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EMERGING TRENDS IN  
COMMERCE AND MANAGEMENT

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## Editor's Note on the Book

The world of commerce and management is continually evolving, shaped by technological advancements, shifting consumer behaviors and global economic changes. In recent years, these shifts have accelerated, prompting businesses, scholars and practitioners to adapt rapidly to new paradigms and challenges. This book, *Emerging Trends in Commerce and Management* (ISBN: 978-93-6039-832-3), aims to provide readers with a comprehensive understanding of current trends and insights shaping the field today.

Our focus is to explore a wide range of emerging topics, from digital transformation and e-commerce growth to sustainable business practices, data-driven decision-making and the intricacies of consumer behavior. Each chapter presents research, case studies and practical insights that not only discuss these trends but also offer actionable strategies for navigating the dynamic business environment.

The contributions in this volume reflect the diverse perspectives of researchers, educators and industry experts, offering readers a blend of theoretical knowledge and practical applications. It is our hope that this compilation serves as a valuable resource for students, academics and professionals, encouraging deeper inquiry and fostering innovation within the realms of commerce and management.

We extend our gratitude to the authors and reviewers team whose efforts made this book possible. Their dedication and expertise have been instrumental in capturing the current pulse of the industry, making this volume a timely addition to contemporary business literature.

The Editor

*Emerging Trends in Commerce and Management*

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## FOREWORD

The PG Department of Commerce at Korambayil Ahamed Haji Memorial Unity Women's College, Manjeri, is privileged to present this journal as a valuable resource for the academic community and other key stakeholders, including students, research scholars, and industry professionals. This publication encompasses a broad range of vital areas in commerce, such as marketing, finance, human resources, and banking, providing insights that resonate across diverse sectors. We are confident that this effort will serve as a meaningful asset in supporting the pursuit of higher education and professional aspirations. We wish every success to this endeavor.

Mr. T.T Abdul Razak  
Head & Associate Professor  
PG Department of Commerce  
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## PROBLEMS AND CHALLENGES OF MICRO ENTERPRISES WITH SPECIAL REFERENCE TO NILAMBUR TALUK

ABSTRACT	
<p><b>Dr. Saleena E C</b> <i>Assistant Professor, Department of Commerce, Ambedkar College of Arts and Science, Wandoor &amp; Mr. Shahul Hameed K</i> <i>Assistant Professor, Department of Commerce, Ambedkar College of Arts and Science, Wandoor</i></p>	<p><i>Micro enterprises play an inevitable role in the development of an economy mainly in developing countries. The micro enterprises face many problems while competing with other large enterprises. The study focuses on the problems and prospects of micro enterprises with special reference to Nilambur Taluk. The main aim of the study is to know various problems faced by the micro enterprises in Nilambur Taluk, and also to find out the major source of capital of micro enterprises in Nilambur Taluk and to investigate the employment opportunities rendered by the micro enterprises in Nilambur Taluk.</i></p>
<p><b>Keywords:</b> MSME, Micro Enterprises, Micro Unit</p>	

### INTRODUCTION

Micro enterprises are playing an indispensable role in the development of industrial aspect of our country. A micro enterprise is the smallest business in a nation which operates with most capital and low number of employees. Usually, it functions within a small geographical area to render goods or services for their community. The human factor is very important in industry as it is in any other sphere of economic development. In industry a worker plays an important role in producing the goods. So, the satisfaction of labour is a very important attribute and frequently measured by enterprise labour factor is a critical element in every organization. It is the only living element in the organization for promoting whole success. It is a recognized fact that agriculture alone is not able of meeting the contest of

unemployment and poverty reduction of our country. As such a formed and regulated development of industries it must for the growth of our nation This study aims to take out the problems and challenges of Micro enterprises operating in Nilambur Taluk

## **REVIEW OF LITERATURE**

**SME chamber of India (2011)**, MSME are now exposed to lesser opportunities than ever for enlargement and diversification across sectors. Indian market is increasing quickly and Indian entrepreneurs are making significant progress in various industries like manufacturing activity and engineering, design, food processing Textiles and garments, retails.

**Gholam Ali, (1999)**, in his study entitled, “Help makes small scale industries viable” Disclosed that big and small industries have their portion in the development of a nation and the prosperity of its multitude. A balance must be struck in the development of these industries. The thrust on the development of SSI through consecutive Five-year plans and Government Policies had helped this sector

**Malga Weker, (1997)**, in his study entitled, “Problems of small Industry in Andhra Pradesh” has found the need of infrastructure as a general trouble. The industrial estate alone cannot get over the vocational disadvantages. The infrastructure facilities are either very anemic or non-existent in rural areas. In urban field with necessary industrial climate and infrastructure readiness, the growth of industries is relatively faster. The scarcity of indigenous raw materials has been a serious bottleneck. Scarce raw materials supplied through quotas are not adequate to meet the demands of the units. There is a delay in the spending of the loans due to the existence of procedural delays and instances of tangible securities

**Ramakrishna K.T. (2001)**, in his study entitled, “Finance for Small Scale Industries in India” has represented the nature of problems of finance with respect to small scale industries in India and the part played by the government, State Financial Corporations and Banks in financing the small-scale units. His study lightness the methods of financing followed by respective countries in North and



South America, Asia and Europe.

**Raju (2008)**, It is estimated that Small Medium Enterprises account for around 90 per cent of industrial units in India and 40 per cent of value constituent in the manufacturing sector this shows that SMEs have get along engine for economic development and development in India. Still there are various problems face by small scale industries like lending, financing, marketing, and management of employed capital.

### **OBJECTIVES OF THE STUDY**

1. To know various problems faced by the micro enterprises in Nilambur Taluk.
2. To find out the main source of capital of micro enterprises in Nilambur Taluk.
3. To analysis the employment opportunities given by the micro enterprises in Nilambur Taluk.

### **Micro Enterprises:**

A micro enterprise is the smallest business in a nation which operate with the least capital and number of employees Usually operate within a small geographical sphere to render goods or services for their community.

According to MSME Development Act 2006,

- **In the case of manufacturing enterprise**

A micro enterprise is one in which the grooming in plant and machinery Does not exceed 25 lakhs.

- **In the case of Service enterprise**

A micro enterprise is one in which the investing in plant and Machinery Does not exceed 10 lakhs.

### **Problems of Micro enterprises**

The micro enterprises face a number of problems. Some of the more important difficulty faced by micro enterprises as follows

1. Lack of managerial experience
2. Inadequate finance
3. Lack of proper machinery and equipment

4. Lack of technical know-how
5. Run traditional lines on
6. Irregular supply of raw materials
7. Problem of marketing
8. Personnel problems
9. Lack of clear-cut policy of Govt.
10. Bogus unit
11. Under Utilization of Capacity
12. Other problems

In addition to the problems listed above, the micro enterprises face a number of other problems like in prompt and non-availability of cheap power, burden of local taxes etc. Promotional Measures For the development of micro enterprises Govt. provide a lot of Promotional Measures.

### **RESEARCH METHODOLOGY**

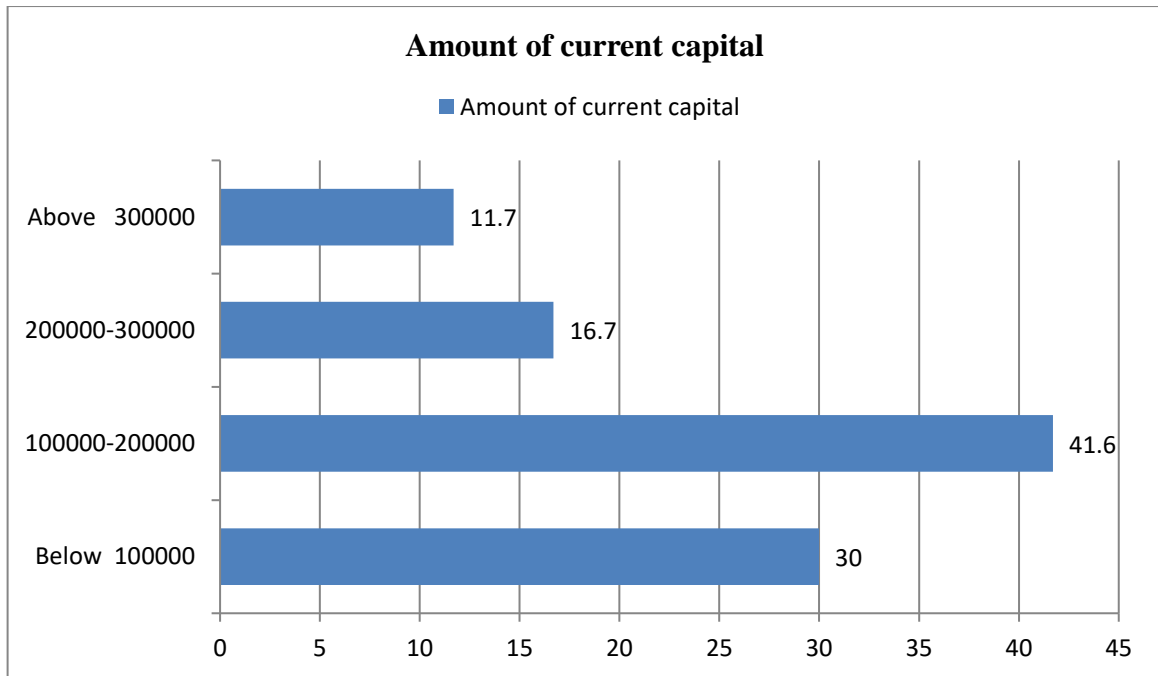
The study is based on particular data which has been collected 60 respondents. Convenient sampling method is used for data collection. For this study both primary and secondary data are used. First-string data are collected directly from 60 entrepreneurs in Nilambur Taluk. Secondary data are collected from journals and publications, relevant website etc. Primary data were collected through direct discussion and interview for collection of information from micro entrepreneurs, questionnaire and interview schedule were used.

### **ANALYSIS AND INTERPRETATION**

**Table 1**  
**Categorization on the basis of amount of capital**

<b>Capital</b>	<b>Responses</b>	<b>Percentage</b>
Below 100000	18	30
100000-200000	25	41.6
200000-300000	10	16.7
Above 300000	7	11.7
<b>Total</b>	<b>60</b>	<b>100</b>

Source: primary data



Among the total 60 respondents, 30% are having below 100000 capitals, 41.6% are having 100000-200000, 16.7% having 200000-300000, 11.7% having above 300000 capital.

**Table 2**  
**Categorization on the basis of level of satisfaction regarding infrastructural facility**

Infrastructural facilities	Sum	Mean	Rank
Transportation	229	3.81	2
Warehouse	227	3.78	3
Water	229	3.81	2
Electricity	225	3.75	4
Building	232	3.86	1

Source: primary data

From the table it is clear building have most level of satisfaction regarding infrastructural facility so it is in 1<sup>st</sup> rank (3.86), transportation and water are in 2<sup>nd</sup> rank (3.81), warehouse in 3<sup>rd</sup> (3.78) rank and electricity in 4<sup>th</sup> rank (3.75).

**Table 3**  
**Categorization on the basis of major problems faced over the period of operation.**

<b>Problems</b>	<b>Sum</b>	<b>Mean</b>	<b>Rank</b>
Competition	260	4.33	2
Technology	266	4.43	1
Marketing	247	4.11	4
Lack of demand	247	4.11	4
Location	250	4.16	3
<b>Wrong perception about quality</b>	<b>236</b>	<b>3.93</b>	<b>5</b>

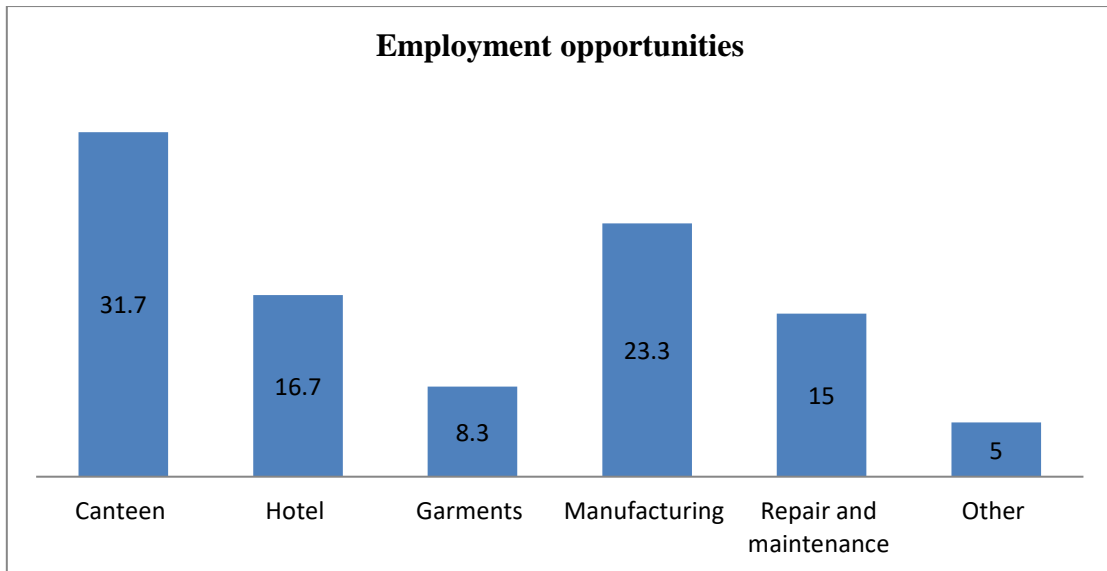
Source: Primary data

From the above table it is clear that the technology is the major problem faced over the period of operation. So it is in 1<sup>st</sup> rank (4.43), competition in 2<sup>nd</sup> rank (4.33), location in 3<sup>rd</sup> rank (4.16), marketing and lack of demand in 4<sup>th</sup> rank (4.11) and wrong perception about quality in 5<sup>th</sup> rank (3.93).

**Table 4**  
**Classification on the basis of employment opportunities**

<b>Opportunities</b>	<b>Responses</b>	<b>Percentage</b>
Canteen	19	31.7
Hotel	10	16.7
Garments	5	8.3
Manufacturing	14	23.3
Repair and maintenance	9	15
<b>Other</b>	<b>3</b>	<b>5</b>

Source: primary data



From the above table it's clear that canteen is the section with most employment opportunities (31.1%0 and manufacturing with 23.3%, hotel with 16.7%, repair and maintenance with 15%, garments with 8.3% and others with 5% respectively.

## **FINDINGS**

- ❖ Majority of the enterprises are owned by male (70%).
- ❖ Most of the respondents are supporting sole trader (61.7%).
- ❖ Majority of the respondents are coming under the age group of 30-40 (43.3%).
- ❖ Most of the entrepreneurs are started their enterprise with 1lakh or 2lakh (41.3) capital.
- ❖ It is the found that main source of capital for majority of the enterprise is owned found (36.7).
- ❖ The study shows that most of the entrepreneurs have employees between 1- 5 that is (56.7%).
- ❖ During the study most of the respondent's opinions that there is difficulty for getting efficient workers (60%) yes.
- ❖ 70% of respondents use promotional strategy for marketing their product.
- ❖ 78.3% of respondents use latest technology for marketing their products.
- ❖ The study reveals that 73.3% of respondents are able to withstand competition.
- ❖ Majority of the entrepreneurs are able to avail all the infrastructural facilities.

- ❖ While measuring the satisfaction level of entrepreneurs on promotional measures it is found that most of the entrepreneurs are highly satisfied with provision of training facilities, subsidy and industrial estates.
- ❖ While measuring the major problems faced over the period of operation identified that technology and competition are the major problems.
- ❖ From the study identified that on the basis of employment opportunity 31.7% of employment opportunities are provided by canteen.
- ❖ From the study revealed that 61.7% of entrepreneurs are marketing their product through direct marketing and only 38.3% of entrepreneurs are marketing their product through wholesalers.

### **SUGGESTIONS**

- The study shows shortage of raw material is main problem in most of the concern.
- To reduce their problems of shortage of raw material it should be produced from the place where it is cheap for this purpose a general facility center under the MSME sector is need to supply all raw materials and undertake market of raw material.
- The financial institution should accept a liberal credit policy toward micro enterprises entrepreneurial development programs must be conducted among the backward sector, because their development is very essential for our country.
- The micro enterprises should be providing the better infrastructural facilities.
- The enterprise should be improving the satisfaction level of micro entrepreneurs should be increases.

### **LIMITATIONS OF THE STUDY**

- Shortages of time limit the number of samples into the Minimum.
- Some of the respondents were reluctant to disclose the data.
- The area of study is limited to Nilambur Taluk. Service enterprises were excluded from the study.

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## CUSTOMER RELATIONSHIP MANAGEMENT IN BANKING

### INDUSTRY

<p style="text-align: center;"><b>Ms. Shilpa P.K</b></p> <p style="text-align: center;"><i>Assistant Professor of Commerce, Korambayil Ahamed Haji Memorial Unity Women's College Manjeri, Malappuram, Kerala -676122</i></p>	<p><b>ABSTRACT</b></p> <p><i>As economic globalization intensifies competition and fosters a climate of continual change, the significance of winning and retaining customers has never been more pronounced. In today's landscape, banks recognize that cultivating strong customer relationships is pivotal for their success. Customer Relationship Management (CRM) emerges as a strategic tool, enabling banks to foster enduring connections with customers, ultimately enhancing revenues and profits. The study indicates that majority of the respondents express satisfaction with their banks' CRM practices, attributing it to excellent service quality. They appreciate the individual attention and fulfillment of specific customer needs. Additionally, most of the respondents express high satisfaction with their banks' internet services and express a preference for continued usage in the future.</i></p>
<p><b>Keywords: CRM, Banking, Service</b></p>	

### INTRODUCTION

In this globalized world managing relationships with the customer and making them contented has become a necessity. The purpose of business is to create new customers and retain old customers. Customer orientation is the ultimate key to success of any business. Customer Relationship Management (CRM) is a comprehensive approach for creating, maintaining and expanding customer relationships. CRM does not just belong to sales and marketing rather it is an intelligent blend of marketing and information technology for serving the customer with greater care and value and indeed it's a new way of doing business covering all aspects.

CRM is a vital factor to improve the performance of the banks. In order to excel in their services, the present day banks have shifted their focus from the twin functions of



accepting of deposits and lending of loans to 'Anytime and Anywhere Banking'. The banks should adopt novel strategies and policies to decide on what to offer, whom to be focused, when to approach, how to promote and be unique in product and service offerings to increase their profitability. Banks need to make a difference in them by offering general products to meet the general demands of the customers and to offer customized services for the specific requirements of the customers. Banks should identify right type products for the right type of customers. This would help the banks to serve the customers in the with utmost cost efficiency. This will lead the banks towards customer satisfaction and customer loyalty.

### **SIGNIFICANCE OF THE STUDY**

CRM in banking industry is entirely different from other sectors, because banking industry purely is related to financial services, which has to create a trust among the people. Establishing customer care support, conveying to the depositor timely information about interest payments, maturity of their time deposits, issuing credit and debit cum ATM cards, creating awareness regarding online and e-banking, adopting mobile request and other aspects, they keep regular and sustained relationship with customers. CRM has to improve upon the relationship when the client is visiting the bank, making the contact more purposeful and more satisfactory to him. Banks have to improve not only their technology but also their relationship skills with their customers. The study was conducted to analyse the effectiveness of customer retention activities in banking industry and to know the satisfaction level of customers regarding the CRM practices of their banks

### **STATEMENT OF THE PROBLEM**

In bank, a service sector, customer service should not only be considered as a function, but a way of life also. Success of the bank depends on how much it fulfills customer needs. Therefore, the bank should be customer oriented to meet challenges of today's competitive environment. A way to remain competitive in the more and more complex banking environment is the use of CRM concept, as it is a business strategy geared towards acquiring, retaining and growing more profitable customers. Today, Indian banks are trying to develop service quality with customers that include like

flexible banking hours, computerized banking operations, kind responsive and well behaved personnel etc. This forms the need for the study of Customer Relationship Management in Banking Industry to analyse the effectiveness of customer retention activities.

### **OBJECTIVES OF THE STUDY**

1. To study various CRM strategies adopted by banks.
2. To examine the opinion of customers with respect to service quality management.
3. To analyse the opinion of customers regarding customer interaction management.
4. To analyse the level of effectiveness of customer retention activities.
5. To know the satisfaction level of customers regarding the CRM practices of their banks.

### **RESEARCH METHODOLOGY**

The study is both analytical and descriptive in nature based on primary and secondary data. Customers of different banks of Eranad Taluk form the population of the study. Convenience sampling method was used for selecting sample from the target population for this survey. A sample size of 70 bank customers has been taken into consideration for the purpose of the study and the data was collected by using structured questionnaire. The statistical tools used for data analysis were percentage analysis and weighted ranking.

### **LITERATURE REVIEW**

**Sherin Mathew (2019)** in her study “Customer Relationship Management of State Bank of India in New Panvel” says that CRM is a sound business strategy to spot the bank's most profitable customers and prospects, and devotes time and a focus to increasing account relationships with those customers through personal marketing, pricing, discretionary decision making. In banking sector, relationship management might be outlined as having and acting upon deeper information regarding the client, make sure that the client like the way to fund the client, get to understand the client, detain bit with the client, make sure that the client gets what he desires from service supplier and perceive after they aren't glad and might leave the service provider and act accordingly.

**Gautam Kohli and Santosh Kr. Maurya (2018)** clearly state that the Customers play a

predominant role in service marketing. Financial services produce a challenging sector and bear professional skill in designing product/services. Out of other financial service, banking is oldest and important financial service sector. Customer Relationship Management (CRM) has a massive influence in service sector, to win and hold customers for long term efficiency.

**Tarannum, Syed and Heena, Upadhyay (2017)** studied the CRM Practices and its Impact on Customer Retention in Banking Sector. The findings revealed that CRM Practices are an essential for any type of retailers as in today's scenario those retailers who follow these practices for the benefit of customers, definitely they win. To conclude, the growth of banking sector is basically based on the systematic segmentation of the customer expectations which is supposed to be done with respect to their needs, desire, expenditure patterns.

## DATA ANALYSIS AND INTERPRETATION

### 1. Best Services Provided by the Bank

**Table 1**  
**Best Services Provided by the Bank**

Services	Rank									Total
	1	2	3	4	5	6	7	8	9	
Cashier withdrawal & Deposit	11	19	23	9	2	5	1	0	0	<b>70</b>
Information and customer enquiry	10	9	2	8	12	14	5	7	3	<b>70</b>
Loan service	0	2	2	1	9	15	20	15	6	<b>70</b>
Safety locker system	0	0	2	19	20	16	6	4	3	<b>70</b>
Complaints desk	4	1	3	4	0	2	15	19	22	<b>70</b>
ATM withdrawal	20	20	14	5	4	3	1	3	0	<b>70</b>
Card facilities	2	0	12	12	18	12	11	3	0	<b>70</b>
Internet & Mobile banking	23	19	10	12	5	1	0	0	0	<b>70</b>
Others	0	0	2	0	0	2	11	19	36	<b>70</b>

Source: Primary data

**Table 1(a)**  
**Weighted Ranking of Services**

Services	Weighted Rank									Total
	1*9	2*8	3*7	4*6	5*5	6*4	7*3	8*2	9*1	
Cashier withdrawal & Deposit	99	152	161	54	10	20	3	0	0	<b>499</b>
Information and customer enquiry	90	72	14	48	60	56	15	14	3	<b>372</b>
Loan service	0	16	14	6	45	60	60	30	6	<b>237</b>
Safety locker system	0	0	14	114	100	64	18	8	3	<b>321</b>
Complaints desk	36	8	21	24	0	8	45	38	22	<b>202</b>
ATM withdrawal	180	160	98	30	20	12	3	6	0	<b>509</b>
Card facilities	18	0	84	72	90	48	33	6	0	<b>351</b>
Internet & Mobile banking	207	152	70	72	25	4	0	0	0	<b>530</b>
Others	0	0	14	0	0	8	33	38	36	<b>129</b>

Source: Primary data

As per table it is very clear that most of the customers opined that internet and mobile banking attracted them more. Cashier withdrawal & deposit, information & customer enquiry, card facilities and safety locker system are ranked in second, third, fourth and fifth position. Loan services and working of complaint desk are the least ranked services.

## 2. Innovative Customer Services

**Table 2**  
**Innovative Customer Services**

Factor	Highly satisfied		Satisfied		Neither satisfied nor dissatisfied		Dissatisfied		Highly dissatisfied		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Single window	16	22.9	43	61.4	8	11.4	2	2.9	1	1.4	<b>70</b>	<b>100</b>
24 hours service	20	28.5	38	54.3	9	12.9	2	2.9	1	1.4	<b>70</b>	<b>100</b>
Anywhere banking	33	47.2	31	44.3	4	5.7	1	1.4	1	1.4	<b>70</b>	<b>100</b>

Source: Primary data

From the table it is very clear that majority of the respondents (61.4%) are almost satisfied with the single window system. E-banking services are usually available on a 24 hour basis. The table indicates that majority of the respondents (54.3%) are satisfied with the 24 hours services provided by banks. 47.2% of the respondents are highly satisfied with the ‘anywhere banking service’.

### 3. Service Quality

**Table 3**  
**Service Quality**

Factors	Excellent		Above Average		Average		Below Average		Very Poor		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Bank gives individual attention	25	35.7	26	37.1	16	22.9	1	1.4	2	2.9	70	100
Convenient operating hours	26	37.1	27	38.6	15	21.4	2	2.9	0	0	70	100
Employee understand specific needs of the customers	31	44.3	21	30	15	21.4	0	0	3	4.3	70	100
Customer is made to feel important	23	32.8	30	42.9	14	20	2	2.9	1	1.4	70	100

Source: Primary data

From the table it can be inferred that most of the respondents (37.1%) state that individual attention provided by their banks as above average. 38.6% respondents rate the operating hours of banks as above average. The other statement given to respondents for rating was ‘Employee understands specific needs of the customers’. Most of the respondents rate it as excellent. ‘Customer is made to feel important’ was the another factor given to respondents for rating. The table implies that 42.9% respondents rate it as above average and 32.8% rated as excellent.

### 4. Level of Effectiveness of Customer Retention Activities

**Table 4**  
**Level of Effectiveness of Customer Retention Activities**

Activities	Excellent		Good		Average		Poor		Very poor		Total	
	No	%	No	%	No	%	No	%	No	%	No	%
Innovative services	27	38.5	17	24.3	24	34.3	2	2.9	0	0	70	100
Complaint management system	30	42.9	18	25.7	16	22.9	4	5.7	2	2.9	70	100

Customer centric approach	25	35.7	22	31.4	21	30	2	2.9	0	0	<b>70</b>	<b>100</b>
Low charge and safety	28	40	19	27.2	15	21.4	8	11.4	0	0	<b>70</b>	<b>100</b>

Source: Primary data

From the table it can be inferred that the most of the respondents(38.5%) said that innovative services provided by their banks were excellent. 42.9% respondents rated the complaint management system of the bank as excellent. Most of the banks concentrate on customer centric approach because 35.7% rated it as excellent. Banks provide services at low charge with high degree of safety.

## 5. Customer Service System

**Table 5**  
**Customer Service System**

Factor	Agree		Neither agree nor disagree		Disagree		Total	
	No.	%	No.	%	No.	%	No.	%
Waiting time for having questions addressed was satisfactory	49	70	10	14.3	11	15.7	<b>70</b>	<b>100</b>
Phone call was quickly transferred to the person who best could answer	45	64.3	17	24.3	8	11.4	<b>70</b>	<b>100</b>
The automated phone system made the experience more satisfying	48	68.5	13	18.6	9	12.9	<b>70</b>	<b>100</b>

Source: Primary data

From the above table it can be interpreted that 70% of the respondents agree that waiting time for having questions addressed in banks were satisfactory. Majority of the respondents (64%) agree that customer service representatives takes their phone calls and quickly transferred to the person who best could answer. The table also makes obvious that automated phone system made customers' experience more satisfying because 68.5% respondents strongly agrees with the given statement.

## 6. Overall Satisfaction Regarding CRM Practices of the Bank

**Table 6**  
**Overall Satisfaction Regarding CRM Practices of the Bank**

Satisfaction Level	No. of Respondents	Percentage
Highly satisfied	20	28.6
Satisfied	42	60
Neither satisfied nor dissatisfied	5	7.1
Dissatisfied	3	4.3

Highly dissatisfied	0	0
<b>Total</b>	<b>70</b>	<b>100</b>

Source: Primary data

The table 6 indicates that majority of the respondents are satisfied with the CRM practices of bank i.e., 60% and also 28.6% respondents are highly satisfied. 7.1% of the respondents have no opinion and only 4.3% is dissatisfied.

## **FINDINGS**

- Most of the customers opined that internet and mobile banking facility attracted them more towards the particular bank.
- More than half of the respondents are satisfied with the innovative customer services provided by their banks such as 24 hours service, single window and anywhere banking.
- Large number of customers states the level of service quality of their banks as excellent because their bank gives them individual attention and satisfies specific needs of the customers.
- Majority of the respondents agree that waiting time for having questions addressed in banks were satisfactory.
- Most of the respondents agree that customer service representatives takes their phone calls and quickly transferred to the person who best could answer.
- Most of the customers rated the complaint management system and innovative services provided by their banks were excellent.
- Majority of the respondents are satisfied with the CRM practices of their banks.

## **SUGGESTIONS**

- It is suggested that the organizations should develop evaluation metrics to measure the success of the CRM programme implemented. The metrics should be in tune with the objectives of the CRM.
- Make complaint and suggestion box scheme and customers' meet more effective.
- Customer education programmes should be launched to improve understanding of bank's procedures and decision making and increase comfort levels.
- Skill-building and teamwork-building forums can be developed to enhance employee capabilities for undertaking customer focused endeavors.

## **CONCLUSION**

Today, many businesses such as banks, insurance companies, and other service providers realize the importance of Customer Relationship Management (CRM) and its potential to help them acquire new customers, retain existing once and maximize their lifetime value. The study reveals that various CRM Strategies such as service quality management, customer interaction management, customer retention management, customer service strategies, and customer contact programmes are implemented in the banking sector to enable to avoid customer frustrations and other problems. Service quality of banks rated as excellent because banks gives their customers individual attention and satisfies specific needs also. Customers are satisfied with the innovative services provided by their banks such as 24 hours service, single window and anywhere banking. Majority of the customers are satisfied with the CRM practices of their banks and they would like to use the same bank in future also.

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## SUKUK: TRANSFORMING INFRASTRUCTURE FINANCING BEYOND TRADITIONAL BONDS

### ABSTRACT

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*Sukuk, as an alternative to traditional bonds, presents a transformative approach to infrastructure financing, particularly in developing nations like India. This paper explores the potential of Sukuk in overcoming the limitations of conventional bond financing and facilitating sustainable infrastructure development. By examining the unique features and mechanisms of Sukuk, alongside the infrastructure needs of India, this paper highlights the role of Sukuk in mobilizing capital, diversifying funding sources, and attracting investment for critical infrastructure projects. Additionally, it delves into the regulatory and institutional frameworks required to support Sukuk issuance and utilization effectively in India's infrastructure development agenda. Through case studies and comparative analysis, the abstract underscores the significance of Sukuk as a catalyst for enhancing infrastructure resilience, fostering economic growth, and addressing the infrastructure deficit in India and other developing nations.*

**Keywords:** Sukuk, Islamic Bond, Infrastructure financing, Islamic Finance

### INTRODUCTION

In the realm of infrastructure development, particularly in emerging economies like India, the need for innovative financing mechanisms has never been more pressing. Traditional bonds have long been a primary source of funding for large-scale infrastructure projects, but their limitations in terms of

inclusivity, compliance with Islamic finance principles, and alignment with the unique needs of developing nations have prompted a search for alternative solutions. Enter Sukuk, the Islamic financial instrument that is gaining traction as a transformative force in infrastructure financing. This paper explores how Sukuk is reshaping the landscape of infrastructure development in India and other developing nations, offering a more inclusive, Sharia-compliant, and efficient means of mobilizing capital for critical infrastructure projects.

Sukuk, often referred to as Islamic bonds, represent ownership interests in tangible assets or services rather than debt obligations. This fundamental distinction aligns Sukuk more closely with the principles of Islamic finance, which prohibit the payment or receipt of interest (riba) and encourage risk-sharing and asset-backed transactions. As such, Sukuk offer an attractive alternative to conventional bonds for investors seeking ethical and Sharia-compliant investment opportunities.

In the context of infrastructure development, Sukuk hold significant promise for addressing the funding challenges faced by developing nations like India. Traditional bond issuance can be restrictive for these countries due to concerns over debt sustainability, currency risks, and compliance with religious principles. Sukuk, however, provide a viable alternative by structuring financing arrangements around tangible assets such as infrastructure projects, real estate, or commodities. This asset-backed approach not only enhances transparency and investor confidence but also aligns with the long-term nature of infrastructure investments.

Moreover, Sukuk have the potential to attract a broader investor base, including Islamic financial institutions, sovereign wealth funds, and ethical investors seeking socially responsible opportunities. By tapping into these diverse funding sources, developing nations can reduce their reliance on traditional debt markets and diversify their sources of financing, thereby enhancing financial stability and resilience.

In this paper, we will explore the distinctive features and benefits of

Sukuk compared to traditional bonds, examining their role in facilitating infrastructure development in India and other developing nations.

### **SUKUK (ISLAMIC BOND)**

Sukuk, a Shariah-compliant alternative to a conventional bond. The Arabic word Sukuk is the plural of the word Sakk, meaning certificate. Sukuk represents proportionate beneficial/legal ownership of an asset for a defined period when the risk and the return associated with underlying assets in a pool are passed to the Sukuk holders or investors.

AAOIFI (Accounting and Auditing Organization for Islamic Financial Institutions) defines Sukuk as the “certificates of equal value representing undivided share in ownership of tangible assets, usufruct and services or (in the ownership of) the assets of particular projects or special investment activity. However, this is true after receipt of the value of the Sukuk, the closing of subscription and the employment of funds received for the purpose for which the Sukuk were issued.”

The basic idea of securitisation in Islamic finance is to transform something, be it tangible assets, usufruct or receivables into papers that are later tradable in the secondary market. The transformation of something that is illiquid into liquid is the very essence of securitisation, not only in Islamic finance but also in conventional finance.

### **ESSENTIAL DIFFERENCES BETWEEN CONVENTIONAL BONDS AND SUKUK**

<b>Aspect</b>	<b>Sukuk</b>	<b>Bonds</b>
Underlying Structure	Represents ownership in an asset or project	Represents a loan to the issuer
Ownership and Profit Sharing	Sukuk holders are partial owners, profits shared	Bondholders are lenders, receive fixed interest
Risk and Reward Sharing	Share in risks and rewards of underlying assets	Fixed interest regardless of issuer performance
Sharia Compliance	Adheres to Islamic finance principles	Involves payment of interest (not Sharia-compliant)

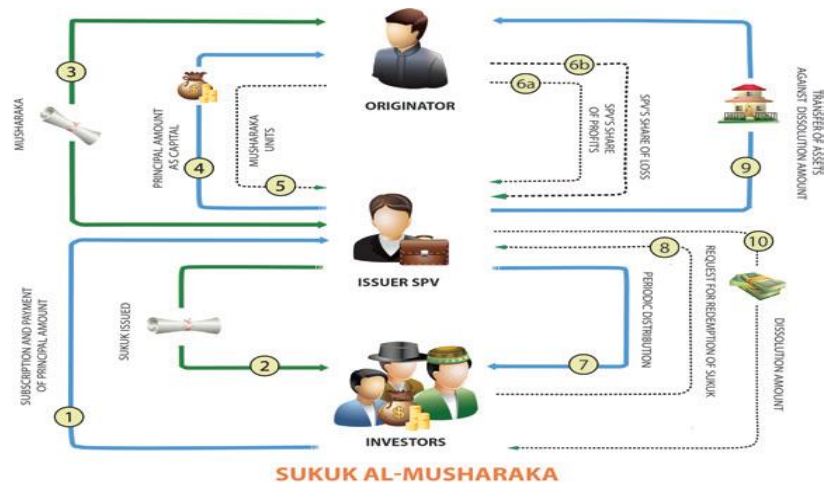
Issuer's Obligation	Proceeds used in Sharia-compliant manner	Obligated to make interest payments and return principal
Secondary Market Liquidity	Liquidity influenced by underlying assets	Generally more liquid secondary markets
Global Acceptance	Gaining acceptance globally, especially in Islamic finance regions	Widely accepted globally

## **SUKUK STRUCTURES**

### **1. Musharakah Sukuk:**

According to AAOIFI, these are certificates of equal value issued with the aim of using the mobilised funds for establishing a new project, developing an existing project or financing a business activity on the basis of any of partnership contracts so that the certificate holders become the owners of the project or the assets of the activity as per their respective shares. The issuer of these certificates is the inviter to a partnership and the subscribers are the partners in the contract. The realised funds are the share contribution of the subscribers to Musharaka capital. The certificate holders own the assets of partnership and are entitled to their share both in the profits and inviter losses.

Musharaka is a partnership between two or more parties whereby each partner contributes a specific amount of money in a manner that gives each one a right to deal in the assets of the partnership, on condition that the profit is distributed according to the partnership agreement and losses are borne in accordance with the contribution of each partner to the capital.



### **MECHANISM OF SUKUK AL-MUSHARAKA:**

1. Issuer SPV issues prospectus and the Investors subscribe and pay the proceeds as the Principal Amount.
2. After receiving the Principal Amount, Issuer SPV issues the Sukuk to the Investors. The Sukuk represent an undivided ownership in an underlying asset going to be purchased. They also represent a right of the Investors to the Periodic Distribution Amount and the Dissolution Amount.
3. Issuer SPV declares a trust over the proceeds and thereby acts as Trustee on behalf of the Investors.
4. Issuer SPV enters into a Musharaka arrangement with the Originator and both agree on their contribution to the capital of Musharaka and allocate a number of units in the Musharaka in proportion to their capital contribution.
5. Issuer SPV pays the Principal Amount to the Originator as its contribution to the Musharaka capital.
6. The Originator transfers the Musharaka units to the Issuer SPV in accordance with its capital contribution.
7. In addition to the capital contribution, the Originator also manages the Musharaka Enterprise or Assets.
8. On each Periodic Distribution Date, the Originator pays the actual profits generated by the Musharaka Assets to Issuer SPV in proportion to its

capital contribution or in a pre-agreed ratio.

9. If the actual share of Issuer SPV's profit exceeds its pre-defined expectation, then the excess amount is given to the Originator as an incentive for its good performance.
10. Issuer SPV pays each Periodic Distribution Amount to the Investors using the profit it has received from the Musharaka Assets.
11. In case of loss, both Issuer SPV and the Originator shall share that loss in proportion to their capital contribution only.
12. In case of maturity or default or pre-payment, the Investors would redeem the Sukuk to Issuer SPV against the Dissolution Amount.
13. At the maturity, default or pre-payment of Sukuk, Originator pays the Dissolution Amount to Issuer SPV.
14. Issuer SPV pays the Dissolution Amounts to the Investors using the amount it has received from Originator.
15. In the event of maturity or default the Issuer SPV, by exercising its rights under the Purchase Undertaking, obligates the Originator to purchase the Assets from Issuer SPV
16. In case of pre-payment, tax payment or any other event as agreed between the parties, the Originator, by exercising its rights under the Sale Undertaking, obligates the Issuer SPV to sell the Assets to the originator.

## **2. Mudarabah Sukuk**

Mudarabah refers to a partnership arrangement where one party provides capital (the investor) and the other party manages the investment (the issuer). Mudarabah Sukuk represent ownership interests in a Mudarabah partnership, with profits shared between investors and the issuer according to pre-agreed ratios.

## **3. Murabahah Sukuk**

This structure involves the sale of commodities or assets by the issuer to investors at a predetermined cost plus profit margin. The issuer repurchases

the assets over time, effectively providing investors with a return on their investment.

**4. Ijarah Sukuk:** In this structure, the issuer sells an underlying asset to a special purpose vehicle (SPV), which then leases the asset back to the issuer for a predetermined rental fee. Investors receive periodic rental payments, representing their share of the ownership rights in the leased asset.

**5. Salam Sukuk:** Salam refers to a forward sale contract where the buyer pays in advance for goods to be delivered at a future date. Salam Sukuk involve the sale of commodities or assets on a deferred delivery basis, with investors receiving payment upon delivery of the underlying assets.

**6. Hybrid Sukuk:** These structures combine elements of different Sukuk types to achieve specific financing objectives. For example, a Sukuk al-Ijarah may incorporate elements of Mudarabah or Musharakah to enhance risk-sharing or liquidity.

**7. Asset-Backed Sukuk:** In this structure, the Sukuk issuance is backed by specific tangible assets, such as real estate, infrastructure projects, or equipment. Investors receive returns based on the performance of the underlying assets, providing greater transparency and security.

**8. Sukuk al-Wakalah:** This structure involves the appointment of a Wakil (agent) to manage the Sukuk proceeds on behalf of investors. The Wakil invests the funds in Sharia-compliant activities and distributes profits to investors based on pre-agreed terms.

#### **ALTERNATIVE SUKUK STRUCTURE**

Sukuk structures can vary to accommodate different business needs, financial objectives, and Shariah principles. While the most common Sukuk structures include Mudarabah, Musharakah, Ijarah, and Murabahah, financial institutions and issuers continue to innovate, creating alternative Sukuk structures. Here are a few alternative Sukuk structures:

**1. Hybrid Structures:** These structures combine different Islamic finance principles to create hybrid Sukuk. For example, a Sukuk could combine

elements of Ijarah (leasing) and Mudarabah (profit-sharing). Hybrid structures aim to provide more flexibility and customization to meet specific financing requirements.

2. **Convertible Sukuk:** This type of Sukuk allows the holder to convert their Sukuk into shares of the issuing company. The conversion may be based on predetermined terms, offering investors the potential for capital appreciation through equity participation.

3. **Sustainable or Green Sukuk:** With the growing emphasis on sustainable and socially responsible finance, there has been an emergence of Sukuk designed to fund environmentally friendly and socially responsible projects. These Sukuk align with principles of environmental, social, and governance (ESG) investing.

4. **Project-Based Sukuk:** Tailored for specific projects, project-based Sukuk focus on financing particular ventures, such as infrastructure or energy projects. The cash flows generated by the project often back the Sukuk, providing a specific revenue stream for investors.

5. **Wakalah Sukuk:** In this structure, the Sukuk holders appoint a Wakil (agent) to manage the Sukuk proceeds on their behalf. The Wakil invests the funds in Shariah-compliant activities, and profits are distributed to the Sukuk holders based on a pre-determined agreement.

6. **Restricted Mudarabah Sukuk:** In a Mudarabah structure, profits are shared between the Sukuk investors and the issuer, with the issuer acting as the Mudarib (entrepreneur). Restricted Mudarabah Sukuk may have specific restrictions or guidelines regarding the types of investments the Mudarib can engage in, ensuring compliance with Shariah principles.

### **Scope of Sukuk in Modern Times**

Sukuk, the Islamic finance alternative to conventional bonds, has grown rapidly in recent years and is poised for even greater expansion in modern times. Driven by a combination of factors, including rising Muslim populations, increasing awareness of Sharia-compliant investing, and the development of



innovative sukuk structures, the global sukuk market is expected to reach \$3 trillion by 2024.

**Key factors contributing to the expanding scope of sukuk in modern times:**

- Rising Muslim populations:

The global Muslim population is estimated to be around 1.8 billion and is expected to grow to 3 billion by 2050. This growing pool of potential investors is driving demand for Sharia-compliant financial products, including sukuk.

- Increased awareness of Sharia-compliant investing:

Not only Muslims, but also ethical investors and those seeking diversification are increasingly interested in Sharia-compliant investments. Sukuk, with its focus on ethical and asset-backed financing, is attracting attention from a wider range of investors.

- Development of innovative sukuk structures:

The sukuk market is constantly evolving, with new and innovative structures being developed to meet the needs of issuers and investors. This includes sukuk linked to infrastructure projects, real estate, and even intellectual property.

- Growing support from governments and regulators:

Many governments, particularly in Muslim-majority countries, are actively supporting the development of the sukuk market. This includes providing regulatory frameworks, promoting sukuk issuance, and investing in sukuk funds.

- Integration with the global financial system:

The sukuk market is becoming increasingly integrated with the global financial system. This is making it easier for issuers to raise capital and for investors to access sukuk products.

**The expanding scope of sukuk has a number of implications for the future of Islamic finance:**

- Sukuk is likely to play an increasingly important role in financing infrastructure projects, particularly in developing countries.
- Sukuk could become a mainstream asset class, attracting investment from a wider range of investors.
- The development of the sukuk market could lead to the creation of new financial products and services.
- Sukuk could help to promote financial inclusion, particularly in Muslim-majority countries.

#### **The scope of sukuk in modern times:**

- Sukuk can be used to finance a wide range of assets, including infrastructure, real estate, and commodities.
- Sukuk can be structured in a variety of ways, depending on the needs of the issuer and investors.
- Sukuk can be issued by governments, corporations, and other entities.
- Sukuk are traded on a number of international exchanges.
- The sukuk market is regulated by a number of bodies, including the Islamic Financial Services Board (IFSB).

#### **Sukuk and the Private Sector**

Sukuk has emerged as a powerful tool for the private sector in Islamic finance, playing a crucial role in financing diverse projects and ventures. Here's how Sukuk benefits the private sector:

##### **Financing Opportunities:**

- **Alternative to Conventional Debt:** Sukuk offers a Sharia-compliant alternative to conventional debt, allowing private companies to raise capital without incurring interest-based charges. This is particularly appealing for businesses operating in Muslim-majority countries or targeting ethically conscious investors.

- **Access to Wider Investors:** Sukuk opens doors to a vast pool of global investors seeking Sharia-compliant investment options. This expands the potential funding sources for private sector projects and ventures.
- **Diversification of Funding Structure:** Sukuk can be structured in various ways, allowing companies to tailor the financing to their specific needs and risk profile. This includes equity-based structures like Musharaka and Mudaraba, along with debt-based options like Sukuk al-Ijarah and Sukuk al-Salam.
- **Asset-backed Financing:** Sukuk is typically asset-backed, meaning the underlying assets generate the returns for investors. This provides a sense of security and reduces the reliance on the company's creditworthiness alone.

#### Benefits for Projects and Ventures:

- **Longer-term Funding:** Sukuk structures often offer longer tenors compared to conventional loans, facilitating financing for long-term infrastructure projects and capital-intensive ventures.
- **Risk Sharing:** Some Sukuk structures involve risk sharing between investors and the issuer, aligning their interests and potentially leading to better project outcomes.
- **Improved Corporate Governance:** The requirements for Sharia compliance and ethical principles often go hand-in-hand with good corporate governance practices, benefiting the overall project management and transparency.

#### Examples of Sukuk in the Private Sector:

- **Infrastructure Development:** Sukuk has been instrumental in financing large-scale infrastructure projects like airports, power plants, and transportation networks.
- **Real Estate Development:** Real estate projects, including residential and commercial buildings, are commonly financed through Sukuk structures.
- **Renewable Energy:** The growing focus on sustainability has led to an increase in Sukuk funding for renewable energy projects like solar and wind farms.

- Small and Medium-sized Enterprises (SMEs): Sukuk can be adapted to cater to the financing needs of SMEs, supporting their growth and expansion.

### Sukuk and India

Sukuk, as Islamic financial instruments, have the potential to play a significant role in India's financial landscape, particularly in the realm of infrastructure development and inclusive growth. While India has a predominantly non-Muslim population, the country recognizes the importance of fostering an environment conducive to Islamic finance to attract investment from Islamic countries and tap into the growing global Islamic finance market.

In recent years, India has taken steps to facilitate Sukuk issuance and promote Islamic finance within its regulatory framework. The Securities and Exchange Board of India (SEBI), the country's securities regulator, has established guidelines for the issuance of Sukuk, allowing Indian companies and government entities to raise funds through Sharia-compliant means. Additionally, the Reserve Bank of India (RBI) has introduced measures to facilitate Islamic banking operations in the country, paving the way for the development of Islamic financial products, including Sukuk.

One of the key areas where Sukuk can benefit India is infrastructure development. India has ambitious plans for infrastructure expansion across sectors such as transportation, energy, telecommunications, and urban development. Sukuk offer an alternative source of financing for these projects, providing access to capital from Islamic investors and diversifying funding sources beyond traditional debt markets.

Furthermore, Sukuk can promote financial inclusion by attracting a broader investor base, including Islamic financial institutions, sovereign wealth funds, and ethical investors. This increased participation can channel funds towards socially responsible investments, contributing to sustainable development and inclusive growth objectives.

Sukuk issuance in India can strengthen economic ties with Islamic countries and promote cross-border investment and trade partnerships. By

aligning with Islamic finance principles, India can tap into the vast liquidity pools of Islamic financial markets and attract foreign direct investment from Muslim-majority countries and sovereign wealth funds.

However, challenges remain in fully realizing the potential of Sukuk in India. These include raising awareness and understanding of Islamic finance concepts among market participants, addressing regulatory and legal hurdles, and creating a conducive ecosystem for Sukuk issuance and trading.

#### Conclusion

In conclusion, Sukuk offers a transformative avenue for infrastructure financing, particularly in developing nations like India. By transcending the limitations of traditional bonds, Sukuk provides a Sharia-compliant alternative that attracts a broader investor base, fosters long-term investment in critical infrastructure projects, and promotes sustainable development. As India seeks to address its infrastructure challenges and achieve its economic growth targets, embracing Sukuk can play a pivotal role in catalyzing infrastructure development and driving socio-economic progress across the nation.

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## **AFTER-SALES SERVICES AND CONSUMER PERCEPTION OF QUALITY: A STUDY OF ONLINE PRODUCTS**

Ms. Shiyana E K	<b>ABSTRACT</b>
	<p><i>Online shopping, a type of electronic commerce, enables consumers to purchase goods or services directly from a seller via the Internet using a web browser or mobile app. Despite its existence for decades, online shopping has recently become mainstream. The online shopping landscape has evolved due to the widespread adoption of ecommerce and an increase in merchants offering online shopping out of necessity.</i></p> <p><i>Customer perceptions of quality evaluation may vary across different contexts, even when purchasing the same products repeatedly. This study is important as it aims to identify customers' perceptions of online product quality and assess the impact of after-sales services provided by online retailers on customer retention.</i></p>
<b>Keywords: After-sales services, consumer perception, quality and online product</b>	

### **INTRODUCTION**

Shopping is an integral part of everyday life for many individuals. While some seek essentials through shopping, others indulge in more indulgent purchases. It is often perceived as a means to alleviate stress, fulfil desires, or inject excitement into monotonous routines. Broadly, shopping can be categorized into two forms: traditional shopping and online shopping, each accompanied by its own set of advantages and drawbacks. The trend of online shopping is on the rise, as more people find the conventional shopping experience in crowded markets inconvenient and time-consuming.

Consequently, online shopping, also known as e-shopping, emerges as a time-saving boon. This digital retail method allows consumers to purchase goods directly from sellers over the Internet, eliminating the need for intermediaries. By enabling shoppers to browse and purchase from the comfort of their homes via web stores, online shopping enhances convenience and efficiency, potentially leading to increased productivity, sales turnover, and profitability.

At times, an enticing online offer may not live up to its advertisement. Contacting customer service can be difficult, with interactions often confined to emails and chats for both customers and sellers. Customers experience stress while waiting for their orders to arrive, unsure of the product's quality until they physically receive it. Offering after-sale services proves to be a crucial strategy in retaining online customers, despite the challenges it presents.

## **OBJECTIVES OF THE STUDY**

- To know consumer perception towards online products
- To know how consumers are evaluating e-commerce site for their purchase
- To analyse the influence of after-sale services on buying behaviour
- To determine the effectiveness of after-sales services.

## **REVIEW OF LITERATURE**

Numerous researchers have conducted extensive studies on after-sales services, consumer perceptions of quality, online products, and online shopping. Some research has explored the impact of after-sales services on purchasing decisions and overall shopping experiences, while others have investigated consumer satisfaction levels with online product quality.

The research by **Pratiksinh S. Vaghela** in 2014 aimed to analyze consumer perceptions of online shopping, with a focus on gender differences. 150 respondents were surveyed using a structured questionnaire. Findings indicate that most customers prefer online shopping, are satisfied with their transactions, but perceive it as more expensive



and slower than in-person shopping. Additionally, customers noted the drawback of not being able to see products before delivery. Investigation by **Soonyoung Bea and Taesik Lee** in 2010 on the impact of online consumer reviews on purchase intention shows females have stronger intention than males. Consumers are more affected by negative reviews. These findings are valuable for sellers.

In 2007 **Isaac J. Gabriel** studied online consumers' risk perception by creating a master list of online hazards and activities to measure perceived risk levels, desired risk levels, and associated regulations. The study aimed to reveal a cognitive map of attitudes and perceptions towards online risks by determining risk dimensions and positioning hazards in a factor space diagram.

In 2007, **Goda Van Noort, Peter Kerkhof, and Bob M. Fennis** conducted experiments on how shopping context affects risk perception and regulatory focus. They found that online shopping environments are perceived as riskier and prime a prevention focus.

**Sayed Rajab Nikhashem, Farzana Yasmin, and Ahsanul Haque** (2011) studied perceptions of e-ticketing and factors influencing online ticket purchases. Their research provided insights for policymakers and businesses on perceived risk, trustworthiness, usefulness, familiarity, confidence, price perception, and internet security in understanding consumer.

In 2000, **Venkatesh** highlighted the positive impact of perceived convenience from Internet Vendors on consumers' attitude towards online shopping, especially for youth marketers. In 2001, Benedict et al. emphasized that perceptions and intentions for online shopping are influenced by various factors like ease of use, consumer traits, and trust.

**Vrechopoulos et al.** found that younger consumers prefer online shopping for its convenience.

**AC Nielsen** in 2007 emphasized understanding consumer behaviour and needs to enhance marketing strategy for increasing buyer behaviour probability and frequency.

**Vaitheeswaran** in 2013, noted that online shopping convenience reduces After-sale retailer responsibility, leading customers to explore products in-store but purchase

online for lower prices due to e-commerce discounts.

**Thakur sonal and Aurora Rajinder** in 2015, found the internet is transforming consumer shopping behaviour in India, with users buying products and comparing prices online. E-commerce companies need to grasp users' perceptions of online shopping as internet literacy grows.

The study by **CK Sunitha, Dr. M Edwin** explores customer preferences for online shopping in an emerging area. It aims to analyse the sample respondents' preferences and provide insights into online shopping.

In 2011 **Ali Iftikhar Chaudhary, Syed Azeem Akhter, Muhammad Asif, Rashid Mehmood Chaudary, Zafarullah Siddique, and Asif Mughal** studied the impact of after-sale service characteristics on customer satisfaction in Pakistan's home appliance industry. They explored how factors like delivery time, product installation, warranty, service quality, and feedback affect customer satisfaction. Providing value-added services is crucial for retaining customers. The study's findings can benefit home appliance organization managers by understanding customer trends in after-sale service characteristics.

In 2002 study by **Mathwick et al.**, online shopping was found to meet consumer needs, leading to positive judgments of Internet shopping performance.

## **HYPOTHESIS OF THE STUDY**

**H1:** There is significant difference between opinion of delivery time between male and female.

## **RESEARCH METHODOLOGY**

Descriptive kind of research design is used for the study because this study required lot of primary and secondary data to analyse the after-sale service and consumer perception on quality of online .Primary data required for the study were collected from consumers who buys online products and secondary data collected from different books journals, publications research studies which are currently available in online platform, structured questionnaire is used for collecting primary data. The

collected data through questionnaire is analysed with average, percentage, chi square, etc. The collected and analysed data is presented through table, diagrams, like bar, pie, etc

## OBSERVATION AND RESULTS

### Gender wise analysis of the opinion on delivery lag:

HO: There is no significant difference the opinion of male and females on delivery time.

H1: There is significant difference the opinion of male and female on delivery time

$$\text{DEGREE OF FREEDOM} = (r-1) (c-1) = 1$$

### Gender wise analysis of the opinion on delivery lag

O	E	(O-E) ^2	$\frac{(O-E)^2}{2}$
12	12.29	0.0841	0.0068
31	30.71	0.0841	0.0027
8	7.71	0.0841	0.0109
19	19.29	0.0841	0.0043

$$\text{CHI SQUARE} = 0.0247$$

### Interpretation

Table value is 3.841 and the calculated value is less than the table value so we accept the null hypothesis and we can interpret that there is no significant difference in the opinion of male and female on delivery time.

### After-sales service aspects:

After- sales service is an inevitable part of this study.

### Elements of after-sales services

ELEMENT	HIGHLY SATISFIED (5)	SATISFIED (4)	NEUTRAL (3)	DISSATISFIED (2)	HIGHLY DISSATISFIED (1)	TOTAL	AVERAGE
Quality of after-sale service	15	25	23	7	0	258	<b>3.69</b>
Delivery time	6	21	30	10	3	227	<b>3.24</b>
Price	10	30	30	0	0	260	<b>3.71</b>
Customer care service	12	20	30	8	0	246	<b>3.5</b>
Guarantee period	8	24	32	3	3	250	<b>3.57</b>
Delivery time	12	22	26	8	2	244	<b>3.49</b>

**AVERAGE = 3.53**

#### Interpretation

Here the Weighted average is 3.53 which lies in between satisfied (4) and neutral (3). Thus, it can be noted that the customer is satisfied with the after-sales elements.

#### Factors consider while choosing a site:

Customers choose different site for their purchase due to certain reasons.

#### Factors

	1	2	3	4	5	6	7	8	9
Quality	85.71%	7.14%	4.29%	2.86%	0%	0%	0%	0%	0%
Price	12.85%	71.43%	11.43%	1.43%	0%	0%	0%	0%	0%
Choices available	0%	2.85%	2.85%	4.29%	70%	5.71%	7.14%	7.14%	0%
Security	1.42%	7.14%	71.42%	14.28%	5.71%	0%	0%	0%	0%
Payments	0%	2.86%	4.29%	2.86%	1.42%	51.42%	37.14%	0%	0%
Return	0%	2.87%	1.42%	2.87%	7.14%	28.57%	27.14%	28.57%	4.28%

policy					%	%	%	%	
Review of the site	0%	2.87%	1.42%	68.57%	5.71%	7.14%	1.42%	0%	0%
Accessibility and ease of use	0%	1.42%	1.42%	0%	7.14%	5.71%	7.14%	57.14%	20%
After-sale service	0%	1.42%	1.42%	2.87%	2.87%	1.42%	7.14%	7.14%	75.71%

### Interpretation

As per the above table most of the consumers ranked quality as first preference while choosing an online sites (i.e.,85.71%) price has 2nd position by 71.43% and security on third position (i.e.,71.42) where as consumer rank accessibility and ease of use of sites as 8<sup>th</sup> and after-sales services as 9<sup>th</sup> .

### FINDINGS

- After- sales service is an inevitable part of this study and an average of 3.53 which lies in between satisfied (4) and neutral (3) and more near to satisfied. Thus, it can be noted that the customer is satisfied with the after-sales elements provided by the consumers.
- The quality perception of the consumers of online products shows that the consumers are neutrally satisfied (shows an average of 3.35) with the quality of online products.
- There is no significant difference between the opinion of male and female consumers on delay of delivery time.
- Most of the customers (i.e. 71.43%) choose Flipcart for their purchase. 64.29% opt amazon for purchasing the product. Ebay and Shopclues are preferred by only 1.42% and Snap deal preferred by 4.29%. 27.14% goes with other sites.it is to be noted that there is no consumers for Alibaba and Jabong.

- Most of the consumers ranked quality as first preference while choosing an online sites (i.e.,85.71%) price has 2nd position by 71.43% and security on third position (i.e.,71.42) where as consumer rank accessibility and ease of use of sites as 8<sup>th</sup> and after-sales services as 9<sup>th</sup> .
- 57.14% of consumers not faced problems while purchasing online products and 42.86% faced problems while purchasing online products.

## **CONCLUSION**

This study indicates a promising future for online shopping in India.. With the use of internet, consumers can shop anywhere, anything, and at any time with easy and safe payment options. This study mainly focused on the factors related to the online products and examine those factors that affect the consumer' s online shopping behaviour. It also aims to find out their behaviour, satisfaction and problems faced in the online shopping environment. The study identify that the price advantage is the most influencing factor of consumers buying behaviour. The consumers are also affected by the time advantages because of the convenience of shopping. They can purchase at any time without visiting the shops. Online shopping also provides many economic benefits to the buyers like discounts, offers etc. Consumers are satisfied with the quality of products, price, mode of payment and mode of delivery and least satisfied with the return procedure and after sale services. The main problem of online shopping environment is that inability to touch and feel the goods. They do not know the original colour and quality of products they buy. The online retailers have to enhance and improve the information supporting such as provide much detailed product information and information about themselves and ensure security in online shopping by adopting innovative technologies.

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## STUDY ON IMPULSIVE BUYING BEHAVIOUR AMONG CONSUMERS IN SUPERMARKET IN MALAPPURAM DISTRICT

ABSTRACT	
<p><b>Ms. Faseela C K</b></p> <p><i>Assistant Professor of Commerce, Thunchan Memorial Government College, Tirur</i></p> <p style="text-align: center;">&amp;</p> <p><b>Ms. Haseena Jasmine C K</b></p> <p><i>Assistant Professor of Commerce, Korambayil Ahamed Haji Memorial Unity Women's College Manjeri, Malappuram, Kerala -676122</i></p>	<p><i>Impulse buying refers to the unplanned or spontaneous purchase decisions made by consumers without prior shopping intentions. The objective of this study is to analyze the various factors that drive impulsive purchasing behavior in supermarkets and to examine the relationship between these factors and the occurrence of impulsive buying. The study explores variables from internal, external, demographic, and social perspectives that influence consumer impulse buying behavior. The findings indicate that both dependent and independent variables significantly impact impulsive buying in supermarkets. This study aims to provide a comprehensive understanding of consumer psychology and the role external factors play in influencing consumers' purchasing decisions.</i></p>
<p><b>Keywords:</b> Impulse buying, Consumer Behaviour, Low Cost, Promotional schemes</p>	

### INTRODUCTION

Impulse purchasing, or impulse buying, refers to an unplanned or spontaneous decision to purchase a product or service. Impulse items can include new products, samples, or well-established products offered at unexpectedly low prices. According to Parboteeah (2005), building on Piron (1991), impulse purchasing is a result of unplanned decisions triggered by exposure to a stimulus and is often made on-the-spot. Impulse buyers typically browse without a specific intention to purchase a particular item or visit a specific store. As they browse, exposure to stimuli triggers an urge to buy, leading them to make a



purchase decision without seeking additional information or considering alternatives. After making an impulse purchase, consumers may experience either positive or negative post-purchase evaluations. Both internal and external factors influence the impulse buying process.

Consumer behavior studies the “when, why, how, and where” of purchasing decisions, aiming to understand the decision-making process of buyers, both individually and in groups. Firms shape their marketing strategies based on consumer needs, which are analyzed through consumer buying behavior. Impulse buying can be viewed as a dominant emotional response that drives the consumer to make a purchase. The sudden desires that arise when consumers encounter a product often override rational thinking, leading to spontaneous, unplanned purchases. An impulse buyer is someone who makes such unplanned decisions, which often disrupt the typical decision-making process by replacing logic with a moment of self-indulgence.

Several factors contribute to impulse purchasing, such as demographic influences, product promotions, store layout, store environment, and hedonistic desires. The retail industry is currently experiencing significant changes worldwide, driven by shifting consumer preferences, consumption patterns, and buying behaviors. Store marketing mix activities play a crucial role in ensuring the long-term sustainability of retailers. In-store marketing activities, such as point-of-purchase displays, promotions, background music, mannequin displays, and product proximity, are key to attracting consumers and encouraging them to spend more. These strategies are often aimed at prompting unplanned or impulse purchases, as they create a pleasant and modern shopping environment that entices consumers. Retailers frequently generate significant revenue through impulse purchases, driven by their in-store activities, which shape a positive shopping experience. Understanding the impact of factors like product promotions, store environment, store layout, and hedonism is essential for analyzing impulse buying behavior in supermarkets.

## **SIGNIFICANCE OF THE STUDY**

Consumer buying behavior in emerging economies like India is continuously evolving. Malappuram has experienced a significant increase in the number of shopping centers and supermarkets, driven by factors such as rising disposable income, increasing financial independence of young consumers, the shift from joint families to nuclear households, and greater exposure to promotional messages. With easier access to online shopping, ATMs, and point-of-sale terminals for debit/credit payments, impulse buying is becoming increasingly common among consumers.

Marketers and supermarket owners capitalize on this trend by utilizing various store-related attributes, such as product promotions, store layout, store environment, hedonism, and high-quality service, to encourage impulse purchases. This study will assist companies in predicting impulse buying behavior to a certain extent, enabling them to design more effective marketing strategies and activities accordingly.

## **SCOPE OF THE STUDY**

The scope of the study focuses on understanding impulse buying behavior among supermarket customers in Malappuram District. It examines the various factors influencing this behavior, such as in-store promotions, product placement, store layout, and visual merchandising. The research specifically targets supermarket shoppers, considering demographic variables like age, income, and lifestyle, to determine how these factors affect impulse purchases. The study excludes other retail formats like online shopping or small grocery stores, keeping its focus solely on supermarkets. It also explores the psychological triggers behind unplanned purchases, including emotions, mood, and social influences like peer pressure or cultural norms. Data collection methods will include surveys and observation, supported by the analysis of sales records to identify patterns and trends in consumer behavior. Ultimately, the findings will

provide practical insights for retailers to enhance store layouts and promotional strategies, while also offering consumers a better understanding of their purchasing habits.

## **STATEMENT OF THE PROBLEM**

Impulse buying refers to an unplanned decision to purchase a product or service, often made at the moment of purchase. In a dynamic and emerging economy like India, consumer buying behavior is constantly evolving. Numerous studies conducted worldwide have shown that impulse buying is common in retail stores and supermarkets. This study aims to identify the factors that influence impulse buying behavior among consumers in supermarkets, specifically focusing on customers in Tirur, Malappuram. The research will analyze the overall impulse buying tendencies of supermarket visitors, with an emphasis on understanding key determinants such as product promotions, store layout, store environment, and hedonism that drive this behavior. Through this study, we aim to explore the key factors that contribute to unplanned purchasing in supermarkets.

## **OBJECTIVES OF THE STUDY**

1. To assess customer perceptions of product promotions, store layout, store environment, hedonism, and their relationship with impulse buying behavior in supermarkets.
2. To analyze the impact of product promotions, store layout, store environment, and hedonism on impulse buying behavior among supermarket customers.

## **HYPOTHESIS**

- H1: There is no gender-wise difference in perception on impulse buying.
- H2: There is no gender-wise difference in perception on product promotion.
- H3: There is no gender-wise difference in perception on store layout.
- H4: There is no gender-wise difference in perception on store environment.
- H5: There is no gender-wise difference in perception on hedonism.

H6: Product promotion, store layout, store environment and hedonism are significant predictors of impulse buying behaviour.

## **METHODOLOGY OF THE STUDY**

The study was conducted in Malappuram District, focusing on consumers of supermarkets as the population. Data was collected from 100 respondents using a convenience sampling method. Both primary and secondary data were utilized, with primary data gathered through a structured questionnaire and secondary data sourced from books, reports, and articles from national and international journals. All variables were assessed using a five-point Likert scale. The data was codified and tabulated, with responses presented as percentages. A T-test was used to analyze differences in perception between males and females, while multiple regression analysis examined the influence of product promotion, store layout, store environment, and hedonism on impulse buying behavior. The data analysis was conducted using SPSS software.

## **REVIEW OF LITERATURE**

**Beatty, S.E. & Ferrel, M.E. (1998)** in their study on “Impulse buying: Modeling its precursors”, described that impulse buying refers to immediate purchases which are without any pre-shopping objective either to purchase the specific product category or to fulfil a specific need. They explained that the impulse buying behavior occurs after experiencing a buying desire by the shopper and without much reflection.

**Chen, T. (2008)** suggested that product type plays a major role in impulse buying among young generation in Taiwan. Impulsive buying tendency and involvement with clothing products are positively associated with traditional store shopping, but not online. Another major finding outlines the emerging role of the internet as a competing marketing channel. Product like clothing cannot be tried on and can be presented only in pictures and words online, greatly inhibiting the likelihood of impulse buying compared to store- shopping. However, the same

does not apply for computer peripherals.

**Gupta, S. Heng, X. & Sahu, V. (2009)** in their paper “Impact of store size on impulse purchases”. According to him, store size is also one of the important factors, which can influence impulse buying behavior, which means bigger the size of the store more the probability of impulse buying. The study demonstrates that stores that are big in size attract more customers to spend on impulse than small sized stores.

**Karbasivar ,A. & Yarahmadi, H. (2011)** analyzed the impact of four variable including window display, free product, cash discount and credit card on consumer impulse behavior using the sample size of 275 in Iran shopping mall. He developed questionnaire using the Likert scale type questions in order to collect data. In order to ensure reliability and validity of the research instruments Cronbach alpha test and factor analysis was used.

**Ekeng, A.B. & Lifu, F.L. & Asinya, F.A. (2012)** stated that demographic factors are highly influencing the impulsive buying of consumers, it differs between male to female consumers. The female consumers are highly attracted towards the fancy products. There is an inverse relation of age of shoppers and impulsive buying behavior. The youngsters no bother about the cash that they spend, rather than the older people care about the money. Increase in income is a main factor for impulsive buying or it lead to buy unplanned products.

## **EFFECT OF PRODUCT PROMOTION, STORE LAYOUT, STORE ENVIRONMENT AND HEDONISM ON IMPULSE BUYING**

Multiple regression analysis was conducted to examine the effects of product promotion, store layout, store environment, and hedonism on impulse buying. This method allows for assessing the overall fit of the model (i.e., the variance explained) and the relative contribution of each predictor to the total variance explained.

<b>Table 1</b>				
<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.568 <sup>a</sup>	0.323	0.319	0.602
a. Predictors: (Constant), product promotion, store layout, store environment and hedonism				

Multiple R represents the multiple regression coefficient, which indicates the strength of the relationship between the predictors and the dependent variable. In this case, the R value is 0.568, suggesting a strong level of prediction for the dependent variable, impulse buying. R Square, or the coefficient of determination, measures the proportion of variance in the dependent variable that is explained by the independent variables (product promotion, store layout, store environment, and hedonism). With an R Square value of 0.323, the model explains 32.3% of the variability in impulse buying based on these predictors.

<b>Table 2</b>					
<b>ANOVA<sup>a</sup></b>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	16.453	4	4.113	11.316	0.000 <sup>b</sup>
Residual	34.534	95	0.364		
Total	50.987	99			
a. Dependent Variable: Impulse buying					
b. Predictors: (Constant), product promotion, store layout, store environment and hedonism					

Table 2 presents the ANOVA results, which assess the goodness of fit of the regression model. The results indicate that the independent variables (product promotion, store layout, store environment, and hedonism) statistically significantly predict the dependent variable, impulse buying, with  $F(4, 95) = 11.316$  and  $p < 0.001$ . This suggests that the regression model provides a good fit for the data and the predictors collectively contribute to explaining the variation in impulse buying behavior.

<b>Table 3</b>					
<b>Coefficients<sup>a</sup></b>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sign
	B	Std. Error	Beta		
(Constant)	1.072	0.343		3.127	0.002*
Product Promotion	0.369	0.095	0.417	3.906	0.000*
Store Layout	0.163	0.101	0.184	1.616	0.109
Store Environment	0.042	0.102	0.043	0.410	0.683
Hedonism	-0.006	0.086	-0.006	-0.067	0.946
a. Dependent Variable: Impulse buying					
*Significant at 5 percent level					

Table 3 presents the coefficients of the regression model, indicating how much the dependent variable (impulse buying) changes with a unit change in each independent variable (product promotion, store layout, store environment, and hedonism), while holding all other variables constant. The general form of the regression equation to predict impulse buying is:

$$\text{Impulse Buying} = 1.072 + (0.369 \times \text{Product Promotion}) + (0.163 \times \text{Store Layout}) + (0.042 \times \text{Store Environment}) + (-0.006 \times \text{Hedonism})$$

The table 3 also provides the statistical significance of each independent variable, testing whether their coefficients are significantly different from zero in the population. The t statistics and corresponding p values are as Product Promotion:  $t = 4.369$ ;  $p < 0.001$ , Store Layout:  $t = 1.612$ ;  $p = 0.109$ , Store Environment:  $t = 0.410$ ;  $p = 0.683$ , Hedonism:  $t = -0.068$ ;  $p = 0.946$ .

Based on these results, product promotion is statistically significant in predicting impulse buying ( $p < 0.001$ ), while store layout, store environment, and hedonism are not statistically significant predictors ( $p > 0.05$ ). Therefore, the hypothesis H6: 'Product promotion, store layout, store environment, and hedonism are significant predictors of impulse buying' is partially rejected. Only product promotion significantly predicts impulse buying in this model.

## **MAJOR FINDINGS OF THE STUDY**

The major findings of the study are discussed below:

### ***A.) IMPULSE BUYING***

Overall impulse buying was calculated using the mean score of responses to the four indicators of impulse buying. A t-test was employed to examine statistically significant differences in the mean overall impulse buying scores between male and female respondents.

**Gender-Wise Difference in Overall Impulse Buying:** It was observed that the mean overall impulse buying score for males is slightly higher than that for females. The t-test results reveal that the difference in mean scores between males and females is statistically significant.

### ***B.) PRODUCT PROMOTION***

Overall product promotion was computed using the mean score of responses to the five indicators of product promotion. A t-test was employed to examine statistically significant differences in the mean overall product promotion scores between male and female respondents.

**Gender-Wise Difference in Overall Product Promotion:** The mean overall product promotion score for males is slightly higher than that for females. The t-test



results reveal that the difference in mean scores between males and females is statistically significant.

### ***C.) STORE LAYOUT***

Overall store layout was computed using the mean score of responses to the three indicators of store layout. A t-test was employed to examine statistically significant differences in the mean overall store layout scores between male and female respondents.

**Gender-Wise Difference in Overall Store Layout:** The mean overall store layout score for males is slightly higher than that for females. However, t-test results reveal that the difference in mean scores between males and females is not statistically significant.

### ***D.) STORE ENVIRONMENT***

Overall store environment was computed using the mean score of responses to the three indicators of store environment. A t-test was employed to examine statistically significant differences in the mean overall store environment scores between male and female respondents.

**Gender-Wise Difference in Overall Store Environment:** The mean overall store environment score for males is slightly higher than that for females. However, t-test results reveal that the difference in mean scores between males and females is not statistically significant.

### ***E.) HEDONISM***

Overall hedonism was computed using the mean score of responses to the five indicators of hedonism. A t-test was employed to examine statistically significant differences in the mean overall hedonism scores between male and female respondents.

**Gender-Wise Difference in Overall Hedonism:** The mean overall hedonism score for males is slightly higher than that for females. However, t-test results reveal that the difference in mean scores between males and females is not statistically significant.

## MULTIPLE REGRESSION ANALYSIS

Multiple regression analysis was performed to examine the effects of product promotion, store layout, store environment, and hedonism on impulse buying. Multiple regression allows the determination of the overall fit (variance explained) of the model and the relative contribution of each predictor to the total variance explained.

- **Multiple R**, the regression coefficient, was found to be 0.568, indicating a high quality of prediction for the dependent variable (impulse buying).

- **R Square** (coefficient of determination) shows that 32.3% of the variance in the dependent variable is explained by the set of predictors (product promotion, store layout, store environment, and hedonism), with an R Square value of 0.323.

The ANOVA results demonstrate that the independent variables significantly predict the dependent variable, with  $F(4, 95) = 11.316$  and  $p < 0.001$ . Therefore, it can be concluded that the regression model is a good fit for the data.

The regression analysis shows that **product promotion, store layout, store environment, and hedonism** are significant predictors of impulse buying.

## SUGGESTIONS

Based on the study's findings:

**Gender Differences:** Female respondents were more prevalent in impulse buying. Therefore, supermarkets should focus on increasing product promotions, store layout, store environment, and hedonistic activities that appeal to male customers.

- **Impulse Buying and Visual Stimulation:** As male respondents showed a higher mean score for impulse buying, supermarkets should enhance visual stimulations and create exciting or thrilling store displays to increase spontaneous purchases.

- **Product Promotion:** The mean score for product promotion is higher for males. Supermarkets should aim to enhance product promotional activities for female consumers, offering sales, discounts, coupons, and targeted advertisements.

- **Store Layout and Environment:** Since these factors do not significantly contribute to impulse buying, supermarkets should focus on creating more attractive

layouts and environments with elements like window displays, good ambiance, background music, and appealing lighting to improve the shopping experience.

- **Frequent Impulse Products:** Supermarkets should prioritize low-cost, frequently purchased items by applying attractive packaging, promotions, sales, discounts, and in-store advertising to stimulate impulse buying.

## CONCLUSION

Retailing in India has grown rapidly over the past decade. The current study, titled "Determinants of Impulse Buying Behavior among Consumers in Supermarkets," was conducted in the Tirur area to identify factors influencing impulse buying behavior among supermarket consumers. The study also analyzed the relationships between factors affecting impulsive purchasing decisions.

The study used four independent variables—product promotion, store layout, store environment, and hedonism—and five demographic variables—gender, age, education, monthly income, and employment. The dependent variable was the consumer's impulse buying behavior.

The regression analysis revealed that **product promotion** was the only factor with a statistically significant effect on impulse buying. The other three factors—store layout, store environment, and hedonism—did not have a significant influence. According to ANOVA results, the regression model statistically significantly predicts the dependent variable. T-test results also show a statistically significant difference between males and females in terms of overall impulse buying and product promotion.

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## A STUDY ON ELECTRONIC PAYMENT SYSTEM

<p style="text-align: center;"><b>Ms. Febi Jishana K</b></p> <p style="text-align: center;"><i>Assistant Professor of Commerce, Noble Women's College, Manjeri, Malappuram.</i></p>	<div style="text-align: center; background-color: #cccccc; padding: 5px;"><b>ABSTRACT</b></div> <p><i>The arrival of internet and smart phone has created a revolutionary change in the way we purchase. The advancement of information and communication technology opened the gate way for modern methods of payments. The growth in smartphone and access to internet made life easier for the people and which gave advent to digitalization. Digitalization not only improved trade and commerce but it also made transaction of payment smooth and fast. An electronic payment system, often referred to as e-payment, is a digital solution that enables customers to make payments and conduct electronic or online transactions without the need for physical cash or cheques. It's the technological bridge that connects individuals and businesses to a world of financial possibilities. Instead of reaching for cash or writing cheques, we can now effortlessly transfer funds electronically with just a few clicks or taps. The basic objective of this study is to know different types of e-payment system and its effectiveness.</i></p> <div style="background-color: #cccccc; padding: 5px;"><b>Keywords:</b> E-payment; various e- payment system; recent trends</div>
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### INTRODUCTION

The growth of Information and Communication Technology has brought a lot of changes in the lifestyle of the people. ICT and digitalization have brought great advancements in fields of finance, marketing, economics operation, etc. In the period of Digital innovation and ICT there have been a lot of changes in the world where business transactions have shifted from cash to digital once. The arrival of development in technology in the worldwide business environment had challenged almost all organizations to shift from traditional paper currency to digital payment platforms which is commonly known as digital payment or e-payment system. Digital payment can be defined as platform which is used for making monetary transaction for various goods or services purchased over the internet. Electronic payment systems (EPS) are considered as useful and user-friendly and is also secure by unique users and assorted users, who

perceived the means as an entry point towards progress in technology in terms of the economy worldwide. EPSs have evolved into significant promoters of electronic commerce which are relied on by businesses done electronically. They have diminished the number of fraudulent attempts and activities within the payment system worldwide.

### **STATEMENT OF THE PROBLEM**

Rapid and consistent development of Information Technology and the growth of internet-based banking and shopping have made electronics payment grown increasingly over the last decades and its widely viewed as a driving force to increase the use of eCommerce in the world. Electronic payment system is the basis of on-line payments and on-line payment system development is a higher form of electronic payments. It makes electronic payments at any time through the internet directly to manage the e-business environment thus particular study has been carried out to know e-payment system and its effectiveness.

### **OBJECTIVE OF THE STUDY**

- To study various types of e-payment system
- To study recent trends in e-payment system
- To know advantages and disadvantages of e- payment system

### **1.2 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**

**Kevin Foster, Scott Schuh, and Hanbing Zhang (2010)** they examined the consumer payment methods with respect to cash holdings and withdrawals which was decreasing since 2010. There was an increase in card payment system with respect to 2009 in the year 2010, which resulted in less usage of paper currency.

Since 2010 there was an increase in usage of debit and credit card compare to cash transaction which slowly took a decline giving rise to prepaid payments.

**Oladejo, Morufu et.al (2012)** in their study examined the improvement of e-payment system in Nigeria. They explored what initiated the people to adopt the e-payment system. A structured questionnaire and some financial statements were collected to analyses the data. The results were such that when bank adopted e-payment system there was a change in the performance level of the banks. With the advent of e-payment system there was a rise in usage of ATMs

**Baghla . A (2018)** in his study identified the trends for adopting the digital payment system India. Further the paper talks about how after demonetization people started to use the digital platforms for transactions. How the government initiative to make our economy a cashless one and how consumer will be adopting such system are further discussed. A structured questionnaire was used to collect data and find out the future of digital payment system in India.

**Shivathanu B. (2019)** in his study adoption of digital payment system in the era of demonetization emphasized on how the digital payment system was used by the people or accepted by the people during demonetization. It was based on a conceptual framework where the sample size was 766. The data analyzed suggested that behavioral intentions and innovation resistance had an impact on the actual usage

## **VARIOUS TYPES OF E PAYMENT SYSTEM**

### **1. Plastic Cards**

These are cards issued by banks to their account holder, by using it they can withdraw

money from any ATM by using their password. These cards are used for depositing money in banks to so that there is less wastage of paper. There are two type of cards issued by banks i.e. debit and credit card. Debit cards are issued to all account holders whereas credit cards are issued to the once according to their interests.

### **2. UPI**

Unified Payment Interface is a payment mode this is used to make fund transfers through the mobile app. One can transfer funds between two accounts using UPI apps. One should have a registered mobile banking facility to use UPI apps. Currently, this service is only available for android phone users. One can download a UPI app and create a VPA or UPI ID. There are too many good UPI apps available such as BHIM, SBI UPI app, HDFC UPI app, Mobile, PhonePe app etc. It is not mandatory to use the UPI app from a respective bank to enjoy UPI service. One can download and use any UPI app.

### **3. Mobile Wallet**

It's the other way of storing or keeping digital cash and using it for various transactions. A person can download any mobile wallets namely Paytm, GPay, Phone pay, Sbi buddy, Jio money, etc. They just need to link their bank account or their plastic cards number to use the amount required and which is further used for making payments, paying bills etc.

### **4. Internet banking**

There are various types of internet banking which are NEFT(National Electronic Fund Transfer), RTGS(Real Time Gross Settlement),ECS(Electronic Clearing System), IMPS(Immediate Payment Service).These are e-banking system which allows individual or organisations to make transfers using the website of their bank

### **5. Mobile banking**

It is provided by all banks to their customers where the customers need to download the application of the bank and they use it for making transactions. For using such application one should have a smartphone.

## **2. Recent trends in E-payment system**

### **1. Biometric authentication**

Biometric authentication is a method used in various types of digital payments solutions to identify and verify customers when they try to access the solution on their mobile, tablet, or desktop devices

### **.Gen Z: The tech-savvy generation**



**GenZ is a bunch of young generations born between 1997 and 2012.** This generation is tech-savvy and has become an essential part of the digital payments adoption across the globe. Over 60% of Gen Zers say their mobile devices are their most preferred method for digital purchases.

## **2. Voice-based payments**

AI has changed the way people look at technology! The digital payment trends of voice-based payments are nothing new in that light. In 2024, it is expected that global voice-based payments will rise. The reason to anticipate this is the insane off-the-charts forecasting statistics about the same.

## **3. Smart speaker payments**

Home assistants or smart speakers allows its users to give voice commands to a speaker and receive a voice response in return. The user can give voice commands for various things such as getting weather updates, traffic update, ordering from Zomato or booking a cab from Uber.

## **4. Contactless payments**

Contactless payments are one of such digital payment trends that you'll see growing rapidly in the year 2024. Contactless payment allows customers to simply wave their smartphones or cards across the reader and make payments. This method is near-instant and more convenient than cash or swiping a card.

## **5. Buy Now, Pay Later (BNPL)**

One of the key digital payment trends in BNPL! **According to a [study by Juniper Research](#), global BNPL users are anticipated to reach around 900 million by 2027.** Buy Now, Pay Later (BNPL) is a short-term financing that allows consumers to make purchases and pay for them later.

## **3. Advantages of E-payment system**

- Reduced transaction cost
- Secure payment transactions
- Save time and resources
- Speed of payment
- Complete visibility in to electronic payment system

- Improved supplier relationship with e-payments
- Electronic payment supports remote and hybrid work environment
- Convenience
- Rapid and simple setup

#### **4. Disadvantages of E-payment system**

- Technical difficulties
- Threats to passwords
- Cost of fraud
- Security concerns
- Lack of technical literacy
- Time and amount restrictions
- Service charges and other expenses
- Uncertain transactions
- Misidentification

## **CONCLUSION**

The digital evolution has triggered the way people are communicating, purchasing products, paying their utility bills online, exchange of information or performing business. The technology has altogether changed the consumer behavior pattern towards purchasing and utilizing the products or services. Digital payments not only help individual to payments or receive money it also performs multiple functions such as giving reminder about dues of any kind of payments to be made, it gives various offers to the user and it saves a lot of time. Online payments have their own set of drawbacks that you need to be aware of, despite the fact that they are often thought to be advantageous for many obvious reasons. After all, in the modern digital environment, every useful function carries a little amount of danger. Most of these drawbacks are manageable with proper precautions and management.

Digital payments are the future in the coming years, we will see digital payment methods transitioning with so many innovative and emerging payment technologies

coming up. Before the transition concludes, many new digital payment trends will appear and disappear. These digital payment trends will play a vital role in shaping our future digital payment methods.

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## UNLOCKING THE POWER OF HYPER-PERSONALIZATION IN E-COMMERCE

### ABSTRACT

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*This article employs an interpretivist research philosophy and an inductive approach to explore the challenges and benefits of hyper-personalization in depth. It highlights the importance of ethical data practices and robust technological infrastructure for successful implementation. Case studies and insights from various researchers underscore how hyper-personalization can be strategically employed to navigate cultural nuances and regional preferences, particularly in diverse markets like India. By striking a balance between customization and privacy, businesses can harness hyper-personalization to drive significant competitive advantage and reshape customer experiences in the digital age.*

**Keywords:** Hyper-personalization, Customer engagement, Data analytics, Artificial intelligence

### INTRODUCTION

In recent years, the e-commerce industry has witnessed the emergence of a fascinating trend known as hyper-personalization. This trend involves customizing the shopping experience for individual customers based on their specific data, going beyond simple personalization like using their names (Rahman et al., (2022),) Moreover, it entails analyzing their preferences, browsing habits, and purchase history to provide a tailored collection of products or services. East et al., (2024) states that, hyper-personalization has proven to be highly effective in e-commerce, primarily because it boosts customer interaction.

Hyper-personalization refers to the advanced tailoring of products, services, content, or experiences to individual preferences and behaviors using data and technology. In today's digital age, where consumers expect personalized interactions,

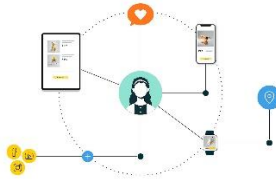
hyper-personalization takes personalization to the next level by leveraging real-time data, predictive analytics, and artificial intelligence. This approach goes beyond basic segmentation and demographic targeting to create highly customized experiences that resonate deeply with each individual.

## **BENEFITS OF HYPER PERSONALIZATION**

As per the observation of Valdez Mendia et al., (2022), the implementation of hyper-personalization offers various advantages. Firstly, it leads to better customer experiences and higher engagement. By understanding the preferences and behaviours of customers, organizations can tailor messages that resonate deeply with them, resulting in increased customer investment. This starkly contrasts impersonal messaging, which fails to capture customer interest and can have the opposite effect by not aligning with customer sentiments. Therefore, placing the customer at the core of every campaign and customizing every detail according to individual metrics leads to higher engagement.



Moreover, Núñez and María Torre et al., (2021) mentioned that, hyper-personalization contributes to increased order placements and conversions. When customers receive personalized communication, they are more likely to engage with it, spend more time on the website, and, consequently, have a higher likelihood of making a purchase. In contrast, impersonal communication often leads to customer disengagement and a decreased likelihood of placing an order. Furthermore, hyper-personalization influences customer's purchasing decisions and behaviour, driving them towards increased purchases and sometimes prompting impulse buying. Additionally, it fosters improved customer loyalty by avoiding a one-size-fits-all approach and appealing to the customer base more effectively. Araújo et al. (2023) opine that personalized messaging attracts and persuades the target audience more than generic messages and contributes to higher customer retention and return rates.



Additionally, it enhances relationships and customer lifetime value by generating increased loyalty and transforming short-term transactions into long-term partnerships. Upadhyay et al. (2021) reveals that it also increases the Net Promoter Score and builds trust and credibility for the business, as well as yields better returns from marketing campaigns by moving away from generic approaches to more personalized interactions with customers.

### **CHALLENGES OF HYPER-PERSONALIZATION**

Adapting goods, services, and content to each client's unique tastes and habits is known as hyper personalization, and it poses a number of difficulties for businesses. Privacy and the security of data are two of the major problems. There are worries about the use and security of the enormous amounts of personal data that is collected and evaluated in order to allow hyper-personalization (Kohn, Stephen et al., 2023).

Businesses must be open and ethical in their data practices in order to gain and keep the trust of customers who are growing increasingly worried about data breaches and the improper use of their personal information. The risk of becoming overly personalised is a further challenge. Customization has the potential to improve customer experience, but if it is overly intrusive or assumptions the wrong thing about the preferences of the customer, it may even alienate or overwhelm them.



Source: (Kohn, Stephen et al., 2023).

Businesses using hyper personalization techniques must strike the correct balance between useful customization and intrusive targeting. Hyper personalization requires

advanced technology and data analysis skills (Valdez Mendia et al., 2022). To successfully customize their offerings, businesses require strong systems for data collection, storage, and analysis. A large investment may be needed, and not every company has the means or know-how to set up and operate these kinds of systems. Hyper personalization can also result in echo chambers and filter bubbles, where people are only exposed to goods and information that confirm with their already present preferences.

## **METHODOLOGY**

In order to analyse the study about challenges of Hyper-personalization and benefits of hyper-personalisation, interpretivism research philosophy is employed. Interpretivism highlights understanding the subjective meanings and experiences of individuals. Interpretivism methods are valuable for capturing the lived experiences and diverse perspectives of consumers regarding hyper-personalisation (Frechette, Julie, et al. 2020). In addition, interpretivism provides a suitable framework for analysing the challenges and benefits of hyper-personalization because it orders understanding subjective experiences, the social context, and uses qualitative data to capture the rich wall-hanging of consumer viewpoints. Along with interpretivism philosophy, the study employed an inductive approach. The inductive approach is an effective method to analyse the study. This method examines specific examples of challenges and benefits encountered in real-world hyper-personalization efforts (Proudfoot, Kevin et al., 2023).

In addition, this framework would provide an over-all understanding of the key thoughts for businesses applying hyper-personalization strategies. Hancock et al. (2021) disclose that research design enables researchers to concentrate on the most effective study methods for the subject and prepare their inquiries for success. Moreover, three main types of research designs are employed for carrying out studies: explanatory, descriptive, and exploratory designs. Furthermore, this article has chosen an exploratory research design. Although exploratory research offers valuable insights, it does not establish cause-and-effect connections.

Tracy, Sarah (2019) mentioned that collecting data involves gathering necessary information related to the research study topics. There are two main methods for

collecting data in research: primary and secondary. Important details can be obtained from external sources through secondary data collection methods. Primary data collection methods involve gathering original data directly obtained from the source. The present article has chosen to use the secondary data collection method.

## **ANALYSIS**

According to Wang et al., (2020), the Indian market provides a fertile environment for hyper-personalization to thrive, thanks to its diverse demographics and changing consumer landscape. Hyper-personalization can offer significant benefits to businesses in India. Firstly, it can lead to enhanced customer engagement by providing relevant content and recommendations that resonate with India's large, tech-savvy young population, resulting in deeper connections with brands. Moreover, hyper-personalization can lead to increased conversions by providing personalized offers and discounts that align with the specific needs and price sensitivity of Indian consumers, driving higher sales compared to generic promotions.

Additionally, hyper-personalization allows brands to understand regional preferences and cultural nuances, enabling them to tailor messaging and product suggestions to specific regions and demographics, effectively influencing purchase decisions. Furthermore, Rane et al. (2023) state that personalized experiences foster stronger brand loyalty by demonstrating an understanding of individual needs and preferences, which is particularly crucial in a highly competitive market like India. In addition, hyper-personalization can transform short-term customers into long-term brand advocates by building trust and loyalty, thereby increasing customer lifetime value, a vital metric for business success.

For companies doing business in India, hyper-personalization can be revolutionary, but managing the country's cultural and technological landscapes requires meticulous preparation. Indians appreciate tailored events, but there's a fine line between getting and personalization. Customer alienation may result from dedicated targeting strategies or incorrect preference interpretation (Iqbal, Junaid, and Amna Saeed, 2023). It's critical to understand cultural sensitivities and adjust personalization strategies appropriately. India's population is becoming more aware of data privacy issues.



Transparency and user consent are prioritized in the coming Personal Data Protection Bill (PDPB). To acquire trust in a market that is wary of data breaches, businesses must implement strong data security measures and explain their data practices clearly.

On the other hand, the opportunity to personalize content and services according to the languages of the region, cultural preferences, and local trends is offered by India's diverse demographics (Laskar, Mahmudul Hasan, 2023). When done cautiously and morally, hyper-personalization has the potential to completely transform the Indian market. Businesses can use hyper-personalization to enhance the customer experience, build confidence, and thrive in this rapidly changing and diverse market by tackling privacy concerns, taking cultural differences into account, and adjusting to the digital landscape (Kolasani, Saydulu et al., 2023). Distinguishing between digital literacy levels calls for a more complex approach. Establishing trust requires simpler interfaces and clear explanations of data collection, especially for users who are not acquainted with intricate privacy policies. It's about creating experiences that speak to specific consumers while taking into account the regional and collective elements that make up the Indian consumer landscape.

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## THE EFFECT OF ONLINE ADVERTISEMENT FOR THE PROMOTION OF ONLINE SHOPPING

ABSTRACT	
Ms. Shifa N P	<p><i>Online advertising highly influences large number of online users due to its ability to reach out to a vast number of audiences through internet. The primary objective of online advertisers is to connect with consumers and impact their purchasing habits, awareness, and decision-making style. By utilizing the right knowledge and technologies, effective advertising may encourage consumers to make purchases online. This study explores the impact of online advertising on the promotion of online shopping, focusing on consumer behavior and purchasing decisions. With the rapid growth of e-commerce, effective online advertising has become crucial for retailers aiming to capture consumer attention in a saturated market. This research utilizes a mixed-methods approach, combining quantitative surveys and qualitative interviews to assess how different online advertising strategies—such as social media ads, search engine marketing, and influencer partnerships—affect consumer engagement and sales conversion rates.</i></p>
<p><b>Keywords:</b> <i>online advertisement, online shopping</i></p>	

### INTRODUCTION

A present 21st century is the advertising century. People in these days are governed by online advertisement. Online Advertisement is used for communicating business information to the present as well as to prospective customers. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser or a mobile app. Consumer find a product of interest by visiting the website of the retailer directly or by searching among alternative ventures using a shopping search engine, which displays the same products available and pricing at a different e-retailers.

### SIGINIFICANCE OF THE STUDY

An online shopping system is a process in which people are being provided with the option of purchasing goods and services from the seller, all in a real-time environment. In this study we can understand what factors effecting online advertisement in the promotion of online shopping among customers. This study is conducted to determine the online shopping on consumer buying behaviour and also to know the satisfaction level.

### **SCOPE OF THE STUDY**

The purpose of the study is analyses the effect of online advertisement for the promotion of online shopping culture. The data collected from different customers in malappuram district.

### **STATEMENT OF THE PROBLEM**

The online shopping are rapidly growing in india.in toady world, there are many people who still prefer traditional way of buying instead of opting online shopping. Also, there are many people who do not know about the concept of online shopping and also faced the problem in online shopping is issues with delivery and logistics. Products are often lost or damaged while transits and paying extra money to get their product delivered

### **OBJECTIVES OF THE STUDY**

- To know the effect of online advertisement in the promotion of online shopping culture among customers.
- To know the security issues of online shopping.
- To know the satisfaction level of customers in online shopping.

### **RESEARCH METHODOLOGY**

The study is designed as a descriptive research using primary and secondary data. The primary data is collected through structured questionnaire. Data were collected from 100 respondents. Secondary data collected from books, websites, etc. Convenient random sampling was used to collect data. Primary data is collected through well designed questionnaire and secondary data collected from books, websites, etc.

### **ONLINE ADVERTISEMENT**

Online advertising also known as online marketing, internet advertising or web

advertising which uses the internet to promote product and services to audience and platform. A major advantage of online advertising is the quick promotion of product information without geographical boundary limits.

## ONLINE SHOPPING

Online shopping is a form of Electronic Commerce which allows consumers to directly buy goods or services over the internet. Online customers must have access to the internet and a valid method of payment in order to complete a transaction, such as a credit card , debit card or a service such as PayPal.

## LITERATURE REVIEW

**Bhat, Shetty and maiya (2020)** in their study have shown that when contrasted with the traditional advertisement method, interest advertisement has become the most favored approach to target customers. The internet offers a wide extent of confirmation, which is noteworthy for some different strategies for publicizing. online commercial assist associations with anticipating the purchasing conduct of the customers. given digitalization, the vast majority like to buy on the web. since it is simpler, quicker, and more convenient than the traditional technique.

**Odero and Valerie Hilda (2019)** concluded that putting to use web-based media pages assists clients with communicating and impacts their shopping experience. The use of online stages is valuable, it has empowered web-based shopping destinations with the use of email showcasing procedure, a web index to help clients select a range of items dependent on shading blend, size, and shape and it has additionally empowered clients to choose predominant brands inside their item range.

**Anusha (2019)**, in her study, has found that internet advertising has a positive effect on consumer buying behaviour as it increases the awareness of the products. Moreover, it provides an advanced method to target the consumer with immediate effect. It also reduces the cost. One more finding is that there is a trust issue because of fraud and misconduct advertisements, yet consumers use the internet to find information about the products and visit internet advertising sites.

**Njuguna Ngure Alvin (2017)** has concluded that online advertising plays an important role to communicate, creating interest, and brand awareness among consumers. But some

barriers are affecting online advertisement on consumer decision like a customer has an attitude and that attitude influences their mental place for a certain matter. Also, consumers with different segments like age, place, and lifestyle have a significant impact on consumer buying behaviour. But the main thing is that online advertising is becoming a tool for consumer decisions.

**Kalia and Mishra (2016)**, have accepted that online ads are very effective. However, their findings have revealed other important aspects like online movable ads that include musicgraphics, and animations are very effective. Online ads only help consumers to know about the product. Because of trust issue, the most consumer prefers to buy through the official sites of the company instead of clicking on online ads.

**Afzal and Khan (2015)** in their study show that online advertisements are only effective when the content, graphic design and quality are good. Consumer loyalty (one of the factors of attitude) towards a brand is one of the important factors that influence and has a direct and significant effect on their online buying behaviour.

**Bakshi G.** in his study “Online advertising and its impact on consumer buying behaviour” (2013) has mentioned the most important online advertising opportunities in 2013. there were Mobile marketing, Social Media Marketing, and Pinterest. He also concluded “With the increased adoption and fission of the Internet, World Wide Web is becoming gradually a standard advertisement platform. The Web is offering a business advertisement world with more rich media tools, interactive services, and global reach. The need is to understand the target consumers and then strategize wisely to gain the greatest out of this new medium”.

**Mohammed and Alkubise (2012)** commented that there are some factors like income, internet skills/usage per day, advertisement content, and advertisement site that are significant factors that affect online advertisement. They also concluded that reviews of other consumers have a significant effect on online buying behaviour. Before purchasing any product online consumers go through reviews of the products as well as the sites. As a consumer’s attitude is the most important

factor of online buying behaviour, some factors influence the attitude of the consumer i.e. value, feedback, or opinion of other consumers, preceding online buying experience, and loyalty towards the brand.

**Mir 2012** reveals that there is a favourable attitude of consumers toward social media advertising. It drastically influences the consumers to click on the ads that show their positive attitude towards online advertisements. In another paper “Factors affecting Consumer attitude user-generated product content on YouTube” (Anwar and Reham 2013), the conclusion showed that YouTube content related to products has a significant effect on consumer attitudes and it helps in changing the perception of consumers. It also has significant implications for social media advertisers.

**et al. (2012)** under this study, researchers close different factors that were affecting consumer buying behaviour. Under this study, they identified that there are financial and non-delivery risks that negatively affect the attitudes of consumers towards online shopping. but simultaneously it also affected some consumers positively, one of the factors was an online advertisement that was influencing the consumer buying decision. The online advertisement also helped to gain the trust of the consumers.

## **ANALYSIS AND INTERPRETATION**

The survey results on online shopping satisfaction indicate a predominantly positive outlook among respondents.

Table 1

### **Satisfaction level towards online shopping**

<b>Options</b>	<b>Percentage</b>
Highly satisfied	13.33
Satisfied	60.00
Neutral	26.67

Dissatisfied	0.00
Highly dissatisfied	0.00
Total	100

Source of data: primary data

This survey on satisfaction levels towards online shopping revealed that a substantial majority of respondents expressed positive sentiments about their experiences. Out of 60 participants, 60% reported being satisfied, while 13.33% indicated that they were highly satisfied. Additionally, 26.67% of respondents remained neutral regarding their feelings toward online shopping. Notably, there were no respondents who reported being dissatisfied or highly dissatisfied, highlighting an overwhelmingly positive perception of online shopping among the group surveyed. This suggests that online shopping is largely viewed favorably, with most participants enjoying their experiences

## **FINDINGS**

The study helps to understand the effect of online advertisement for the promotion of online shopping. The key findings of the study are outlined below

- In the case of online shopping, majority of the respondents knowing about the online shopping.
- Most of the respondents (50%) got interested in online purchasing through social media.
- In respect, majority of the respondents (61.67%) of are getting information about online advertisement through Instagram.
- Majority of the respondents (91.67%) agrees that advertisement is an effective decisive factor online shopping.
- Most of the respondents (46.67%) agree with ‘caption’ make advertisement is more effective.
- In the case of online purchasing, majority of the respondents (65%) did online shopping occasionally as per their needs.
- Many of the respondents (45%) see pop-up advertisement.



- Majority of the respondents (43.33%) are agree advertisement is more attractive when buy one get one free option.
- Majority of the respondents (43.33%) prefer Flipkart for online shopping.
- Most of the respondents (35%) facing the problem related with cheap quality of products.
- Majority of the respondents 45% of respondents are spending 2-10 minutes for online purchase.
- Majority of the respondents (33.33%) prefer online shopping because of low price.
- Most of the respondents (71.67%) guess the price of any product after seeing the online advertisement before shopping.
- Most of the respondents (35%) buying the products because they influence the price discount they offered.
- 88.33% of respondents opt cash on delivery as payment method for online shopping.
- Majority of the respondents (73.33%) says online shopping is not risky.
- Majority of the respondents (51.67%) comfortable making payments through online.
- Majority of the respondents online shopping experience is good.
- Majority of the respondents (60%) are satisfied towards online shopping.

## **SUGGESTIONS**

- Respondents face major problem related with low quality of products. So take more strategies steps to improve the qualities of the product.
- Mostly the online customers are in the age group of 20-30, others not have much awareness about online shopping. Hence the online traders should take necessary steps to create awareness among the other age group.
- Online traders should use different methods of online advertisement strategies.
- Collect customers review and take necessary actions and modified marketing policy according to their trend.
- Online application should be designed in a such a way, so as to provide with required number of features.
- They can assure timely availability of products and there is no delay to the

customers.

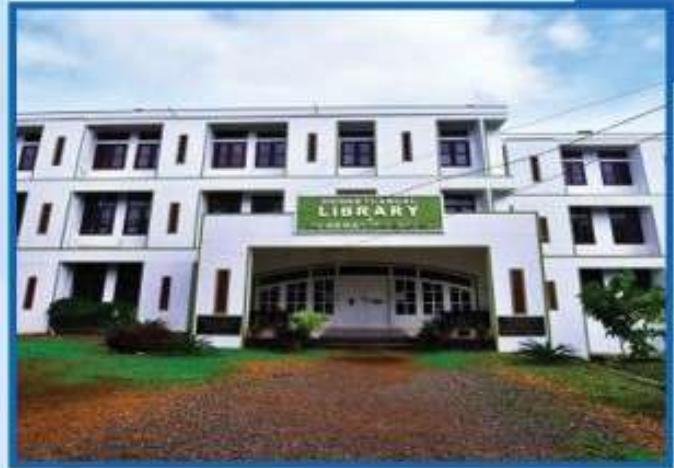
- Make sure your are sites are properly work.
- Give more awareness about the online purchase among the rural customers.
- Online ventures give more important to the social media.
- Give product reviews in your websites.

## **CONCLUSION**

This study reveal that "The effect of online advertisement for the promotion of online shopping culture ". Technology has made significant progress over the years to provide consumers a better online shopping experience. Most of the customers effect the online advertisement for the promotion of online shopping. wide variety of choices is the main reason for choosing for online shopping. The online advertisement caption attract more customers for buying the products. Different online shopping websites are prefer the customers for buying the products. In this scenario most of the peoples are prefer online shopping. Because it save more time and low price for the products. Online shopping is the best way to purchase at any time at any-where.

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