no significant relationship between income and insurance premium.

Table 6: Chi-square Test 1

Calculated chi- square value	4.6489
Degree of Freedom (r-1)(c-1)	8
Level of Significant	5%

Table value	15.507
Acceptance or rejection of H0	Accept

Here, calculated value is less than the table value ($4.6489 > 15.507$). So we accept the H0 hypothesis and we reject the H1 hypothesis.

5) Chi -Square Test 2

Ho: There is no significant relationship between occupation and policy duration

Table 7: Chi-square Test 2

Calculated chi- square value	8.16
Degree of Freedom (r-1)(c-1)	16
Level of Significant	5%
Table value	26.296
Acceptance or rejection of H0	Accept

Here, calculated value is less than the table value ($8.16 > 26.296$). So we accept the H0 hypothesis and we reject the H1 hypothesis.

Findings

- 1) 68% respondents are selecting LIC as an insurance company for taking insurance policy.
- 2) Most of the respondents hold health insurance policy (39%) and money back policy (29%)
- 3) 28% respondents are responding that the main reason for taking insurance policy is its future benefits
- 4) Majority of customers having the feel about the premium of insurance plan is moderate.
- 5) Customers' safety & security is the most important factor considered while choosing the insurance plan.
- 6) The majority of the respondents are faced the problem of delay in settlement regarding their insurance company.

- 7) 39% respondents are agreeing about the statement of “making investment in life insurance policies are the best investment decision”.

Conclusion

Insurance is a tool by which small amount of fund collected from various policy holders and safeguard against uncertain events that may occur in the future. Every customer is providing highly importance to company image as a criterion before taking a life insurance. This is mainly because of customers are expect safety and security for their money. LIC is the dominated insurance company in the Indian insurance industry. Now various other private insurance companies are entered in this field like HDFC, ICICI etc. private sector should try to win the trust of investors. most of the respondents are aware of life insurance through agent. Also that majority of the respondents are agreeing that making investment in life insurance policies are the best investment decision. But some of them have faced problems with the insurance companies for their delay in settlement of insurance amount.

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Chapter 9

A STUDY ON IMPACT OF M-WALLET USAGE AMONG YOUTH IN MALAPPURAM DISTRICT ON PRE AND POST COVID PERIOD

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Abstract

A mobile wallet or digital wallet is a virtual mobile-based wallet where one can store cash for making mobile, online or offline payments. It can be preloaded with preferred amount of money from bank account and credit or debit card. Mobile wallets can be used for the following purposes, it can be used to transfer funds to another mobile holder, make purchases online, book flight and rail tickets within minutes, pay for taxi, payments of bills, immediate phone recharge, for both in-store and online purchases and to pay for petrol at a petrol bunk. Mobile wallets offer increased security and can actually be safer to use than swiping your physical debit or credit card and it is useful to make quick payments within minutes. So it reduces the usage of liquid money. E- wallet is just like liquid and safer one. The Government of India had announced nationwide lockdown in four phases from 24th of March 2020 to eradicate Covid-19 spread from the country. The essential services including food industry, petrol pumps, banks and ATM were exempted from Lockdown. M- wallet has a huge role in payments in Covid period, number of transaction have been increased during this period by m- wallet.

Keywords: QR code, m-paise, Encryption, Open wallet, Security

Introduction

Now days, the e- payment system has an important role in the development of economy and it has emerged as the most significant contributor in pushing cashless transactions. Due to the development of technology, the use of EPS was increased. Demonetization is the act of stripping a currency unit of its status as legal tender that means it is the process of ceasing to produce and

circulate particular forms of currency. Legal tender is a medium of payment recognized by a legal system to be valid for meeting a financial obligation. This is necessary whenever there is a change of national currency. Demonetisations has an important role in making digital mobile transaction. After the announcement of lock down due to Covid 19, the social distance was one of the important suggestion of Govt. Huge no of people started m- wallet at this period and making on line purchasing through different web sites, online buying attitude of people has been increased during covid 19 period, so here the m-wallets make payments of this transaction easily.

A mobile wallet or digital wallet is a virtual mobile-based wallet where one can store cash for making mobile, online payments. It can be preloaded with preferred amount of money from bank account and credit or debit cards. Mobile wallets have made our lives much easier with its one-tap feature and quick processing, all at one-go. Mobile wallets 2 are designed to enable a secure and integrated flow of transactions with hassle-free processes. These wallets lower the processing time, reduce fraud and are economical as compared to other physical wallets. This help us to send and receive cash within minutes. The mobile wallet can hold reward points, reward points are useful because they will increase brand loyalty and make it extremely simple for customers to conduct transactions with their mobile device. M- wallet some time provide more discounts while making payments and bonus cash while sending money, it provides this benefits by providing scratch cards after making payments. The mobile wallet also has superior security features to ensure that sensitive information remains secure.

This technology is working by using mobile phone through the connected bank accounts with it, we can receive money from others to our bank accounts connected with this, this also provide sending money to the contact no saved in mobile phone and making payments by scanning QR code. There are four types of mobile wallets in India- open, semi-open, semi-closed and closed. Open wallets are the ones that allow you to buy goods and services, withdraw cash at ATMs or banks and transfer funds. These services can only be jointly launched with a bank. M-Pesa by Vodafone and ICICI is one such example. Apart from the usual merchant payments, it also allows you to send money to any mobile number bank account. Airtel Money is a semi-open wallet, which allows you to transact with merchants that have a contract with Airtel. You cannot withdraw cash or get it back. You'll have to spend what you load. Then there are closed wallets, which are quite popular with e-commerce companies, where a certain amount of money is locked with the merchant in case of a cancellation or return of the order, or gift cards. Lastly, there are semi-closed wallets like PayTM, which do not permit cash withdrawal.

History of Mobile Wallets in India

According to Government of India, till 2018, India has over 15 mobile wallet or e-wallet companies out of which 14 are Indian based mobile wallet companies. Going according to the date of launching, Oxigen is considered as the first ever e-wallet or mobile wallet launched in India. It was launched in July 2004. In 2009, Bipin Preet Singh founded Mobikwik a mobile wallet in India. And after that, Mobikwik Systems Private Limited contributes to bringing digital transaction in India. This mobile wallet has the user base of 40 million along 2 lakhs retailers. People believe that Mobikwik started the trend of mobile wallets and mobile payments. So few analysts suggest that mobikwik is the first mobile wallet in India.

Advantages of M-Wallets

- Transfer funds to another wallet holder
- Make on line purchases
- Book flight and rail tickets
- Pay for taxi fare
- Pay utility bills
- Can be used for both in-store and online purchases
- Can be used to pay for petrol at a petrol bunk
- Recharge your phone
- Quick payment and receiving

Types of Mobile Wallets

1. Open Wallet

This type of wallet can only be issued by the bank itself. They allow you to purchase goods and services, cash withdrawal at ATMs and to transfer funds. For example, Vodafone M- Pesa.

2. Semi-Open Wallet

A semi-open wallet allows users to buy and purchase goods but not withdraw funds. In this type of wallet, one has to load money and use the same for any type of purchase.

3. Closed Wallet

This is a very popular service. Basically, closed wallets are accounts issued by a company to a consumer for buying goods and services exclusively from that company. Here a certain amount of money is locked with the company in case of a cancellation or return

of the order, or gift cards. For example, by making an account on apps like Ola Money, Book My Show, you can transfer money and use it only for the service provided by them. Neither you can withdraw cash from this wallet nor can you pay for other services.

4. Semi-Closed Wallet

Semi-closed wallets have a specific contract with the issuer to accept the payment instruments. They will allow you to buy goods and services or perform financial services at clearly identified merchant locations.

Popular Mobile Wallets Used in India

1. Google Pay

With Google Pay you can send money to friends, pay bills and buy online, recharge your phone. Since Google Pay works with your existing bank account, which means your money is safe with your bank. There's no need to worry about reloading wallets and you don't need to do additional KYC - which is required for all the other apps.

2. Phone Pe

Phone Pe started in 2015 and in just 4 years it has been able to cross the 100 million download mark. From UPI payments to recharges, money transfers to online bill payments etc. can do on Phone Pe.

3. Paytm

Paytm is one of the largest mobile commerce platforms in India, offering its customers a digital wallet to store money and make quick payments. works on a semi-closed model and has a mobile market, where a customer can load money and make payments to merchants who have operational tie-ups with the company. Apart from making e-commerce transactions, Paytm wallet can also be used to make bill payments.

4. Mobikwik

This mobile wallet lets its users add money using debit, credit card, net banking and even doorstep cash collection service, be used to recharge, pay utility bills and shop at marketplaces. Owing to the growing need for convenience, MobiKwik has also recently tied up with large and small time grocery, restaurants and other offline merchants.

5. Yono by SBI

This mobile wallet application was launched by State Bank of India to let users transfer money to other users and bank accounts, pay bills, recharge, book for movies, hotels,

shopping as well as travel. This semi-closed prepaid wallet offers its services in 13 languages and is available for non-SBI customers as well.

6. Airtel Money

Airtel is the popular cellular networks in India. The new Airtel money provides limited but some beneficial services to its consumers. Just provide your KYC details, and you will get a saving account on Airtel Payments Bank, which will give you a virtual debit card for online shopping.

7. Bhim Axis Pay

Bhim Axis Pay is a UPI banking app that lets you transfer money instantly to anyone using just your smartphone. Make online recharges to your prepaid mobile and DTH set-top boxes directly from the app.

8. Oxigen

Wallet is the India's first non-banked mobile wallet, approved by RBI in 2013 for instant money transfers to any bank. The payment solutions provider allows customers to make mobile/DTH recharges, money transfers through bank and Oxigen Wallet, utility bill payments, etc.

Benefits of Mobile Wallets

- 1 It provides high security
- 2 It kept personal data secret
- 3 Better user experience
- 4 Multiple account information used
- 5 Time saving
- 6 Rewards and bonus

Problems of M-Wallets

1. Mobile wallets are not universal
2. some mobile wallets will not support your mobile and you cannot enjoy its services.
3. It requires the quite large capital amount to start a mobile wallet business
4. Smartphones are known for their hardware and software problems.
5. If your mobile has been lost, then mobile wallet is also lost a
6. Internet connectivity remains a bigger problem
7. Lack of privacy

Overcomes of Problems in Mobile Payment System

- Encryption

Online shopping is very sensitive to notion that e-commerce is insecure, particularly when it comes to online payments. Most online payment systems use an encryption system to add security to the transmission of personal and payment details. There are various encryption schemes in use to prevent from frauds of online payments.

- Digital Signatures

The parties involved in online payments, transactions should use digital signatures in order to ensure authentication of transactions.

- Check Whether the Country is a “High Risk”

Country Always require closer inspection for orders that being shipped to an international address. Pay more attention if the card or the shipping address is in an area prone to credit card fraud. It is helpful in maintaining the authentication in online payments.

- Firewalls

A firewall is an integrated collection of security measures designed to prevent unauthorized electronic access to a networked computer system to protect private network and individuals machines from the dangers of the greater internet.

- Compare the Credit Card Issuing Bank “ Country with the Billing Address Country

Another key point to bear in mind is to check the issuing country and the billing address. Make sure the issuing country and billing address country are the same.

Covid-19 Regulations influenced M-Wallets Usage

- During lock down period people faced difficulties doing banking transactions
- During lock down increased on line purchasing and its payments through m- wallets
- Social distance regulations implement trough m-wallets.
- It makes break the chain concept
- It reduced the usage of liquid money

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Chapter 10

A STUDY ON USERS PERCEPTION AND ACCEPTANCE OF E-PAYMENT WALLETS WITH SPECIAL REFERENCE TO G-PAY AND PAYTM

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Abstract

Smart phone plays a vital role in this regard offering users a great platform for communication and access to a wide range of applications. New technologies and digitalization of life are shaping the ways of doing business as well as the behaviour of consumers. The technologies effect to market field, purchase and payments. The mobile devices have become one of the most technologies. These devices and services provided by the rapidly became necessities of daily life throughout the world. The increasing popularities of mobile devices around the globe may be attributed to their omnipresent access to wide range of services. It moves towards mobile devices in accessing the internet it led to emergence of online market.

Keywords: E-payment wallet, G-pay, Paytm

Introduction

The use of mobile to effect payment for goods and service represent a paradigm shift towards digital payment and has been driven by consumer who wish to make purchase at retail store

or to transfer fund using their mobile like Google pay, WeChat pay, Paytm, Yono, Phone pay etc.

In today's world, we need an e-payment system that would not only give safe payment but should also have attempted to use mobile devices as "electronic wallet" to store payment details and account information, and give so many services to its users like bill payment, recharge, booking train tickets, hotel rooms & flight tickets, etc. Google pay is mobile app that provides us with many ways to make your customer buying experience fast, more convenient and more rewarding. Google pay power full yet simple suit of mobile payment integrations, helps you connect with customers to drive sales and brand loyalty. Paytm is the Indian mobile-first financial services company that offers payments, banking, lending and insurance to consumers and merchants through its mobile app.

Statement of the Problem

E-payment occurs when goods or services are purchased through the use of various electronic medium. There is no use of cash or cheque in this type of payment method. E-payment methods are often easy to get, more convenient and provide customers the flexibility to make payments from anywhere and at any time. And the money gets deducted directly from the bank account during the payment.

However, some basic requirements such as certain electronic gadgets, basic electronic knowledge and access to internet etc. Are needed for making payments in e-payment applications. Also, security threats of e-payment applications are not known by most of users. They are making online payment through G-pay and Paytm, and showing others without losing privacy. So, it's relevant to study users' perception and acceptance of G-pay and Paytm wallets used for cashless transactions. The study aims to find out the major factors influencing G-pay and Paytm transaction and their payment habit and satisfaction towards G-pay and Paytm.

Objectives of the Study

- To understand users/ respondent's perception and level of acceptance of E- payment wallet (G-pay and Paytm)
- To know the awareness level of respondents about the E-payment applications
- To understand the attracting / influencing factors for choosing E-payment system
- To understand the problems and limitations facing by users while using E payment applications.

Research Methodology

The study is descriptive in nature based on primary and secondary data. Purposive sampling method is used for selecting sample from the population of the study. Sample size of 50 has been taken into consideration for the purpose of study from Google pay and Paytm users. The data required for the study is collected by using structured questionnaire. Data collected from primary and secondary sources are processed systematically by applying method of classification, tabulation and analysis.

Data Analysis and Interpretation

1. Responses for the E-payment Applications Related Statements

Table 1: E-payment Applications

Statements		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Using E-payment apps makes life easier	No. of Respondents	18	30	02	00	00	50
	Percentage	36	60	04	00	00	100
E-payment systems are better than cash to hand transaction	No. of Respondents	12	32	06	00	00	50
	Percentage	24	64	12	00	00	100
E-payment transaction costs are hidden from users	No. of Respondents	03	29	13	05	00	50
	Percentage	06	58	26	10	00	100
Easily understood and easily adopted	No. of Respondents	07	33	04	02	00	50
	Percentage	14	66	08	04	00	100
An E-payment customer should be aware about the security issues	No. of Respondents	16	29	05	00	00	50
	Percentage	32	58	10	00	00	100

Educated peoples can only use E-payment applications	No. of Respondents	02	16	07	19	06	50
	Percentage	04	32	14	38	12	100

Source: Primary data

From the above table shows some statement and the response of the customers of G-pay and Paytm. 60% of respondents agreeing that using E-payment applications make life easier and the 36% of them are strongly agree and 4% is neither agree nor disagreeing with the statement.

24% of respondents are strongly agreeing that E-payment system is better than cash to hand transactions 64% are agreeing and rest of the respondents are neither agreeing nor disagree with the statement.

Most of Respondents (58%) are agreeing that the E-payment transaction cost is hidden from users, 6% are strongly agree with the statement, 10% are disagreeing and remaining respondents are neither agreeing nor disagree with the statement.

The fourth statement is 'E-payment customer should be aware about the security issues when using these applications'. Most of the respondents are agreeing with the statement and 32% is strongly agree and 10% is neither agree nor disagree with it.

The last statement is 'Educated people can only use E-payment applications'. 4% of the respondents are strongly agree, 32% is agreeing, 14% is neither agree nor disagree and 38% is disagree with the statement. 12% respondents are strongly disagreeing with the statement.

2. Awareness Level of Customer towards G-pay and Paytm Related Aspects

Table 2: Awareness level of Customer towards G-pay and Paytm

Aspects		Aware	Neutral	Unaware	Total
Security	No. of Respondents	33	17	00	50
	Percentage	66	34	00	100
Cost	No. of Respondents	30	19	01	50
	Percentage	60	38	02	100

Growth	No. of Respondents	26	24	00	50
	Percentage	52	48	00	100
Send and receive money	No. of Respondents	37	13	00	50
	Percentage	74	26	00	100
Update	No. of Respondents	31	19	00	50
	Percentage	62	38	00	100

Source: Primary data

The above table shows the awareness level of customers towards G-pay and Paytm. 66% respondents are aware about security measures of G-pay and Paytm and 34% are neutrally aware. 60% of respondents are aware about the cost incurred while using these apps, 38% are neutrally aware and 2% are unaware about it. 52% of Respondents are aware about the growth of electronic payment apps and 48% are neutrally aware.

Most of the respondents (74%) are aware about the mechanism of sending and receiving money and 26% are neutrally aware about it. 62% of the respondents are clearly aware about the updates of the applications and 38% are neutrally aware.

3. Factors influencing the use G-pay and Paytm

Table 3: Factors Influencing the Use G-pay and Paytm

Factors	Rank					Total
	1	2	3	4	5	
Time saving	28	16	05	01	00	50
Easy to use	15	08	07	13	07	50
Security	02	14	07	11	16	50
Easy to understand and operate	05	12	11	15	07	50
Get reward	00	00	20	10	20	50

Source: Primary data

Table 3(a): Weighted Ranking of Factors

Factors	Weighted Rank					Total	Rank
	1*5	2*4	3*3	4*2	5*1		
Time saving	140	64	15	02	00	221	1
Easy to use	75	32	21	26	07	161	2
Security	10	56	21	22	16	125	4
Easy to understand and operate	25	48	33	30	07	143	3
Get reward	00	00	60	20	20	100	5

Five different factors influencing use of G-pay and Paytm services were given to the respondents for ranking. The ranking of respondents is multiplied by weight for getting a clean picture about the influencing factor.

The data distribution states that most of the customers use G-pay and Paytm because of it saves time. Easy to use, easy to understand, security and reward are ranked in second, third, fourth and fifth positions.

4. Problems Faced by the Users

Table 4: Problems Faced by the Users

Problem	Number of Respondents	Percentage
Low security	10	31.25
Costly and risky	02	6.25
Server issues	14	43.75
Delay in transaction	06	18.75
Illiteracy	00	00
Total	32	100

Source: Primary data

The above table shows that among the 32 respondents who are facing problems, 43.7% said that the main problem faced while using electronic payment app is its server related issues. 31.25% respondents faced the problem of low security. 18.75% opined that there is some delay in transactions and 6.25% of users' problem is high cost and risk involved in it.

Findings

- Most of the users agreeing that using e-payment apps make life easier and it's better than cash to hand transaction and can easily adopted.
- Most of the respondents are aware about how to send and receive money through G-pay and Paytm.
- Time saving is a most influencing factor for using G-pay and Paytm.
- Most of the users are facing server issue while using G-pay and Paytm.

Suggestions

1. Give more awareness to the E-payment customers about G-pay and Paytm services.
2. Improve server security then it will help to reduce security problems.
3. It should add more safety and security features so to minimize risk.
4. Resolve the complaints related to transactions speedily.
5. Provide more discounts for regular customers.
6. Effective step should be taken to enhance the transaction of money.
7. Provide more services like including money bank facilities with G-pay and Paytm.

Conclusion

The project entitled "A Study on Users Perception and Acceptance of E-payment Wallets with special reference to G-pay and Paytm" is mainly conducted to identify the users perception and acceptance about E-wallets. Google pay and Paytm provides various services to customers are money transfer, recharge, bill payment, ticket booking etc. But most of the users are faced problems while using E-payment applications that is server issue and delay in transactions. Even though there are many facilities provided to support customers. The important influencing aspect has been recognized as time, comfort, protection, reward factors and it is easy to understand and operate. It also helps in record of all the transaction done. So, it is without doubt said that future transaction system is cashless transaction system.

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Chapter 11

ROLE OF BEHAVIOURAL FINANCE IN INVESTMENT DECISION

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Abstract

Field of finance is basically about decision making as to investment decision, working capital decision, dividend decision and fund allocation decision whereas field of economics is about decision making as to what to produce, how to produce and for whom to produce. In the same way, the emerging field of behavioral finance also deals with the complex activity of decision making. Though the fields of economics and finance have contributed many theories over the years, it could not explain why people sometimes take irrational financial decision. There are studies in the field of finance which gives us theories with explanation and proofs about how market operates and how the investors take their investment decisions. They explain the dynamics of investment and rules to apply for investment decision. The rules seem to be simple but investor's feels difficulty in applying those rules. Due to inefficiency in applying rules, investor's trade too much, buy or sell at wrong time, allow emotions to overrule logic and misjudge probabilities. The finance field was reluctant to accept the view of psychologists who proposed the behavioral finance model. Indeed, the early proponents of behavioral finance were regarded as heretics. As the evidence of the influence of psychology and emotions on decisions became more convincing, behavioral finance has received greater acceptance.

Keywords: Behavioral finance, Psychological factors, Mental accounting

Introduction

Behavioural finance is a relatively new and evolving subject in the field of finance with its base in the psychological study of human decision-making in the financial arena. Behavioural Finance is a field of finance which studies investment behaviour using human psychology based theories to explain stock market anomalies and inconsistencies that challenges traditional standard theory

of finance. It is the mixture of psychology, sociology and finance and hence it is interdisciplinary in nature. It tries to find out the reason why investors act and analyses how it affects the financial market. It studies the irrationality of human beings in investing in financial market. In other words, Behavioural Finance is a study of human psychology and the rationality of making financial decisions minus the traditional assumptions of expected utility maximization in efficient market. Behavioural finance is a new approach to financial markets that has emerged, at least in part, in response to the difficulties faced by the traditional paradigm. In broad terms, it argues that some financial phenomena can be better understood using models in which some agents are not fully rational. Behavioural finance emerged basis of the limitations of traditional finance. Traditional finance studies about financial decision making on the basis of rationality of markets and its users. But investors may not act rationally because of various sentiments, moods, beliefs, trading theories and various ways of interpretation of market information which do impact the process of financial decision making and various investors act in various ways which is obviously not in same manner and hence it turns out to be the decision of market ups and downs.

Behavioral Finance

Behavioral finance, a sub-field of behavioral economics, proposes psychology-based theories to explain stock market anomalies, such as severe rises or falls in stock price. The purpose is to identify and understand why people make certain financial choices. Within behavioral finance, it is assumed the information structure and the characteristics of market participants systematically influence individuals' investment decisions as well as market outcomes. Behavioral finance is a concept developed with field of psychology and finance. The concept not only just a part of finance but also it broader and wider scope includes insights from finance, psychology, sociology, social-psychology, economics, behavioral economic, investing and behavioral accounting,

Traditional Finance v/s Behavioral Finance

The key difference between the traditional finance and behavioral finance are as follows:

Traditional Finance

1. Argues that markets are efficient implying that the price of each security is an unbiased estimate of its intrinsic value.
2. Assumes that people are guided by reasons and logic and independent judgment.

3. Presupposes that people view all decisions through the transparent and objective lens of risk and return.
4. Assumes that people process data approximately and correctly.

Behavioral Finance

1. It arrives that prices are pushed by investors to unsustainable levels in both directions.
2. Argues that there is lack between market price and fundamental value are often caused by behavioral biases and errors, frame dependence effects, emotions and social influences.
3. It suggests that the perceptions of risk and return are influenced by how decisions problem is framed.
4. It recognizes that emotions and heard instincts play an important role in influencing decisions.
5. It recognizes that people employ imperfect rules of thumb to process.

Factors of Behavioral Finance

1. Finance:
Finance is a discipline related financial decision making and decide value. It plays role of financial functions like, allocation of fund, capital structure, acquire, investment of various funds and manage resources about finance.
2. Investing:
Every investor or individual wishes that his or her money preserve. So he or she find out number of sources or investment avenue for investing like, Real estate, banks, mutual funds, stock markets, bonds and other securities etc. that bases they want good returns and profits.
3. Psychology:
This area is the scientific investigate about human behavior and cognitive process. It explains how individual physical, mental state and external surrounding affect human emotions on financial investment and decision making.
4. Behavioral economics:
This is discipline become two mix zones i.e. psychology and economic. It studies how and why individual sometimes make irrational or unscientific decisions about their investment, habits of traditional thoughts and dependency on others behavior.

5. Economic:

This discipline is part of science that centric on various field production, allocation and wealth expenditure as well as focus on problems of labour, finance, capital and taxation.

6. Behavioural accounting:

Behavioral accounting field that studies the behaviors (psychology) of non-accounting and accounts which shows accounting information and functions.

7. Sociology:

It studies societal behavior of human or individual groups. This Discipline concentrate on how social factors effect on peoples' attitude and behavior.

8. Social- psychology:

This is combination of two zones which reveal behavior of people in social groups. This zone researches that how persons or individual (investors) relate and impact each other.

Economics

Components of Behavioral Finance

There are four key themes which characterize the field of behavioural finance, which are integrated into review and application of investments, corporation, markets, educational research and markets. These are:

1) Heuristics:

Heuristics are refereed as mental shortcut in decision making process or methods which simplifies complex judgment. Heuristics are referred as rule of thumb, which applies in decision making to reduce the cognitive resources to solve a problem.

2) Framing:

The perception of choices that people have are strongly influenced by how these choices are framed. It means choices depend on how question is framed, even though objective facts remain constant. Psychologists refer this behaviour as a 'frame dependence'

3) Emotions:

Emotions and associated unconscious needs, fantasies, and fear drive much decision of human beings.

4) Market Impact:

The main attraction of behavioural finance field was that market prices did not appear to be fair.

Theories of Behavioral Finance

1. Prospect Theory:

According to Prospect Theory, it says that losses have more emotional impact than an equivalent amount of gains. The theory explains that people arrive at decisions based on the potential value of losses and gain rather than the final outcome. It says that a group of illusions can impact the decision making process.² It explains how the financial manages manage risk and uncertainty.

2. Overconfidence:

Sometimes human beings overestimate their ability, skills, accuracy and prediction of success. Many psychologists found in their research that a large number of financial decision makers having tendency to ignore the danger of huge risk and overestimate their capacity in financial decision making skills and ends up making a wrong decision.

3. Representativeness:

Here decision maker makes judgement based on superficial characteristics rather than based on probabilities. Representativeness is a something where decision maker makes assumption based on sharing similar qualities alike. In other words, representativeness is high when observation fits the pattern and a judgment based on stereotypes.

4. Social Effects:

Social interactions with people affect the psychology and influence their beliefs a lot which sometimes make an impact in financial decision making process. It was found by many researchers that people have the tendency to watch, what the others do and make a belief and act on it. Individuals' word of mouth has huge effect on decision making process.

5. Theory of Regret/ Regret Aversion:

Bell (1982) described regret as the emotion caused by comparing a given outcome or state of events with the state of foregone choice. Richard Thaler (1997) also endorsed that individuals are more sensitive to reductions in their wealth than to increments towards it. It was found in some studies that sometimes investors stay out of a market which has generated losses in the past out of fear that they might incur loses while that market had actually turned into good position.

6. Mental Accounting:

This term and concept was first coined by Richard Thaler in the year 1980. He explained that it is a tendency for people to separate their money into separate accounts based on a

variety of subjective criteria such as the source of the money and the purpose of each accounting. Mental accounting is a set of cognitive operation through which individuals keep a close watch of the financial activities. It deals with how outcomes are experienced and subsequently evaluated, assignment of activities to specific accounts and the frequency at which accounts are evaluated.

7. Anchoring:

Anchoring refers to rely heavily on one piece of information while making decisions. It refers the degree to which the initial judgement prohibits a decision maker to change the decision. People having this bias do not react or adjust themselves with new set of information and sticks to his previous decision.

8. Herd Behaviour:

Here top priority is given to consensus rather than relevant analysis, people here are tend to move in groups in one direction which results into market bubble. Here, decision makers' suppress their own logic or beliefs and tend to move with groups in same direction. Since such kind of behaviour is not logical and may result in poor decision.

9. Innumeracy:

It is the state of inability to deal comfortably with numbers or process problem solving. Innumeracy is the term used to describe the inability to handle the numbers and numerical data for evaluating situations involving mental processing and estimation (Treffers, 1991). Shiller (2000) reported that most of the investors have lack of data analysis skills. People have limited capacity for processing information because of limited computational capabilities and are limited in their attention capacity.

10. Confirmation Bias:

When investors give more weightage to their available information that confirms their investment thesis, ignoring facts that it might go against it, it is referred to as confirmation bias. Here investors do not analyse the whole picture rather they go with the information and confirmation they have.

11. Narrow Framing:

Here decision maker gives more weightage into each security rather than looking the entire portfolio as a whole. It refers to the tendency of looking into each investment rather than the entire set of investment as a whole.

12. Disposition effect:

When decision makers are averse realizing their mistakes and tend to sell winners too quickly and hold losers for long. It is known as disposition effect.

13. Availability:

The availability heuristic which is also known as availability bias is a cognitive bias that can cause people to incorrectly assess the likelihood of events. In particular, when we are asked to estimate the likelihood of a particular event, we often rely on our memory which makes sense and when it is easier for us to recall an instance of an event in the recent past, then it is more probably to occur than events for which we have no recollection. We strongly upward our biases to which extent we can recall any event which is availability biased.

Conclusion

Behavioural finance questions whether the behavioural assumptions underlying the EMH are true. Another aspect of behavioural finance concerns how investors form expectations regarding the future and how these expectations are transformed into security prices. By considering that investors may not always act in wealth maximizing manner and that investors may have biased expectations. Behavioural finance may be able to explain some of the anomalies to EMH that have been reported in finance literature.

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Chapter 12

A STUDY ON OCCUPATIONAL STRESS EXPERIENCED BY WOMEN EMPLOYEES IN BANKING SECTOR WITH SPECIAL REFERENCE TO MANJERI MUNICIPALITY

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Abstract

Occupational stress defined as the harmful physical & emotional responses that occur when the requirement of the job does not match the capabilities or need of the worker. Bank employees, who undergo varying levels of mental stress in workplace. Women, in the Indian society, play the dual role as 'home maker' and 'working women'. This paper aims to find out the level of stress toward various source of stress and also analyze various stress relief method used by the women employees.

Keywords: Stress, Women, Employees

Introduction

Stress at workplace is common and majority of people experience it. Some jobs are more associated with stress. The person holding these jobs comes under stress and suffer from its consequences. Stress is highly individualistic in nature. Some people have high tolerance for stress and thrive well in the face of several stressors in the environment. Indian women are saved a lot after independence, from just an experienced home maker, women today have gained skill and potential of not just because of being a home maker but being at parity with their male counterpart. Now a day the banking sector are thriving towards high rate that the women have to work for longer hours to sustain the standard of living and accomplish their basic needs. Women feel to be work loaded and stressed. This study shows that a large number of bankers

are facing high stress, because of their jobs and the reasons behind this stress include long hours of working, improper reward system, role of conflict etc. However, with the help of management techniques by management, the bankers stress level can be reduced to great extent.

Statement of the Problem

Stress is present in all occupations. The privatization and globalization steps of the government have increased the intensity of occupational stress in different sectors. The entry of foreign banks and new generation banks has increased competition in the banking sector. The working environment in banks totally changed. The need of higher targets achievement increased working hours, strict supervision etc. have increased the stress level of employees in banks, especially in women employees. At this juncture, an attempt is being made to analyze the stress level of women bank employees.

Significance of the Study

Stress is an essential facet of our life. It has physiological and psychological effect on everyone. If the stress is maintained at the optimum level, it contributes positively towards efficiency. But the causes of stress are many and its effects on individuals and organization are enormous. Since human element is the center of all economic activities, no organization can think of viability of operations, and effectiveness without the efficient utilization of human resources. As compared to the male counterpart, women face more stress at the work place since they have to perform the dual role of house wife and office staff. Effective utilization of human resources, both men and women, requires a proper system of stress management in the organization. Further the rapidly changing technological, socio-economic and political-legal environment and trend towards globalization of business and industry, effective management of stress has been gaining more and more popularity among the academic circle and become a challenging job and present. So this study aims at to analyze the occupational stress of women bank employee.

Objective of the Study

1. To analyze the level of occupational stress experienced by women bank employees.
2. To identify the factors affecting occupational stress experienced by women bank employees.
3. To suggest method to manage the stress level.

RESEARCH METHODOLOGY

The study is descriptive and analytical in nature. Women bank employees in Manjeri municipality from the population of the study. Convenient sampling method is used for the selection of samples. Both primary and secondary data has been used for the purpose of this study. The data required for study is collected through the structured questionnaire. Data collected from primary and secondary sources are processed systematically by applying method of classification, tabulation and analysis. The statistical tools used for data analysis is percentage analysis and weighted ranking.

Literature Review

D'Souza (1993): Today's leaders not only live and work at a faster pace but also must also deals with uncertainty and change. They need effective methods for coping with the kind of stress that affects anyone in leadership positions. People popularly identify managing directors or chief executive officers as those most susceptible to stress and disease. However, people at all levels of a management find themselves exposed to comparable pressures.

Davis and Newstrom (1985): Stress is a condition of strain on one's emotions thought processes, and physical condition. When it excessive, it can threaten one's ability to cope with the environment. 'stress' is the general term applied to the pressure people feel in life. As a result of these pressures, employees develop various symptoms of stress that can harm their job performance. People who are stressed may become nervous and develop chronic worry. They are easily provoked to anger and unable to relax. They may be uncooperative or use alcohol or drugs excessively. These conditions occur from other causes also, but they are common symptoms of stress.

Anitha Devi (2006-2007): In her study 'Occupational Stress: A Comparative Study Worker in Different Occupations' describes identifying the degree of life stress and role stress experienced by professional women. It also studies the effect of life stress and role stress on various demographic variables like age, experience and income. For the purpose of study, 180 women professionals (six different occupations) were chose.

Data Analysis and Interpretation

Table 1: Level of Job Stress

Level of stress	No. of Respondents	Percentage
Mild	20	40
Moderate	26	52
Severe	4	8
Extreme	0	0
Total	50	100

Source: Primary data

The above table shows that 52% of respondents rate the stress as moderate. 40% of the respondents said that the level of stress is mild and 8% of them are rated it as severe.

Table 2: Symptoms of Stress

Symptoms of Stress	No. of Respondents	Percentage
Frequent head aches	43	86
Depression	0	0
Anxiety attacks	0	0
Other	7	14
Total	50	100

Source: Primary data

From the table it can be interpreted that more than 50% of the employees feel frequent head ache due to stress (86%).

Table 3: Management of Stress

Activities	No. of Respondents	Percentage
Yoga	4	8
Meditation	7	14
Music	26	52
Entertainment	13	26
Other	0	0
Total	50	100

Source: Primary data

The above table shows that 52% of the employees managing their stress by hearing music. 26% of them managing their stress by using various entertainment activities, 14% of them by meditation and rest of employees through practicing yoga.

Table 4: Programs Conducted by the Company

Programs	No. of Respondents	Percentage
Motivational programs	14	28
Informal trip	11	22
Cultural program	9	18
Other	5	10
Total	50	100

Source: Primary data

The table shows that 28% of respondents said that their company conducts motivational programs for reducing their stress. 22% of the employees opined that their company organises informal trip for reducing stress, 18% of them involved in cultural programs and 10% of them get other programs for reducing stress.

Findings of the Study

- Most of the respondents are effected by frequent head ache in their stressful working atmosphere.
- More than 50% respondents rate their level of stress as moderate.
- The research shows that most of the employees chose music and entertainment for reducing their stress and some of them chose listening music respectively.
- 75% of employees says that the company provide additional programs to reduce their stress and 28% of them get motivational programs, 22% of them get informal trip and 18% of them get cultural programs by their company.

Suggestions

- Organization should provide motivational and entertainment programs monthly.
- Ensure employees participation in decision making.
- Employees can practice yoga and meditation to reduce the job stress.
- Exercise regularly and get enough sleep.
- Increase holidays to employees will reduce stress level

Conclusion

The topic “Occupational stress experienced by women employees in banking sector” discussed the work stress of women bank employees. This study is intended to find out the factors influencing occupational stress among women employees.

The bank employees are faced problems both physically and psychologically in their working conditions. Occupational stress and working pressure have been leads to low productivity and increased rate of errors.

The study is concluded that there are various causes among women employees in banking sector such as lack of cohesion, deadline pressure, and meeting or training after working hours. The stress can be reduced by employees through practicing yoga, meditation and other entertainment activities. Hence the management must take several initiatives for helping their employees to overcome the work stress.

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Chapter 13

**ISSUES AND CHALLENGES FACED BY TEXTILE INDUSTRY
DURING COVID-19 PANDEMIC WITH SPECIAL REFERENCE TO
MANJERI MUNICIPALITY**

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Abstract

The Indian textile industry counts among the leading textile industries in the world. India's textile industry contributes about 14% to industrial production; 4% to the country's GDP; 17% to its export earnings and is a source of direct employment after agriculture. The Indian textiles sector has been one of the worst hit sectors due to reel to under the covid-19 crisis on an unabated rate and scale. The virus has been infected over 2,836,925 people in India in 2020. The sector severely hit by the pandemic - induced lockdown is that the textile and apparel. The pandemic has not only affected the demand for textile and apparel but also its supply. The virus has shown us that the world supply chain is very fragile and fundamentally liable to disruptions.

Keywords: Textile, Covid-19, Turnover

Introduction

The Indian textiles sector has been one of the worst hit sectors due to reel to under the covid-19 crisis on an Unabated rate and scale. The virus has been infected over 2,836,925 people in India

2020. The textile and apparel sector has become the foremost severely affected among manufacturing sector because of the novel corona virus pandemic. The pandemic has not only affected the demand for textile and apparel but also its supply. India is one among the key textile and apparel exporters, therefore these markets are hit head by the virus buyers from these markets have either cancelled orders or put them on hold because consumers are locked inside, shopping malls are closed and access to online marketing is restricted. The virus has shown us that the world supply chain is very fragile and fundamentally liable to disruptions. The weaker links within the supply chain can pose a good threat to the complete ecosystem in which the textile business sustains itself. The industry across its supply chain needs reorientation and restructuring towards a more sustainable and resistant web

Statement of the Problem

The Covid - 19 has taken the world by surprise. In a way or another all industries around world have been affected by the pandemic. The textile industry was one of the hardest hit industry, following travel with the Lockdown and changes in consumer behaviour. These changes have been impacted not only in the volume of production but also type of product as well as the distribution channel. The Covid - 19 pandemic has seriously affected the growth of textile industry. Many textile units have stopped their production. The crisis has pushed the textile entrepreneurs to take tough decisions such as lay-offs, introducing pay cuts, and asking employees to go on unpaid leaves. It is an exploratory attempt to unfold the major problems faced by entrepreneurs belonging to the textile industry. Textile sector is highly an unorganized sector. The government has initiated special measures to help ameliorate the conditions in textile sector due to Covid pandemic and to boost production, marketing and job opportunities in the sector. The study aims to provide an insight and guidance textile businesses. Those was the searching for ways to cope up with the operational stress issues and challenges generated by Covid-19 with special focus to Manjeri Municipality and also the government approaches and supports are being provided during the period is being critically analyzed

Objectives

- To understand various issues and challenges faced by textile and owners during covid-19.
- To know what are the new strategies formulated by textile owners during this period.

- To understand the attitude of owners towards various rules and protocols announced by government during Covid -19.
- To suggest measures of textile owners to manage the post covid prospects of business.

Research Methodology

The study is descriptive in nature based on primary and secondary data. Convenience sampling method is used for selecting sample from the population of the study. Sample size of 50 has been taken into consideration for the purpose of study the entire textile industry in Manjeri municipality. The data required for the study is collected by using structured questionnaire. Data collected from primary and secondary sources are processed systematically by applying method of classification, tabulation and analysis.

Data Analysis and Interpretation

Table 1: Turnover Compared to Pre-Covid Period

Turnover scale	No. of Respondents	Percentage
Increased	17	34
No change	13	26
Decreased	20	40
Total	50	100

Source: Primary data

The table shows that the turnover as compared to pre – covid period. 34% respondents said that their turnover increased and 40% said that their turnover decreased.

Table 2: Problem Faced or Not

Response	No. of Respondents	Percentage
Yes	46	92
No	4	8
Total	50	100

Source: Primary data

The table shows that majority (92%) of the respondents in the textile industry were faced some problems in during the pandemic and 8% of them didn't face any problems during covid-19.

Table 3: Problem Faced on Demand Side

Problems	No. of Respondents	Percentage
General resolution on consumer demand	9	18
Government restriction on non- essential purchase	21	42
Purchasing power of consumer reduced	20	40
Total	50	100

Source: Primary data

The table shows that problems faced on demand side were general resolution, government restriction of non-essential purchase and reduction in purchasing power of consumers.

Table 4: Problem Faced on Supply Side

Problems	No. of Respondents	Percentage
Production coming to halt	5	10
Adversely effected labour welfare	4	8
Disrupt supply chain	8	16
Increased price	6	12
Varieties of model disappeared	6	12
Raw materials delay	21	42
Total	50	100

Source: Primary data

The table shows that most of the respondents (42%) faced the problem of delay in raw material availability. 16% of the respondents faced problem of disrupt supply chain and 12% responded that price of raw materials increased during the pandemic period.

Table 5: Effect in Giving Salary

Response	No. of Respondents	Percentage
Yes	40	80
No	10	20
Total	50	100

Source: Primary data

From the table, it can be interpreted that 80% of respondents said that there are some changes made in salary distribution during covid-19 period and 60% said that pre and post covid salary to the employees are same.

Findings

- The turnover of most of the enterprises has declined significantly as compared to the pre-covid period.
- Due to the pandemic some of the concerns have terminated some of their employees.
- Many of the concerns were faced shortage of employees during the period.
- Some of them are saying that the labour welfare is adversely effected in their concerns.
- The pandemic adversely affected the normal working hours of concerns.
- Some of the concerns are faced problem due to increase in price and disappearance of model from market.
- During the period many of them incurred unproductive or extra cost related to the business
- Most of the business man agreed that their stress level increased during covid period due to various issues.
- Most of the businesses faced challenges from the others players in e-commerce platform in the same industry.
- Some of them are arguing that government make certain restriction on non-essential purchase and list the textile industry as non- essential.

Suggestions

- Ministry of textile affairs must introduce special relief packages to the textile industry to bail out from present issues and problems faced due to covid.
- Government can provide enough training programmes to the owners related to e-commerce and they should strengthen infrastructure related to e-commerce.
- The organization can develop packages for the employees' welfare by ensuring the participation of both workers and owner.
- The business unit can develop various mental recreation programmes in association with trade union by combining all the business units in the industry.

Conclusion

The Indian textiles sector has been one of the worst hit sectors due to the Covid- 19 crisis. Even prior to the pandemic, the industry suffered from some challenges on both demand and supply. Government restrictions have significantly affected the demand side of the business also there was a shortage of materials and changes in the supply chain on the supply side and it has greatly affected the work and working hours of workers. In addition, it is due to its socio-economic primacy for the Indian economy. The government has announced various schemes to boost the economy and help small-scale businesses grow like masks and sanitizers, and they provided facilities to the workers during the epidemic and if they provide any special relief packages, the respondents will be free from their stress level and they also can provide training for loyal employees in the company for the better future in organization. India is blessed with a hardworking and exceptional workforce and soon the Textile Industry will be witnessing its golden days.

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Chapter 14

A STUDY ON CONSUMER PERCEPTION TOWARDS ELECTRIC VEHICLE WITH SPECIAL REFERENCE TO MANJERI MUNICIPALITY

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Abstract

This paper aims to map the consumer perception toward E-Vehicle in Manjeri Municipality. Every day we come across so many topics and articles which states the importance of E-Vehicles and how government around the world are implementing policies to promote E-Vehicles to reduce the dependences on oil, decrease greenhouse gasses and improve air quality. A major pollutant comes from metropolitan cities and hence it is important for people living in these cities to understand and do their bit to reduce the consumption of life - threatening gasses and pollutants. The main purpose of this study is to understand how consumer's perception differs from person to person. How consumers select and interpret the quality and environmental aspects of Electronic Vehicle.

Key words: Electronic vehicle, Consumer perception

Introduction

Conventional vehicles are a major cause of global warming environmental air pollution. All types of vehicles produce dust from brakes, tiers and road wears. The average diesel vehicle has worse effect on air quality than the average gasoline vehicles. But both gasoline and diesel vehicles pollute more than the electric vehicles. The National Electric Mobility Mission Plan (NEMMP) 2020, a national mission document providing the vision and therefore the road map for the faster adoption of Electronic Vehicles and its manufacturing. This plan has been designed to boost national fuel security, to supply affordable and environmentally friendly transportation,

and to enable the Indian automotive industry to attain global manufacturing leadership.

Statement of the Problem

With the current depletion of fossil fuel and its price hike, there is a need for another energy resource to run the vehicle. The automobile sector is considering electric vehicle as a solution to the industry and environment. Electric vehicles are 100% eco-friendly as they run on electrically powered engines. It does not emit toxic gases or smoke in the environment as it runs on a clean energy source. Through this study potential scope of electric vehicles will be studied and consumer perception for the same will be analyzed.

Objectives of the Study

- To find out consumer perception towards E-vehicle.
- To evaluate the awareness level of consumers on E-vehicle.
- To study the factors influencing consumers to purchase E-vehicle.
- To understand consumer perception towards govt. incentives to buy E-vehicle.
- To find out the drawbacks of E-vehicles.

Research Methodology

The study is descriptive in nature based on primary and secondary data. The data required for the study is collected by using structured questionnaire. The collected data processed systematically by applying method of classification, tabulation and analysis.

Analysis and Interpretation

Table 1: Awareness towards Electric Vehicle

Level of Awareness	No. of Respondents	Percentage
Fully aware	10	20
Partially aware	36	72
Unaware	4	8
Total	50	100

Source: Primary data

The above table shows that majority of the respondents were partially aware about E-vehicles.

Table 2: Factors Influencing Purchase of E-vehicle

Factors	No. of Respondents	Percentage
Economical	9	18
Environment Friendly	22	44
High Performance	6	12
Less maintenance	5	10
Don't know	4	8
I don't think they are benefit	4	8
Total	50	100

Source: Primary data

From the table it can be interpreted that the most influencing factor for the purchase of E-vehicle is its environment friendly nature. The other main factors are less price and higher performance.

Table 3: Awareness of Govt. Incentives

Response	No. of Respondents	Percentage
Yes	18	36
No	32	64
Total	50	100

Source: Primary data

From the above table it can be inferred that majority of the respondents were not aware about the government incentives.

Table 4: Drawbacks of E-vehicles

Drawbacks	No. of Respondents	Percentage
Availability of charging station	23	46
Less number of models	8	16
Time to charge battery	5	10
Internal cost	8	16
Battery replacement cost	6	12
Total	50	100

Source: Primary data

The table implies that availability of charging station is the main drawback of E-vehicles. Less number of models in the market, its internal cost and battery replacement cost are the other drawbacks.

Findings

1. Majority of the respondents were partially aware about Electric vehicles and others were fully aware.
2. The most influencing factor for the purchase of E-vehicle is its environment friendly nature.
3. Majority of the respondents were not aware about the government incentives to buy Electric vehicle.
4. Large numbers of the respondents were preferring to buy E-vehicle.
5. Some respondents opined that E-vehicles are not reliable for long distance travel.
6. Lack of availability of charging station is the main drawback of E-vehicles.

Suggestions

- Conduct more awareness programmes for improving awareness level of consumers on E-vehicle.
- Increase the number of charging stations to overcome lack of availability of charging stations.
- Invention of new models in E-vehicle can positively impact on consumer's perception.
- Reduce the battery replacement cost and maintenance cost.
- Increase battery charging capacity for long distance drive.

Conclusion

"Study on Consumer Perception towards Electric Vehicle with Special Reference to Manjeri Municipality" aimed to evaluate consumer perception towards Electric vehicle. The respondents are aware of global climate conditions and are ready to change their preference from conventional to eco-friendly vehicles. Cost is an important factor while considering purchase of Electric vehicle. Respondents are willing to consider Electric vehicle as their future purchase option if proper infrastructure is available. As an eco-commerce model, solution should balance world's energy needs and environmental integrity. From this study understood that most of the respondents were environmental conscious and aware about electronic vehicle. Initial cost of

purchase a smaller number of charging station and time required to recharge the battery is creating limitation in boosting consumer confidence.

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Chapter 15

A STUDY ON CONSUMER'S ATTITUDE AND LEVEL OF SATISFACTION ON DAIRY PRODUCTS WITH SPECIAL REFERENCE TO MILMA

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Abstract

Customer satisfaction is a fundamental marketing construct in the last three decades. In this present decade, companies have gained better understanding of the importance of customer satisfaction and adopted it as a high priority operational goal. This study entitled on customer's attitude and level of satisfaction on dairy products with special reference to milma was carried out in lines of the objectives; to know the attitude of consumers towards MILMA products also to find out the satisfaction level of consumers on MILMA products and to identify influencing factors behind the use of MILMA products and to determine problems related to purchase and consumption of MILMA Products. From the study, it is found that most of the customers are satisfied of the milma products. The study is based on primary data from fifty customers collected through questionnaires and secondary data collected from journals, company reports, magazines etc.

Keywords: MILMA, KCMMF

Introduction

Customer satisfaction and trust are two important factors which influence any market. In this modern age it is very difficult to find a customer who is loyal to a single brand. But still there exist some cooperative companies which can create undivided demand in the market creating a natural monopoly. It is mainly because of the trust the customers put into it. The main objective of this project is to study the performance of MILMA in terms of its market share, satisfaction level of customers and dealers, customer loyalty, and awareness of customers about the homogenization technique.

The brand MILMA stands for milk and a whole variety of milk products which enjoys the confidence of every Keralites for their unmatched quality and taste. The name also signifies the vast organization Kerala Co-operative Milk Marketing Federation (KCMMF) whose units are spread across the villages and towns of the Kerala. It was initially set-up for the successful implementation of the dairy program “Operation Flood” under the direction of NDDDB (National Dairy Development Board). Over the years, KCMMF has developed a long term health perspective for the people of the state, people who suffer from lifestyle diseases such as diabetes and obesity. So MILMA products are ensured balanced nutrition as well as reduced cost of healthcare.

Statement of the Problem

At current the consumers are more vibrant their taste, needs & preference are varying as per the existing scenario. The consumer now looks for product differentiation and the convenience offered. The consumers have certain expectations from branded material in terms of quality, price, taste and packaging. MILMA came in to its own on 1-04-1983 when it took over the revenue earning activities of procurement and marketing from the government in April 1983. MILMA product has different type of products. It is always a superior challenge for the companies to calculate the consumer buying behavior towards milma products. The present study tries to identifying the customer’s attitude and level of satisfaction of MILMA products.

Objectives of the Study

- To find out the attitude of consumers towards MILMA products
- To analyze satisfaction level of consumers on MILMA products
- To identify influencing factors behind the use of MILMA products
- To determine problems related to purchase and consumption of MILMA Products

Research Methodology

The study was descriptive in nature based on primary and secondary data. Convenient sampling method is used for selecting sample from the population of the study. Sample size of 50 has been taken into consideration for the purpose of study the consumers of dairy product with special reference to milma. The data required for the study was collected by using structured questionnaire. Data collected from primary and secondary sources were processed systematically by applying method of classification, tabulation and analysis.

Analysis and Interpretation

Table 1: Opinion about MILMA product

Statement	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		Total	
	No	%	No	%	No	%	No	%	No	%	No	%
Good varieties of products.	17	34	29	58	04	08	00	00	00	00	50	100
Tasty & flavorful	20	40	26	52	04	08	00	00	00	00	50	100
Good value for cash	14	28	20	40	16	32	00	00	00	00	50	100
Price are affordable	11	22	19	38	17	34	03	06	00	00	50	100
Packaging of products are good	14	28	31	62	04	08	00	00	01	02	50	100

Source: Primary data

From the above table the 58% of the respondents are agree that MILMA has good varieties of products and 34% of the respondents strongly agree with the statement. Only None of them shows disagree and strongly disagree with the statement.

The above table indicates that majority of the respondents (52%) agree that MILMA products are tasty & flavorful. 40% respondents strongly agree and remaining 8% respondents have neutral opinion with the statement.

From the table it can be inferred that 40% of the respondents agree that MILMA products have good value for cash, 32% of the respondents have neutral opinion with the statement and rest of the respondents strongly agree with this.

The table implies that large numbers of the respondents are agree that price of MILMA Products are affordable. 34% of the respondents neither agree nor disagree with the statement.

The above table also shows 62% of the respondents agree that the packaging of MILMA products are good 28% of the respondents are strongly agree with the statement.

Table 2: Satisfaction with MILMA Products

Level of Satisfaction	Number of Respondents	Percentage
Highly Satisfied	14	28
Satisfied	27	54
Neutral	9	18
Dissatisfied	0	0
Highly Dissatisfied	0	0
Total	50	100

Source: Primary data

The above table shows that 54% of the respondents are satisfied and 28% respondents are highly satisfied with the MILMA products.

Table 3: Factors Considered while Purchasing MILMA products

Factors	R1	R2	R3	R4	R5	R6	Total
Quality	22	12	6	2	3	5	50
Quantity	8	12	8	7	8	7	50
Safety	6	6	12	11	10	5	50
Taste	4	7	9	10	11	9	50
Price	5	9	8	10	11	7	50
Trusty	5	4	7	10	7	17	50

Source: Primary data

Table 3(a): Weighted Ranking of Factors

Factors	1*6	2*5	3*4	4*3	5*2	6*1	Weighted Average	Rank
Quality	132	60	24	6	6	5	233	1
Quantity	48	60	32	21	16	7	184	2
Safety	36	30	48	33	20	5	172	3
Taste	24	35	36	30	22	9	156	5
Price	30	45	32	30	22	7	166	4
Trusty	30	20	28	30	14	17	139	6

The above table shows that majority of the respondents consider quality and quantity of the product while purchase of MILMA products. Safety, price, taste and trust ranked in third, fourth, fifth and sixth position.

Table 4: Problems Faced while Purchasing and Consuming

Response	Number of Respondents	Percentage
Yes	15	30
No	35	70
Total	50	100

Source: Primary data

The above table shows that majority of respondents were not facing any problems while purchasing and consuming of MILMA products and 30% of respondents facing some problems.

Findings

- Most of the respondents are aware about the MILMA products
- Most of the respondents are purchasing MILMA products is quality basis.
- Majority of consumers are satisfied with the MILMA products and they like to continue using the MILMA products.
- Large number of the respondents are not facing problem while purchasing and consuming MILMA products.
- The majority of respondents feel that the price of milk is reasonable.

Suggestions

- MILMA should modify their products according to the customer's opinion.
- Give more awareness to the consumers about the MILMA products.
- The company can develop a mobile application to make the distribution of the product in easy.
- As promotion and advertisement will play a great role in attracting, milma can adopt an extensive marketing strategy.

Conclusion

MILMA is the first product and inimitable organization, which created a revolution in the procurement, processing, marketing and distribution of pure milk in the state. The name “milma” is familiar with each and every house in Kerala. From the study conducted the following conclusions can be drawn. The factors considered by the customers before purchasing dairy products are freshness, quality, packing, hygiene, taste, availability, price, brand, and ingredients. Majority of the customers are satisfied with MILMA products because of its good quality, freshness, easy availability etc. Some are not satisfied due to high price of products, lack of services, etc. Therefore, if slight modification in the marketing programmers such as dealers and outlets, promotion programmers, product lines etc. is increased definitely company can be as a monopoly and string market leaders and also for retaining potential consumers, it is necessary to identify those factors which motivate consumers in purchase of products. The company must be careful of its competitors and more importantly its customers before making any move.

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Narukara (PO), Malappuram (DT), PIN 676122, Kerala, India.

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

ISBN : 978-93-5759-924-5



MRP ₹ : 500/-