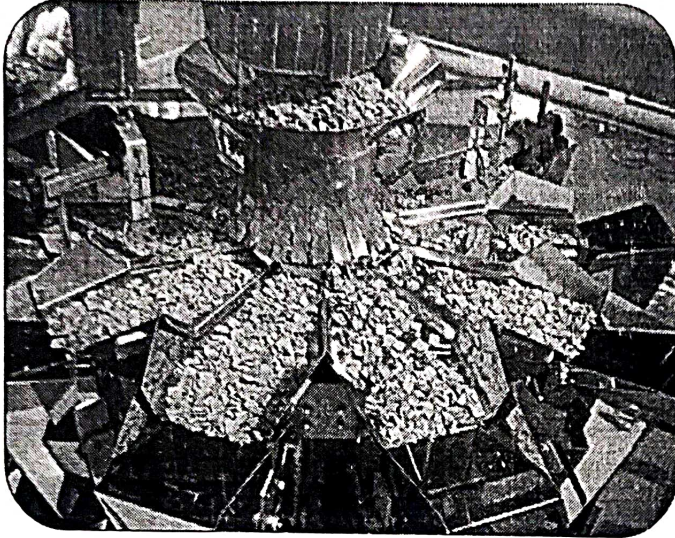




FOOD PROCESSING INDUSTRY IN INDIA AND ANDHRA PRADESH – A STUDY



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ABSTRACT:-

Food-processing industry has been registering good growth since the past few decades and particularly in the nineties. The conditions are now ideal for the growth of this industry. The increasing emphasis on food processing industry can be best known through the improving budget allocation over the years to the food processing industry. Food and Agriculture Organisation (FAO) released a short study on 'Global Food losses and Food Waste'. FAO said that 'in developing countries 40% of losses occur at post-harvest and processing levels while in industrialized countries more than 40% of losses happen at retail and consumer levels.' Until now, India's ministry of food processing industry, ministry of commerce (Department of Industrial Policy and Promotion), Ministry of Agriculture and our National Agricultural Research system have asserted that it is encouraging investment in the retail 'back end' (collection, cold-storage, logistics, warehousing, modern markets, etc), which will substantially reduce post-harvest food waste/loss, help farmers earn more and help control food inflation.

KEYWORDS: Horticulture – Mango – Processing – Industry – Exports-food-Agriculture-malnutrition.

INTRODUCTION

Agriculture continues to be one of the

cornerstones of the Indian economy. Though the share of agriculture in GDP has been declining over the years, its role remains critical as nearly 60-70% of the Indians are directly or indirectly dependent on agriculture. It is estimated that if the country has to maintain a GDP growth rate of over 8%, the agricultural sector has to grow at the rate of at least 4%. Government has initiated massive programs for investment infusion in agriculture sector during 11th plan through Rashtriya KrishiVikasYojana and National Horticulture Mission. This has led to increase in production and productivity. In order to ensure proper return to stakeholders it is essential that suitable post harvest management be adopted to add value and reduce wastage. In this background food processing industry in India is increasingly seen as a potential source for driving rural economy as it brings synergy between industry and agriculture.

Food processing is all about converting raw food and other farm produce into edible, usable and palatable form. It is the conversion of clean, harvested, butchered or slaughtered components into marketable food products with value addition so as to improve their quality, reliability and shelf life. Further Food processing is about preservation of food while providing greater potential for export.

Food Processing began in the prehistoric age with drying of fruits in nature or animals storing for coming winter feed need. There are crude food processing types such as over hear or fire, fermenting, sun drying and preserving with salt and later humans learnt steaming for cooking. Food preservation has become a key part for warriors 'during wars and sailors' as set travels across continents during last two thousand years. Industrial revolution in 17th century began to change food processing as Nicolas Appert

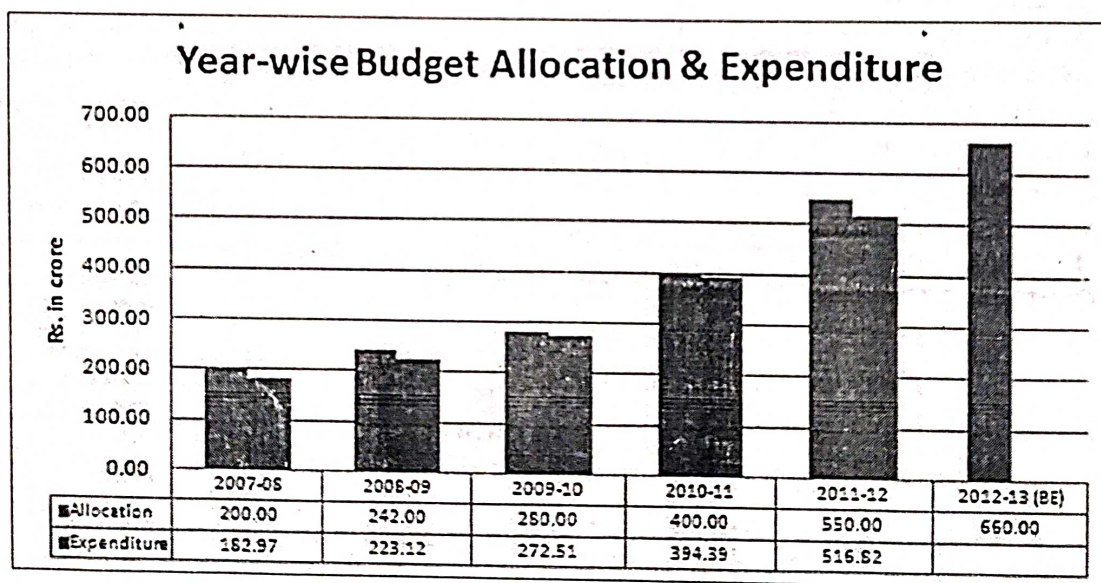
developed a vacuum bottling process to supply food to troops in the French army. Canned tins were developed by Peter Durand in 1810. These food processing technologies were largely developed to serve military needs in many countries. As population rose in the early 20th century and travel became regular for many business people with added change in food habits led to newer development of food processing techniques such as spray drying, juice concentrates, freezing, artificial sweeteners, colorants and preservatives. Instant packaged foods such as biscuits, chocolates, bakery items, variety of fruit drinks attracted higher percentage of students. As refrigerators along with microwave ovens penetrated global markets dried instant soups, reconstituted fruit juices and self cooking meals began to be developed. Thus it is clear that the former food processing techniques were limited, and involved mere salting, smoking, curing, pickling, drying and curdling, with economic progress, the development of food manufacturing has led to new technologies emerging in areas such as milling, preservation, packaging, labeling and transportation, etc., all of which help in enhancing product quality and food safety as well as bringing down costs.

Food-processing industry has been registering good growth since the past few decades and particularly in the nineties. The conditions are now ideal for the growth of this industry. The increasing emphasis on food processing industry can be best known through the improving budget allocation over the years to the food processing industry which can be shown through the following chart:

There has been diversification of Indian diets away from food grains to high value products like milk and meat products and vegetables and fruits. The increasing middle class due to rapid urbanization, increasing per-capita income, increased participation of women in urban and impact of globalization has been largely responsible for the diet diversification in India

Hi-value products have caught the fancy of the expanding middle class and the result is visible in the growing demand for hi-value processed products.

EXPENDITURE TO FOOD PROCESSING INDUSTRY



NEED FOR FOOD PROCESSING INDUSTRY:

In May 2011, the Food and Agriculture Organisation (FAO) released a short study on 'Global Food losses and Food Waste'. FAO said that 'in developing countries 40% of losses occur at post-harvest and processing levels while in industrialized countries more than 40% of losses happen at retail and consumer levels.' Until now, India's ministry of food processing industry, ministry of commerce (Department of Industrial Policy and Promotion), Ministry of Agriculture and our National Agricultural Research system have asserted that it is encouraging investment in the retail 'back end' (collection, cold-storage, logistics, warehousing, modern markets, etc), which will substantially reduce post-harvest food waste/loss, help farmers earn more and help control food inflation.

According to some reports, Indian farmers realize only one-third of the total price paid by the final

consumer, as against two-third by farmers in nations with a higher share of organized retail, according to DIPP paper,'

The other reference is from the Leisa India journal. Leisa is the short form for low external input and sustainable agriculture and the journal discusses the technical and social options open to farmers who seek to improve productivity and income in an ecologically sound way. According to vision 2015 document the objective is the doubling of India's share in global food trade, from 1.5% to 3% by 2015. "An integrated strategy for promotion of agribusiness vision, strategy and action plan for the FP sector has also been approved by the government," the minister of state for Food Processing Industry, Harish Rawat, told the Rajya Sabha in a written reply in March 2011. The key word here is 'agribusiness' and both the central government and the ministry of food processing industries appear to consider it a matter of pride in the face of continuing malnutrition in 17 major states- that the average annual growth rate of the food processing sector has doubled in six years: from 7% in 2004 to over 14% in 2010.

The persistence of food waste argument and its proffered technological answer takes on a new importance when the central government's 'mega food parks' plan is brought into the scene. The government has approved 50 such mega food parks for assistance across the country. This is the second factor vital for an understanding of the emerging new industrial food model in India. These mega food parks are designed to cluster food processing units – each will have around 30-35 such units with a collective investment of Rs.250 crore 'that would eventually lead to annual turnover of about Rs.450-500 crore and creation of direct and indirect employment to the extent of about 30,000 according to the MOFPI's Mega Food Parks Scheme (MFPS) guidelines.

Critical to the success and profitability of this complex enterprise is the expectation that India will have a large marketable surplus in crops-the India Brand Equity Foundation (IBEF), described as a public-private partnership between the Ministry of Commerce, Government of India and the Confederation of Indian Industry (CII) has estimated that 'by 2012, India's marketable surplus will increase to 870 million tons per year, 40% of which is likely to be accounted for by perishable foods, creating opportunities for the development of storage infrastructure'. The expectation of a marketable surplus of this scale, and the concomitant expectation that it will be readily available for commercial use and merchant profit is the third factor vital for an understanding of the emerging new industrial food model in India.

Despite the large production of food in India, food inflation and food security issues are major concerns for policy makers in the country as they affect the basic need for Indian citizens-to have sufficient, healthy and affordable food.

A nation-wide study on quantitative assessment of harvest and post harvest losses for 46 agricultural produces in 106 randomly selected districts was carried out by CIPHET as follows

Table-1
Showing Percentage of Losses Estimated for Major Produces

Crop	Cumulative wastage (%)
Cereals	3.9-6
Pulses	4.3-6.1
Oil seeds	6
Fruits & Vegetables	5.8-18
Milk	0.8
Fisheries	2.9
Meat	2.3
Poultry	3.7

Source: A study of CIPHET, 2010

It may be seen that most of the wastage is happening in fruits and vegetables, pulses and cereals. With adequate processing facilities, much of this waste can be reduced thus increasing remuneration to the producer as well as ensuring greater supply to the consumer.

Different stages of processing of food are

Inputs > Production > Procurement & Storage > Primary Processing > Secondary

Processing > Retailing

Contribution of Food Processing Industries to GDP

The food processing sector has been growing faster than the agriculture sector which is a positive development which can be shown as follows

Table-2
Showing Contribution to GDP by food processing Industry(Regd. and Unregd.)(A Comparison with Agriculture)

Activity	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
A. Growth in contribution to GDP (Food Processing Industry)	-	7.52	9.38	9.88	17.1	-1.56
B. Growth in contribution to GDP (Agriculture)	-	5.53	4.13	6.34	-0.63	-0.08
C. Growth in contribution to GDP (Ag+fishing)	-	5.55	4.26	6.31	-0.40	0.21

Source: NAS 2011.

Employment Potential in Food Processing Industries

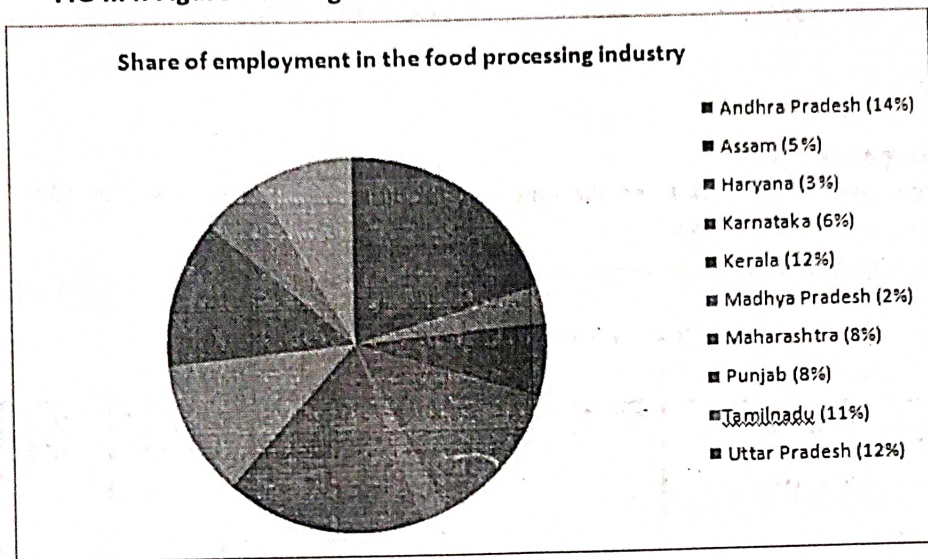
Persons employed under the registered food processing industries have been increasing from 2004-05 to 2007-08. There has been a fall in the growth rate of employment in registered Food Processing Industry units in 2007-08, probably because the growth had been very high in the preceding years and also because 2007-08 was a year when there was a global slowdown in economic activity.

Table -3
Showing Number of Persons Employed in FPI

Sector	Number of Persons (million)	Share %
Organised	1.53	18
Unorganised	7.00	82
Total	853	100

Source: Annual Survey of Industry NSSO 62nd round – Unorganised manufacturing sector in India – Employment, Assets and borrowing and IMAcs analysis, 2008

FIG II.4: Figure Showing Share of Different States in Employment in FPI

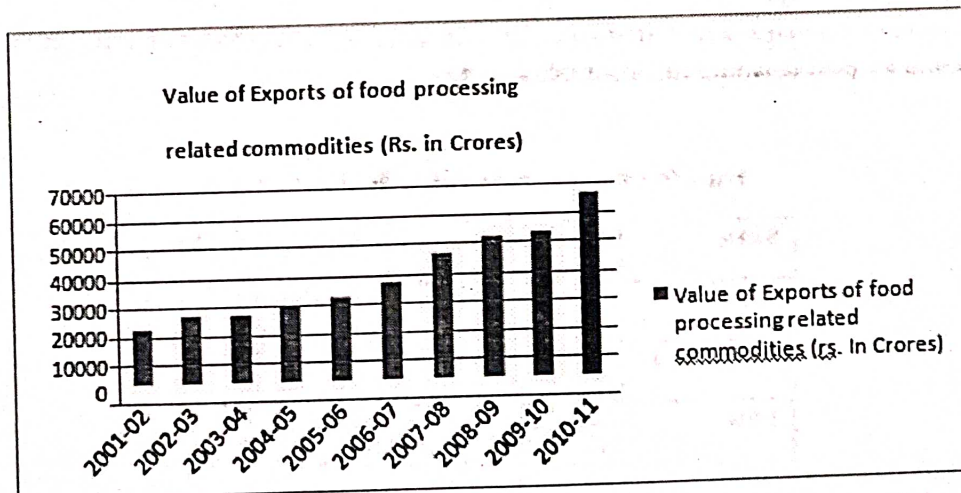


The major centres in India where this employment generation would take place are AP, TN, UP, Kerala, Maharashtra and Karnataka.

Exports of Food Processing Related Commodities

Despite being one of the leading producers for several agricultural commodities, India's share in global agricultural exports stand at 1.5 percent, of which, value added processed food exports accounts for only 0.03 percent. All agricultural produce when exported undergo an element of processing. Hence all edible agricultural commodities are included in the chart given below

Value of Exports of Food Processing related Commodities



Source: DGCIS

The value of the exports in the sector has been showing an increasing trend. Major markets for Indian processed food products have been USA, UK, Germany, Japan, Belgium, and the Gulf countries, Egypt, China, Indonesia and Sri Lanka.

FINDINGS OF THE STUDY

A careful analysis of various factors which are likely to increase the demand for processed food in the

coming years termed as growth drivers of food processing industry is as follows:

1. Increasing spending on food products and demand for functional foods: Now a day's food and grocery dominates the total retail spend of the consumers. While rural consumers spend around 53% of their total consumption expenditure on food, urban India spends 40% of their retail spend on food items thus offering huge opportunity for processed food products.
2. Increasing nuclear families and working women: There is a total shift of Indian family system from joint families to nuclear families which lead to possibility for dependence on processed food products. Hitherto the number of working women, as a percentage of the total female population has grown from 12% in 1961 to close to over 25% in 2010 resulting in demand for convenience food which automatically sequences on dependence on processed food products.
3. Changing demographics: The median age of Indian population is 24 years and approximately 65% of Indian population is below 35 years of age. The large population of working age group forms a wider consumer base for processed products.
4. Higher disposable income is a sequel to high economic growth for the Indian middle class, which is switching over to healthy and processed products. It is estimated that disposable income is set to rise at an average rate of 8.5% by 2015. Also the middle class is estimated to reach a size of 582 million from its current size of 50 million by 2015.
5. Growth of organized retail and private label penetration: It is estimated that the total food and grocery retail space will grow at a CAGR of 6% over 2006-2011, with the organized share likely to increase from less than 1% currently to 6-6.5%. This will translate into more business opportunity for processed products as well as provide forward linkage to the industry.
6. Increasing urbanization: Balanced growth is one of the objectives of Indian democracy wherein the government encourages urbanization which consequently changes the lifestyle and aspirations of the people in rural India, now converted urban. This causes to give a push to demand for food processing industry.

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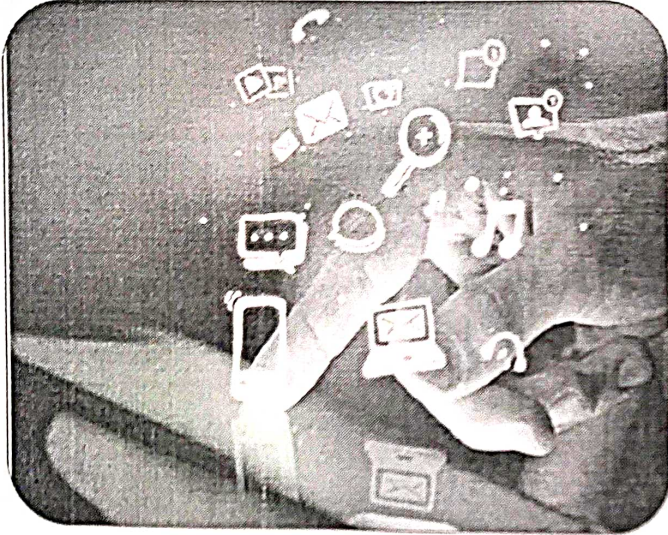
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DIGITAL MARKETING: CURRENT TRENDS IN INDIA



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INTRODUCTION :

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organisation to analyse marketing campaigns and understand what is working and what isn't – typically in real time.(1). Digital marketing or marketers monitor things like what is being viewed how often and for how long sales conversion what content works and doesn't work etc., while the internet is perhaps, the channel most closely associated with the digital marketing. Others include wireless text, messaging , mobile instant messaging, mobile apps, pod costs , electronic bill boards, digital television and radio channels ect.,(1)

NEED FOR THE STUDY

Today Digital has become an integral part of everyday life. Accessibility to e-commerce is a necessity for most people, particularly in the urban areas. There are alternative e-commerce platforms for almost every aspect of our lives, starting from purchasing of everyday household items to online broking. In this paper discussed about Digital marketing, the top motivating factors of shopping online and issues related to E-commerce in India.

OBJECTIVES OF THE PAPER

- + To understand the Importance of Digital Marketing.
- + To analyse the Challenges Facing in Digital Marketing in India.
- + To Examine International View in Digital Marketing.

ABSTRACT: -

The rapidly emerging digital economy is challenging the relevance of existing marketing practices and a radical design of the marketing curriculum consistent with the emerging student and business needs of the 21st century is required to remain relevant to our students and to the ultimate consumers of our output business, the marketing curriculum must evolve with both the changing technology environment and the way marketing is perceived by its own academic architects after an overview of recent marketing trends .his article describe the need for a fundamental change in the teaching of marketing intoday's environment performs a curriculum audit of existing digital marketing initiatives and then details of a new curriculum reflective of marketing in a digital age and an approach to implement it. Finally, the new major is discussed in the context of specific challenges associated with the new age of marketing. The approach developed here provides other universities target to serve as one measure of progress towards a curriculum more in tune with the emerging digital environment.

KEYWORDS: Digital marketing, Digital media & Digital Advertising.

IMPORTANCE OF DIGITAL MARKETING:

Digital media is so pervasive that consumers have access to information any time and any place they want it gone are the days when the message people got about your products or services came from you and consisted of only what you wanted them to know. Digital media is an ever growing source of entertainment news shopping and social interaction and customers or consumers are now exposed not just what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well and they are more likely to believe them than you people want brands they can trust, companies that known them, communications that are personalised and relevant, and offers tailored to their needs and preferences.

CUSTOMER INTERACTIONS ACROSS ALL CHANNELS:

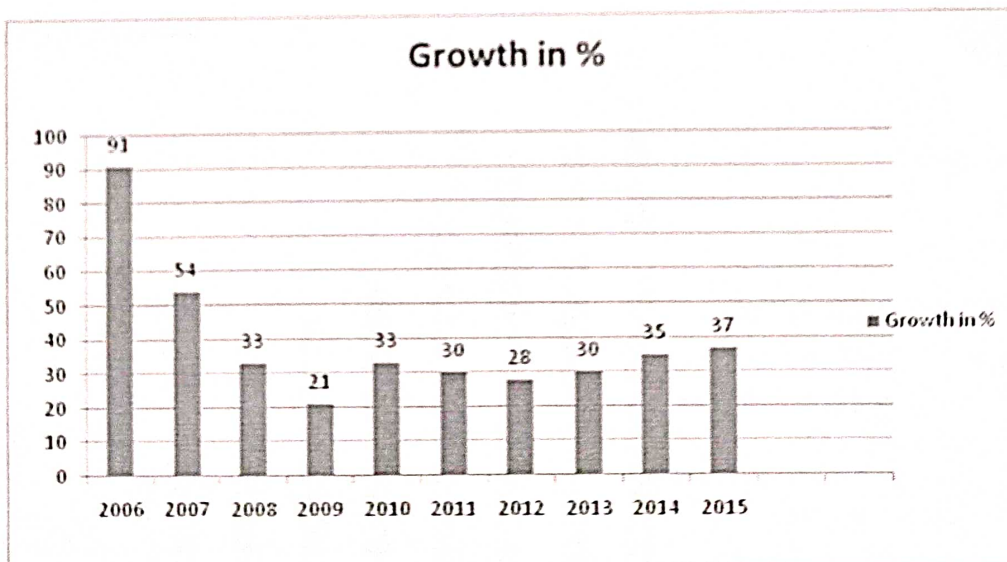
Digital marketing and its associated channels are important but not to the very high extent it's not only enough to just know your customers you must know them anybody also so you can communicate with them where, when and how they are most receptive to your message. To do certain kind of activities like that you must need a consolidated view of customers preferences and expectations across all channels like web, social media, mobile, direct mail, point of sale etc.,. Marketers can use this information to create and anticipate consistent, co-ordinated customers experience that will move customers along in buying cycle.

CHALLENGES FACING IN DIGITAL MARKETING

- Proliferation of digital channels
- Intensifying competition
- Exploding data volumes

Results: As per the recent survey revealed that the uses of digital marketing and its standards is increasing vigorously in the present era. Is most preferable market in India now-a-days. The digital marketing scenario is increasing rapidly across the India as well as the world. So there is a large scope for the digital marketing industry in Indian market. Some statistical data is given below to support the statements.

Table 1: Digital Advertising in India-Year on Year Growth



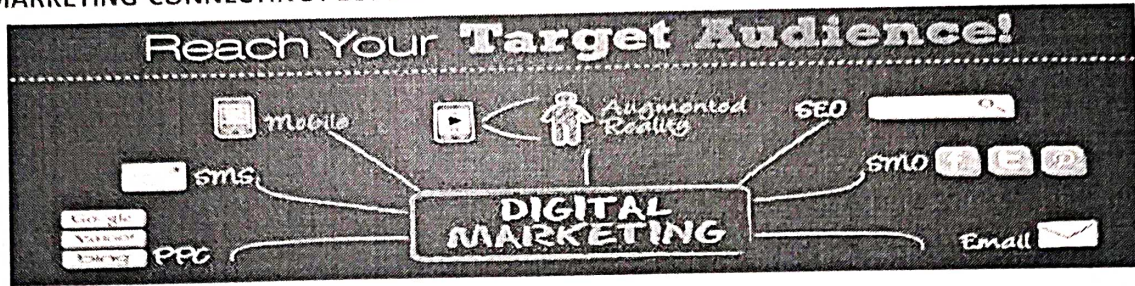
Source : Group M Estimates

Interpretation:

The digital advertising India is higher in 2006 i.e, 91%, and it is decreasing gradually in the following

years. The lowest advertising scenario occurs in the 2009, i.e., 21%. As per the recent survey the in 2015, the analytical data is regarded as the 37%. So without the use of advertising the digital marketing increasing rapidly.

DIGITAL MARKETING-CONNECTING PEOPLE:



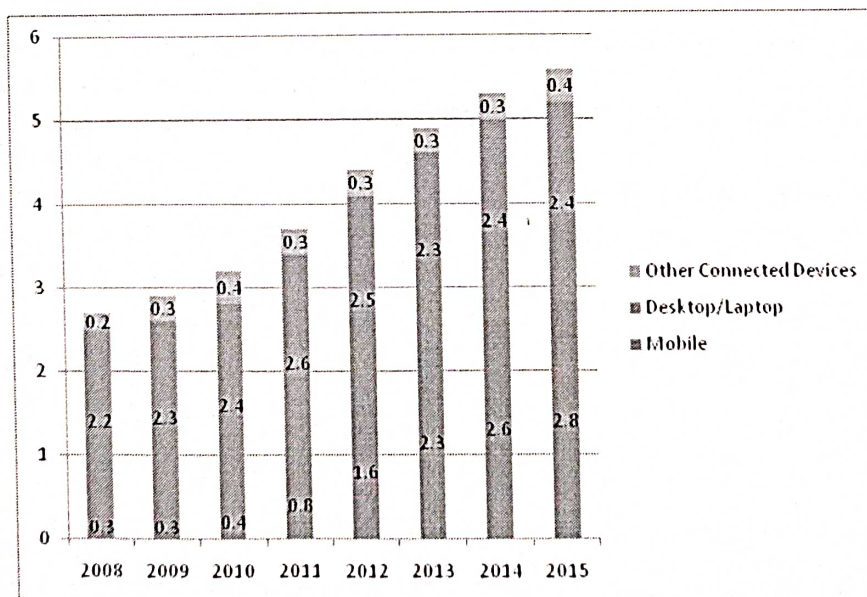
Interpretation: Digital marketing is connecting to India in all the social means of ways. It is most effective worth project in India in present business scenario. Some of the medias are ppc, sms, mobile, augmented reality, seo, smo, email, etc.,

Table 2: International View in Digital Marketing

Time Spent per Adult User per Day with Digital Media in USA 2008-2015				
Hours Per Day – Various Devices				
Year	Mobile	Desktop/Laptop	Other Connected Devices	Total
2008	0.3	2.2	0.2	2.7
2009	0.3	2.3	0.3	2.9
2010	0.4	2.4	0.4	3.2
2011	0.8	2.6	0.3	3.7
2012	1.6	2.5	0.3	4.4
2013	2.3	2.3	0.3	4.9
2014	2.6	2.4	0.3	5.3
2015	2.8	2.4	0.4	5.6

Source: KPCP USA

GRAPHICAL INTERPRETATION



Interpretation:

The time spend per adult user with digital media, USA, 2008-2015 tears are as follows. On the x-axis it is

taken as hours per day. On y-axis years are taken. Usage of mobile internet is more increasing now a day's Desktop usage seems constant from 2008 to 2015. Other connected devices are only 0.3% -0.4% only.

DISCUSSION AND CONCLUSION:

Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces and they interact with those devices in different ways and for different purposes. Digital channels are relatively cheap, compared with traditional media, making them within reach of practically every business of every size. Finally I conclude my topic with three keys to digital marketing success. Keys to Digital Marketing Success: Manage complex customer relationships across a variety of channels both digital and traditional. Respond to and initiate dynamic customer interactions. Extract value from big data to make better decisions faster.

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THE OVERVIEW OF E-COMMERCE IN INDIA: CURRENT ISSUES AND INFLUENCES

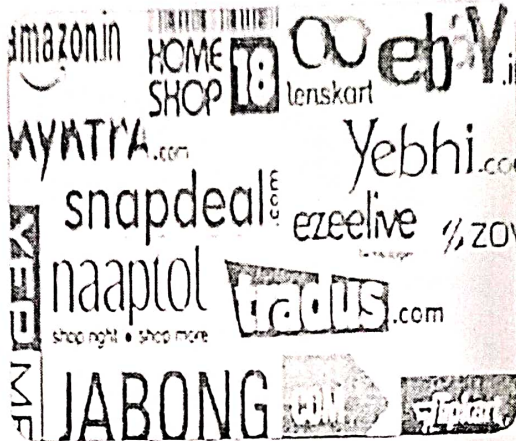
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ABSTRACT:-

Today e-commerce has become an integral part of everyday life. Accessibility to e-commerce is necessity for most people, particularly in the urban areas. There are alternative e-commerce platforms for almost every aspect of our lives, starting from purchasing of everyday



household items to online broking. In this paper discussed about E-commerce, the top motivating factors of shopping online and issues related to E-commerce in India.

KEYWORDS: E-commerce platforms, motivating factors & issues.

INTRODUCTION:

Today around 40% of the world population has an internet connection; around 34.8 % of Indians has internet and broadband connectivity. This penetration of internet coupled with the increasing confidence of the internet users to purchase online, has led to an enormous growth in the e-commerce space, with an increasing number of customers registering on e-commerce websites and purchasing products through the use of mobile phones. It is not surprising; therefore, that India is in a prime position for the growth and development of the e-commerce sector. In particular, e-commerce presents one of the greatest opportunities in the retail sector.

Today e-commerce has become an integral part of everyday life. Accessibility to e-commerce platforms is not a privilege but rather a necessity for most people, particularly in the urban areas. There are alternative e-commerce platforms available (instead of the traditional physical platforms) for almost every aspect of our lives, starting from purchasing of everyday household items to online broking.

NEED FOR THE STUDY

In recent days social networks play an important role in driving consumers online and getting them to engage with brands. This would gain specific significance in light of facts such as India being ranked as Face book's second largest audience after the US. However, it should be kept in mind that there still exists a form of 'digital divide' in India where the benefits of internet have not fully percolated to non-urban areas. The present study were taken up 'The Overview of E-commerce in India: Current Issues and Influences'

OBJECTIVES

Our objective was to explore e-commerce associated issues in India such as

- To understand the consumer protection issues, intellectual property issues, regulation issues, jurisdiction issues and taxation of E-Commerce in India
- To analyze transactions and influence of growth in E-commerce in India.



CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING - A STUDY IN BENGALURU

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ABSTRACT:-

The rapidly increasing popularity of online shopping is a truly global phenomenon. Online shoppers can be found scattered across the globe, but the world's most avid Internet shoppers hail from South Korea. 99 percent of Internet users in South Korea have shopped online. German, UK and Japanese consumers come in a close second. US consumers are slightly more recalcitrant, clocking in at number eight. At the other end of the spectrum, the world's slowest adopters come from Egypt, where 67 percent of the online population have never made a purchase over the Internet, followed by Pakistan (60%) and the Philippines (55%). Online Shopping in India is in its budding stages. However, more and more people are gaining confidence about purchasing products online. Consequently, online shopping trends are improving and promise a bright future. The internet has been around in India since quite some time now. However, e-commerce has picked up only recently. Shopping online is slowly growing up in India too. However, due to the relatively slow penetration of the internet in many part of the country, online shopping is limited to only major metros in India. One major hurdle that online shopping faces is the security of transactions, since it is necessary for shoppers to submit their financial details on the web too. Currently, only a limited number of merchants are doing business online due to the problems related to technology. The major hurdles faced are low penetration of computers in India, lesser amount of credit or debit card holders, and many adverse taxation rules. Also, many internet users are reluctant to reveal their financial information online, which hampers the growth of the online business. This present study will be beneficial to the online marketer in making the strategy to execute the need of customer through knowing the attitude and satisfaction level.

KEY WORDS: Online Shopping, E-commerce, Customer & Business.

INTRODUCTION

Internet is changing the way consumers shop and buy goods and services, and has rapidly. Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real-time such as in Amazon.com for new books transactions on eBay.com. An online shop, e-shop, e-store, internet shop, web shop, web store, online store or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer in a shopping centre. The process is called Business-to-Consumer (B2C) online shopping. This is the type



A STUDY ON IMPACT OF TELEVISION ADVERTISEMENT ON PURCHASE DECISIONS OF CONSUMER DURABLE GOODS IN BANGALORE CITY

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Abstract:

Marketing scenario changes its face from time to time. Companies try to increase their sales through advertisements, particularly, television advertisements. The theme, message and language used in advertisements are giving new blood to the traditional way of taking buying decisions. Through such advertisements, companies try to position the brand in the minds of the target audience through which they wish to build their brand image. Television advertisement together presents a lethal combination and has become an integral part of modern society. The present study focuses on identifying the influence and Impact of television advertisements on buying decisions of consumer durable goods. This study was carried out by using a questionnaire and the collected data were analyzed by using simple statistical tools like percentage analysis and Regression. Study found that among the ten determinants considered in the study Brand Name, Financial Assistance and Post Purchase expenses had negative impact on the overall satisfaction level and in factors determining buying decisions through Television Advertisements in respect of Consumer Durable Goods.

Keywords: Television, Advertisement, Buying Decisions and Consumer durable goods.

Introduction:

Concept of advertisement

Advertising is the non-personal communication of the information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through the various media. The advertiser intends to spread his ideas about the products and offerings among the prospects. Popularization of the products is thus, the basic aim of advertising. The majority of the marketers use mass media for their marketing communications. The choice of media is dependent upon the nature of the message and the intended target audience. Television advertising is the bestselling and economical media ever invented. It has a potential advertising impact unmatched by any other media. The advantage of television over the other media is that it is perceived as a combination of audio and video features; it provides products with instant validity and prominence and offers the greatest possibility for creativeness.

Television advertisement

Over a longer period of time, the TV set has become a permanent fixture in all upper and middle class households, and it is not uncommon even in the poorer society of urban areas and rural households. Reactions to TV advertisements seem to be stronger than the reaction to print advertisements. The advertisers find it more effective to use television rather than print media to reach consumers, partly due to low literacy rate. TV advertising not only change emotions but give substantial message exerting a far reaching influence on the daily lives of people. Television (TV) enables the creative man to communicate by combining motion, sounds, words, colour, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. T.V. advertisements usually play a role in either introducing a product reinforcing the

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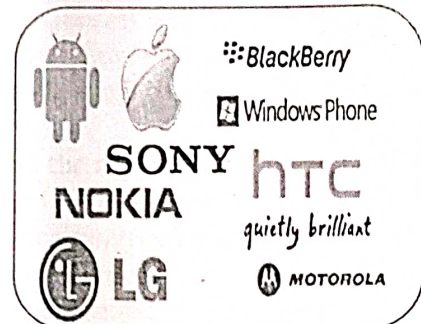


TECHNOLOGY AND BRAND LOYALTY TOWARDS CONSUMER PREFERENCE IN DIFFERENT MOBILE BRANDS

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ABSTRACT:-

The Cellular telephone is a long-range, portable electronic device used for mobile communication. In addition to the standard voice function of a telephone, current mobile phones can support many additional services such as SMS for text messaging, email, packet switching for access to the Internet, MMS for sending and receiving photos and video, GPRS for surf internet and Bluetooth for transfer of data ect. Most current mobile phones connect to a cellular network of base stations, which is in turn interconnected to the public switched telephone network. Cellular telephone is also defined as a type of short-wave analog or digital telecommunication in which a subscriber has a wireless connection from a mobile telephone to a relative nearby transmitter. The telecom industry is one of the fastest growing industries in India. India has nearly 525 million telephone lines making it the third largest network in the world after China and USA. India ranked second in mobile phone usage to China, with 525 million users as of December 2018. In today's competitive market the core objective of all corporations is to satisfy customers.

It is the choice of empowered customer to decide the fate of any product or organization. Only those companies that continuously monitor and meet changing customer needs will win. And by cutting costs and restructuring for quicker response to the customer's demands. All of which will add up to an unmatched competitive edge, enabling to conquer tomorrow's market place today. Hence the study was aimed at finding suitable measures to improve consumer preferences towards technology and brand loyalty.

KEY WORDS: Brand Loyalty, Mobile Phone and Consumer Preferences.

INTRODUCTION

India has become one of the fastest-growing mobile markets in the world. The mobile services were commercially launched in August 1995 in India. In the initial 5-6 years the average monthly subscriber additions were around 0.05 to 0.1 million only and the total mobile subscribers base in December 2001 stood at 10.5 millions. However, after the number of proactive initiatives taken by regulator and licensees the monthly mobile subscriber additions increased to around 2 million per month in the year 2003-04 and 2004-05. Although mobile telephones followed the New Telecom Policy 1994, growth was tardy in the early years because of the high price of handsets as well as the high tariff structure of mobile telephones. The New Telecom Policy in 1999, the industry heralded several pro consumer initiatives. Mobile subscriber additions started picking up. The number of mobile phones added throughout the country in 2003 was 1

A STUDY ON OUTBREAK OF COVID-19 PANDEMIC FINANCIAL PERFORMANCE OF SELECT BANKS IN BANGALORE

Dr.Samiya Mubeen Principal -PGDM, IIBS, Bangalore.

Abstract

Indian banking sector plays a vital role in development of the Indian economy. In 2019 where COVID-19 outbreak has challenged entire world it has an impact on the Indian Banking sector also. Reserve Bank of India (RBI) states that , India's banking sector is sufficiently capitalised and well-regulated. Credit, market and liquidity risk studies suggest that Indian banks are generally resilient and have withstood the global downturn well. In the Pandemic Indian banking industry has recently witnessed lot of innovative banking models like payments and small finance banks. On the other hand few banks are facing the challenges on recovery of the NPAs, Credit recovery that has a impact on the Profits of the banks. This present study is made to an attempt the impact of NPAs, Credit recovery with Profitability in the pandemic situation in select Banks in Bangalore. For the study, five Indian Banks in Bangalore has taken

i.e. Kotak Mahindra Bank, ICICI Bank, HDFC Bank, Axis Bank and YES Bank for a period of 3 years from 2019-20 to 2021-22. The data was analysed using statistical tools like correlation coefficient and graphical representation has been done to evaluate the data.

Key Words: Banking, NPA, RBI, Financial performance, Profitability

Introduction

The ongoing pandemic has forced all sub-sectors within the banking industry to innovate. The banking sector, which is anxiously viewing the rising Covid graph in the country, doesn't expect a repeat of 2020 but bankers are bracing for a rise in non-performing assets (NPAs). On the other hand, they expect the Reserve Bank of India (RBI) to delay normalisation of the accommodative monetary policy and any possible hike in interest rates, with focus remaining on growth. The non-performing assets (NPA) situation of the Indian banking system as represented by 23 banks — nine public sector banks (PSBs) and 14 private sector banks (PvBs)

— that have declared results so far indicates a gradual improvement in the NPA ratio in September 2021, according to an assessment by CARE Ratings.

A STUDY ON "INVESTOR AWARENESS TOWARDS COMMODITY MARKET WITH REFERENCE TO JRG SECURITIES, AHMEDABAD"

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Abstract

The commodity market is playing the major role in development of an economy. By the help of commodity derivative and future trading, the investors invest even the small portion of and get the higher return with low risk than equity market. Also, an investor can take the benefit of online trading. "Commodity On-line trading" is broadly defined as a trading mechanism where investors place orders and confirm commodity trading results via electronic communication channels, such as the Internet, mobile phones, In India, the whole process of securities & commodities transactions, from order placement and routing, order execution, to trade confirmation, is fully automated, thus enabling the investors who have placed commodity orders to confirm their trading results within few seconds. The main focus of this research is to know the investor awareness in commodity market.

Keywords: Investor Awareness, Commodity Market, Online trading, Trading Mechanism.

Introduction

Commodity Market

Commodity markets are markets where raw or primary products are exchanged. These raw commodities are traded on regulated commodities exchanges, in which they are bought and sold in standardized contracts. It covers physical product (food, metals and electricity) markets but not the ways that services, including those of governments, nor investment, nor debt, can be seen as a commodity. Articles on reinsurance markets, stock markets, bond markets and currency markets cover those concerns separately and in more depth. One focus of this article is the relationship between simple commodity money and the more complex instruments offered in the commodity markets.

Commodity market is an important constituent of the financial markets of any country. It is the market where a wide range of products, viz., precious metals, base metals, crude oil, energy and soft commodities like palm oil, coffee etc. are traded. It is important to develop a vibrant, active and liquid commodity market. This would help investors hedge their commodity risk, take speculative positions in commodities and exploit arbitrage opportunities in the market.

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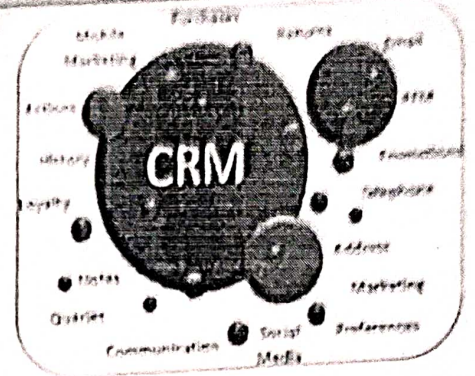


THE EMERGING TECHNOLOGIES OPERATIONAL CHALLENGES IN E-COMMERCE CUSTOMER RELATIONSHIP MANAGEMENT IN CONSUMER GOODS MARKET

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ABSTRACT:-

The aim of this paper is to explore the Operational Challenges in e-commerce of Customer Relationship in Consumer Goods market in India. The attention and importance of internal partners in customer relationship management drives Indian Consumer industry witnesses to meet the significantly higher expectations of customers. This paper would provide insight into operational CRM implementation and successful CRM program factors such as assessment of readiness for CRM implementation, Business Processes, Business Reengineering and CRM as Transformation Management tool.

KEY WORDS: CRM, Business process re-engineering, Business Transformation, Whitelisting, Supply Chain Management.

INTRODUCTION:

The Growing Consumer market of India is posing challenges to Consumer Goods manufacturers with issues such as retaining and gaining new markets of discerning internal & external customers' needs; since demands for quality of products and services need to be provided fast. The purpose of business is to create customers who encourage and sustain the business. The business of customer creation, retention and satisfaction of customers and provision of delight to secure their continued loyalty is prime objective of business. Challenges in e-commerce transactions using various hardware and software solutions on cloud computing and such other routine operations including supply chain management of these e-commerce brands.

The broader approaches of CRM emerged from the research conducted by Prof. Adrian Payne¹, Six Markets Framework (Payne, 2000) are as follows:



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Economic and Environmental Assessment of IPM Technology in Redgram cultivation in Karnataka

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Abstract

The large Scale and indiscriminate use of pesticides not only increases the cost of production but also resulted in human health hazards and environmental pollution. This has necessitated for safer and effective pest control and integrated pest management is one such pest control technology, which have reduced the cost of production, environmental pollution and health hazards. Hence, the present study was conducted in Gulbarga district of Karnataka to study the efficiency of resource use, pesticide externality and probability of adoption of IPM technology in redgram. The economic efficiency of a production system comprises of technical efficiency and allocative efficiency. The mean technical efficiency of IPM farmers was 95.5 per cent and that of non-IPM farms was 79.3 per cent. The allocative efficiency of the inputs used in redgram cultivation was assessed by computing the ratio of the value of marginal product (MVP) to the marginal factor cost (MFC) of the input. The allocative efficiency of seeds, organic manure, fertilizer and IPM components, in IPM farms (28.3, 4.5, 9.2 and 3.6, respectively) and seeds, organic manure fertilizer and IPM components in non-IPM farms (24.7, 4.7, 3.1 and 10.3, respectively) were more than unity indicating that they have been under used. The magnitude of environmental impact quotient in IPM practice was 8.5 while that on farmer's plant protection practice on non-IPM cotton farms was 31.4. This indicates that the adoption of IPM practices has less negative impact on environmental than the non-IPM practice. The logistic regression was employed to analyze the factors influencing adoption of IPM technology. The odds ratio calculated was 3.27 which indicated that for every one farmer not willing to adopt IPM, the chances of willing to adopt IPM was 3.27.

DOES THE ARTIFICIAL INTELLIGENCE AFFECT THE MARKETING: EVIDENCE FROM INDIAN FIRMS?

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Abstract: The evolution of artificial intelligence (AI) has drastically changed the dynamics of today's business world. One of the most significant applications of AI is in the field of marketing, which assists in enhancing performance. The current research aims at finding out the impact of AI in marketing. A thorough literature research was highlighted, providing a strong knowledge of AI and its use in marketing. Second, the researcher employed a qualitative study strategy that included semi-structured interviews with marketing professionals from several Indian companies. The researcher chose a sample size of fifteen marketing experts to interview. The study's findings emphasise the elements that influence AI integration in marketing, the benefits and obstacles of AI integration in marketing, as well as your company's pre and post AI marketing strategy, ethical considerations, and use of AI in the marketing industry. The study proposes integrating AI into marketing tasks in order to improve corporate performance and, as a result, achieve profitability and competitive advantage. This study also contributes to strategic marketing research by identifying research gaps that bridge strategic AI marketing practise and research in a systematic and rigorous manner.

Keywords: Artificial Intelligence, Strategic Marketing, Artificial Intelligence Marketing, Competitive Advantage.

Introduction

Research Background

Artificial Intelligence Marketing (AIM) is a strategy for maximising the use of technology and market data in order to improve the customer experience (Jain and Aggarwal, 2020). By analysing large amounts of data, AI can bridge the gap between data science and implementation, which previously been an impossible task (T.Thiraviyam, 2018). Marketing encompasses all techniques that can have a large influence on people at a certain time, in a specific location, and through a specific channel. The advancement of digital marketing as an industry is the result of integrating big data with academic scientific study on intelligent systems. (Gkikas and Theodoridis, 2019). The internet of things (IoT), data science, cloud computing, big data, artificial intelligence (AI), and block chain are all technological innovations that are transforming the way we live, work, and play. Further development of these technologies might lead to hyper automation and mega networking, ushering in the Fourth Industrial Revolution (or Industry 4.0). (Bloem 2014; Klosters 2016;Schwab 2017;Park 2017;Soni Neha et al. 2019). Artificial Intelligence (AI) assists marketers in achieving complete personalisation and relevance. It will eventually accomplish communication at scale with platforms like Search, Facebook, YouTube, and Google reaching billions of people every day, as well as digital ad networks. The future holds the application and implementation of Artificial Intelligence (Savica Dimitrieska et al., 2018). With the growth of AI, the world of marketing is evolving swiftly and will continue to do the same. The speed with which this transition occurs will alter the general landscape of marketing in academia, research, and the commercial world. Organizations will have a significant difficulty in adapting to the shifting environment of marketing. With the introduction of new technologies, businesses will need to train their personnel on a regular basis. Working with AI is no longer considered



IMPACT OF GST IMPLEMENTATION ON WHOLESALERS

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HOD, IIBS College Bangalore.



ABSTRACT:-

This paper attempts to give an overview of wholesalers after implementation of GST in India. For the implementation of GST, technology forms the backbone and the most crucial part throughout the process. The reason of making everything web driven were countless cases of tax evasion resulting in the loss of tax. Besides, complicated compliance system led to duplication of claims or liabilities that did not correspond to the seller. For such reasons and more, government decided to ease out the tax structure of the GST regime by giving it an online platform. The research findings indicate that: Tax increases for wholesalers bringing those into tax bracket and ensuring compliance, destocking against the shift from the indirect tax regime to the GST regime, direct distribution Channels & open market policy have been the major ways that affects Wholesalers & Retailers in turn on consumers in the economy. Thus implementation of GST is expected to impact the wholesalers greatly by bringing most of them inside the tax bracket.

KEY WORDS: Implementation of GST, Wholesalers, Tax evasion, tax compliance.

INTRODUCTION

Goods and Services Tax (GST) is one of the greatest tax reforms in India since independence which had been long pending. GST is implemented to simplify the indirect tax regime of India by subsuming a host of taxes which ensures unified single tax in the economy. GST is the only indirect tax that directly connects all the sector of Indian economy thus enhancing the spurt of economic growth of the country by creating a single unified market. Under the previous indirect tax regime, wholesalers usually escape the tax liability as there was no mechanism to trace their actual purchases and sales. Most of their transactions were done in black, by issuing duplicate invoices to the buyer, and eventually entries were not been posted in the books for such sales. Under the current GST regime, every invoice pertaining to taxable supply has to be uploaded on GSTN's common portal and has to be accepted by the buyer, wholesalers and retailers will now be unable to escape from their tax liability. The only possibility for tax evasion would arise if the entire supply chain is outside the tax network and did not file a return under GST law, which is very unlikely.

RESEARCH METHODOLOGY

The research paper is based on empirical study and it is a type of descriptive research paper.



ASTUDY ON INBORN MARKETING AND COSTOMER ACQUISITION IN DIGITAL MARKETING AT INTEPAT

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Abstract:

Inbound marketing plays vital role in every organization, in fact it is the free marketing that acquires customers who demands for the product or services. Inbound marketing can be explained as the customer acquisition in which the organization will be demanded for their services without any huge promotions. As a part of this, Digital marketing has an important role in creating this environment for the organization. It starts from the development of the website, interactions of the organization in the social media and continuous interaction with the society and corporate. This study where be analyzing the effectiveness of the Digital marketing tools in inbound marketing for the customer acquisition. Normally the situation for the inbound marketing has been created from highly customer awareness, less service gap and expectation gap. This study where be looking forward to understand the role of the organization in the digital world, especially in the social media and online promotions. Now days the consumers are transforming as digital consumers where it is sensitive to be biased by the cause of mass social media interactions, reviews, ads, and product information. Here the study concentrates on the inbound marketing and customer acquisition in digital marketing with specific to an organization.

Key words: Digital Marketing, Inbound Marketing & Client.

Introduction

Digital marketing is an emerging field which has now got immense attention of the whole business activities. Digital marketing simply can be defined as the digitalizing the marketing using online channel to acquire and retain customers. Inbound marketing and outbound marketing both can be done through digital marketing tools. The immense use of social media network has changed the face of customer focused marketing and customer support with immediate online response systems. Social media network like facebook, youtube, blogs, google+ which are the basic way to acquire new customers through online apart from this there are Search Engine Optimization tools to get deep insight to analyse online marketing activities of the organization. Nowadays it is important for an organization to draft a digital marketing plan to execute and maintain official website, blogs, Google ads, facebook page, youtube ads. There are a lot of free online database where an organization can create their own database to acquire new customers.



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INFLUENCE OF MOBILE BANKING TECHNOLOGY TO ATTRACT THE CUSTOMERS TOWARD M-BANKING

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ABSTRACT:-

Banking sector can be accelerated when all its customers moves toward mobile banking. Mobile banking provides all basic and advanced services of banks on mobile phone. Customers are not required to go to the bank for doing any banking transactions. These services provided by banks are available to customers at their fingertips anywhere anytime through mobile banking. Mobile banking is giving direction to move towards the digital banking system.

This study aims to examine the influence of mobile banking technology to attract the customers toward m-banking. Spearman rank correlation was adopted for the analysis.

This study will help bank customers to adopt and use mobile banking regularly for their banking transactions especially who are not using it and it will help the bankers to identify their potential customers and design their services accordingly and as a result of which mobile banking will accelerate in Bengaluru city.

KEY WORDS: Mobile Banking, Technology, Customers.

INTRODUCTION

In India, mobile technology has increased leaps and bound in the recent years. Almost everybody has got a smart mobile phone. The technology advancement has made the work more simple and easy. Technology has taken the banking sectors at different level by introducing e-banking services. Mobile banking is one of the best technology-based services provided by the banks to their customers. The technology has reached every nook and corner in all the sectors such as education, IT, hospitality, healthcare, transportation, banking etc. Without technology, the existence of today's business activities is unimaginable. The up gradation of technology in banking sector has started accelerating by providing the banking services to their customer at their fingertips by the way of mobile banking. In the era of digitalisation it is very important to understand the influence of technology in banking sector because the banking sector is one of the important sector in the economy as it provides funds even to unrecognised sector. Banking sector with the help of technology has introduced various mobile based app to provide 24/7 banking services to all their customers.

Mobile banking is the new future of banking sector. Banking sector can increase its market share through mobile banking. Mobile banking requires mobile phone with internet connection. Today, all most all people have got mobile phone in their hand. Even a normal income group people have got smartphone. And are very actively connected with social media such as Watsup, Facebook, Instagram, Twitters e.t.c., when it

" Emerging Technologies in Business Innovation and Sustainability "

"ROLE OF TECHNOLOGY IN COMMERCE EDUCATION"

Mrs. Arshiya Khanum

International Institution Of
Business Studies

ABSTRACT

The world of commerce is renounced. The pace of globalization, privatisation and liberalization has tremendously influenced the various dimensional aspects of commerce education. Education is essentially a divine process rather than a product; it helps to learn things and develop in a creative and an effective manner. Hence, there is a need for the advancement and innovative methods to lead present education systems to the sufficient standard. Commerce education plays a vital role in changing the business world. It is the most important and a valuable key which leads to success in all sectors of the economy. Through commerce education, a student is exposed to the environment of the business world, the role played by an effective system of commerce education is self-evident as it provides necessary inputs to young people of today towards turning them into dynamic and successful business men of tomorrow since technology acquires the market of business, so there is a need to find the factors that can motivate the commerce student to make use of technology which will act as an aid to future-friendly and make people tech-friendly. Technology prepares students for their successful career, but how far it is successfully practiced in India is still an inquest.

INTRODUCTION

Education paves the way for a bright future by increasing employment opportunities and capabilities in any streams of business. It instills a sense of pride about knowledge one has and prepares him/her for a bright future. The prosperity in each and every sector of prudence is occurring at a rapid pace with eminent improvement in the field of commerce trade and industry. Commerce education has therefore evolved a new outlook for infusing in the young aspirants, the required skills, knowledge, and attitude for successful handling of different types of business, to survive in the present turbulent environment; it is a need to acquire competency through diversified educational programmes. Commerce education gives an idea for the aspirants how to handle different criteria of the business like facing an interview in the initial stage of career, acquiring appropriate finance for different projects, exact and proper marketing, etc. Getting business is as important as improving the business, so the art of convincing people for the business can be possibly obtained through commerce educational programmes as they train the aspirants in finance, Accounts, Marketing, Production and many more other than this. And very precisely it has been adhered to by technology. Technology prepares students for their successful career on time and as required by the present demand in the field of business. But how far it is successfully practiced in the Indian educational system is still an inquest.

PRESENT SCENARIO

The world has moved on from the style of studying from books and pens to technical gadgets such as the Internet, smart boards, etc. But India is still moving with the speed of a tortoise. In this field, as we know, in foreign countries even a schooling student will get a personal computer for attending classes, assignments, and other academic work. So, as when they move on to professional life, they will not feel much difficulty in adopting a high-tech environment. The basic concept of the point is that foreigners will not waste their time in learning new technology because it will be thought for them since childhood. No doubt that India is moving towards new technology, but in different constraints such as browsing for movies, sports, Hollywood-Bollywood updates, entertainment, etc. But less percentage of usage for education. If they use it for education, it will be only for the sake of getting ready-made information to do the work easily. Whereas other countries are utilizing technology for learning, improving, training, innovation, implementation, forecast, and even in different types of productions. The main predicament which is coming in between Indians and technology is to completely adopt technological-based learning. The low standard of living, traditional mind set, cost of new gadgets, and fear of learning new technology.

TECHNOLOGY IN EDUCATION

From past a few years, India has taken a step to move on for adopting new technology even in education, such as smart board teaching in schooling, online application forms and registration, soft



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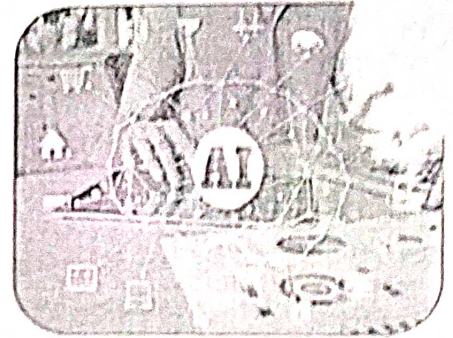
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A STUDY ON ARTIFICIAL INTELLIGENCE IN FINANCE WITH REFERENCE TO BANGALORE

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ABSTRACT:-

The paper aims at showing the importance of mechanism in the form of artificial intelligence with reference to business, where the innovations, discoveries and advancement in the technology has grown in such a fast extent that the importance of it has become an eminent element in business fields, especially in finance (portfolio management, institutional investments, investment analysis) and its effects force for the development in this regard for profitable sustention in the highly competitive world. This paper helps the assessors to understand the consequences they may need to face while using AI into their business as well as the significant benefits of it to some extent such as machines don't take rest were as humans need rest to work efficiently and the remarkable consequence of AI is technology is an innovation of human beings on which human being itself can't rely on (data loss). The discussion proceeds in the paper as how helpful a AI in calculating the profitable investment, Asset management and sustainable decisions. The further research must concentrate on how to overcome the existing cons of Artificial Intelligence. Bangalore as a large city and growing metropolis, it's quite important to have deep look at the artificial intelligence here. As many companies are situated here as well the city had become as hub for the job seekers as its name also describes it as silicon city with good part of IT industries

KEY WORDS: Artificial Intelligence, Finance., Portfolio Management Investments and Investors.

INTRODUCTION:

"can machine think and behave like humans do" the whole concept of AI depends on this one constraint, hence it clearly gives an idea that AI is concerned with creating computerized human brain who can think like a human and take business decisions in most effective manner. Today Bangalore as a large city and growing metropolis, Bangalore is home to many of the most well recognized colleges and research institutions in India. Numerous public sector heavy industries, software companies, aerospace, telecommunications, and defense organizations are located in the city. Bangalore is known as Silicon Valley of India because of its position as the nation's leading IT exporter. A demographically diverse city, Bangalore is a major economic and cultural hub and the fastest growing major metropolis in India. Researchers and scientists are aiming to introduce an emotional characteristic as well into these machines. AI is the science of computers completing tasks that would require intelligence when performed by humans. When we come towards the application of AI in finance the companies looking forward the performance of AI in regard

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ಪ್ರಧಾನ ಸಂಪಾದಕರ ಮಾತು

ಅನಿಕೇತನ ತ್ರೈಮಾಸಿಕ ಪತ್ರಿಕೆಯ ಸಂಪಾದಕರ ಪರಿಶ್ರಮ ಹಾಗೂ ಲೇಖಕರ ಸ್ಪಂದನೆಯ ಕಾರಣದಿಂದ ನಿರಂತರವಾಗಿ ಪ್ರಕಟವಾಗುತ್ತಿದೆ. ಅದಕ್ಕಾಗಿ ಅಭಿನಂದಿಸುತ್ತೇನೆ. ಸಂಪಾದಕರಾದ ಡಾ. ಎ. ರಘುರಾಂ ಅವರು ಬೇಗನೆ ಸಂಚಿಕೆಯನ್ನು ಸಿದ್ಧಪಡಿಸಿದ್ದರೂ ಕೋವಿಡ್-19 ರ ಕಾರಣ ಎರಡು ಲಾಕ್‌ಡೌನ್‌ಗಳ ಪರಿಣಾಮ ಮುದ್ರಣಾಲಯಗಳು ಹಲವು ತಿಂಗಳ ಕಾಲ ಮುಚ್ಚಿದ್ದವು. ಆದ ಕಾರಣ ಕೃತಿ ಓದುಗರ ಕೈ ಸೇರುವುದು ವಿಳಂಬವಾಗಿದೆ. ಎಲ್ಲ ಅಡೆತಡೆಗಳ ನಡುವೆಯೂ ಅನಿಕೇತನ ಚಲನೆ ನಿಂತಿಲ್ಲ. ತುಸು ವಿಳಂಬವಾದರೂ ಓದುಗರ ಕೈಗೆ ತಲುಪಿಸಿದ್ದೇವೆ ಎಂಬ ಸಮಾಧಾನವಿದೆ. ಈಗಾಗಲೇ 2021 ನೆಯ ಸಾಲಿನ ಸಂಚಿಕೆಗಳೂ ಸಿದ್ಧಗೊಳ್ಳತೊಡಗಿವೆ. ಮುಂದಿನ ಸಂಚಿಕೆಗಳು ಆಯಾ ಕಾಲಕ್ಕೆ ಸರಿಯಾಗಿ ಬರುವಂತೆ ಗಮನ ಹರಿಸಲಾಗಿದೆ. ಜೊತೆಗೆ ಅನಿಕೇತನಕ್ಕೆ ಹೊಸ ಚಂದಾದಾರರನ್ನೂ ಮಾಡುವ ಅಭಿಯಾನ ಆರಂಭವಾಗಿದೆ. ಆಸಕ್ತರು ಅನಿಕೇತನದ ಚಂದಾದಾರರಾಗಬೇಕಾಗಿ ವಿನಂತಿಸುತ್ತೇನೆ.

ಪ್ರಸ್ತುತ ಸಂಚಿಕೆಯಲ್ಲಿ 10 ಲೇಖನಗಳಿವೆ. ಕೆ.ವಿ. ತಿರುಮಲೇಶರ ಕಾವ್ಯ, ದೇವನೂರು ಮಹಾದೇವ ಅವರ ಕಥೆ, ಸಿದ್ದಲಿಂಗಯ್ಯನವರ ಖಿಲವ್ಯ ನಾಟಕ, ಪಿ.ಲಂಕೇಶರ ನಾಟಕಗಳ ಭಾಷೆ, ಯಶೋಧರ ಚರಿತೆ, ಅಲಕ್ಷಿತ ವಚನಕಾರ್ತಿಯರು, ಕನಕದಾಸರ ನಳಚರಿತೆ, ಡಾ. ಸಬಿಹಾ ಅವರ ಕಥೆಗಳು ಮೊದಲಾದ ಹಲವು ಸಂಗತಿಗಳ ಮೇಲೆ ಬೆಳಕು ಚೆಲ್ಲುವ ಲೇಖನಗಳು ಇಲ್ಲಿವೆ. ಈ ಲೇಖನಗಳು ಸಾಹಿತ್ಯ ಪರಂಪರೆಗೆ ಒಂದು ನಿರಂತರತೆಯ ಧಾರೆಯನ್ನು ಕಲ್ಪಿಸುತ್ತವೆ. ಈ ಎಲ್ಲಾ ಲೇಖಕರಿಗೆ ವಂದಿಸುತ್ತೇನೆ.

ಸಂಚಿಕೆಯ ಸಂಪಾದಕರಾದ ಗೆಳೆಯ ಡಾ.ಎ. ರಘುರಾಂ, ಅಕ್ಷರ ಜೋಡಣೆಯಿಂದ ಆರಂಭಿಸಿ ಸರಬರಾಜುವರೆಗೆ ಶ್ರಮಿಸಿದ ಎಲ್ಲರು, ಹಾಗೂ ನಮ್ಮ ರಿಜಿಸ್ಟ್ರಾರ್ ಎನ್. ಕರಿಯಪ್ಪ, ಸರ್ವಸದಸ್ಯರು, ಸರ್ವ ಸಿಬ್ಬಂದಿಯನ್ನು ಪ್ರಿಯಿಯಿಂದ ನೆನೆಯುತ್ತೇನೆ. 'ಅನಿಕೇತನ' ತ್ರೈಮಾಸಿಕ ಪತ್ರಿಕೆಯನ್ನು ಕುರಿತಂತೆ ಓದುಗರ ತ್ರಮ್ಮ ಸಲಹೆ, ಅಭಿಪ್ರಾಯಗಳನ್ನು

ಕನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ಮಹಿಳಾ ದೃಷ್ಟಿಕೋನ

- ಅನುರೇಶ ವಲ್ಲಂದಿನ್

ಸಮಾಜವೊಂದರ ಪ್ರತಿಬಿಂಬವೇ ಸಾಹಿತ್ಯ. ಸಾಮಾಜಿಕ ಸಂದರ್ಭವನ್ನು ಆಧರಿಸಿಯೇ ಸಾಹಿತ್ಯವು ಒಡಮೂಡುತ್ತದೆ. ಮಹಿಳೆಯೊಬ್ಬಳು ಸಾಹಿತ್ಯದಲ್ಲಿ ಕಾಣಿಸಿಕೊಳ್ಳುವ ಬಗೆ, ಮಹಿಳೆಯೇ ಸ್ವತಃ ಬರವಣಿಗೆಗೆ ತೊಡಗುವುದು ಎರಡೂ ಕಾಲ ಘಟ್ಟವೊಂದರ ಸಾಮಾಜಿಕ, ಧಾರ್ಮಿಕ, ರಾಜಕೀಯ ಸ್ಥಿತಿಯನ್ನು ಆಧರಿಸುತ್ತದೆ. ಸುದೀರ್ಘ ಇತಿಹಾಸವಿರುವ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಂಪರೆಯಲ್ಲಿ ಮಹಿಳೆ ಹಲವು ರೀತಿ ಚಿತ್ರಗೊಂಡಿದ್ದಾಳೆ. ಇಲ್ಲಿ ಕೆಲವು ಆಯ್ದ ಕೃತಿಗಳನ್ನು, ಕವಯತ್ರಿಯರನ್ನು ಅವಲೋಕಿಸಿ ಮಹಿಳೆಯ ದೃಷ್ಟಿಕೋನವನ್ನು ಅರಿಯುವ ಯತ್ನ ಮಾಡಲಾಗಿದೆ. ವೇದ ಕಾಲದಿಂದಲೂ ಮಹಿಳೆಯರು ಒಂದಲ್ಲ ಒಂದು ವಿಧದ ದೌರ್ಜನ್ಯಕ್ಕೆ ತುತ್ತಾಗಿದ್ದಾರೆಂಬುದಕ್ಕೆ ಸೀತೆ ದ್ರೌಪದಿಯರೇ ಸಾಕ್ಷಿ. ಭಾರತೀಯ ಸಂಸ್ಕೃತಿಯಲ್ಲಿ ಮಹಿಳೆ ಎಂದಿಗೂ ಸ್ವತಂತ್ರಳಲ್ಲ. ಹೆಣ್ಣು ಸ್ವತಂತ್ರಕ್ಕೆ ಅರ್ಹಳಲ್ಲ; ಹೆಣ್ಣು ವಿದ್ಯಾಭ್ಯಾಸ ಪಡೆಯಬಾರದು ಎಂಬ ವಾಕ್ಯಗಳು ಧರ್ಮಗ್ರಂಥಗಳಲ್ಲಿಯೇ ಉಲ್ಲೇಖಗೊಂಡಿವೆ.

“ನಮ್ಮ ಮನೆಯಂಗಳದಿ ಬೆಳೆದೊಂದ ಹೂವು

ನಿಮ್ಮ ಮಡಿಲೊಳಗಿಡಲು ತಂದಿರುವೆವು”

ಎಂಬ ಹಾಡಿನ ಸಾಲುಗಳಂತೆ, ಈ ಹೆಣ್ಣೆಂಬ ಮೊಗ್ಗನ್ನು ಪೂರ್ಣ ಬಿರಿಯುವ ಮೊದಲೆ ಇನ್ನೊಬ್ಬರ ಮಡಿಲಿಗೆ ಎಸೆಯಲ್ಪಡುವಂತಹ ಈ ಸಮಾಜದಲ್ಲಿ ಹೆಣ್ಣಿನ ಗುಣ, ವಿದ್ಯಾಭ್ಯಾಸ, ಸೌಂದರ್ಯ ಎಲ್ಲವು ಗೌಣವಾಗಿವೆ.

21ನೇ ಶತಮಾನಕ್ಕೆ ಕಾಲಿಟ್ಟ ಈ ಸಂದರ್ಭದಲ್ಲಿ ಕೂಡ ದೇಶದ ಜನಸಂಖ್ಯೆಯ ಶೇಕಡಾ 20 ರಷ್ಟಿರುವ ಈ ಜನರಲ್ಲಿ ಬೆರಳೆಣಿಕೆ ಜನರು ಸಾಹಿತ್ಯ ಕ್ಷೇತ್ರಕ್ಕೆ ಕಾಲಿಟ್ಟಿದ್ದಾರೆ. ದಲಿತ ಮಹಿಳೆ ಇನ್ನೂ ಕೂಡ ಸಾಹಿತ್ಯ ಕ್ಷೇತ್ರದಲ್ಲಿ ಕಾಲಿಡಲು ಹಿಂದೇಟು ಹಾಕುತ್ತಿದ್ದಾಳೆಂಬುದು ನೋವಿನ ಸಂಗತಿ. ಮುಸ್ಲಿಂ ಮಹಿಳೆಯರ ವಿಯವೂ ಕೂಡ ಇದಕ್ಕಿಂತ ಆಶಾದಾಯಕವಾಗಿಯೇನೂ ಇಲ್ಲ. ಎಲ್ಲೋ ಒಂದಿಬ್ಬರು ಹೆಣ್ಣು ಮಕ್ಕಳು ಬರೆಯಲಾರಂಭಿಸಿದ್ದರೂ ಮದುವೆ, ಕೌಟುಂಬಿಕ ಬದುಕು, ಮತ್ತು ಸಾಮಾಜಿಕ ಕಟ್ಟು

ಪಾಡುಗಳು ಅವರಲ್ಲಡಗಿದ ಸಾಹಿತ್ಯದೊರತೆಯನ್ನು ಅಲ್ಲೇ ಬತ್ತಿಸಿ ಬಿಟ್ಟಿದೆ. ತವರು ಮನೆಯಲ್ಲಿ ಚಿಗುರಲಾರಂಭಿಸಿದ್ದ ಒಂದೆರಡು ಚಿಗುರುಗಳು ಗಂಡನ ಮನೆಯನ್ನು ಪ್ರವೇಶಿಸದೊಡನೆ ಬಾಡಿ ಉದುರಿ ಹೋಗಿವೆ ಅಥವಾ ತವರಿನಲ್ಲೇ ಇಂತಹ ಮೊಗ್ಗುಗಳನ್ನು ಚಿವುಟಿ ಎಸೆದದ್ದೂ ಇದೆ. ಇಷ್ಟೆಲ್ಲ ಸವಾಲುಗಳ ಮಧ್ಯೆ ಅಲ್ಲೊಂದು ಇಲ್ಲೊಂದು ಎಂಬಂತೆ ಮಹಿಳೆಯರು ಬರವಣಿಗೆಯಲ್ಲಿ ತೊಡಗಿರುವುದು ಕಾಣಬಹುದು.

ಸಾವಿರದೈನೂರು ವರ್ಷಗಳ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆಯನ್ನು ಗಮನಿಸಿದರೆ ಇಪ್ಪತ್ತನೆಯ ಶತಮಾನಕ್ಕೆ ಕಾಲಿರಿಸುವವರೆಗೆ ಮಹಿಳೆಯರೇ ರಚಿಸಿದ, ಮಹಿಳಾ ಸಾಹಿತ್ಯವೆಂಬ ಹೆಸರಿನಲ್ಲಿ ಗುರುತಿಸಬಹುದಾದಂಥದ್ದು ಹೆಚ್ಚು ಕಂಡುಬರುವುದಿಲ್ಲ. ಸ್ತ್ರೀಯರು ವಿದ್ಯೆಯಿಂದ ವಂಚಿತರಾದದ್ದು ಪುರುಷ ಪ್ರಾಧಾನ್ಯ ಸಾಮಾಜಿಕ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಸಾರ್ವಜನಿಕ ಜೀವನದಲ್ಲಿ ಭಾಗಿಯಾಗುವ ಹೆಚ್ಚಿನ ಅವಕಾಶಗಳು ಸೃಷ್ಟಿಯಾಗದೇ ಹೋದದ್ದು, ಸ್ವಾತಂತ್ರ್ಯವಿರದ ಅವಲಂಬನೆಯ ಜೀವನವೇ ಪ್ರಾಧಾನ್ಯವಾದದ್ದು ಇಂಥ ಅನೇಕ ಕಾರಣಗಳಿಂದಾಗಿ ಮಹಿಳೆ ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಮುಖ್ಯವಾಹಿನಿಯಲ್ಲಿ ಬಹು ಕಾಲದವರೆಗೆ ಅನನ್ಯತೆಯನ್ನು ಕಂಡುಕೊಳ್ಳಲು ಸಾಧ್ಯವಾಗಲಿಲ್ಲ. ಇದಕ್ಕೆ ಅಲ್ಲೊಂದು ಇಲ್ಲೊಂದು ಅಪವಾದಗಳಿರಬಹುದು. ಗುರುತಿಸುವಂಥ ಸೃಜನಶೀಲತೆ ನಮಗೆ ಕಾಣುವುದು 20ನೇ ಶತಮಾನದಲ್ಲಿ ಎನ್ನಬಹುದು.

ಜಾನಪದದಲ್ಲಿ ಮಹಿಳೆ

ಜಾನಪದ ಸಾಹಿತ್ಯವನ್ನು ನಾವು ಗಮನಿಸಿದರೆ ಅದನ್ನು ಮಹಿಳಾ ರಚನೆಗಳೆಂದು ಹೇಳುತ್ತೇವೆ. ಜಾನಪದ ಅಧ್ಯಯನದಲ್ಲಿಯ ಪುರುಷ ಪ್ರಧಾನ ಚಿಂತನೆಗಳನ್ನು ಒಡೆಯುವ ಉದ್ದೇಶದಲ್ಲಿಯೇ ರೂಪ ಪಡೆದ ಮಹಿಳಾ ಜಾನಪದವು ಸಂಪೂರ್ಣವಾಗಿ ಪುರುಷ ಪ್ರಾಧಾನ್ಯ ಚಿಂತನೆಗಳಿಂದ ಬಿಡಿಸಿಕೊಂಡಿಲ್ಲ. ಮಹಿಳೆಯು ದೈವ, ತಾಯಿ, ಬಂಜೆ, ಮಗಳು, ಹೆಂಡತಿ, ಅತ್ತೆ, ಸೊಸೆ, ವಿಧವೆ, ಸೂಳೆ, ಇತ್ಯಾದಿ ಪಾತ್ರಗಳಾಗುತ್ತಾಳೆ. ಕನ್ನಡ ಮಹಿಳಾ ಜಾನಪದ ಸಾಹಿತ್ಯವು ತಾಯನ, ಪಾತಿವ್ರತ್ಯ, ಮುತ್ತೈದೆ ಮೊದಲಾದ ಪಿತೃನಿಷ್ಠ ಮೌಲ್ಯಗಳು ಹೆಣ್ಣಿನ ಮೇಲೆ ಎಸಗಿದ ಕ್ರೌರ್ಯವನ್ನು ಪ್ರತಿನಿಧೀಕರಿಸುತ್ತವೆ. ಆದರೆ ತನ್ನ ಅಭಿವ್ಯಕ್ತಿಗಾದರೂ ಅವಕಾಶ ಸಿಕ್ಕಿದ್ದು ವಿಶೇಷ. ತಾಯನವನ್ನು ಗೌರವಿಸುವ ಜನಪದರು ಬಂಜೆಯನ್ನು ಹೀಗೆಳೆದರು.

ಬಾಲಕರಿಲ್ಲದ ಬಾಲಿದ್ಯಾತರ ಜನ್ಮ
ಬಾಡೀಗಿ ಎತ್ತು ದುಡಿದ್ವಾಂಗ | ಬಾಳೆಲೆಯ
ಹಾಸ್ಯುಂಡು ಬೀಸಿ ಒಗ್ಗದಾಂಗಿ



Cause Marketing – New Trend in Indian Marketing Phenomenon

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Abstract:

Cause Marketing is defined as a type of Corporate Social Responsibility (CSR) in which a company's promotional campaign has the dual purpose of increasing profitability while bettering society. It is believed that cause-related marketing is a communications tool for building brand equity and increasing customer loyalty. Customer perception regarding the reasons for a company's involvement in cause-related programmes and the amount of help given to the cause by the company comes out to be an important factor to bring about a positive change in a company's image because of cause-related marketing campaigns. Apart from this the general attitude of consumers towards marketing campaigns of the companies and skepticism also affects their response to cause-related marketing campaigns. The Indian market has witnessed all types of organizations ranging from national to multinational to regional as well as local adopting cause related marketing (CRM) practice since the late nineties. They started partnering with non-profit organizations linking brands to social cause. The main focus of this study was to provide insights about the extent and nature of CRM prevalent in the Indian market. This study was motivated by the fact that very little data pertaining to CRM practices in India was available in the academic as well as non-academic sources.

Key words: Cause Related Marketing, Consumer Behavior, Corporate Social Responsibility, Business Ethics.

Introduction

Cause marketing is marketing done by a for-profit business that seeks to both increase profits and to better society in accordance with corporate social responsibility, such as by including activist messages in advertising.^[1]

A similar phrase, cause-related marketing, usually refers to a subset of cause marketing that involves the cooperative efforts of a for-profit business and a non-profit organization for mutual benefit. A high-profile form of cause-related marketing occurs at checkout counters when customers are asked to support a cause with a charitable donation. Cause marketing differs from corporate giving (philanthropy), as the latter generally involves a specific donation that is tax-deductible, while cause marketing is a promotional campaign not necessarily based on a donation.

Cause Related Marketing first became popular in the United States in the early 1980s as a marketing strategy, but more recently it has been adopted by a broad range of companies throughout the world. One reason is that companies are taking a more strategic approach to their community-involvement efforts, seeking ways of benefiting community organizations while also furthering companies' business goals. Another reason for CRM's growth is that public-opinion research has become that effective cause programs can enhance a company's reputation and brand image and increase the credibility of its marketing effort while giving customers a convenient way to contribute to nonprofit organizations through their purchasing decisions. Cause Related Marketing has become a cornerstone of marketing



ಕನ್ನಡ ಸಾಹಿತ್ಯ: ಮಹಿಳಾ ದೃಷ್ಟಿಕೋನ

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ಸಹಾಯಕ ಪ್ರಾಚಾರ್ಯರು

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ನಮ್ಮ ಜ್ಞಾನದ ಪರಿಧಿಯನ್ನು ವಿಸ್ತರಿಸುತ್ತಾ ಹೋದಂತೆ ನೋಡುವಾಗ ಸುಮಾರು ಎರಡು ಸಾವಿರದ ಭದ್ರತೆಯ ವರ್ಷಗಳ ಇತಿಹಾಸವಿರುವ ಕನ್ನಡ ಭಾಷೆ ಜಗತ್ತಿನ ಪ್ರಾಚೀನ ಭಾಷೆಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ. ಭಾಷೆಯಲ್ಲಿ ರಚಿತವಾದ ಅತ್ಯಂತ ಸುಂದರ ಸ್ವರೂಪವೇ ಸಾಹಿತ್ಯ. ಕನ್ನಡ ಸಾಹಿತ್ಯರಚನೆಯ ಕಾಲವನ್ನು ಗಮನಿಸುವುದಾದರೆ ಸುಮಾರು ಆರು ಬಿಲಿಯನ್ ಶತಮಾನ ಎಂದಿಟ್ಟುಕೊಳ್ಳಬಹುದಾಗಿದೆ. ಈ ಸಾಫಲ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಂಪರೆಯಲ್ಲಿ ಮಹಿಳಾ ಬರವಣಿಗೆಗಳನ್ನು ಪ್ರತ್ಯೇಕವಾಗಿ ಗಮನಿಸುವುದಾದರೆ ರಚನೆಯಲ್ಲಿ ಬಹಳ ಬಿರಳ. ವೇದಕಾಲದಲ್ಲೇ ಗಾರ್ಗಿ, ವಾಸುಕು, ವಾಗಾಂಭುಷಿ, ಲೋಪಮುದ್ರಾ, ಬಿಶ್ವಾಸ, ಮೋಷ, ಮೈತ್ರೇಯಿ ಮುಂತಾದ ಮಹಿಳೆಯರು ಉಪನಿಷತ್ತು ಮತ್ತು ಮೃಗೇದದ ಅನೇಕ ಮಕ್ಕಳನ್ನು ರಚಿಸಿರುವುದು ಕಾಣಬರುತ್ತದೆ. ಅತ್ತಿ ಮನೆತನದ ಬಿಶ್ವಾಸ ಮಗುವೇದದ ಬದನೆಯ ಮಂಡಲದ ಇಪ್ಪತ್ತೆಂಟನೆ ಸೂಕ್ತವನ್ನು ಹಾಗೂ ಮಹಿಳಾ ಕವಿಯಾದ ಮಗಳಾದ ಮೋಷ ಹತ್ತನೇ ಮಂಡಲದ ಮೂವತ್ತೊಂಬತ್ತು ಮತ್ತು ನಲವತ್ತನೇ ಸೂಕ್ತಗಳನ್ನು ರಚಿಸಿರುವುದು ತಿಳಿದುಬಂದಿದೆ. ವೇದಕಾಲೋತ್ತರ ಭಾಗದಲ್ಲಿ ಹಲವು ವಾದ-ವಿವಾದಗಳಿದ್ದರೂ ಕಂತಿ ಕನ್ನಡದ ಪ್ರಥಮ ಮಹಿಳಾ ಸಾಹಿತ್ಯಿಯಾಗಿ ನಿಲ್ಲುತ್ತಾಳೆ. ಕೇತಲಾದೇವಿ, ಅತ್ತಿಮಘ್ನಿ, ವಿಜಯಾಂಕ, ಅವಂತಿ ಸುಂದರಿ ಮೊದಲಾದ ಮಹಿಳಾ ಸಾಹಿತ್ಯ ರತ್ನಗಳು ಆರಂಭಿಕ ಕಾಲದಲ್ಲಿ ಕಂಡುಬಂದರೂ ಪ್ರಧಾನಧಾರೆಗೆ ಬಂದ ಲೇಖಕಿಯರು ಬೆರಕೆಣಕೆಯಷ್ಟೆ. ಹಾಗೆ ನೋಡಿದರೆ ಕ್ರಿ.ಶ. 12 ನೇಯ ಶತಮಾನದ ವಕನ ಶಕುವಳಿಯ ಕಾಲಘಟ್ಟದಲ್ಲಿ ಜಾತಿ, ಭೇದಗಳ ಹೊರತಾಗಿ ಸ್ತ್ರೀ ಪುರುಷ ತಾರತಮ್ಯವನ್ನು ಮೀರಿ ಮಹಿಳಾ ದೃಶ್ಯಗಳನ್ನು ಸ್ವತಂತ್ರವಾಗಿ ಸ್ವೀಕರಿಸಿರಬಹುದು. ನಂತರ 19 ನೇಯ ಶತಮಾನದ ಆಧುನಿಕ ಕನ್ನಡ ಸಾಹಿತ್ಯಯುಗದಲ್ಲಿ ಮಹಿಳಾ ಸಾಹಿತ್ಯಗಳು ಸಮಾಜದ ಸಂಪ್ರದಾಯಬದ್ಧ ನಿಬಂಧನೆಗಳಿಗೆ ಅನುಗುಣವಾಗಿಯೇ ಸಾಹಿತ್ಯ ರಚನೆ ಮಾಡಿದರೆ, 20 ನೇಯ ಶತಮಾನ ಪ್ರಾರಂಭದ ಹೊತ್ತಿಗೆ ಭಾರತೀಯ ಮಹಿಳೆಯ ಬದುಕಿನಲ್ಲಿ ಪರಿವರ್ತನೆಯ ಹೊಸಗಾಳಿಯಿಂದ ಆಂಗ ಅಸಮಾನತೆಯನ್ನು ಪ್ರತಿರೋಧಿಸುವ ಕ್ರಿಯೆ ಅತ್ಯಂತ ಪ್ರಜ್ಞಾಪೂರ್ವಕವಾಗಿಯೇ ಸಾಹಿತ್ಯದಲ್ಲಿ ಅಷ್ಟಿತ್ತುವುದರ ಮೂಲಕ ವಾಸ್ತವ ಮತ್ತು ದೇಶೀಯ ಮಟ್ಟದಲ್ಲಿ ಮಹಿಳಾ ಶಕುವಳಿಗಳು, ಸಾಹಿತ್ಯ ರಚನೆಗಳು ತೀವ್ರಗೊಂಡವು.

ಸ್ತ್ರೀವಾದಿ ಸಾಹಿತ್ಯ ಹುಟ್ಟಿಕೊಳ್ಳಲು ಹಲವು ಕಾರಣಗಳನ್ನು ನೋಡಬಹುದು. ಅವುಗಳೆಂದರೆ:

1. ಜಗತ್ತಿನಾದ್ಯಂತ ಎಲ್ಲಾ ಜನಾಂಗಗಳಲ್ಲಿ ಹೆಣ್ಣು ಲೋಪಣಿಗೆ ಒಳಗಾಗಿದ್ದಾಳೆ ಎನ್ನುವ ಅಲಿಪು.
2. ಪ್ರಪಂಚದ ಬಹುಶೇಕ ಬರಹಗಾರ್ತಿಯರು ವಿಮರ್ಶಕರ ಅಲಕ್ಷ್ಯಕ್ಕೆ ಒಳಗಾಗಿದ್ದರು ಎನ್ನುವುದು.
3. ಕುಟುಂಬದ ಸ್ವರೂಪದಲ್ಲಿ ಹೆಣ್ಣಿಗೆ ಕೇವಲ ಹೆರುವ ಕೆಲಸವಷ್ಟೆ ಮೀಸಲಾಗಿ ಇರಿಸಿದ್ದು.
4. ಸಂಸ್ಕೃತಿ, ರಾಜಕೀಯ, ಸಾಮಾಜಿಕ ವಾತಾವರಣದಲ್ಲಿ ಹೆಣ್ಣಿನ ಮೇಲೆ ಗಂಟಿನ ದಬ್ಬಾಳಿಕೆ.
5. ಲೈಂಗಿಕ ವ್ಯವಹಾರದಲ್ಲಿ ಹೆಣ್ಣಿಗೆಯಾವ ಪ್ರಾಶಸ್ತ್ಯವೂ ಇಲ್ಲದಿದ್ದು.
6. ಅಧಿಕಾರ, ಸಾಮರ್ಥ್ಯ, ಬಿಜ್ಞಾನ, ಭಾಷೆ ಮುಂತಾದುವುಗಳಲ್ಲಿ ಪುರುಷ ಪ್ರಧಾನವಾಗಿರುವುದು.
7. ಹೆಣ್ಣಿನ ಸ್ಥಾನಮಾನಗಳ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಎರಡನೆ ದರ್ಜೆಯ ಪ್ರಜೆಯೆಂದು ಗುರ್ತಿಸುವ ಕ್ರಮ ಹಾಗೂ ಅನೇಕ ನಮಸ್ಕರಗಳನ್ನು ಎದುರಿಸುತ್ತಿರುವುದು.

ಸಮಾನತೆಯ ಪ್ರಶ್ನೆ ಬಂದಾಗ ಮಾರ್ಕ್ಸವಾದದ ಪ್ರಕಾರ ಬಂಡವಾಳಶಾಹಿ ವ್ಯವಸ್ಥೆ ಮತ್ತು ಸಮಾಜವಾದ ದೃಷ್ಟಿಕೋನವನ್ನು ಅಲಿಯಬೀಕಾಗುತ್ತದೆ. ಗಂಡು-ಹೆಣ್ಣಿನ ಸಂಬಂಧದ ಪ್ರಶ್ನೆಯಾಗಲಿ, ಹೆಣ್ಣನ್ನು ನೋಡುವ ಕ್ರಮವಾಗಲಿ, ಬಂಡವಾಳಶಾಹಿ ಮತ್ತು



A STUDY ON INDIAN ORIGIN PRODUCTS IMPACT AND CONSUMER BUYING BEHAVIOR TOWARDS LIFESTYLE PRODUCTS: A STUDY IN BANGALORE

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Abstract:

Twenty years ago, city Bangalore's lifestyles and purchasing trends were no method like to what we see nowadays. With partial selections, customers had few brands to select from. In 1991 Bangalore threw its gates open to worldwide trade, and the condition altered intensely and so did consumerism in Bangalore. Nowadays, customers are failed for choice and entirely recognize that they regulation the market. Producers cater to their urges and give the customer whole control of marketplace trends. In spite of Bangalore having a little per capita income, it still remains a lucrative marketplace, even for fashionable, lifestyle goods. One purpose is Bangalore's great residents. A substantial section of the Bangalore's inhabitants forms the employed population. As overseas trade raised, it opened up many jobs openings and gave the bulk of the employed inhabitant's important spending rule. The mantra of this unit of civilization is 'working hard and paying luxuriously' and are answerable for the present affluent in consumerism. In general, Bangalore clients have a high grade of value orientation and thus brands want to purposefully value their things to rise a base in Bangalore. Also, the Bangalore's purchaser tends to minor himself with goods that connect the message of family morals, traditions, care and fondness. These shades set Bangalore separately from other emerging states. Companies are enforced to significantly tailor their goods to uniform the local market and meet the necessities of consumerism in Bangalore. Lifestyle variations occur due to resulting reasons. The major alteration in revenue, that is if the customer has more cash to employ therefore their life style happening to alter. ife style variations take place for the reason that of dissimilar age group. Life styles can be situation driven new group sweeps originates in and find that new belongings begin to occur, new skill comes, and new habits of undertaking things occurs as we are seeing with the telecom world and the influence of broadcasting on us. The present study will be focusing on Country Origin Effect and Consumer Buying Behavior towards Lifestyle Products in Bengaluru.

Introduction:

Present Scenario of Consumer Lifestyle

Bangalore has finished one billion people. Being a vast state, here persons live four climatic regions, form the moderate north to the humid south, from the parched west to the swamped east, speak single or more of 15 authorized languages, follow numerous spiritual and individual principles, vary extremely in their nutrition habits and communal duties and live composed under changing states of human expansion, from highly prosperous to the utterly poor. Around three quarters of Bangalore's inhabitants live in rural parts and donate one third of the nationwide income.

The high amount of development, development of service area and better employ chances have increased customers throwaway income, advanced new lifestyles and consciousness and a radical alteration can be realized in their buying performance. The Bangalore customers now a day need to live in current and favors a life full of luxury & ease and are not abundant price delicate. They are extremely aware about the produce, value, quality and choices obtainable with them. Bangalore customers trust that branded goods are more dependable. The brand which recognizes and care family morals are more general and believed simply by them. Introduction of credit culture has completed the Bangalore customers to buying products on credit and wage tomorrow.

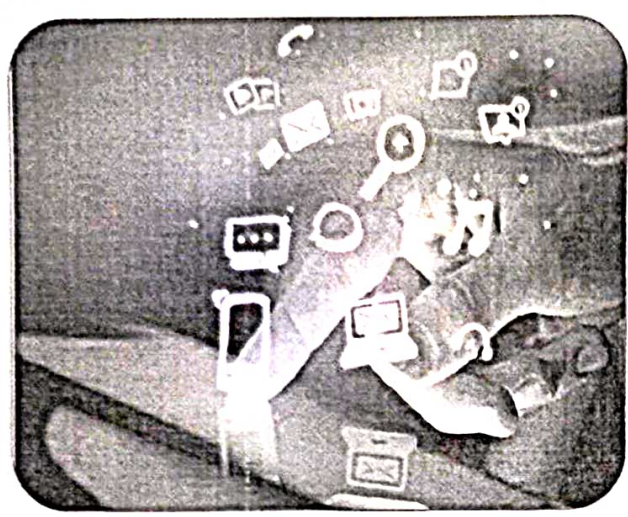
Meanwhile marketplaces are altering rapidly, they make immense. Life- style, merely reflect on what you do, what your views are and what your benefits are. In characteristic marketing linguistic they are actions, benefits and opinions. The Bangalore customer market, which is mainly dominated by young generation, is becoming progressively sophisticated and brand sensible. A distinctive upper middle class young customer is opening to look outside the value aspect of a creation to seek intangibles

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DIGITAL MARKETING: CURRENT TRENDS IN INDIA



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INTRODUCTION:

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organisation to analyse marketing campaigns and understand what is working and what isn't – typically in real time.(1). Digital marketing or marketers monitor things like what is being viewed how often and for how long sales conversion what content works and doesn't work etc., while the internet is perhaps, the channel most closely associated with the digital marketing. Others include wireless text, messaging , mobile instant messaging, mobile apps, pod costs , electronic bill boards, digital television and radio channels ect.,(1)

ABSTRACT: -

The rapidly emerging digital economy is challenging the relevance of existing marketing practices and a radical design of the marketing curriculum consistent with the emerging student and business needs of the 21st century is required to remain relevant to our students and to the ultimate consumers of our output business, the marketing curriculum must evolve with both the changing technology environment and the way marketing is perceived by its own academic architects after an overview of recent marketing trends .his article describe the need for a fundamental change in the teaching of marketing intoday's environment performs a curriculum audit of existing digital marketing initiatives and then details of a new curriculum reflective of marketing in a digital age and an approach to implement it. Finally, the new major is discussed in the context of specific challenges associated with the new age of marketing. The approach developed here provides other universities target to serve as one measure of progress towards a curriculum more in tune with the emerging digital environment.

NEED FOR THE STUDY

Today Digital has become an integral part of everyday life. Accessibility to e-commerce is a necessity for most people, particularly in the urban areas. There are alternative e-commerce platforms for almost every aspect of our lives, starting from purchasing of everyday household items to online broking. In this paper discussed about Digital marketing, the top motivating factors of shopping online and issues related to E-commerce in India.

OBJECTIVES OF THE PAPER

- + To understand the Importance of Digital Marketing.
- + To analyse the Challenges Facing in Digital Marketing in India.
- + To Examine International View in Digital Marketing.

KEYWORDS: Digital marketing, Digital media & Digital Advertising.

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STUDY OF STUDENT BEHAVIOR TOWARDS ONLINE PURCHASE

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ABSTRACT:-

There have been many studies on customer behavior during retail store purchase. But comparative student behaviors during online purchase among undergraduate, graduate & post graduate students have not been studied in depth. This paper tries to compare the customer behaviors among undergraduate, graduate & post graduate students. This study is an empirical research based on survey method. The collected data were coded and analyzed.

KEY WORDS: Retail, Student Behavior and Online Purchase.

INTRODUCTION

World has shrunk into a global mall. Online sales are no longer a choice but inevitable part of marketing. The Government of India has announced several flagship programs namely, Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of these programs will support the e-Commerce eco-system.

One of the major recent lifestyle changes is online purchase by customers instead of retail store purchase. Online purchase is easier for people than purchasing from a store. In order to capture the demand, it is important to identify & analyze the factors which influence student community to shop online. It is also necessary to study the comparative student behaviors among Pre-university, under graduate and post graduate students so that proper strategy to target and position the product can be formulated.

NEED FOR STUDY

Recent trends of student going online and interacting with various applications and behavior change developed in purchase pattern becomes a key area of interest. Students samples of pre-university and graduate courses were analyzed to understand strategic positioning required for this segment

OBJECTIVES OF THE STUDY:

The following are the objectives of the study:

- To find out the behavior of the student while they buy the product
- To analyze the factors those affects student customers attitude towards onlineshopping in India