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Chapter - 1

A Study on Customer Perception towards Online Grocery Industry

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Abstract

Customer perception refers to the customer's feeling about a company or its product. It's built from all the time they have had an interaction with the company or its product and it includes all their expectations, beliefs and experience about the company. If online service providers know the factors affecting customer type and their perceptions and then they can further develop their marketing strategies to convert potential customers into active ones. In this context, the Basic intent of the study is to understand how customers perceive the operations of online grocery service provider-Freshtohome Foods (online meat and fish seller) in terms of assessing company's services are the price at which they offer the products, the quality of the products, their customer support and their delivery services. The primary data were collected through structured interview and four above mentioned four attributes have been taken as the independent variables and are analyzed to find out the overall customer perception regarding the survey.

Keywords: Online Grocery Shopping, Meat, Customer perception

Introduction

The Covid-induced lockdown caused a spike in the digital grocery segment, which has had a favorable impact on the online meat delivery business as well. In 2019, online meat delivery startups such as FreshToHome, Licious, Zappfresh, TenderCuts, and others had a share of around 0.2 percent of the unorganized meat market. According to RedSeer statistics, the online meat delivery market was able to post 2.5-3X gross merchandise value (GMV) over the period January-September 2020, despite the lockout. Addressing the pain issues connected with offline or local butchers, such as hygiene, product options, wait time in a shop, and odour, has allowed meat delivery startups use the situation in the previous eight- nine months, particularly among Covid. People are becoming more cognizant of healthy meat consumption as they become more concerned about how meat is packaged offline with the least amount of human contact. This has become the focal point of the entire farm-to-fork operation, where product contamination is extremely unlikely.

In 2019, India's meat market was valued at around Rs 3.3 lakh crore, with more than 90% of the market being unorganized. Meat delivery startups such as FreshToHome, Licious, Zappfresh, TenderCuts, and others controlled over 80% of the online market, while verticals such as BigBasket, Milkbasket, and others controlled 15-20%, and Swiggy, Dunzo, and others controlled less than 1%. Vertically integrated supply chains with strong quality standards have aided startups in accelerating their expansion. Online meat sales have also increased in ready-to-eat or ready-to-consumer products, since consumers choose to eat at home rather than go out. Being forced to keep themselves at home, people began to have an increased demand for a variety of products such as sausages, momos, and other frozen foods. Following the lockdown in March and April, there were some reservations among consumers about eating meat, which resulted in a decrease in overall meat consumption. Those who ate it, on the other hand, were very concerned about its safety.

The process at FreshToHome involves various aspects such as procurement of fresh raw materials, which is fish or meat in our case, processing it, packing it and routing it into different delivery routes. It’s a highly perishable food product and needs to be maintained within a specific temperature limit throughout the entire process until it is handed over to the customer so that it remains fresh. The project work aims to study the customers perception towards e-commerce business like FreshToHome and the service provided by the company to all its customers.

Need for the Study

The main aim of the research is to determine the level of customer expectation and perception about Freshtohome’s website their products and their services. The purpose of this study is to investigate numerous characteristics and elements such as the price of various products available at Freshtohome, the quality at which they offer their products, the prompt delivery services, and the effectiveness of the customer support systems. Therefore, the purpose of the study is to examine the consumers' post-purchase behaviour and perception towards Freshtohome Foods and the services it provided.

Review of Literature

Tor Wallin Andreassen, and Line Lervik-Olsen 2018, conducted a study on “The impact of customer’s perception of varying degrees of customer service on commitment and perceived relative attractiveness” and found that customer service is a critical factor in achieving a competitive edge and a healthy economy by retaining satisfied and loyal customers. Further based on their findings, they concluded that customer service is a key driver of customer equity and, as such, should be a top concern when it comes to recruiting and retaining lucrative customers.

Gulten Bozkurt 2010 stated that Indians are price-conscious shoppers, a kirana store will never be able to compete with the discounts and deals that a supermarket can provide. They can only provide a few rupees in discounts, and only to customers who buy frequently. On the other side, most supermarkets are having some sort of promotion. Bulk purchases are always accompanied by discounts and special offers. Another approach utilized by internet retailers is the concept of a "loyalty card," which is a means to split profit margins with loyal customers. The goal is to keep consumers and then start rewarding them with a portion of the profits generated by loyal customers. The discount-sensitive Indian buyer, on the other hand, often overlooks the long-term gain. This is because the consumer wanders about the business, providing him a better discount at the point-of-sale, rather than using a loyalty card, which only gives fruit when the loyalty card points accumulate.

Ioannis Tzavlopoulos, Katerina Gotzamani, Andreas Andronikidis and Chris Vassiliadis in their paper “Determining the impact of e-commerce quality on customers’ perceived risk, satisfaction, value and loyalty”, state that quality in e-commerce is a critical issue for its further development, both in Greece and globally, given the intensification of competition and the rapid penetration of the internet in the everyday life. Businesses need to understand the factors that determine the quality in e-commerce to be able to achieve customer satisfaction and reduce perceived risk through improved quality. Given the clear relationship between quality, perceived value and satisfaction, e-commerce businesses have the potential to benefit significantly from improvements in the quality of their services, as this leads to increased levels of perceived value, high level of satisfaction and, hence, enhanced customer loyalty, which is in turn reflected in increased sales, positive word-of mouth, improved reputation, and brand loyalty.

Dr. Vahidreza Mirabi, Hamid Akbariyeh and Hamid Tahmasebifard in their paper “A Study of Factors Affecting on Customers Purchase Intention

Case Study: The Agencies of Bono Brand Tile in Tehran", states that product quality is the primary criteria that affects customers' purchase intention. Multiple studies in the past have found that the quality of the product is the key factor that impacts purchase intention of customers.

Zetty Madina, Noorazlin Ramli, Fatimah abd Ghani, in their research titled "Online Grocery Shopping: The Effect of Time Availability on Malaysian Consumer Preferences" states that customers with limited time on their hands preferred online grocery shopping to traditional store purchases. Furthermore, a general trend in online shopper behaviour was observed in the research paper "consumer behaviour and attitude towards internet shopping" (S Freeman and M Gabbot 1999), where it was discovered that delays or increases in waiting time resulted in the customer abandoning the cart in the middle of the process.

Similarly, a Neilsen analysis titled "Response times; the three crucial limits" (1996) came to the broad conclusion that online shopping websites with a delay of more than 10 seconds lose customer interest.

Objectives

1. To Study the Customer perception towards online grocery business of Freshtohome
2. To Find out the factors which influences the attitude of customers towards online grocery shopping
3. To determine whether customers are satisfied with the existing services provided by Freshtohome.

Hypotheses

1. Price has a significant positive direct impact on Customer's perception towards the company.

   1a. Price has no significant positive direct impact on Customer's

   perception towards the company.

2. Quality has a significant positive direct impact on Customer's perception towards the company.

   2a. Quality does not have a significant positive direct impact on

   Customer's perception towards.

3. Customer Service has a significant positive direct impact on Customer's perception towards the company.

   3a. Customer Service does not have a significant positive direct impact on Customer’s perception towards the company.

4. Delivery Service has a significant positive direct impact on Customer’s perception towards the company.

4a. Delivery Service does not have a significant positive direct impact on Customer’s perception towards the company.

Research Methodology

The research problem identified is that the customer perception towards online grocery industry has not been given its due importance by many firms. As e-markets are on the rise, it is necessary to gauge customers’ attitude towards these and more specifically towards online grocery stores. This study focuses on online fish and meat industry with reference to fresh to home foods. To understand if online fresh fish and meat industry has any scope in the long run. With the help of structured questionnaire, the prime information from 142 customers has been gathered by sending out google forms through social media platforms on various inquiries organized in a poll. Journals of past research works, articles from media, relevant websites, as well as other periodicals from libraries, was referred for the secondary data. The data analysis for this study was done based on the research objectives formulated. The statistical test correlation is done with the help of SPSS software.

Data Analysis and Interpretation

Respondents Profile

Table 1: Basic Detail of the Respondents

Particulars	Category	No. of Respondents	Percentage
Familiarity	No. of people familiar with the brand	107	75.4%
	No. of people unfamiliar with the Brand	35	24.6%
Age	15-24	62	57.9%
	25-34	35	32.7%
	35-49	9	8.4%
	Above 50	1	0.9%
	Total	107	100%
Gender	No. of male respondents	60	56.1%
	No. of female respondents	47	43.0%
Annual Income	Up to 5 lakhs	85	79.4%
	5 lakhs- 10 lakhs	18	16.8%

	Above 10 lakhs	4	4%
Occupation	Unemployed	8	7.5%
	Business	11	10.3%
	Private Sector	9	6.0%
	Government Sector	6	8.4%
	Student	73	68.2%

- Out of the 107 respondents 75.4% were familiar of Freshtohome Foods which suggests that the company is quite familiar.
- The above chart shows 57.9% of respondents were of the age group of 15-24 years of age, 32.7% were of the age group 25-34 years of age, 8.4% were of the age group 35-49 years of age and 0.9% were of the age group above 50.
- The above chart shows 56.1% of respondents were females and 43.9% were males.
- The above chart shows 79.4% of respondents have an annual income up to 5 lakhs, 16.8% have an annual income between 5 lakhs- 10 lakhs and 4% have an annual income above 10 lakhs.
- The above chart shows 68.2% of respondents were students, 10.3% of people own business, 8.4% work in the private sector, 7.5% are unemployed and 6% work in the government sector.

Hypothesis Testing

Correlation test is used to test the hypotheses of the study.

Table 2: Showing the correlation results between price and customer perception

Price			**Customer_Percepti on**
Price	Pearson Correlation	1	.512**
	Sig. (2-tailed)		.000
	N	107	107
Customer_Perception	Pearson Correlation	.512**	1
	Sig. (2-tailed)	.000	
	N	107	107
**. Correlation is significant at the 0.01 level (2-tailed).			

A Pearson Correlation value of 0.512 between Price and Customer Perception indicates that price has a significant positive direct relationship on Customer Perception. Also, a significance value of less than 0.05 indicates that the relationship is statistically significant.

Table 3: Showing the correlation results between Quality and customer perception

Customer_Percept Quality ion			
Quality	Pearson Correlation	1	.456**
	Sig. (2-tailed)		.000
	N	107	107
Customer_Perception	Pearson Correlation	.456**	1
	Sig. (2-tailed)	.000	
	N	107	107
**. Correlation is significant at the 0.01 level (2-tailed).			

A Pearson Correlation value of 0.456 between Quality and Customer Perception indicates that Quality has a significant positive direct relationship on Customer Perception. Also, a significance value of less than 0.05 indicates that the relationship is statistically significant.

Table 4: Showing the correlation results between delivery service and customer perception

Delivery_Service			**Customer_Perceptio n**
Delivery_Service	Pearson Correlation	1	.509**
	Sig. (2-tailed)		.000
	N	107	107
Customer_Perception	Pearson Correlation	.509**	1
	Sig. (2-tailed)	.000	
	N	107	107
**. Correlation is significant at the 0.01 level (2-tailed).			

A Pearson Correlation value of 0.509 between Delivery Service and Customer Perception indicates that Delivery Service has a significant positive direct relationship on Customer Perception. Also, a significance value of less than 0.05 indicates that the relationship is statistically significant.

Table 5: Showing the correlation results between Customer service and customer perception

Customer_Service Customer_Perception			
Customer_Service	Pearson Correlation	1	.616**
	Sig. (2-tailed)		.000
	N	107	107
Customer_Perception	Pearson Correlation	.616**	1
	Sig. (2-tailed)	.000	
	N	107	107
**. Correlation is significant at the 0.01 level (2-tailed).			

A Pearson Correlation value of 0.616 between Customer Service and Customer Perception indicates that Customer Service has a significant positive direct relationship on Customer Perception. Also, a significance value of less than 0.05 indicates that the relationship is statistically significant.

Suggestions

- Freshtohome should come up with various offers and discounts on its products and should be including different other product segments in the product list.
- Freshtohome should come up with various offers and discounts on its products and should be including different other product segments in the product list.
- Freshtohome should also concentrate on some good promotional activities to create more and more awareness about them and their unique services.
- The behaviour of delivery boys affects the overall impression of the company, so they should be given a proper training and orientation on how to mingle with customers.

Conclusion

In conclusion, the “Study of customer perception towards online grocery industry with respect to fresh to home foods Pvt. Ltd” found out to be much relevant. From the above data analysis we can conclude that customers buys goods from the online shopping website on the basis of factors like price, quality, customer service and delivery service. All these factors were taken as the independent variables and were compared with the dependent variable customer perception. The outcome of the research revealed that all the independent variables such as price, quality, customer service and delivery service had a significant positive relationship on customer perception. Majority of the customers were showing a good and positive response towards Freshtohome and the unique service that it provides. The research also shows that majority of the customers were satisfied with the services that provided by Freshtohome. The research showed that fresh products and reasonable price are the two factors that customers look forward to from the company, so the company should ensure that they deliver fresh products at a reasonable price from time.

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Chapter - 2

Impact of Social Media on Buying Behaviour of Customers with Reference to Nike

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Abstract

Companies throughout the world are constantly seeking new ways to reach consumers. Just a few decades ago, television and print advertising were the fundamental components of marketing strategies. In the current era, these traditional marketing streams are just a small segment of the varied approaches used to market and brand products. The increasing focus on social media shaped state of the art advertising and shifted the way companies interact with their target groups. As a result, the effective use of social media has become an essential part of creating and maintaining a competitive advantage. Subsequently, companies now place considerable value on the way in which social media can be used to shape consumer brand perception and influence their buying intention. Companies integrating a strategic approach to the use of social media will have advantages over those that do not.

Here in this research, we are focusing the impact of social media on buying behavior of consumer on NIKE products. Increasing focus on global development and the expansive use of technology in marketing, advertising and promotion have led to shifts in the way in which companies focus on consumers. As per our researcher we have recognized that technology has become a major component in expanding markets and have defined entire marketing strategies around global access to technology. At the same time, advertising and promotion often focus on the psychological, emotional, and social factors influencing consumer behaviors, elements that must be incorporated into technology-based marketing.

Introduction

This study we are focusing the impact of social media on buying behavior of consumer on NIKE products. Increasing focus on global development and the expansive use of technology in marketing, advertising and promotion have led to shifts in the way in which companies focus on consumers. As per our researcher we have recognized that technology has become a major component in expanding markets and have defined entire marketing strategies around global access to technology. At the same time, advertising and promotion often focus on the psychological, emotional, and social factors influencing consumer behaviors, elements that must be incorporated into technology-based marketing.

NIKE frequently focusing on three of the most widely used social media platforms for use in product marketing and branding: Facebook, YouTube, and Instagram. More than any time in the past, company is recognizing the value of the use of methods to engage consumers in a way that continually reintroduces the product, increases the appeal of products, or identifies social components to product experiences. Social media websites have become the center of information distribution on products, including the introduction of new product lines, the creation of brand awareness, and methods to shape consumer behavior.

Nike is a global sports brand based in the United States that focuses on footwear, apparel, and other services in the sports industry. Nike was originally known as the Blue-Ribbon Sports and was founded by Phil Knight and Bill Bowerman in 1964. Since its foundation, the organization has become America's leading sportswear brand and in 2018 was the "most valuab-le apparel brand in the world". Nike is a global brand and has adapted and been the pioneers towards change in the market. Nike's marketing decisions and strategies have led the way for other sports brands to imitate, as they are the leading in market share in the world with global revenues of "more than 34 billion U.S dollars" in the year ended December 2019.

This study will be evaluating the marketing strategies used by Nike and draw upon key consumer buying behavior. Firstly, it is important to look at Nike's marketing mix, this looks at what Nike is offering to its consumers, the 4P's are "Product, Price, Promotion and Place". Also, to look at what their key rivals Adidas are implementing too. Nike Inc.'s corporate mission is "to bring inspiration and innovation to every athlete in the world." The company further states that everybody is an athlete, based on Nike founder Bill Bowerman's statement, "If you have a body, you are an athlete." This mission statement represents the company's strategic goal of reaching out to the global leisure and sports footwear, apparel, and equipment market. The following main components are in Nike's corporate mission statement: Inspiration, Innovation and Every athlete in the world.

As a leading manufacturer of sports shoes, apparel and equipment, Nike Inc. inspires people to adopt a "winner mindset", which is covered in the "inspiration" component of the mission statement. The company's slogan "Just Do It" represents this inspirational goal. Also, Nike's corporate mission statement emphasizes innovation. This component is applied through the company's strategy of continuous improvement of products through new technologies, as included in Nike Inc.'s generic competitive strategy and intensive growth strategies. The "every athlete in the world" component indicates that the company's corporate mission pushes the business to target every consumer in the world. As noted, the company considers every person an athlete. Thus, based on this corporate mission, Nike's products are designed to attract and satisfy a wide variety of market segments globally.

Review of Literature

According to Bajpayee (2022), Nike uses Instagram as another major platform to promote products. Reports suggest Nike has the fourth largest following of any brand on Instagram and with 82.6 million followers on its main profile. Nike utilizes its Instagram account regularly than its Facebook Page, distributing posts on average about once per week. One purpose behind this could be the rising fame of the photograph/video sharing platform, which achieved 1 billion monthly active users prior this year.

Voytyuk (2022) opines thar one product line that uses Instagram to great effect is Nike Running. Collective running and running clubs have surged in popularity in recent years due to their inclusive nature. Nike has capitalized on this by aligning its content on Instagram to reflect this behavioral shift. Unlike Facebook, Nike does not use Instagram to exclusively champion its diverse range of athletes. Nike has utilized the functionalities by likewise playing around with IGTV. Nike has utilized the long-frame video highlight to deliver a progression of narrative style recordings. Working with standard individuals and not just widely acclaimed competitors and influencers. This is something the brand has done reliably, both online and offline, to extraordinary impact

Mahajan (2022) opines that even though NIKE is promoting its major activities through social media, but it is lagging behind with few things. Social media investment remains high. Although spending decreased incrementally from its all-time high of 13.8% of marketing budgets to 11.4% in the survey. Marketing leaders predict spending to increase 73% to reach 19.7% of their marketing budgets over the next five years, on average.

Cheyung (2022) observes that the future of consumer engagement is mobile, social media, with its visual content and short text updates, is ideally suited for mobile engagement. Consumers engage with social media in bitesized chunks throughout the day, making it more likely that companies can connect with them. As they like posts and interact with them, they help marketers build customer profiles, which is also true with digital advertising. However, consumers can amplify marketers' reach by sharing, commenting on, and recommending social posts, which they are less likely to do with digital advertisements.

Research Methodology

This study is on how social media influence buying behavior of consumers on the product NIKE. Overall study is made based on the NIKE's upcoming strategies and existing strategies in influencing consumers regarding products in huge ways. Therefore, the problem of our study is 'How does the increasing influence of Social Media on consumers' purchasing decision-making process differs according to the different stages. Moreover, the influence of Social Media on consumer's purchasing decision-making process has brought new implications for marketers that it would be interesting in further content.

Objectives of the Study

- To evaluate the various channels preferred by customers for buying decision over traditional channels.
- To analyze the impact of social media on customer buying behavior.
- To find out which is the best social media preferred by customers
- To find out impact of social media on consumers with reference to Nike Company.

Sampling Design

The data from 100 people were collected for the analysis. The city selected for the study is Bangalore.

Sources of Data Collection

Primary data was collected by floating the questionnaires to the respondents. Google form containing the questions was sent through WhatsApp, E-Mails to the respondents. We have obtained 106 responses and the data was analyzed.

Data Analysis

A bar chart or bar graph is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a column chart.

SQL Server Reporting Services (SSRS) is a server-based report generating software system from Microsoft. It is part of a suite of Microsoft SQL Server services, including SSAS (SQL Server Analysis Services) and SSIS (SQL Server Integration Services).

Findings of the Study

After analyzing the data and interpreting the results, the following findings are obtained.

- Male belonging to the age group of 18years to 24years purchases more Nike products compared to female. And most of them go on the yearly purchase of products.
- Most of the customers like to buy shoes from Nike and also, they agree that shoes are best products among all other products in Nike.
- Both male and female agree that price is the main downside of Nike products when compared to availability, trend, and quality. However, high price is the positive point to the brand, Nike.
- People always search information about the product that they want to buy before making the actual purchase.
- Instagram is the social media is the best one to reach out to maximum customers and then comes the Facebook. Instagram have huge followers compared to Facebook which makes Instagram the best media.

Suggestions

- Retail units need to be more marketing oriented. Such retail units can understand trends of the footwear retail industry, so that they can increase investment, frequency of getting new products and designs and add newer products.
- A marketing department with well-defined goals needs to be created in the retail units to design marketing planning and to succeed in the competitive markets. Marketing department needs to be headed by qualified experienced marketing professional. A fair chance may be given to the head of marketing to interact closely with all divisions

of the retail unit by establishing marketing department; a retail store can capitalize on these trends rather than be victimized by them

- Retail units to experience better net revenues need to understand customers, availability of new products and offerings of their competition. Marketing can no longer be limited to advertising and public relations.
- The most damaging feature of footwear retail units is they are caught in a "be better "trap surfaces when they build strategies upon a heritage of comparison programmers. These initiatives often accelerate the loss of competitive edge over competitors.

Conclusion

Nike aims to bring inspiration and innovation to every athlete in the world - and it considers everybody to be an athlete! ... Through extensive research and development, the Nike Free shoe was created in response to the recognition that barefoot running can strengthen athletes' feet and legs naturally. In summary, price factor will be the major factor that affects customer in purchasing shoes. In monopolistic market, it's hard to categorize whether it's inelastic or elastic demand as some of the consumer would more concern about the price of shoes but some of them would not. Nike is a well-known, successful company worldwide. Nike maintains a positive, corporate culture within an innovative and profitable company. Nike is more profitable than its competition and dominates the global athletics and footwear market. Furthermore, Nike has more followers on its social media than all of its competition and is able to target specific audiences through multiple pages, such as Nike football or Nike Women. Social media plays a key role in Nike's marketing strategy and is a key reason for its strong brand name.

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Chapter - 3

Celebrity Influence on Consumer's Buying Decision: A Case Study on Nykaa

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Abstract

Popular personalities can convert into excellent salesmen. Giving the world a familiar and well-known face is considered to be the fastest and safest way for brands to develop an association and a bond in the mind of its consumers. Whenever the consumers come across an actor or the most loved sports figure endorsing a product, immediately that product attain credibility because celebrity endorsement is a technique which features celebrities to endorse a product. These celebrities need not to be necessarily an international superstar, but they should be extremely familiar to their target audience.

We see celebrities in television, film, radio, magazines and where not, celebrity endorsements get about billions and trillions yearly and are highly recommended in the dreamy world of advertisements to promote their products. And from consumer‘s perspective, they want to own that brand which enjoys a good reputation in the market and then when it is involving a well-known celebrity with that brand, it becomes all the more alluring and consumers feel that by using such brands they will gain some status because celebrity endorsed products satisfy this longing of enjoying a brand that comes with symbol of status. Marketers make use of celebrities to endorse their products in order to give their brand advantage and edge over its other competitor. But employing a celebrity to satisfy the very purpose requires deep understanding and many other considerations have to be weighted.

Introduction

Consumer behaviour is the study of people, groups or associations and various activities which are related with the purchasing, usage and disposal of all goods and services available with the consumers. Cosmetic product is one of such goods available with the consumers in a large variety. It is an item which is used to enhance the external appearance of a human body. For example, all kinds of make-up products, toothpaste, soap etc. Indian cosmetic industry includes skin, hair, colors and oral care and is estimated at 30 billion Indian rupees in 2017.

Since 1990s with the liberalization along with the crowning of many Indian women in beauty contests with two Miss Universe (1994 and 2000) and four Miss World Crowns (1994, 1997, 1999, 2000) the Indian cosmetic industry has gained momentum. Indian purchasers are more disposed towards herbal and organic cosmetic products. It is broadly trusted that alongside the developing fame of yoga, the win by Indian marvels on the International platform contributed to the industry at a high level.

The Indian cosmetic industry has proved to one of the unique industries carrying high potential for future growth. The market share of the industry is expected to grow at 18% per annum and the output of the industry is expected to grow at 20% per annum. This growth is majorly expected because of the increased demand of herbal/organic cosmetic products.

The source of this boom in Indian cosmetic industry is the increased awareness among the people which led to high demand of the products, especially organic or herbal products with the introduction of Patanjali products. The top leading companies in India are Lakme, Revlon, Oriflame Cosmetics, Biotique, Himalaya Herbals, VLCC, Dabur etc.

Review of Literature

- A Study on consumer behaviour towards cosmetic products: a case of Delhi NCR by Parul Oberoi & Prerna Oberoi.

  The study was to analyse the buying process and the effect of media communication on buying behaviour on consumers. The study was to find how consumer behaviour factors influence the purchasing of cosmetics and to find out the influence of income level on the behaviour. The research was carried out to study the demographic profile, factors affecting the decision, most widely used cosmetic product, buying pattern and brand preference of the respondents. The study demonstrated that age, occupation and marital status have positive impact while salary has no critical effect on the buyers' attitude towards such items. The research aimed at studying the awareness of consumers towards herbal products and find out the factors influencing their purchase of herbal products.

- A Study on the Impact of Celebrity Endorsement on Consumer Buying Behavior by Humaira Mansoor Malik & Muhammad Mehtab Qureshi.

  The study was to analyse to discover and investigate the current state of consumer‘s perception about celebrity endorsements. To understand the effectiveness of celebrity endorsement. To identify the key factors which may influence consumer‘s buying behavior through celebrity endorsements. To examine the impact of celebrity endorsements on consumer‘s purchase intentions. To draw a meaningful conclusion from the study.

- A Study on impact of celebrity endorsement on consumers buying behavior by Muhammad Amir Adam.

  The study was to analyse a celebrity wouldn‘t mean that a cosmetic will actually produce the desired result to you or your skin as it did to the celebrity endorsing it, so as the research suggests, attractiveness of a celebrity has a no relationship with purchase intention. The celebrity endorsing a product has an image that goes with the product he/she is endorsing. Often consumers think that using such celebrity endorsed cosmetics will make them look more glamorous and classy.

- A Study on celebrity endorsement on cosmetic products and its impact on sales in Jakarta by Juliana Berewot.

  The study was to analyse the companies will have to also consider when it is the right time to carry out the endorsement strategy based on the current season and trends. The customer perception and attitude towards the celebrities also has an influence in whether the brand is truly to be followed by consumers for brand recall, or just another ploy to gain more sales. The effectiveness of celebrities plays important role in promoting products since it can attract consumers and increase the sales.

Consumer Awareness

The study was to analyse that Nykaa is known for selling 100% genuine products and has successfully well-established trust over other retailers like Flipkart, Amazon. This is yet another reason why the respondents have a strong loyalty and affinity for shopping on Nykaa. Nykaa is popular for its discounts and offers at Praxis hostel. Nykaa is known for offering many deals and offers to its customers so that they keep on purchasing items from the portal. During the festive time, the brand comes up with great deals and offers which is just what customers want especially during festivals. The number of women shopping online is limited and since Bollywood has a much wider reach, the purpose of having a brand ambassador is to reach the masses. Through their content, communication, and engagement plan; we intend to reach the next million users. At this stage of their growth, when they are trying to reach out to the next 100 million women out there, TV is a very integral part of their strategy.

Customers get affected by price followed by major parameters like Brand image, Product Description, Tune/music used in an Ad, Animation/theme used in an Ad and celebrity endorsement. Majority of the respondents are influenced by Social media ads and TV.

The study was to analyse that Nykaa is one of the best beauty and personal care product brand. Nykaa has now gained an excellent customer base. The best way to market a product is to use the digital platforms. Even when you market it digitally, it is important to keep it perfect to be able to attract more audience. Social media interaction is extremely important to keep the customers proper and in a track. They knew the right way to get into the minds of the target audience and also to retain the customers. Their main target audience were the people who were students and professionals who do not have enough time to go to a physical shop and buy the required cosmetic.

Research Methodology

Quantitative approach is the method used in the research. This method helps to analyse the data statistically or we can say that numerical analysis is done through questionnaires and surveys. Quantitative method focuses more on gathering numerical data and generalising it across groups of respondents or to explain a particular phenomenon.

Objectives of the Study

1. To identify the relationship between trustworthiness, expertise, attractiveness of celebrity and consumer buying behaviour for Nykaa.
2. The impact celebrities have on the consumers buying intention in regards of credibility.
3. The impact that celebrity endorsement creates on its consumers in terms of product fit match between the product/brand and the celebrity.
4. To see how celebrities transfers meaning to the products endorsed by them and to what extent does it shape their buying intention.

5. To judge the effectiveness of celebrity endorsement in female segment in the field of cosmetics.

Sampling Design

Convenient sampling was adopted in selecting the respondents to collect the data. Data has been collected from a sample of 50 respondents.

Sources of Data Collection

Primary Data

Primary data was collected through an online questionnaire to a set of respondents who are believed to have desired information.

Secondary Data

Various published articles regarding consumer buying behaviour and about the company Nykaa were referred for the secondary data collection.

Data Analysis

The analysis of the demographic variables which were collected through the medium of questionnaire has been done as per the objectives in the following manner:

36% of the respondent encounter celebrity endorsed advertisement occasionally, 16% of them encounter hardly and 24% of the respondent encounter very often or may be never respectively.

In this diagram majority of the respondents thinks non celebrity endorsed advertisements catches their attention and little less respondents think that celebrity endorsed advertisements catches their attention to buy cosmetic products.

In this diagram majority number of respondents said they do not get influenced by celebrity endorsement to buy cosmetic product. While few respondents said that they get influenced by celebrity endorsement and few said may be as they were not sure about.

Findings of the Study

- 50% of the total respondents who are the users of cosmetic products females while males who are the users of the same contribute 50% of the total respondent rate.
- The total respondents, nearly 57% of the respondents who buy cosmetic products lie in the age group of 15-25 years. Thus, it can be said that those who majorly demand and buy the cosmetic products are the youngsters.

- Majority of the respondents buy cosmetic products frequently.
- Maximum of the people look over Price, Features, Brand, Advertisement, Durability, Product Assurance, and almost maximum of the respondent look for branded products.
- 32% of the respondent buys cosmetic product from Permanent stores, only 24% respondents buy from Internet and shopping mall respectively. And 20% of the respondents buy from Medical store.
- Maximum of the respondent prefer to purchase Ayurvedic and Herbal products. Majority of the respondents thinks non celebrity endorsed advertisements catches their attention and little fewer respondents think that celebrity endorsed advertisements catches their attention to buy cosmetic products.
- Maximum number of respondents said they do not trust celebrity endorsed advertisement at all.
- Majority of the respondent choose not applicable because they do not find any celebrity has influenced their purchasing power. Whereas few of the respondents find Actor/Actress, Bloggers, Sportsperson influence their purchasing decision.
- Almost 38% of the respondent says discount motivates them to purchase cosmetic products.
- Almost 64% of the respondent says that they purchase beauty products online.
- Maximum number of people said that when they purchase cosmetic products online they prefer Nykaa most of the time.
- Maximum numbers of people are strongly influenced by the Nykaa products with all the factors like the availability of brands Affordability, personalized customer service, quality, delivery system, packaging, discounts/gifts, social media influencers, brand name.
- Highest numbers of people are new and potential customers of Nykaa.
- Maximum of the respondent agree with the level of satisfaction 50% of the total respondents who are the users of cosmetic products females while males who are the users of the same contribute 50% of the total respondent rate.
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Suggestions

Nykaa can pitch its beauty products for men which apparently do not have a great reach amongst the consumers. As people are being more conscious about their skin, they are shifting to herbal products. Nykaa can promote its herbal products in order to increase its consumption which leads to increase in sales. The company can avail gift vouchers to its potential customers and new customers so that they can attract them to repeat their purchase.

Conclusion

Cosmetic Industry forms a major portion of the entire market in the world. Indian cosmetic industry includes all kinds of make -up products, soaps, toothpaste etc. and since 1990s after liberalization; this industry has gained the momentum, touching the mountains and the clouds. The growth is expected to grow at 20% per annum and this growth is majorly expected from increased demand of the herbal or the organic products (with the introduction of Patanjali Products). Many new companies are building their new role and finding a new place in this industry and the old ones are trying to increase their respective shares in the market.

In India, the overall demand for the cosmetic products tends to increase but the reasons for rapid increase in its demand may vary. Some may demand due to the skin problems, some may demand due to the hygienic maintenance (they want to keep their skin free from serious affects like pollution of India) while some may demand out of the fashion design and so on.

So, this study has been carried out in order to find and illustrate the different factors that would lead to the demand of the cosmetic products. For simplicity, the factors are divided into 3 broad categories- Social, Cultural and Psychological.

More consumers are entering into the industry of cosmetic products as seen by the findings of the research study because of the benefits it offers to the costumer such as glowing and fresh skin, no marks and antimarks, image of stylish and confident, treated as updated with the fashion and its following design, healthy skin and so on. In other words, the main motivating and the influential factors (in terms of average) seen during the entire research is the information followed by influences and past experiences in affecting consumer behavior towards purchasing the cosmetic products. As a result of these motivating factors, consumers are buying the different types of cosmetic goods.

In order to have the more scope of this industry, it is necessary to increase the awareness among the people regarding the use of cosmetic products and the benefits provided by them and, if required, to change the mind-set of the people. A huge buyers and sellers across demographics are buying these products due to the changing lifestyles that emerge due to the generation gap and the change in the shopping habits.

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Chapter - 4

A Study on Car Loans at Tata Capital Ltd.

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Abstract

A car loan is an amount of money taken from a lending provider to purchase a new or used car. The individuals agree to repay the total amount of the loan along with the lending interest rate amount to the lender (often banks) as and when required.

Individuals can choose a car from a list of models and manufacturers in India according to their annual income and budget. Presently, a common man can fulfill his dreams of purchasing a car by getting an auto loan. According to your requirements and financial situations, you can get auto loans from a variety of auto financing services such as Mahindra Finance, Tata Capital and State Bank of India loans.

For example, if you are thinking about financing options with Tata Capital, you must first give your information regarding the type of loan to the company. The Tata Capital associates will then get in touch with you to assist with the loan eligibility amount and the different offers and schemes available with their bank.

These days, almost everyone has the desire to buy a car which best suits them according to their requirements. If you are one that has the desire to have a car, then simply fill the through website.

Introduction

Banks have variety of schemes under Personal Finance to satisfy varying needs of the banking public. Banks provide credit in the form of overdraft or loans. Overdraft facility is generally provided on current account. Overdraft is a service provided by a bank to utilize money even when there is no balance in the customer's account. It is a form of credit and one has to pay interest for the overdraft drawn. It is an arrangement made to cover the cash shortages. The rates differ from bank to bank and depend on the time period also. It is not suitable for long period of time. Bank loan is the money which one borrows from the bank for a specific purpose for specific period with agreement for interest and repayment periods etc.

Following are some of the Popular Loan Schemes Offered by Banks

1. **Housing Loans:** Finance is provided for purchase of a new House. Loan is also given for the purchase of land and constructions of house on the same. The rates of interest to be charged depends on two factors firstly the amount of loan and secondly the time period for which the loan is required. The rate of interest may be fixed or fluctuating. In case of fixed rate of interest the interest rate remains the fixed throughout the period of loan in spite of the fact that the current rate of interest may be different the rate at which the loan was obtained. In case of fluctuating rate of interest the rate of interest changes according to the current rate in the market.
2. **Personal Loan:** Finance is provided to meet out all personal needs like renovating the house, purchasing a computer, marriage or medical expenses etc.
3. **Travel Loan:** Finance is provided to meet out the travel cost of the customers either domestic or for international visits.
4. **Car Loan/Vehicle Loan:** Finance is provided for purchase of car or other vehicles either for personal or business purposes.
5. **Education Loan:** Finance is provided to meet out the education cost of children of the customers.

Benefits of Car Loans

Auto Loans Have Many Benefits. Some Of The Benefits For Applying For Car Financing Loans In India Are Given Below:

1. People using a car for their business purpose can claim part of the interest and depreciation charges as expenses against taxable income.
2. Monthly payments can be directly debited from your bank account.
3. If you're paying fixed payments, the terms of the agreement allow for more accurate budgeting and protect you against any interest rate fluctuations.

Types of Car Loan

There are several different types of auto loans so that every individual will find at least one auto loan that is able to meet their requirements.

New Car Loan

A new car loan is taken out to purchase new vehicles generally from dealerships. As citizens of India are getting higher pay packages, many salaried and self-employed individuals are looking to get their dream car.

Many individuals have the cash in hand and they prefer to purchase a new car on the spot. This however does not apply to the majority of those falling under this category. Most people will contact banks for information about their auto loans and look to proceed from there. At BankandFinance.com, provide you with this information along with the lowest lending interest rate from various auto loans providers such as Bajaj Finance, Tata and Mahindra.

There are many banks which provide new car loans with less loan rates in India. As the financial market fluctuates in India, there may be an increase in the lending interest rate for new car loans. Because of this situation, be careful when it comes to getting an auto loan and plan according to your financial situations and position. Use our loans calculator to calculate the amount which you will need to pay every month.

Used Car Loans

Used auto loans are taken by the borrower to purchase a used car from either a second hand car dealer or an individual seller. There are a number of lending institutions which provide used car loans in India. Before going for a car loan, check the various offers and schemes from Bajaj Finance and other providers.

Sometimes people can’t afford to buy a new car and in such cases, going for a used car is the best option. The amount of money that you can afford per month should also be taken into consideration in order to take the right decision for auto loans from top banks and lenders such as ICICI, AXIS, HDFC, SBI and Bajaj Finance.

To get used auto loans, banks usually charge a high lending interest rate. It’s always good to check with banks about the lending interest rate because buying a used car in India will definitely be cheaper than purchasing a new car. The depreciation of used cars is always less than that of a new car. In most cases the owner of a car will apply for auto insurance for the used car and the cost of insurance will be lower. Get car loan quotes instantly by filling in your personal details in our form.

Need For the Study

- Presently all car financing companies are giving very attractive schemes to their customers and this study is aimed at, what is in the mind of customers with reference to the applying for car loans in Karnataka and Andhra Pradesh.
- At several Banks, they realize that owning a car has increasingly become a necessity. But they also realize that the price tag of the dream car may be just outside the immediate grasp. Car Loans are just to give what customers need to bridge the gap.

Objectives of the Study

- To Study the awareness of the car loans among the customers.
- To Study the car loan provided by Tata Capital Ltd. to their customers.
- To Study the detailed procedure involved in the sanctioning of car loans.
- To know about the customer perception towards the car loans.

Scope of the Study

The scope of this particular research is based on the perception of the relevant customers towards car loan which is limited to the area of Bangalore, Karnataka State and Andhra Pradesh state.

- It helps us in gaining independent knowledge about customer perception towards car loan.
- It helps in evaluating the effects of several parameters while choosing a car financing company.
- It can provide prospective information to potential customers.

Limitations of the Study

The Study Report Consists of Few Limitations

- The report has been conducted within a limited time frame.
- Only selected Branches and Banks have been considered for the study.
- Samples were selected conveniently.
- The sample size does not represent the total population.
- Respondents not give properly exact information.

Research Design Methodology

Sources of Data

Data collected for the project study is inclusive of both primary as well as secondary data.

- Primary Data
- Secondary Data

Primary Data

Primary Data is firsthand information that the researcher collects. It helps in collecting useful and most accurate information that is needed for the researcher to do his research.

Primary Data will be collected from Tata Capital Ltd. clients who are already using the services of Tata Capital Ltd., for the descriptive information. The purpose of this study is to find out perception of clients in the population (what percentage) and mainly concentrate on Bangalore city about car loan by Tata Capital Ltd.

Sources of Primary Data

1. Questionnaire

Secondary Data

Secondary data is what the researcher collects from different sources. It also help researcher to get elaborate information to do his research.

Sources of Secondary Data

1. Internet
2. Journals, Magazines, Company Manuals
3. News papers

Sampling Units

The respondents of the questionnaire are categorized are the customers of the Tata Capital Ltd.

Sample Size

Survey is conducted for 100 respondents who are the customers of Tata Capital Ltd.

Sampling Technique

The respondents were interviewed with the help of a well-structured questionnaire. Convenience sampling was used.

Statistical Tools

- Bar Diagram & Pie Chart
- Percentage Analysis

Company Profile

Industry Profile

What Is a Captive Finance Company?

A captive finance company is a wholly-owned subsidiary that finances retail purchases from the parent firm. They range from mid-sized entities to giant firms depending on the size of parent company.

The basic services of a captive finance company include basic card services like a store credit card and full-scale banking. This can offer the parent company a significant source of profit and limit the amount of risk exposure.

Understanding Captive Finance Company

A captive finance company is usually wholly owned by the parent organization. The best- known examples of captive finance companies are found in the automobile industry and the retail sector. When it comes to the auto sector, captive finance companies offer car loans to buyers in of need financing. Some examples include General Motors Acceptance Corporation, Toyota Financial Services, Ford Motor Credit Company, and American Honda Finance.

Notably, after the bankruptcy of General Motors in 2009, GMAC (General Motors Acceptance Corporation) underwent a name change to Ally Bank and rebranded as Ally Financial in 2010. Each company represents the financing and credit divisions of the larger brand name automobile manufacturer.

In contrast, retailers use captive finance companies to support store card operations. Store credit cards offer customers various benefits for shopping at specific stores, including free shipping, additional discounts, and amplified rewards with every purchase.

It also helps the parent company reduce risk exposure. The captive company ends up incurring losses rather than the larger corporation when a customer defaults on a store card or fails to make a payment. This enables the parent company to increase sales and avoid the struggle of outsourcing funds from outside lenders. Furthermore, the larger corporation also receives interest from store cards issued by captive companies.

A captive finance company is a wholly-owned subsidiary of an automaker or retailer that provides loans and other financial services to the customers of those companies.

Captive finance companies provide store credit cards for retailers and full-scale banking, including multi-year auto loans.

Their purpose is to provide the parent company with a substantial source of profit and also limit the company's RISK EXPOSURE.

Advantages of a Captive Finance Company

A captive finance company can be a significant driver of sales and profit growth for larger corporations. Customers with store credit cards often have an incentive to spend more at the specific store and benefit from the convenience of owning the card. As for the bottom line, the larger company receives interest payments from past due accounts. This helps fuel earnings growth and profitability.

Loans from a captive finance company can be mutually beneficial for customers as well. Obtaining loans from a captive finance company involves minimal guesswork as rates and payment schedules are often predetermined. Sometimes captive finance companies offer lower loan rates than other types of loan companies. In the auto industry, they can also extend loans to buyers with below-average credit, as they control both the loan and purchase in one sitting. The auto finance landscape is becoming increasingly competitive, with more buyers arriving at showrooms (or used car lots) with pre-approved credit from direct lenders. Dealers find it challenging to present truly competitive offers. Those who do so by leveraging analytics to build risk-based pricing models are able to widen margins while accelerating loan origination. Data-driven tools also help lenders streamline regulatory compliance, improve fraud detection, reduce process failure rates, enhance customer communications, and allocate capital more strategically. Specialized operating models for such analytics practices enable their cost- effective deployment—at scale.

To succeed in today’s market, auto finance providers must adapt to changing customer behavior and volatile economic conditions. Not only have consumers become more cautious, but they have access to a wider range of financing options than before as lenders from slower- growing consumer credit segments move into the market. A growing proportion of customers use the internet to scout for the best deals, including financing incentives. The competition has become progressively more intense, and with more buyers arriving at the showroom or used car lot with pre-approved credit from direct lenders, dealers are challenged to present competitive offers.

The best-performing auto finance companies meet these challenges through more intelligent business processes at every stage of the product cycle. They apply leading-edge analytics to build risk-based pricing models that widen margins while accelerating loan origination. They create more agile systems for directing account management resources toward high-risk customers. And they use smarter collections and recovery strategies that cut default rates. As a result, the most successful firms find new opportunities in a demanding marketplace while making the most of the portfolios they already have.

As the market has become less predictable, many auto finance providers are finding that traditional statistical models—based mainly on credit bureau data-are no longer adequate. With more lenders chasing every deal, risk organizations must work quickly to make intelligent acquisition decisions. They also need enhanced vigilance to manage booked portfolios in the face of increased risks from default, early closures, repossession, skips, and fraud. Moreover, they must constantly monitor key performance metrics to ensure that investments in improved processes pay off. Increasingly, they are turning to advanced analytics to meet all these needs. While advanced analytics offer considerable promise for more efficient auto finance operations, off-the-shelf solutions cannot meet the unique needs of individual businesses. Modeling techniques and data sources must be customized for each application.

Car Loan Providers in India

1. Commercial Banks
2. Private Local Auto Financiers.
3. Corporate Auto Financiers.
4. Co-Operative Banks
5. Non Banking Financial Institutions

Company Profile

Tata Capital Limited is a subsidiary of Tata Sons Limited. The Company is registered with the Reserve Bank of India as a Systemically Important Non Deposit Accepting Non Banking Financial Company (NBFC) and offers fund and fee-based financial services to its customers.

We only do what's right for you

The Tata's are amongst the most respected business houses in the world. Tata Capital aims to bring the trust and expertise of the Tata's to an economically and socially relevant sector like financial services.

The essence of brand Tata Capital is encapsulated in our brand proposition – 'We only do what's right for you'. The proposition reflects our strong resolve to deliver financial solutions that are 'right' for our customers and the society at large.

Tata Capital seeks to build strong relationships with its customers and deliver superior and consistent customer experience across all products and touch-points.

Origination of Company

U3e beginning of the Tata Group can be traced back to 1868, when Jamsetji Tata established a trading company dealing in cotton in Bombay (now Mumbai.

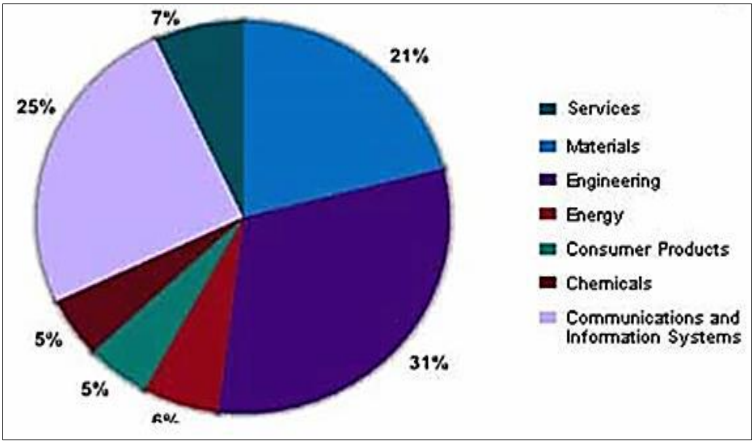
This was followed by the installation of 'Empress Mills' in Nagpur in 1877. Tajmahal hotel in Bombay (now Mumbai) was opened for business in 1903.

Sir Dorab Tata, the eldest son of Jamsetji Tata became the chairman of the group after his father's death in 1904. Under him, the group ventured into steel production (1905) and hydroelectric power generation (1910).

After the death of Dorab Tata in 1934 Nowroji Saklatwala headed the group till 1938. He was succeeded Jehangir Ratanji Dadabhoy Tata.

Tata Group is an Indian multinational conglomerate.

Company headquartered in the Bombay house in Mumbai, India. Tata Group is one of the largest companies in India by market capitalization and revenue. It has interests in communications and information technology, engineering, materials, services, energy, consumer products and chemicals.



The Tata Group has operations in more than 80 countries across six continents and its companies export products and services to 80 nations. The Tata Group comprises 114 companies and subsidiaries in eight business sectors, 27 of which are publicly listed.

65.8% of the ownership of Tata Group is held in charitable trusts. Companies which form a major part of the group included Tata steel (including Tata Steel Europe), Tata Motors (including Jaguar and Land rover), Tata consultancy services, TATA technologies, Tata tea (including Tetley), Tata chemicals, Titan industries, Tata Power, Tata communications, Tata sons, Tata telservices and the Taj Hotels.

The group takes the name of its founder, Jamsedji tata, a member of whose family has almost invariably been the chairman of the group. The current chairman of the Tata group is Ratan tata, who took over from J.R.D. Tata in 1991 and is one of the major international business figures in the age of globality. The company is currently in its fifth generation of family stewardship. TATA Group's 114 companies are held by its main company Tata sons and the main owner of Tata Sons are various charitable organizations developed and run by Tata Group. Out of which JRD Tata Trust & Sir Ratan Tata Trust are the main holders? About 65% ownership of Tata Sons which is the key holding company of the other 114 Tata Group Company is held by various charitable organizations.

The 2009, annual survey by the Reputation Institute ranked Tata Group as the 11th most reputable company in the world. The survey included 600 global companies. The Tata Group has helped establish and finance numerous quality researches, educational and cultural institutes in India. The group was awarded the Carnegie Medal of Philanthropy in 2007 in recognition of its long history of philanthropic activities.

Tata gets more than 2/3 of its revenue from outside India. In June 2011, based on market value Tata Group has become India's wealthiest group with $98.7 billion.

Tata Capital Ltd.

Tata Capital Limited is a subsidiary of Tata Sons Limited. The Company is registered with the Reserve Bank of India as a Systemically Important Non Deposit Accepting Non-Banking Financial Company (NBFC) and offers fund and fee-based financial services to its customers. A trusted and customer-centric, one-stop financial services provider, Tata Capital Limited caters to the diverse needs of retail, corporate and institutional customers, directly or indirectly, through its subsidiaries across various areas of business namely the

Commercial Finance, Investment Banking, Private Equity, Infrastructure Finance, Securities, Wealth Management, Consumer Loans, Cards and Travel Related Services.

Tata Capital is headquartered in Mumbai and has a wide network of over 100 branches spanning all critical markets in India.

Vision & Mission

Mission

"To be a competitive value provider in international business for Group companies and all our partners"

Vision

- Our philosophy is rooted in the Tata Group's core values: Integrity, Understanding, Unity, Excellence and Responsibility. It is our vision to exemplify these core values in the financial sector and become the leading financial services company in India with a global footprint.
- We aspire to become a pioneering and forward-looking organization that is collaborative, nimble, innovative and responsive to the changing financial needs of our clients. We strive to be a reliable and a result-oriented custodian of our clients' finances.

  We seek to create an amicable atmosphere of collaboration, understanding and unity, to ensure happy, motivated and engaged employees.
- We seek to be trusted, admired and respected amongst all out stake holders, customers, employees, regulators, shareholders and the community at large.

  We wish to achieve our vision by only doing what's right.

We only do what's right for you

- The essence of brand Tata Capital is encapsulated in our brand proposition – 'We only do what's right for you'
- The proposition reflects our strong resolve to deliver financial solutions that are 'right' for our customers and the society at large.
- We seek to build strong relationships with customers via deep understanding of their needs, strong financial expertise and the delivery of superior and consistent customer experience across all touch-points.

Brand Charter

- We choose to put our customer's interest above ours, and fulfill their needs.
- We choose to use our expertise to get the best results for our customers.
- We choose to innovate and come up with new ways to fulfill our customers' needs.
- We choose to make promises we can keep, and keep the ones that we have made.
- We choose to believe that we enrich our customers, and not just make them rich.
- We choose to be humble and courteous with everyone who walks through our doors.
- We choose to respect our customers and colleagues, and in turn gain their respect.
- We choose to earn our stakeholders' trust and not just expect it.
- We choose to let not just our expertise, but also our conscience lead us.

Corporate Sustainability

- We at Tata Capital believe that corporate sustainability is a cornerstone for business operations.
- Tata Capital is a socially responsible corporate citizen and a socially committed organization. We have always made sincere efforts to protect the interests of all our stakeholders and contribute to society.
- With a view to make a meaningful and positive contribution, we have identified four key areas of work - Livelihood & Employability, Health, and Education & Environment.

A Unique Customer Centric Business Model

- Tata Capital aims to build itself into a customer centric organization and thus supports a front end which is truly based on customer convenience.
- All products and services of Tata Capital are offered to the Retail, Corporate and Institutional customers via a unique common sales and service structure - a 'one stop shop' for the customer, servicing his entire financial requirements through a 'single window'.

Commercial Finance

- With its wide array of products and customized service, our commercial finance business, helps small, medium and large corporate grow their business.
- Our team of handpicked professionals offers in-depth expertise to help customers keep pace with the changing marketplace and offer them appropriate solutions to meet their ever-growing financial needs.
- Our range of offerings includes Term Loans, Working Capital Loans, Channel Finance, Equipment Finance, Lease Rental Discounting, Bill Discounting Letter of Credit and Bank Guarantee.

Services Provided By Tata Capital Ltd.

Commercial Finance

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Investment Banking

Tata Capital Investment Banking services help Institutions and Corporate manage and grow their business via high quality financial advisory services and capital market solutions. Our team of dedicated and experienced professionals understands the needs of its customers and offers them cost-effective solutions from a bouquet of services comprising M&A Advisory, PE Syndication and Debt and Equity Capital Market services.

Private Equity

Tata Capital's Private Equity business identifies, funds, nurtures and profitably exits companies, with significant growth potential. Our team looks to create value in these companies, beyond its role as a financial investor, by supporting them in areas like strategy, business development, manufacturing, marketing, technology, treasury and facilitating overall improvement and growth of the company's operations. To enable this, the team leverages the vast business management experience of the Tata's across different sectors of the economy.

Infrastructure Finance

Our Infrastructure Finance business caters to the specialized needs of the infrastructure sector. With an array of attractive finance options to suit the varying needs of its customers, both large and small and backed by a reputation of reliability and trust, it brings a promise of quality and world class service. Our range of offerings includes Equipment Finance, Project Finance, Equipment Rentals, Working Capital Loans, Bill Discounting/ Factoring, Refinance, Top up Loans and Loan Syndication

Securities

Tata Securities Limited, a wholly owned subsidiary of Tata Capital Limited, offers, both institutional and retail customers, quality products and services like equity trading and research. With a strong research and execution team, and uncompromising ethical standards, Tata Securities strives to work in the interest of its customers and has successfully built a franchise of strong relations.

Wealth Management

Whether it is selecting the right investment opportunity, growing a financial portfolio or building a retirement nest, our Wealth Management team guides our customers at every step. Backed with strong research capabilities and a deep understanding of our customers, our team helps recommend and execute a customized financial strategy that is just right for our customers. The spectrum of offerings includes, Financial Planning Services, Retirement Planning Services, Third party investment products like Portfolio Management Services, Private Equity/Venture Capital Funds, Structured Products, Mutual Funds, Fixed Deposits and Bonds

Consumer Loans

Our wide range of consumer loans helps ensure that the dreams our customers want to realize today, are not put off for tomorrow. With a deep understanding of our customers' needs we are able to guide them at every step and offer them specific financial solutions. Our Consumer Loans include, Home Loans*, Auto Loans, Personal Loans, Business Loans, Education Loans, Loans against Property, Loans against Shares#, Loans against Gold.

Tata Cards

The Tata Card* combines the convenience of a powerful credit card with a rewarding membership to the Empower program. The credit card allows customers to earn points and the Empower program, India's first multi-brand loyalty program, offers them the advantage of redeeming these points across several loyalty programs.

Travel Related Services

Our travel related services helps cater to a range of travel needs - from planning customized holiday packages for individual customers to group travel arrangements for corporate customers. Our focus on service quality and transparency is supplemented by our commitment to optimize the cost, comfort and convenience for all our customers. Our wide range of services includes Airline ticketing, Visa & passport facilitation, Hotel accommodation and Cars-hire & surface transport.

Forex Services

TT Holdings & Services Limited, a wholly-owned subsidiary of Tata Capital Limited offers a complete range of travel related foreign exchange products.

Our wide range of services include travelers cheques, foreign currency notes, foreign currency denominated pre-paid travel cards, inward money transfer service and other associated travel related products like travel insurance, prepaid calling cards.

Affiliates

Financials Limited is a BPO and KPO unit specializing in the area of financial services and owned by Tata Capital Limited, Tata Sons Limited and others.

Tata Capital Limited also owns around 4% of the equity capital of (Development Credit Bank), a new generation private sector bank with a network of 80 state-of-the-art branches across 10 states and two union territories.

Strategic Alliances

With Mizuho Securities Co. Ltd. to foster business cooperation in private equity, investment banking including cross border mergers and acquisitions, securities business including broking and distribution, structured finance and other business areas such as wealth management. With Mizuho Corporate Bank Limited (MHCB) to foster business cooperation, enhancing cross-market value creation capabilities, strengthening competitive advantages in addition to aiding each other in gaining a deeper understanding of the Indian and Japanese markets. As part of the understanding, Tata Capital and MHCB will cooperate in a wide-range of business areas. Some of these include Ninja Loans, Project and Infrastructure Finance and Treasury Products.

With Mitsubishi UFJ Securities Co., Limited to establish a basis of cooperation in a wide range of strategic business areas that include cross-border investment banking, global offering of India.

Awards & Recognition

- Padma Bhushan on 26 January 2000
- Padma Vibhushan. On 26 January 2008
- Nasscom Global Leadership on February 14 2008 in Mumbai
- Carnegie Medal of Philanthropy in 2007
- Robert S. Hatfield Fellow in Economic Education In March 2006
- London School of Economics and Indian Institute of Technology Kharagpur

Conceptual Framework

Loans

Loan means a credit facility where the money is disbursed in the beginning, mostly in one stroke, and later on only recoveries in the forms of installments take place in the account. Very often the two words ‘Loans’ and ‘Advance’ are interchangeably used without observing any difference in their meanings. But there exists a fine degree of distinction between the two words. Loan means a credit facility where the money is disbursed in the beginning, mostly in one stroke, and later on only recoveries in the forms of installments take place in the account. In case of ‘Advance’, credit facility is availed of as and when needed and continuous debit and credit operations are made in the account, within the prescribed limit. Thus, credit facilities repayable in installments are ‘loans’ and credit facilities like cash credit and overdrafts where cheque book facility is also given ‘advances’. In case of loan, except initial disbursal, no further debits are allowed barring interest being debited by the bank. The account will have credit entries only by the way of recovery and balance outstanding will gradually decline. But in case of Advance, cheque book remains with the borrower and any number of debits and credits are permitted within the agreed limit. In banking parlance, mostly the deposits are payable on demand including term deposits, which too can be discounted at any time and as such ‘Advances’ are preferred as compared to ‘Loans’ for simple reasons that advance can be recalled on demand whilst loan will be repaid only installments over a long period. Although the logic of such preference is practically not visible since the cash credit accounts are never repaid and only limits are enhanced every year while the loans are at least paid back gradually. However, traditionally banks prefer facilities which are payable on demand. Moreover, for granting loans, others specialized agencies like State Financial Corporations have been promoted and they don’t sanction advances.

A car loan (also known as an automobile loan, or auto loan) is a sum of money a consumer borrows in order to purchase a car. Generally speaking a loan is an amount of money that is lent to an individual, a business, or another entity. The party that lends the money is known as the lender, while the party borrowing the money is called the borrower. When taking out a loan a borrower agrees to pay back the full loan amount, as well as any interest (a percentage of the loan amount, usually calculated on an annual basis), by a certain date, typically by making monthly payments.

Car loans follow most of the same rules and procedures that apply to other loans. In most cases when purchasing a car, a borrower will specifically apply for a car loan; however, a consumer can also use a personal loan (a loan obtained by an individual to use at his or her discretion) for the same purpose. All car loans are for specific lengths of time, generally anywhere between 24 and 60 months, although some car loans can be for longer periods. This type of loan is also known as financing. Car loans generally include a variety of fees and taxes, which are added to the total loan amount.

Many consumers apply for car loans at their local bank. When applying for a car loan a borrower will usually begin by specifying how much money he or she wants to borrow. The borrower will then provide information about his or her financial situation, beginning with income (the amount of money he or she earns by working). Most lenders will require the borrower to provide some proof of employment, usually in the form of a pay stub (the portion of a paycheck that includes information about an employee’s earnings, which an employee keeps for his or her records) or a copy of a tax return (the form submitted by individuals when paying taxes). The lender will also check the borrower’s credit report. A credit report is a detailed record of an individual’s past credit (in short, borrowing) activities, whether in the form of loans or other debts (money owed). If the prospective borrower has a bad credit history, he or she may be ineligible for a car loan.

Often a bank or financial institution will pre approve certain customers for car loans. In these situations a consumer has a certain number of days (often 30, sometimes 45) to decide whether to seek full approval for a car loan. Because most borrowers secure a car loan before actually shopping for a car, when an application for a car loan is approved, a lender will generally give the borrower a maximum amount he or she will be able to borrow. The borrower is then free to use this money to purchase the car of his or her choosing; however, the borrower is not required to spend the full amount offered by the lender. For example, while a bank might approve a car loan of $50,000 for a long-term customer, that customer has the right to spend only a fraction of that amount.

When Did It Begin

The car loan officially originated in 1919, when the General Motors Corporation (an automobile manufacturer founded in 1908 in Flint, Michigan) established the General Motors Acceptance Corporation, or GMAC. GMAC arose in response to the growing demand for automobiles among American consumers after World War I. In 1919 GMAC established offices in five North American cities; a year later it opened its first office in Great Britain. As the car loan business expanded, other automobile manufacturers began to develop their own financing divisions. One of the most prominent was the Ford Motor Credit Company, founded in 1923. Although car loans were available most American consumers during the first half of the twentieth century paid cash for their automobiles.

More Detailed Information

When a borrower takes out a loan on a car, he or she is agreeing to buy the car. Upon entering into the loan agreement the borrower gains the right to drive the car, while also taking possession of the car's title (a document showing proof of ownership of a piece of property). Technically speaking, however, the borrower does not yet own the car; the lender owns the car until the borrower has finished paying off the loan.

Each car payment consists of two parts: the principal (the original amount of the loan) and the interest. Interest on car loans depends primarily on three main factors: the credit rating of the car buyer, whether the car is new or used, and the price of the car. As a rule interest rates on new cars tend to be lower than interest rates on used cars. Also, as the price of a car goes up, the interest rate will usually go down. For example, if a consumer wants to purchase a used truck listed for $2,500, the loan interest rate might be 6.49 percent; if that same consumer wants to purchase a new $40,000 Lexus, the interest rate might only be 5.49 percent.

The bulk of a monthly car payment goes toward the principal, so that the total amount of the loan decreases steadily with each payment. As a borrower pays off more of the principal of the loan, he or she moves closer to full ownership of the car. The amount of money the borrower has paid toward full ownership is known as equity; in other words with each loan payment the borrower earns additional equity in the car. At the same time, the value of the car steadily decreases over the course of the loan, meaning that the car will never be worth the amount of the original loan. For example, say a borrower takes out a $10,000 loan to pay for a car. At the time of purchase the car is worth about $10,000 (minus fees and taxes). Four years later, when the borrower has paid off the loan, the car may be worth only $2,000. If the borrower has neglected to take good care of the car, it might be worth substantially less. This process by which the car loses its value over time is known as depreciation.

Traditionally car loans were for short periods, generally about 24 months and no longer than 36 months. In the 1980s, however, standard car loan periods began to get longer. There were two key reasons for this change. For one, in the early 1980s more and more consumers began to lease their cars (they paid a monthly fee in exchange for the right to drive a particular car) rather than purchase cars outright. Car leases were primarily attractive because they did not require a down payment, and they tended to require lower monthly payments than traditional car loans. In order to compete with the car leasing industry, a number of lenders began to offer car loans for longer terms. As a result loan periods of 48, 60, and 72 months became standard. In some cases borrowers were able to receive even longer periods over which to repay their loans. For example, when a borrower purchases a luxury vehicle (a car, a truck, or another vehicle that is more expensive than average cars and generally includes additional features designed to increase car performance or comfort), he or she will sometimes have as long as 84 months to repay the loan. In the early twenty-first century a luxury car was generally defined as a vehicle costing in excess of $30,000. From the early 1990s to the middle of the following decade, the proportion of Americans who owned luxury cars rose from 10 to 30 percent. This overall rise in the price of motor vehicles was the second significant reason that standard car loans became longer in duration.

Types of Loans

Banks grant loans for different periods- short, medium and long, and for different purposes. Broadly, the loans granted by banks are classified as

1. Short Term Loan

Short term loans are granted to meet the working capital needs of the borrowers. These loans are granted for granted less than a year. These loans are granted against the security of tangible assets- mainly the movable assets like goods and commodities, share, debentures etc. since April, 1995 reserve Bank of India has made in mandatory for the banks to grant a portion of bank credit to big customers in the form of loans, which may be the various maturities. The reserve bank of India has also permitted the banks to roll over such loans, i.e., to extent loan for another period at the expiry of the tenor of the first loan.

2. Medium Term Loan & Long Term Loan

Medium and long term loans are usually called ‘Term Loan’. Medium terms loans are granted for more than a year and less than three years and long term loans are granted for more than three years and are meant for purchase of capital assets for the establishment of new units and for expansion or diversification of an existing unit. Bank usually grants such loans together with specialized financial institutions like Industrial Finance Corporation of India, Industrial Credit and Investment Corporation of India etc.

3. Bridge Loans

Bridge loans are essentially short term loans which are granted to industrial undertakings to meet their urgent and essential needs during the period when formalities for availing of the term loan sanctioned by financial institutions are being fulfilled or necessary steps are being taken to raise funds from the capital market. These loans are granted by banks or by financial institutions themselves and are automatically repaid out of amount of the term loan or the funds raised in the capital market.

4. Composite Loan

When a loan is granted both for buying capital assets and for working capital purposes it is called a composite loan. Such loans are usually granted to small borrowers, such as artisans, farmers, small industries etc.

5. Consumption Loan

Though normally banks provide loans for productive purposes only, but as an exception loans are also granted on a limited scale to meet the medical needs or the educational expenses relating the marriages and other social ceremonies etc. of the needy persons. Such loans are called consumption loans.

Car Loan/Vehicle Loan

Finance is provided for purchase of car or other vehicles either for personal or business purposes.

Growth Rate in Car Loan

A person wants certain luxuries for enjoying his life and a car is one of them, a car gives him convenience to travel one place to another. Now days it become a status symbol in society. So it becomes a need of every human being but some people does not have the capacity to pay a huge amount at a time but they can pay the price in installment so for these people many banks/financial institution offer car loans schemes. In which they can buy car and pay its price in installment. Almost everyone make easier to purchase a car.

- Now days car is become one of the basic need of man but buying own car become a dream for man because of its prices.
- So in fulfillment of this dream man, needs help. In this condition Tata Capital Ltd take an Initiative to provide easy car loan to those people who are willing to buy an own car.
- People are appreciating car loan scheme of Tata Capital Ltd and this can be proof by figures which show that the total amount of car loan scheme is increase in 2017-2019 amazingly.

Main Growth Drivers

- Growing Economy
- Change in demographics, people prefer using lifestyle products
- Increasing literacy levels
- Changing regulatory environment with regulation in excise duties.
- Easy availability of finance & Indian consumers are no longer averse to concept of taking loan for buying vehicles.
- Increasing consumption mindset in India.
- Organizing used car business.

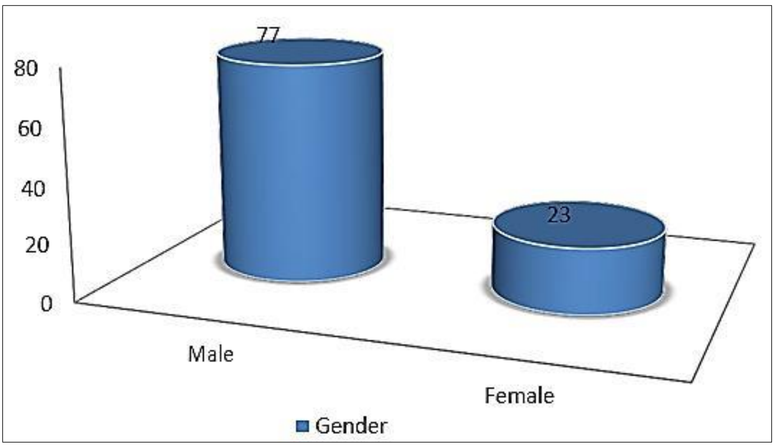
Recent Trends

As with a number of other types of loans, car loans have become increasingly available over the Internet since the late 1990s. There are many advantages involved with shopping for car loans online. For one, shopping for loans online allows consumers to compare interest rates from a wide range of lenders, in a relatively short amount of time, therefore giving them a better chance of securing the best deal. Also, because online car loan companies require little cost overhead (the expenses involved with running a business, including renting an office, paying employees, buying office supplies, and so on), they can often offer consumers lower interest rates than those offered by traditional banks.

Data Analysis & Interpretation

1. What is Your Gender?

Gender	Respondents	%
Male	77	77%
Female	23	23%



Interpretation

In the above diagram, out of 100 respondents 77 respondents are male and 23 respondents are female.

2. You're Age?

Age	20-30	30-40	40-50	50-60
Respondents	20	16	40	24
%	20%	16%	40%	24%

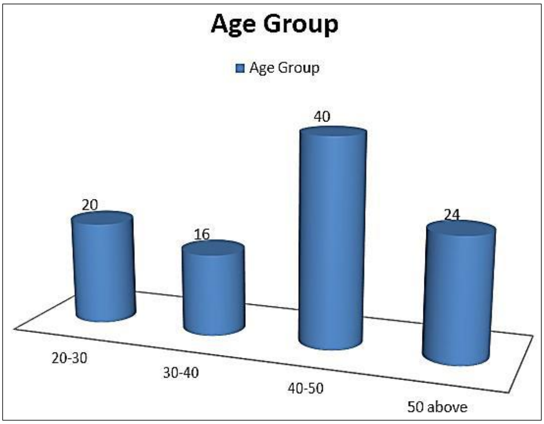


Chart 4.1.2.

Interpretation

Majority (40 respondents out of 100 respondents) is of age group 40-50 years who applied Car Loan and the least is 16 respondents whose age group is 30-40 years.

3. Which Profession Are You?

Profession	Service	Business	Professional	Others
Respondents	52	25	19	04
%	52%	25%	19%	04%

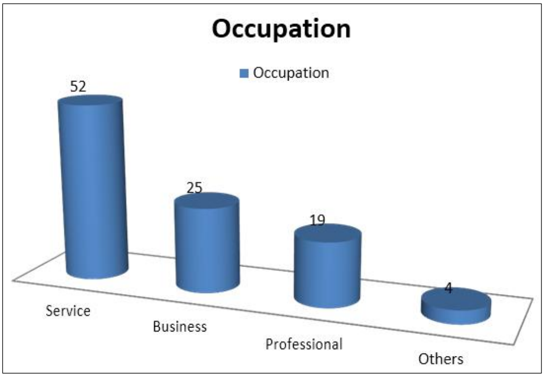


Chart 4.1.3.

Interpretation

In the above diagram, 52 out of 100 respondents are from service sector which is the highest followed by business and then professional.

4. What Is Your Annual Income?

Income	2.5 Lakhs	2.5-5 Lakhs	5-7.5 Lakhs	7.5-10 Lakhs	10 Lakhs +
Respondents	15	17	36	14	18
%	15%	17%	36%	14%	18%

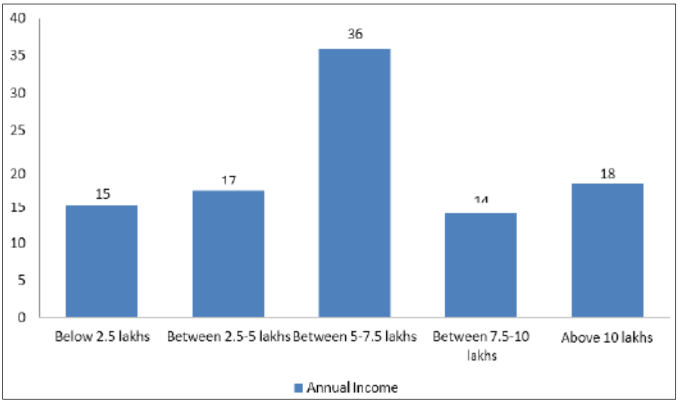


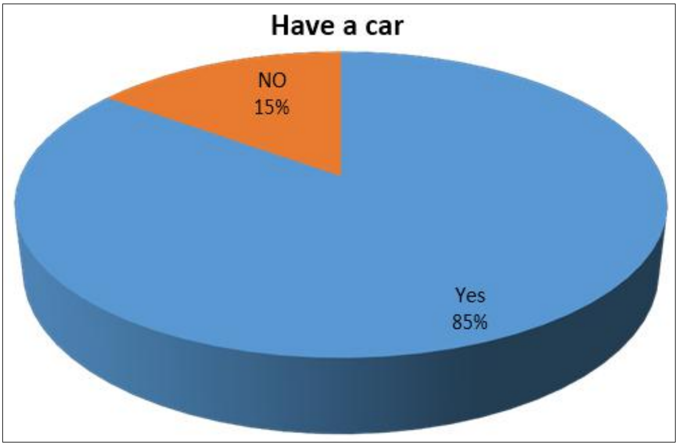
Chart 4.1.4.

Interpretation

From the survey, 36 respondents out of 100 respondent's annual income are between 5-7.5 lakhs which is the majority from others.

5. Do You Have A Car?

Options	Respondents	Percentage
Yes	85	85%
No	15	15%



Interpretation

85% respondents have a car 15 % do not have.

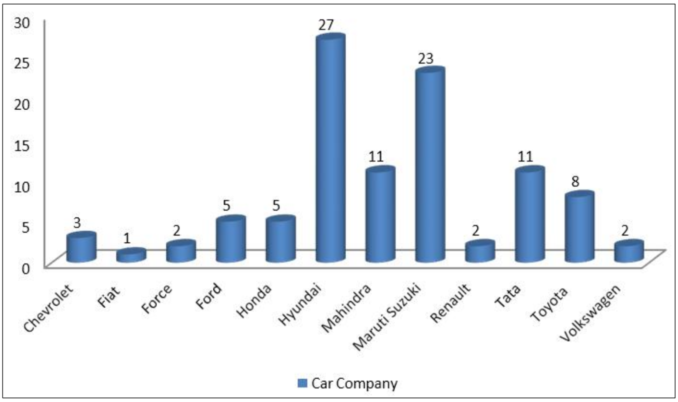
Inference

Most of the people have car.

6. Which Car you are Having?

Car	Chevrolet	Fiat	Forbe	Ford	Honda	Hyundai
Respondents	3	1	2	5	5	27
%	3%	1%	2%	5%	5%	27%

Car	Mahind RA	Maru TI	Renau LT	Tat A	Toyot A	Volkswag EN
Responden TS	11	23	2	11	8	2
%	11%	23%	2%	11%	8%	2%

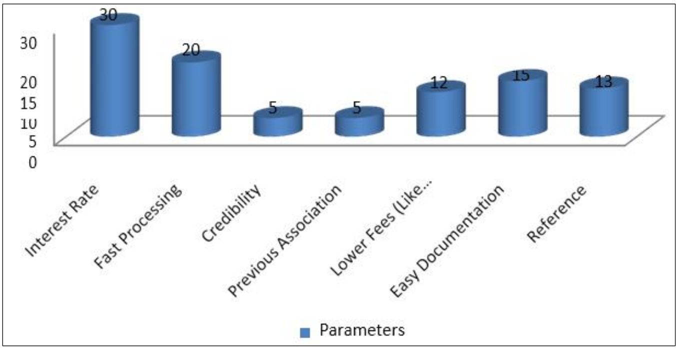


Interpretation

In the above diagram, 27 respondents out of 100 respondents own cars of Hyundai which is the highest amongst all followed by Maruti Suzuki which is 23 respondents and then cars owned of Fiat is the least.

7. What is the Parameter for Your Loan?

Parameter	**Roi**	**Fast processing**	**Credibility**	**Prev. Associ ation**	**Low fee**	**Easy documentation**	**Reference**
Respondents	30	20	5	5	12	15	13
Percentage	30%	20%	5%	5%	12 %	15%	13%



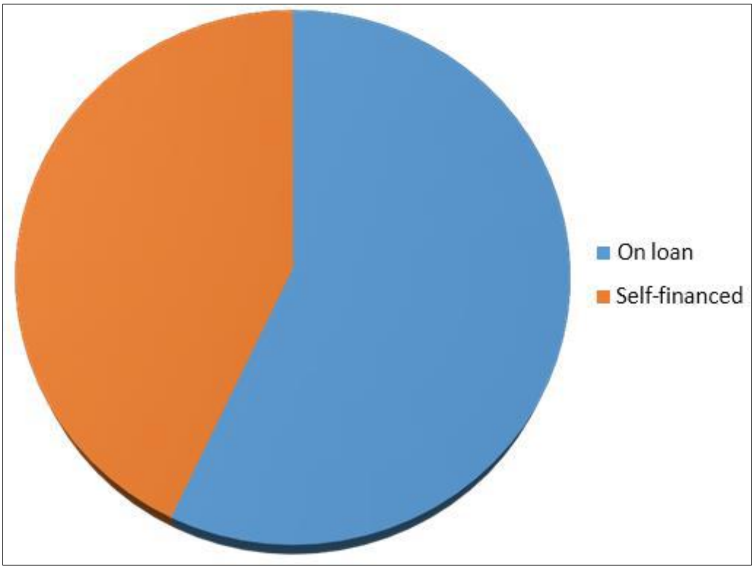
Interpretation

In the above diagram, respondents are asked to rank the parameters where the maximum respondents ranked Interest Rate the highest parameter evaluated before choosing the car finance companies i.e. 30 respondents followed by Fast Processing i.e.20 respondents ranked the 2nd highest parameter evaluated before choosing car finance companies and then Easy Documentation after that Previous Association, Credibility, Lower Fees (Like Processing Fee, Penalty etc.) & Reference.

8. Have you taken car on Loan or Self-Financed?

a) On Loan 57%

b) Self- Financed 43%

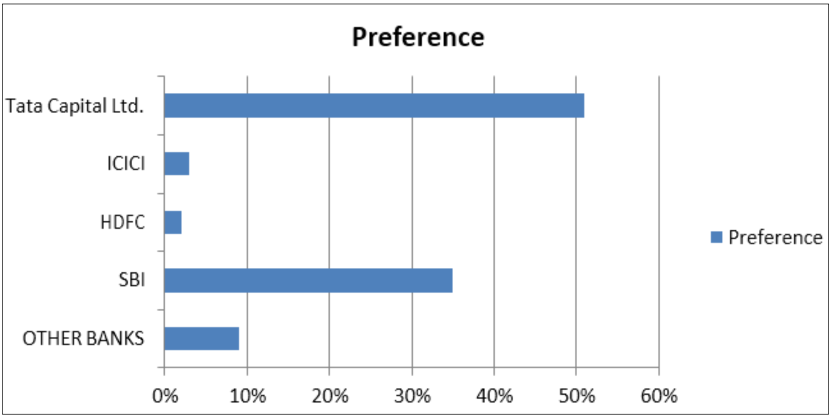


Interpretation

Out of 100 respondents 57% respondents have taken car on loan and 43% respondents have taken car on self-financed.

9. Which Bank/Financial Institution You Prefer For Taking Loans?

Options	Respondents	Percentage
Tata capital Ltd	51	51%
SBI	35	35%
ICICI Bank	3	3%
HDFC Bank	2	2%
Other Bank	9	9%



Interpretation

According to my sample size 51% of people prefer Tata Capital Ltd. For loan product, but some people prefer SBI, ICICI, HDFC & Other banks for loan because they are working with the bank & it is easier for them to pay the interest because it is less as compared to other bank because they are the employees of that bank.

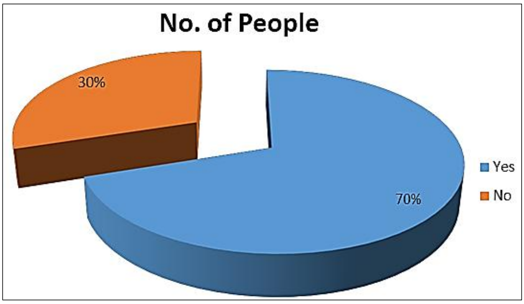
Inference

Most of the people prefer Tata Capital Ltd for loan.

10. Are you Aware of Products & Services Provided by Tata Capital Ltd?

a) Yes 70%

b) No 30%



Interpretation

70% people are aware about the product & services by Tata Capital Ltd 30% are unknown to it.

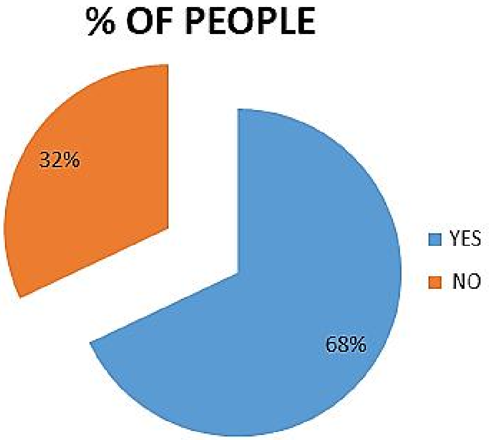
Inference

Most of the people are known to product & services by Tata Capital Ltd.

11. If yes are you Aware of the Advance Products (Loan Segments) of Tata Capital Ltd.?

a) Yes 68%

b) No 32%



Interpretation

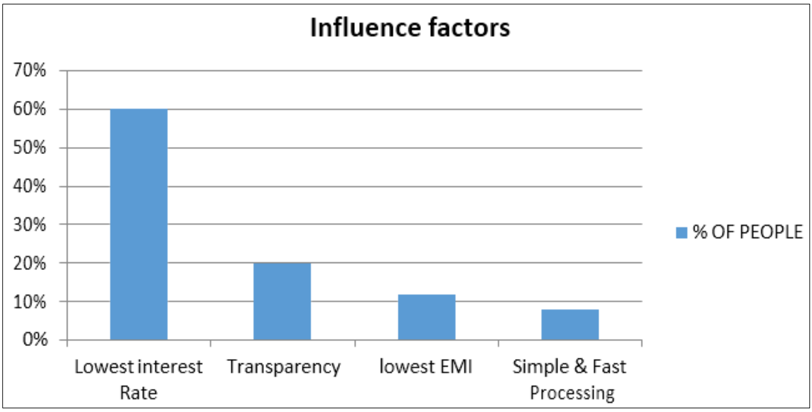
68% people are aware of the advance product of Tata Capital Ltd. 32% are unaware to it.

Inference

Most of the people are aware of advance products of Tata Capital Ltd.

12. If you Prefer Tata Capital Ltd. For Taking Loan than What Influence you to Take Loan from Tata Capital Ltd.?

Options	Respondents	Percentage
Transparency	60	60%
Lowest EMI	20	20%
Lowest Interest rate	12	12%
Simple &fast processing	8	8%



Interpretation

60% of people prefer Tata Capital Ltd because of lowest interest rate

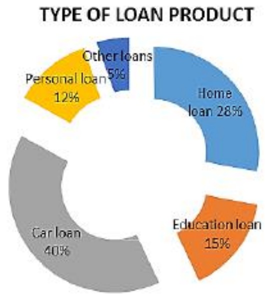
20% for transparency

12% for lowest EMI

8% for smile & fat services

13. Which Loan Product of Tata Capital Ltd. You Has Used?

Options	Respondents	Percentage
Home Loan	28	28%
Education loan	15	15%
Car loan	40	40%
Personal loan	12	12%
Other loans	5	5%



Interpretation

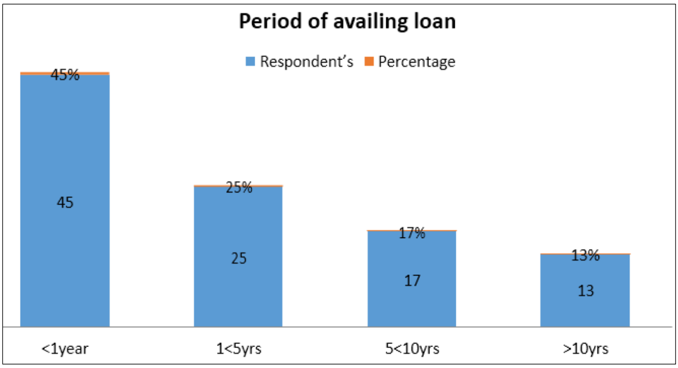
- From the sample size 100, 42% people are using the Car Loan product.
- From the 100 people 29% people took Home loan from Tata Capital Ltd.
- 16% of people took education loan for their children,
- 13% of people took personal loan.
- 5% of people availing for other loans.

Inference

Most of the people prefer Tata Capital Ltd for Car loan.

14. How long you have Been Availing the Loan?

Options	Respondents	Percentage
<1 year	45	45%
1<5yrs	25	25%
5<10yrs	17	17%
>10yrs	13	13%



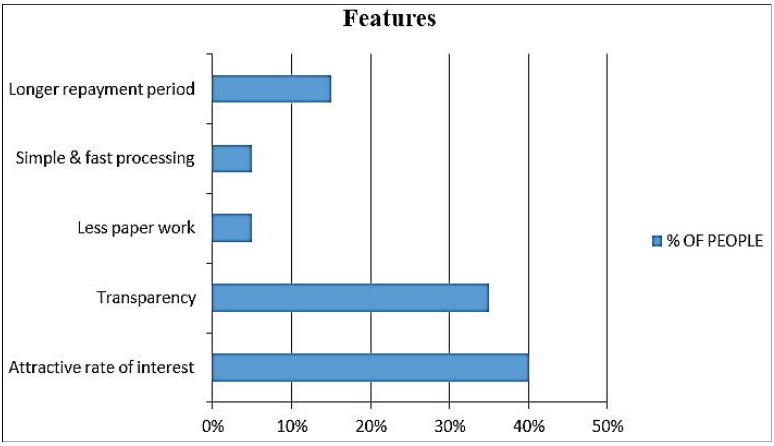
Interpretation

45% respondents got loan within a period of 1 year

13% responded that they got loan exceeding 10yrs

15. Which Features you Like Most in Loan Segment of Tata Capital Ltd.?

Options	Respondents	Percentage
Less paper work	40	40%
Attractive interest rate	35	35%
Transparency	15	15%
Simple & fast processing	5	5%
Longer repayment period	5	5%



Interpretation

40% people like Tata Capital Ltd. Due to attractive interest rate,

35% due to transparency

15% due to longer repayment period

5 % for fast & simple service

5 % for less paper work

Inference

Most of the people like the attractive interest rate & transparency.

It's easier of people to repay the whole loan amount with low interest rates & longer repayment period.

16. What do you feel about the Services Providing by Tata Capital Ltd. In Advance Product?

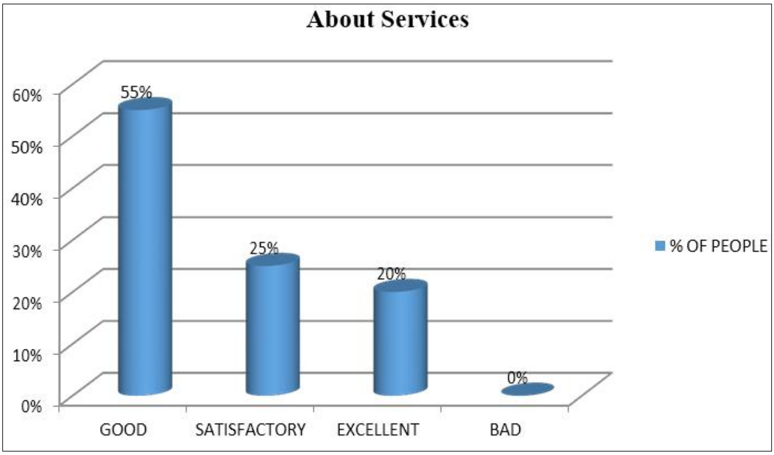
a) Bad 0%

b) Satisfactory 25%

c) Good 55%

d) Excellent 20%

Options	Respondents	Percentage
Bad	0	0%
Satisfactory	25	25%
Good	55	55%
Excellent	20	20%



Interpretation

From this it is clear that the service provide by Tata Capital Ltd. In its advance product is good in between the customer and company.

55% of people feel good with the product provide by Tata Capital Ltd.

Car Loans and Interest Rates

Here is the Checklist of the Documents required to apply for a Car Loan

- Proof of age
- Identification proof
- Application form
- Passport size photograph

- Proof of residence
- Income proof
- Bank statement
- Signature verification proof
- Pro-forma Invoice or Rate List

The following people are eligible to apply for a New Car Loan: Salaried Individuals

- This includes employees of private limited companies, employees from public sector undertakings, including central, state and local bodies
- Individuals who are a minimum of 21 years of age at the time of applying for the loan, and no older than 60 at the end of the loan tenure
- Individuals who have had a job for at least 2 years, with a minimum of 1 year with the current employer
- Those who earn a minimum of Rs. 3,00,000 per year, including the income of the spouse/co-applicant
- Individuals who have a telephone/post-paid mobile

Self Employed Individuals and Professionals (Sole Proprietorship):

- This includes self-employed sole proprietors in the business of manufacturing, trading or services
- Individuals who are a minimum of 21 years of age at the time of applying for the loan, and no older than 65 at the end of the loan tenure
- Those who have been in business for a minimum of 2 years
- Should earn at least Rs.3,00,000 per annum

Self Employed Individuals and Professionals (Partnership Firms)

- This includes self-employed partners in the business of manufacturing, trading or services
- Those who have a minimum turnover of Rs.3,00,000 per annum

Self Employed Individuals and Professionals (Private Limited Companies)

- This includes individuals who own a private company in the business of manufacturing, trading or services

- Should earn at least Rs.3,00,000 per annum

Self Employed Individuals (Public Limited Companies)

- This includes directors in public limited companies that are in the business of manufacturing, trading or services
- Should earn at least Rs.3,00,000 per annum
- Fees and Charges

Top 20 Car Loan Banks Interest Rates-2019

Car loan Banks	Interest Rates	EMI per Rs 1 lakh for 7 Years
Axis Bank	8.50% - 11.25%	Rs. 1,584 - Rs. 1,725
Bank of Baroda	8.80% - 10.55%	Rs. 1,599 - Rs. 1,689
Bank of Maharashtra	8.90%	Rs. 1,604
Canara Bank	8.70% - 9.35%	Rs. 1,594 - Rs. 1,627
Central Bank of India	8.85% - 9.95%	Rs. 1,601 - Rs. 1,658
Corporation Bank	8.75% - 9.50%	Rs. 1,596 - Rs. 1,634
HDFC Bank	8.50% - 11.25%	Rs. 1,584 - Rs. 1,725
ICICI Bank	8.82% - 12.75%	Rs. 1,600 - Rs. 1,806
IDBI Bank	9.00% - 9.10%	Rs. 1,609 - Rs. 1,614
Indian Bank	9.00%	Rs. 1,609
Union Bank of India	8.85% - 11.85%	Rs. 1,601 - Rs. 1,757
Oriental Bank of Commerce	8.50% - 9.00%	Rs. 1,584 - Rs. 1,609
Punjab National Bank	8.90% - 9.10%	Rs. 1,604 - Rs. 1,614
State Bank of India	9.00% - 9.70%	Rs. 1,609 - Rs. 1,645
Uco Bank	8.85%	Rs. 1,601
Bank of India	8.90%	Rs. 1,604
United Bank of India	8.85% - 8.90%	Rs. 1,601 - Rs. 1,604
Syndicate Bank	8.95%	Rs. 1,606
Dena Bank	9.10%	Rs.1,614

Tata Capital Car Loan Interest Rates and Other Charges

Basis	Details
Minimum Loan	Rs.1 lac
Maximum Loan	100% of the ex-showroom price of the car
Maximum Repayment Period	5 years
Interest Rate	Applicable as per the company norms
Processing Fee	0.5% of the loan amount
Other Charges	As applicable by the bank

Special Feature

- **Flexi EMIs:** Tata Capital's special offering allows you to customize your repayment of the loan as per your requirements. There are four types of Flexi EMI schemes-
- **Step up Flexi EMI Plan:** With this plan, you can raise your EMI gradually each year and repay your car loan in an easy and simple way.
- **Step down Flexi EMI Plan:** As per the plan, the EMI reduces each year and the loan is repaid faster.
- **Bullet Flexi EMI Plan:** Allows you to prepay the loan in parts on a periodical basis and help lower down the EMI significantly.
- **Balloon Flexi EMI Plan:** With this, you can pay lower monthly installments with the option of paying a substantially higher amount in the last EMI.

Eligibility Criteria

Parameters	Salaried Professional	Self-employed
Age	21-58 years	21-65 years
Minimum Income	Minimum annual income of Rs.2,50,000	Business income of at least Rs.2 lacs per annum
Employment/Business Continuity	Not specified	Not specified

Eligibility Factors

Do you know what Tata Capital looks to assess your eligibility for car loan? If No, then you can read out the factors mentioned below to know the same.

- Monthly Income
- Savings
- Age
- Car Value
- Car Model Type
- Credit History
- Employment Status for Salaried
- Longevity in the business for self-employed
- Category of your employer
- Accommodation

Documentation

Proofs	Salaried Professional	Self-employed
Age Proof	Passport/PAN Card/Voter ID card, Photo Driving License with birth date/Photo ration card with DOB/Employer certificate/ID/School/College Leaving Certificate	Passport/PAN Card/Voter ID card, Photo Driving License with birth date/Photo ration card with DOB/Employer certificate/ID/School/College Leaving Certificate
Identity Proof	PAN Card/ Voter ID/Passport/Driving License, photograph	PAN Card/ Voter ID/Passport/Driving License, photograph
Income Proof	Form 16 for last 2 years, Salary slip for last 3 months, proof of employment in the same organization for two years, salary certificate, bank statement showing salary credit into the account	IT returns for the last 2 years along with income computation, bank statement for the last 3-6 months
Address Proof	Latest Telephone Bill/ Electricity Bill/Property Tax Receipt/Passport/ Voter ID	Latest Telephone Bill/ Electricity Bill/Property Tax Receipt/Passport/ Voter ID
Sign Verification Proof	Driving License/Passport copy/PAN Card	Driving License/Passport copy/PAN Card

Findings

- Majority (40 respondents out of 100 respondents) is of age group 40-50 years who applied Car Loan and the least is 16 respondents whose age group is 30-40 years.
- 51% of people prefer Tata Capital Ltd. For loan product, but some people prefer SBI, ICICI, HDFC & Other banks for loan because they are working with the bank & it is easier for them to pay the interest because it is less as compared to other bank because they are the employees of that bank.
- 70% people are aware about the product & services by Tata Capital Ltd.
- 60% people prefer Tata Capital Ltd because of lowest interest rate.
- 55% of people feel good with the product provide by Tata Capital Ltd.

Suggestions

- Try to maintain very good relationship with car dealers.
- Tata Capital Ltd. is having a large number of existing customers so

they should convert their strength in opportunity.

- Try to aware customer about car loan availability & procedure that how to apply for loan.
- More promotional schemes should be followed, for example if a customer is paying his EMI regularly, he can be given some gift or some concession in interest rate that would be an incentive for others also to pay regularly.
- By making randomly surveys it should identify prospective buyers.
- Facility to access loan from anywhere i.e. nearest to your resident, office, working place.
- Properly and timely solution of customer complaints.
- Tata Capital Ltd. should also provide extra facilities like Refinance & Overdraft facilities

Conclusion

There is various type of car loans are being provided by Tata Capital Ltd. ranging from short-term to long-term to packing and like. But as studies throughout the project, lending process is not so simple. It involves a long series of steps and planning as suited to and decided by the company itself, of course, abiding by the rules and regulations of Tata Capital Ltd. and RBI.

- It Provide easy car loan access if all required documents are prepared.
- It charges minimum processing fees moreover processing charges are waived for senior citizens, staff members & retired employees of the company.
- It fulfills the dreams of the people having a car.
- Somewhere it Contribute in Indian economy by releasing the liquidity in terms of loans.
- Better and timely quality of services and product diversification.
- Highest loan amount in comparison of other banks/financial institutions.
- It provide car loan at lowest rate of interest in comparison to other banks/financial institution.

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Chapter - 5

A Comparative Study of Factors Involved In Consumers' Purchase Intention of Ethical Clothing

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Abstract

The purpose of this thesis is to determine the factors that influence a consumer's buying decisions while buying ethical clothing. The research was conducted to understand the consumers better and to identify the kind of information they are interested in accumulating and how. The main focus is on the purchase of ethical clothing. The research framework has been compiled with information from various articles and web pages, and begins by firstly introducing the topic and its theory on consumer buying pattern, consumer decision making process, sustainability, ethical consumerism etc. In order to find about the buying pattern with respect to ethical clothing a questionnaire survey was carried. According to the survey it could be said that consumers are interested in ethical fashion and all about sustainability, given that there is quality and worth in what they are buying.

Keywords: Consumer behaviour, ethical clothing, sustainability, consciousness, slow fashion, decision making.

1. Introduction

Lightweight Fashion, or the "Fashion Revolution", a newborn organization that promotes moral and ethical clothing in the fashion industry, and is the first inspiration for this thesis. The goal of the slow pace of fashion is to bring transparency to the fashion industry, to produce high quality products in addition to mass-produced goods and to ensure safe working conditions for workers. All of these issues are part of ethical procurement, a current trend that still needs more attention in many business sectors.

Ethical garments consider sustainability in production, as well as the life cycle of the fabric. Sustainability is a long-term goal of people and companies around the world, where the economic, environmental and social burden is considered to not cause damage to these elements due to poor processes and decisions made. In order to achieve stability and transparency in the fashion industry, it is not only companies involved in the fashion industries that are responsible for better change - consumers are part of this change as well.

In this project consumer’s buying behaviour is explored while buying ethical clothing by using data from websites. The research is done to understand the affects of the consumer’s purchase decision while buying ethical clothing, and the type of information customers would like to receive and how. When ethical clothing is focused, i.e, slow fashion there are some terms we should know which are:

Ethical: In terms of fashion it is describes the positive impact from various channels such as design, consumer choice, and production in the fashion industry. These behaviours can benefit employees, consumers, animals (humane treatment of animals in products made of fur, leather) etc. Ethical fashion and eco fashion are used interchangeably but ethical fashion is considered politically correct.

Recycled: In fashion industry recycled refers to when clothes that are no longer of use are given a second life, by up cycling them. These clothes are mostly found in secondhand or vintage shops.

Sustainability: This term is more environmentally related, sustainable fashion basically means garments that have been made keeping in mind the environmental issue. It is observed that the revival of vintage or second hand clothing with the recent times, people are becoming more aware about the environmental issues and consumer’s are being aware about what they are bringing into their homes. Further, it is observed that sustainable items are being used and by that not only clothes but house items like kitchen items, reusable food bags, recycled sunglasses, belts, dishes, compostable bins, recycled toothbrush etc are also taken into consideration. Second hand clothings was something that used to be frowned upon, with the stereotypical thinking attached to it that the clothings were bought by people with lower income, but the times have changed and people are accepting this lifestyle.

Here, there is also need to understand the differences between fast fashion and slow fashion.

Fast fashion means the brands bring trendy clothes in stores, they have a high turnover due to the customers buying fast fashion trendy clothes in cheap prices. Some of the fast fashion brands are H&M, Zara, forever 21, Primark, Topshop etc. These brands dispose off clothings just as fast as they bring them to the markets, and here consumers also feel very little guilt in disposing off the clothings due to its cheap price. On the other hand, slow fashion is just the opposite of what fast fashion means, here clothing and apparel manufacturing is kept in mind with respect to people, environment and animals. Slow fashion involves local artisans and use of eco friendly materials, with an aim of reducing environmental problems and better working facilities.

Therefore the upcoming era is slowly turning towards slow fashion with consumers being aware and brands and companies also using eco friendly products.

Factors Influencing Consumer Buying Behaviour

Consumer buying Behavior refers to actions taken both online or offline by consumers before purchasing a product or service. This process may include links to search engines, engagement and communication posts, or various other actions. It is important for businesses to understand this process because it helps them to improve their marketing plans that are in line with marketing efforts that have successfully influenced consumers to buy in the past. Factors influencing consumer behavior are cultural, social, personal and psychological factors. There is no control over these things by advertisers, but it is important that they understand and consider themselves in their efforts. These four aspects will be discussed in more detail in this chapter.

Factors

Cultural	Social	Personal	Psychological
Culture	Reference group	Age	Motivation
Subculture	Family	Income	Perception
Social class	Roles and status	Occupation	Learning
		Lifestyle	Attitude and beliefs

Cultural

It is believed that a person learns a set of values, ideas, behaviours, and interests at an early age from people, especially the family and other important institutions that existed during his or her childhood. Therefore, morals are developed from the culture in which he/she was raised. Solomon *et al*. (2002. 442) explains culture as "the accumulation of shared meanings, rituals, norms and traditions among the members of an organization or society." From a company's view, these members are the target customer group. Culture affects both abstract and material aspects of the society, such as values and believes or food and clothes. When a group of people within a culture form more specific needs and believes, a subculture is born. These could be formed for example from nationality groups, geographic regions or communities that share similar lifestyles. Within the society there are social division called social classes that are hierarchical classes that share the same values and interest. These classes can be identified by education, income, occupation etc as they opt for similar products or services.

Social

People live in a complex social environment where they are surrounded by a few people with different shopping habits. Since man is a social animal that likes to be accepted by all he tries to imitate socially acceptable behavior. Thus, social factors have a profound effect on a person's purchasing power on a large scale. So the social factors that influence the consumer buying behavior are reference groups, family and social groups. People wanting to feel a sense of belongingness leads them to purchase things, and this is the main motivation to many purchases. According to Kotler *et al*. (2009, 229-230) there are three ways that reference groups affect the person's attitudes and behaviour, and therefore their product and brand choices:

- Influence on attitudes and self – concept
- Pressure to be unified with the group's believes and actions (conformity).

The family can tend to be one of the most influential factor in one's buying behaviour, one's parents has a surprisingly vast influence on the consumer preference in areas like education, food and drinking habits, bank choice etc.

Personal

Personal characteristics like age, lifestyle, occupation, personality, economic conditions, values etc. also affect a consumer's buying behaviour.

At every stage in one's life their preferences changes according to their stage in life, for example single people, married people, children, adults, old people all have different needs and demands related to their stage in life.

Occupation and economic circumstances affect the product choices that the consumers purchase. A salesperson would buy clothes and comfortable shoes for work, whereas the president of a company would buy suits and air travel tickets. The choice of product is in connection with economic situations, that include level of income, savings, debts, loans and attitudes towards use of money. (Kotler *et al*. 2009. 231.)

Each person has their own characteristics, which are a set of personal characteristics and self- esteem. Many brands try to market themselves with a certain feature that is relevant to the target audience, as consumers tend to go to companies that match their personality and how they see themselves (real vision), how they would like to see themselves (positive self-esteem) and how they think others see it.

Consumer decisions are also influenced by their values. Values are a set of basic beliefs and behaviors. A set of personal values plays an important role in their practical behavior, as many products are purchased in the hope of achieving a goal related to human values. Basic values are the set of values, the basics that determine the choices people make, and the differences between beliefs and attitudes.

Psychological

Human psychology plays an important role in designing consumer preferences and likes or dislikes for a particular product and service. Psychological factors influencing buyer behaviour include characteristics such as motivation, perception, learning, beliefs and attitudes (Karunakaran 2008, 62). When the consumer's consciousness is stimulated by marketing efforts and the environment, the consumer's psychological processes together with the consumer's characteristics result in a decision process. (Kotler *et al.* 2009, 237.)

In order for a product to meet the needs and requirements of consumers, it is important to find out what consumers' motives are. These motives can be driven by consumer values, which give the product a better description. A product can be seen as a tool to achieve a specific goal linked to a desired value. Needs are born in a state of mental stress, such as hunger, thirst or discomfort or from the need to feel a sense of belongingness or recognition which is psychogenic. When the desired need is awakened sufficiently, tension motivates the consumer to eliminate the need, and thus motivation is born.

Once the motivation has risen the consumer acts depending on his/ her perception on the situation. Perception is the process by which information and stimuli is received, selected, organized and interpreted. People perceive the same stimuli in different ways, for example one might find a talkative salesperson aggressive, but one might find him very helpful. People are more drawn to stimuli that is related to their current situation. (Kotler *et al.* 2009, 239-240.)

Consumers tend to learn from their past actions so their buying pattern changes according to the experience gained.

Lastly, the consumer's beliefs and attitudes have an impact on the consumer's buying behaviour. One's beliefs can be based on knowledge, opinion or faith in something. To affect the consumer's purchase behaviour, brand and product images are based on the consumer's beliefs. (Karunakaran 2008, 63.).

The final product decision of a consumer is affected by a complex combination of all aspects related to cultural, social, personal and psychological factors. Since many features are irreversible, they are useful for advertisers in attracting customer feedback and in identifying potential customers.

Decision Making Process

Decision making process is considered a comprehensive process that leads to the choice of a belief or course of action among the few possible options. It can be sensible or irrational. The decision-making process is a process of thinking based on the values, preferences and beliefs of the decision-maker. The whole decision-making process produces a final choice, which may or may not result in action. It is also regarded as a problem solving activity giving a solution deemed to be favourable or in the least satisfactory. It is therefore a process that can be either very clever or irrational and may be based on explicit or implicit knowledge and beliefs.

Insignificant information is often used to fill gaps in complex decision-making processes. Generally, both types of information, hidden and obscure, are used together in decision-making.

2. Literature Review

Literary review is important when analyzing the relationship between eco friendly fashion lines and consumers, it is important to review some research on these topics. This review is designed to provide an in-depth understanding of eco-friendly designs and consumer behavior.

Brundtland, 1985: "meeting the needs of the present without compromising the ability of future generations to meet their own needs." It includes social and environmental concerns that serve as a moral compass for organizational productivity and consumer use.

Hargreaves, Nye, & Burgess, 2008: Sustainable fashion consumption is often construed, and the mention of the term brings many ideas to mind such as green, ethical, recycled, ecological, etc.

Joergens, 2006: Some studies suggest that it translates to eco-fashion which means clothing that is designed for long lifetime use, while others suggest that it causes little or no environmental impact and makes use of "eco-labelled or recycled materials".

Hall, 2011, Elkington, 2004, GRI, 2013: To achieve the goal of sustainability, a degree of measure performance was coined as an accounting framework by John Elkington which offers the basis to allow companies account for social, economic and environmental performance.

Gardetti & Muthu, 2015, Mattioda, Fernandes: The framework called the triple bottom line (TBL) is focused on the three dimensions also known as people, planet and profits otherwise known as 3Ps. They serve as a lens to assess the focus of any business towards sustainability.

Domesien, 2006: The term "People" in the context of fashion relates to the well – being of the laborers or workers in the industry. "Planet" refers to the effect of the product lifecycle on the natural environment and "Profit" represents what empowers sustains the community.

S.N. Devrukher, 2017: emphasized the role of initiation in 'cycling' textile waste. The purpose of this study was to measure whether the latest concept of cycling is a viable and sustainable way to recycle and identify opportunities in the textile waste space. The snowball sampling method was used as very few firms made this method. Both primary and secondary methods were used to collect data. Observations were recorded using a field research method. The research design was complete and naturally explained.

K Jaspal, 2015: reviewed traditional Indian line cutting methods that dress close to zero waste fashion. He and his artisans discovered the process as a new way of looking at styles and inventing new details and complexity of form. The simplicity of the process reduced the sewing work and the worldwide attraction to making it commercially viable and unique. The simplified method was also developed using various embroidery techniques that gave them a ride in making products.

Eder-Hansen, Kryger, Morris, Sisco, & Larsen, 2012: Sustainable fashion consumption can be defined as the "use of clothing for for purposes beyond utilitarian needs, which is achieved without jeopardizing the ability of future generations to meet their needs"

Gwozdz, Netter, Bjartmarz, & Reisch, 2013: Furthermore, sustainable fashion consumption is a section of the sustainable fashion system. It includes consumer attitudes and behaviors that lead to reductions in the triple bottom line (economic, environment and social) impacts of buying, wearing, repairing and recycling fashion goods. It involves the demand for alternatives that are not only more sustainable, but considerate in its use and eventual disposal.

3. Objective of the Study

Certain Objectives were ascertained for the Study

a) The objective of this project is to evaluate intentions of customers purchase towards fast fashion brands and sustainable fashion and all the factors influencing their buying decision. By this project the aim is to also learn about customers' attitudes towards sustainable fashion, as well as their understanding of rapid fashion and its problems.

b) The project mainly focuses on the steps to be taken when consumers think about fast fashion and sustainable brands and the factors affecting their buying behaviour.

c) Another, important objective to study is focusing on different factors affecting a consumer’s buying behaviour and the decision making processes. The points to be touched are ethical consumerism, sustainability, ethical fashion. Basically what ethical fashion is and how do consumers perceive it t and how it is related with consumer buying behavior.

4. Research Methodology

To gain a better insight on the project, questionnaire was prepared. The questionnaire consists of a list of questions like age, gender, occupation and questions related to the research.The questionnaire was made in google forms and then the result obtained from the questionnaire were downloaded from google forms, the data were downloaded and copy pasted in the project. The responses obtained were sorted in the chart accordingly. The target audience of the project was people of age groups from 20 and above without restriction to race, ethnicity, background or gender.

The questionnaire was circulated among a good number of people to collect the required data, based on the questionnaire responses it could be said that people are aware of sustainable fashion and it’s importance They could also see that the consumer’s purchasing behavior is affected by factors like income, social status, personality traits, shopping habits etc.

5. Data Analysis and Findings

The questionnaire was responded by a total of 24 people both male and female, among the respondents 79.2% were within the age group of 20 and the rest 20.8% were 21 and above. Majority of the students were students.

The Main Outputs That Came Up Are

- Consumers' perceptions of eco-fashion clothing made from recycled materials have an impact on understanding and purchasing the purpose of purchasing such garments.
- The attitude towards eco - friendly fashion creates an impact in the buying behaviour, the term sustainability manly focuses on using material that are not harmful to the environment. The lack of understanding towards eco – friendly clothes needs to be changed, these clothes are made from used clothes and materials that have not been coloured with harmful chemicals. However, consumers have a concept on eco – friendly clothing that the clothes are not worth buying due to its quality, design etc. Discarding these norms and using eco – friendly products will surely be a success if we look towards it with a positive attitude.
- Subjective norm towards eco – friendly fashion made from recycled materials influences the direct and positive intention for such clothes. The subjective system is defined as the perceived social power to reflect certain behaviours. People not only behave under the influence of society, but the rational process also gives them facts about the accuracy of the considered behaviour.
- Perceived behavioural controls regarding eco clothing made from recycled materials influence the direct and correct purchase intent of such garments. Human ability to adapt to a behaviour is called visual control. Consumers adopt a certain attitude when they have both the ability and the confidence. Thus perceived behavioural control is positively correlated with customer's buying behaviour.

However, in terms of data the results are.

- 87.5 people were aware of sustainable fashion and the rest 12.5 % were not
- Which means people are aware but it still needs to be given more importance for the people to fully understand it.
- The response shows that people are ready to buy eco – friendly fashion clothes as 66.7% opted for yes and 33.3% opted for maybe. However, the response to seven question shows us that people become hesitant when it comes to money as 25% opted for no and

41.7% for maybe and 33.3% for yes, which is also an income influential factor.

- The people are still occasionally purchasing from fast fashion brands. The responses show that people are willing to buy eco – friendly garments given they are made available in good quality and price.

6. Recommendation

- It is recommend that everyone to be conscious consumers and think before making a purchase on anything, it is high time to become aware on everything happening in the environment. As consumers one should think about the consequences when they make a purchase, in respect to the factors that affect a consumer's buying choices, it should be able to reflect the consumers in a positive way.
- Also information regarding sustainable clothes and products should be readily available, so that consumers can make more informed decisions regarding their purchase.
- With regard to clothing disposable options it is recommended that retailors should provide recycle bins, educating the customer on recycling and up cycling of clothes. Which will also make it easy for consumers to know what to do with their old clothing items, which is win - win situation on both sides.

7. Summary and Conclusion

Based on the data collected through the survey we can state that people are well aware of ethical clothing and are willing to purchase it, given that certain criteria are met. This research was conducted to know the consumer buying behaviour with regard to ethical fashion, I was able to find out some consumer buying factors relatable that contributed to the research conducted, factors like social norms where people usually tend to buy things that are socially acceptable and in regard to ethical fashion we can see a surging uprise in this trend and also with people becoming more and more aware of sustainable use of products. Some other factors were habits, one's buying habits, personality, where people have their own personal style and buy clothing according to their personal style also. Sustainable fashion was something that was negatively perceived for s long time, it was something that was looked down upon but with changing times we can see people being more aware and adoptable towards this particular agenda. As per the finding we can say that the factors stated above do affect a consumer's buying behaviour. And if we keep an open mind we will surely be able to bring sustainability in full fledged form not only in ethical fashion but everywhere.

Limitations of the Study

- The Questionnaire mostly contained multiple choice questions; therefore, many respondents didnot give a proper answer for the questions.
- Respondents may have given biased or false information.
- The analysis is purely based on the responses of the respondents.
- The sample size taken was small, it cannot be representative of the population

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Chapter - 6

Consumer Satisfaction with Myntra: A Study in Consumer Behavior

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Abstract

Customer satisfaction is the most important determinant in a marketing field study. Satisfaction is the estimation of the amaze relevant to the buying decision of the product and utilization experience of the products and services. There are many reasons to dissatisfaction of customer when doing online shopping. Such as, hackers can steal the personal information of the customers, because of the designing failure and poor performance of the website, customers may face many problems when searching the product which he hopes to purchase. The aim of this research paper is to analyze the effect of mobile shopping apps on middle age consumers buying behaviour. The results revealed the significant impact of mobile shopping apps on buying behaviour of middle age consumers. Further it can be inferred that pre purchase services, transaction related services and satisfaction of middle age consumers are instrumental in determining the purchase intention of middle age consumers. This study used the deductive approach because the conceptual framework was developed based on the test data.

Introduction

Customer satisfaction refers to the extent to which customers are happy with product and services provided by a business. In general, satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product perceived. Customer satisfaction level can be measured using survey techniques and questionnaires. Customer satisfaction may be defined as the decision process and the physical activities individuals engage in when evaluating, acquiring, using or disposing of goods and services.

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Online shopping environment plays an increasingly important role in the overall relationship between markets and their consumers. The wide of internet and the rapid growth of technology have created a new market for both customers and business.

Essentially, the idea of online shopping is to lead customers to a convenient way of shopping. Customers will be able to save their time and money, plus retrieve all the product information with just few clicks in few minutes. Plus, purchasing can be done anywhere, anytime according to their preferences.

Myntra is an Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India.

The company was founded in 2007 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart. Myntra began selling fashion and lifestyle products and moved away from personalisation. By 2012 Myntra offered products from 350 Indian and International brands. Myntra continues to operate as a standalone brand under Flip kart ownership, focusing primarily on "fashion-conscious" consumers.

In September 2017, Myntra negotiated the rights to manage Esprit Holdings' 15 offline stores in India. Myntra reported a net loss of ₹151.20 crore in in the financial year 2017-18.

There is an increasing demand for online shopping now a days due to rapid development of technology. Thus, online shopping sites is penetrating in to the market and competition is increasing day by day. The main purpose of the study is to check the customer satisfaction in the services on Myntra and also the product availability at the web portal of Myntra. This study helps to find out the preference of consumers and also to know the level of satisfaction towards Myntra online shopping site.

Statement of the Problem

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scamps, fraudulent practices and cheating also increased. Such cheating activities had created fear in the mind of customers and also an advance impact in the attitude of consumers towards online purchase.

The problem area of this survey is consumer's satisfaction and attitudes towards Myntra online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

Need of the Study

- To determine and measure the satisfaction level in the services provided by Myntra among the customers
- To identify the specific reasons for which purpose customers purchase from Myntra

Review of Literarture

Emphirical Review

- Dejan Petrovic (2010), in his study examined the ways to find, compare and evaluate product information required by online consumers. The major findings of the study are, the consumers use search engine on both global and local level, the result pages are scanned for context corresponding to a supplied search term, pace of search decreases in population to the depth of the research, intrusive advertising campaign can create negative image, amount of information online directly affects consumer search behaviour, integrated time saving features of online customer value and consumer value human review than automated recommendations.
- Prof. Mohsin Islam (2008), has conducted a study on Changing Attitude of Indian Consumer towards Online Shopping. He pointed out in hisresearch, that three out of the five dependent variables such as consumer attitudes, intentions, and purchasing behaviour and three out of the five independent variables such as perceived usefulness, perceived ease of use, perceived enjoyment, information on online shopping, security and privacy, quality of internet connection gets the most attention. Hence found that the personal characteristics such as vendor/service/product characteristics and website quality significantly affect online shopping attitudes, intention, and behaviour.
- Oliver B. Büttner and Anja S. Göritz (2008), indicated that trust has been found to be crucial for consumer behaviour towards online shops. In aweb-based study, 634 participants interacted with a provider of medical goods that is a simulated online pharmacy. The study develops and employs a psychometrically sound scale for

assessing perceived trustworthiness of online shops. Results show that trustworthiness promotes both intentions to buy and actual financial risk taking. Perceived risk was not found to moderate the relationship between trustworthiness and intention to buy. Instead of trustworthiness partially mediated the influence of perceived risk on intention to buy.

- Torben Hansen (2008), has identified three groups of consumers: consumers who have not yet bought anything on the Internet; consumers who have bought something on the Internet – but not groceries; and consumers who have bought something on the Internet – including groceries. Data were collected from an online survey of Swedish consumers using self-administered questionnaires. The findings suggest that consumers may link personal values to attitude towards online grocery buying but also that this relation may be moderated by whether the consumer previously has carried out an online purchase or an online grocery purchase.

Research Methodology

Significance of the Study

There is an increasing demand for online shopping now a days due to rapid development of technology. Thus, online shopping sites is penetrating in to the market and competition is increasing day by day. The main purpose of the study is to check the customer satisfaction in the services on Myntra and also the product availability at the web portal of Myntra. This study helps to find out the preference of consumers and also to know the level of satisfaction towards Myntra online shopping site.

Statement of the Problem

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scamps, fraudulent practices and cheating also increased. Such cheating activities had created fear in the mind of customers and also an advance impact in the attitude of consumers towards online purchase.

The problem area of this survey is consumer’s satisfaction and attitudes towards myntra online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

Objective of the Study

- To determine and measure the satisfaction level in the services provided by Myntra among the customers
- To identify the specific reasons for which purpose customers purchase from Myntra

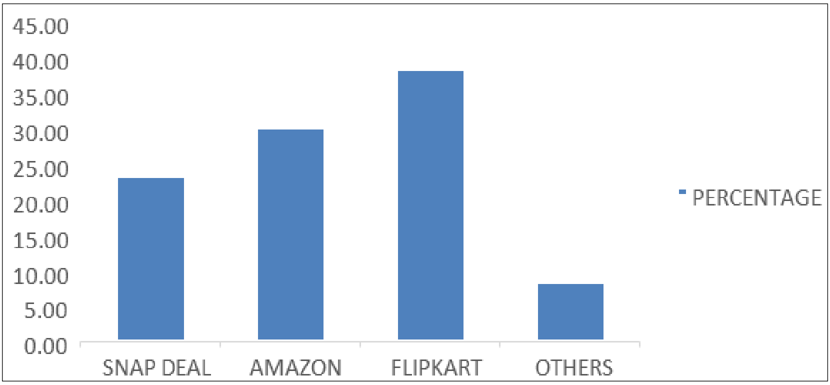
Methodology is a way to systematically solve the research problem. It gives an idea about various steps adopted by the researcher in a systematic manner with an objective to determine various manners. It may be understood as science of studying how research is done. The study was conducted through administering structured questionnaires to 100 respondents.

Data Analysis and Interpretation

Web Site Preference of Respondents

Table 4.2: Web site preference of respondents

Category	No of Respondents	Percentage (%)
Snap Deal	14	23.33
Amazon	18	30.00
Flipkart	23	38.33
Others	5	8.33
Total	60	100.00



Interpretation

The table. 4.2 depicts the overall website preference of respondents. Majority of respondents (38.33%) are preferring Flipkart and minority of respondents (8.33%) are preferring others.

Frequency of Online Shopping

Table 4.3: Frequency of Online Shopping

Category	No of Respondents	Percentage (%)
Frequently	10	16.67
Often	20	33.33
Sometimes	22	36.67
Rarely	8	13.33
Total	60	100

Source: Primary data

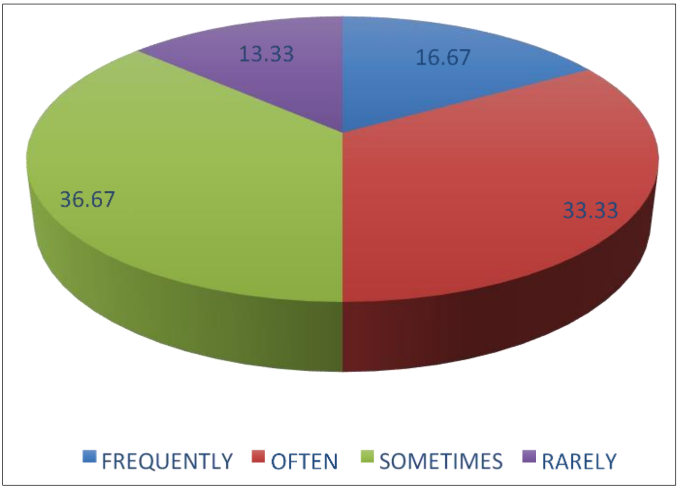


Chart 3.7: Frequency of online shopping

Interpretation

The table 4.3 depicts frequency of online shopping of respondent's. Majority of respondents (36%) are preferring shopping sometimes only and minority of respondents (13.33%) are rarely shopping online.

Payment Mode on Online Shopping

Table 4.4: Payment Mode on Online Shopping

Category	No of Respondents	Percentage (%)
Debit Card	22	36.67
Credit Card	18	30.00
Cash On Delivery	15	25.00
Paytm Wallet	5	8.33
Total	60	100

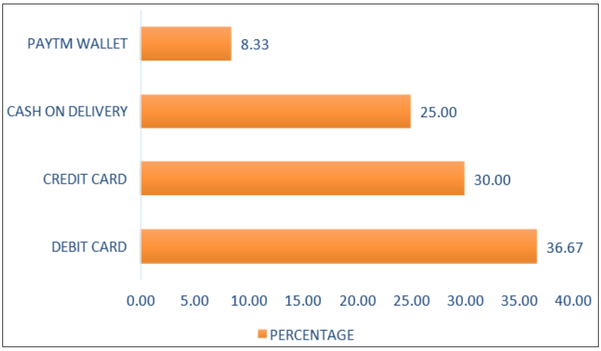


Chart 4.4: Payment mode on online shopping

Interpretation

The table. 4.4 depicts the mode of payment on online shopping by the respondents. Majority of respondents (36.67%) prefer debit card and minority of respondents (8.33%) prefer Paytm wallet.

Source of Influence

Table 4.5: Source of Influence

Particulars	Frequency	Percentage
Friends	27	45.00
Advertisement	16	26.67
Online Reviews	6	10.00
Others	11	18.33
Total	60	100

Source: Primary data

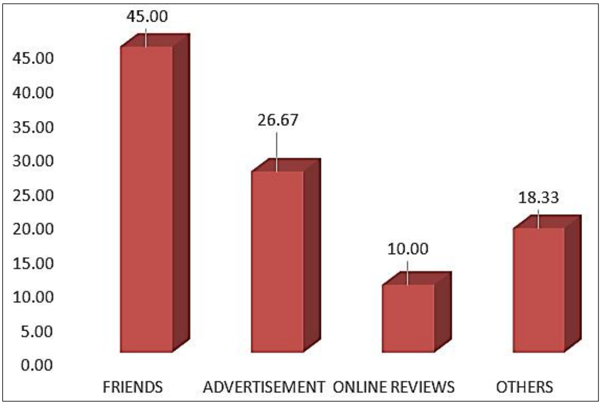


Chart 4.5: Source of influence

Interpretation

The Fig. 4.5 depicts the source of influence for choosing the sites. Majority of respondents (45%) are influenced by friends and minority of respondents (10%) are influenced by online reviews.

Occasion of Purchase of Respondents

Table 4.6: Occasion of Purchase of Respondents

Category	No of Respondents	Percentage (%)
Festivals	12	20
Discounts	27	45
Offers	18	30
Others	3	5
TOTAL	60	100

Source: Primary data

Chart 4.6: Occasion of Purchase of Respondents

Interpretation

The table. 4.6 depicts the occasion of purchase of respondents. Majority of respondents (45%) purchases on the time of discounts and minority of respondents (5%) purchases on other occasions.

Encountering of Problems with Myntra

Table 4.7: Encountering of Problems with Myntra

Particulars	Frequency	Percentage
Yes	12	20
No	48	80
Total	60	100

Source: Primary data

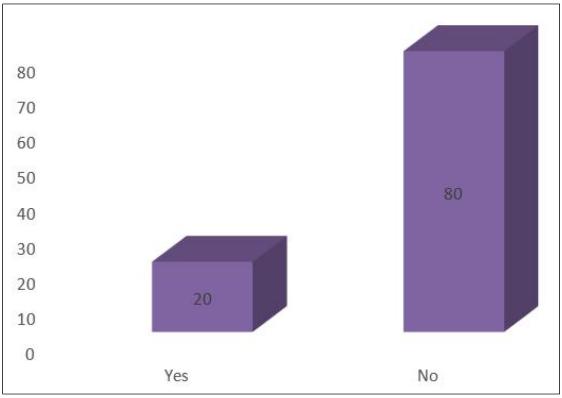


Chart 4.7: Encountering of problems with Myntra

Interpretation

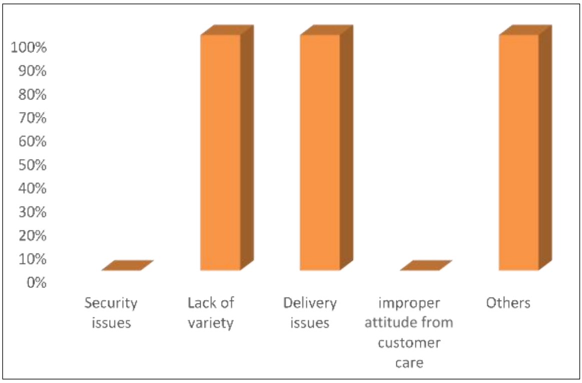
The table 4.7 depicts whether there is any problem faced by respondents with myntra. Majority of respondents (80%) are having no problems with myntra and minority of respondents (20%) are having problems by myntra.

Various Problems Faced By the Respondents in Myntra

Table 4.8: Various Problems Faced By the Respondents in Myntra

Particulars	Frequency	Percentage
Security issues	0	0.00
Lack of variety	10	83.33
Delivery issues	1	8.33
improper attitude from customer care	0	0.00
Others	1	8.33
Total	12	100

Source: Primary data



Interpretation

The table 4.8 depicts the various problems faced by the respondents in myntra while using. More than half ofthe respondents (83.33%) are facing the problem due to lack of variety and minority of respondents (8.33%) due to delivery issues and other problems.

Suggestion of Myntra Online Shopping to Friends and Family

Table 4.9: Suggestion of Myntra Online Shopping to Friends and Family

Particulars	Frequency	Percentage
Yes	58	96.67
No	2	3.33
TOTAL	60	100.00

Source: Primary data

Interpretation

The table 4.9 depicts the suggestion of myntra online shopping site to friends and family. Majority of respondents (96.67%) suggest myntra to friends and family. Minority of respondents (3.33%) are not suggesting the site to friends and family.

Respondents Rating on Overall Performance of Myntra

Table 4.15: Respondents Rating on Overall Performance of Myntra

Particulars	Frequency	Percentage
Excellent	9	15.00
Very good	19	31.67
Good	24	40.00
Average	8	13.33
Poor	0	0.00
Total	60	100.00

Source: Primary data

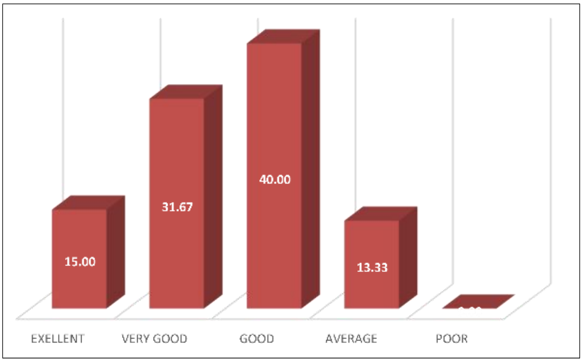


Chart 4.15: Showing rating of overall performance of myntra

Interpretation

The table 4.15 depicts the overall rating of respondents of myntra. Majority of respondents (40.00%) are good. minority of respondents (13.33%) are average. However, no respondents are found to be rated as poor.

Findings, Suggestions and Conclusion

Findings

- Majority of the respondents (75%) are females
- Majority of respondents (35%) belong to the age group below 25.
- Majority of respondents (33.33%) are income groups between 25000-35000.
- Majority of respondents (35%) are students. ❖ Majority of respondents (100%) agree to it.
- Majority of respondents (38.33%) are preferring Flipkart.
- Majority of respondents (36%) are preferring shopping sometimes only.
- Majority of respondents (36.67%) prefer debit card.
- Majority of respondents (45%) are influenced by friends.
- Majority of respondents (45%) purchases on the time of discounts.
- Majority of respondents (80%) are having no problems with myntra.
- Majority of respondents (83.33%) are facing the problem due to lack of variety.
- Majority of respondents (96.67%) suggest myntra to friends and family.
- Majority of (43.33%) respondents are neutral.
- Majority of respondents (46.67%) agree that they are quite confident.
- Majority of respondents (41.67%) are neutral.
- Majority of respondents (50%) spends below 1000.
- Majority of respondents (46.67%) prefer beauty, health care & accessories.
- Majority of respondents (40.00%) are good
- Majority of respondents rank 1 for quality of products

Suggestions

- People started switching to another sites due to lack of varieties of products. So due care is needed to be provided in case of varieties of products.

- Respondents are not getting latest updates through advertisements. All the media should provide latest updates.
- People are not getting the products on time so products should be delivered on time.

Conclusion

Online shopping is vast growing technology and it has greatly impacted the consumers. People choose online shopping sites due to wide variety of product availability, quality of the product, timely delivery of products. Myntra has successfully placed in to the one of the largest online stores with quality range of products.

This study was conducted to analyse the customer's satisfaction level of Myntra online shopping and the influence of various factors in purchase decision. Majority of the respondents are often customers of myntra online shopping. Customers make purchase decision mainly on the basis of sales promotion, variety of products, and quality. Therefore, television commercials should be concentrated more. It signifies that customer purchase decision improves with seasonal offers like price off and extra quantity.

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Chapter - 7

Customer Role in Relationship Marketing in Acquisition and Retention of Customers: TESCO

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Abstract

Customer relationship marketing varies greatly from the traditional transactional marketing approach that focuses on increasing individual sale numbers. The goal of customer relationship marketing is to build trust with and engage customers to build brand loyalty and reduce customer churn Tesco is a retail company headquartered in England. The research's major goal is to look at the elements that influence consumer loyalty in the Tesco store, the subject of the study, "customer satisfaction" as a stepping stone to Tesco customer loyalty. Three hypotheses have been established in order to discover the reasons behind client loyalty and the outcomes.

Introduction

Customer relationship marketing (CRM) is a technique based on client relationships and customer loyalty. Using customer data and feedback, companies utilizing this marketing strategy develop long-term relationships with customers and develop laser-focused brand awareness. Customer relationship marketing varies greatly from the traditional transactional marketing approach that focuses on increasing individual sale numbers.

The retail industry features small businesses and chain stores that sell products directly to individual consumers. These businesses can be categorized based on their signature products into "hard" and "soft" retailers. Industry experts also classify retailers as department stores, discount stores, and niche businesses. Businesses in the retail industry generally rely on seasonal and holiday sales to bolster annual profits. This industry could change significantly in the 21st century due to the rise of electronic commerce and increasing concerns over product quality.

Tesco is a retail company headquartered in England. The company has 7,000 stores world-wide; they employ over 500,000 people and serve tens of millions of customers each and every week. Its core business is grocery retail but the company has also diversified into the retail banking and assurance industries. For the purpose of this blog, we shall only be focusing on Tesco's retail business. Tesco's stores stock over 40,000 different products. Their procurement teams work with tens of thousands of different raw materials that are transported internationally every day.

Literature Review

Nowadays, most of the business firms are giving much significance for the CRM (Customer Relationship Management), and the other aspects linked to CRM, which includes the customer retention, customer acquisition etc. As per the findings of Francis (2011), the long run value of the existing as well as the potential customers, are well understood through the Customer Relationship Management. Goddard, Riad, Vidyaranya and Raab (2008) also supports by stating that most of the today's companies have taken the CRM as a topmost priority. They also state that the substantial investment of economy on the CRM, is also done excellently by the management of these firms.

Frank (2011) clarifies that because of the much significance of the customer acquisition, the concept also needs a lot of attention and focus. This is because the lack of focus on the customer acquisition would lead to the adverse situations where the customers who are less profitable are also likely to be selected through the processes of screening. As per the statements of Geib, Annette & Kolbe, Lutz & Brenner, Walter (2005) this is more applicable to the credit companies, as these are in need to verify the suitability of every respondent. The solution for the current issues, as suggested by Villanueva & Hanssens (2007) includes the selection of the customers using the data that is already stored in the database which enables the screening of the respondents who are more likely to respond and profitable as well.

As per the opinions of Vashishtha and Sharma (2016) a number of array of channels (and these channels include television, radio, internets etc) have been identified and discussed by many researchers for which the customer acquisition occurs, and the researchers have started to concentrate and focus more on the assessment of the efficacies of the acquisition strategies of these channels and their potential impacts on the subsequent behaviors. Most of the work on relationship marketing has been done on service and organizational marketing rather than retail market. In retail market, relationship marketing deals with the customer, firm, employees, and specific branches (Beatty *et al.*

1996). To attract and retain customer and implementation of relationship marketing is necessary for the retailers. Retailer can achieve sustainable competitive advantages by developing relationship with customer.

One of the biggest customer relationship management hurdles that companies face is driving successful adoption among users. User private reasons for rejecting a new technology can play as significant a role in the success of an implementation as an organization's overall CRM (customer relationship management] strategy. The extant literature suggests that the relative success of CRM initiatives is heavily influenced by the interplay between three key organizational elements: people, processes, and tech nology (e.g., Bose 2002; Lang 2001; Mathieu 1992).

Research Methodology

Deductive approach has been adopted in the development of this research in view of its significance in reference in the research writing and as it fully compatible and suits the research problem, which has been identified. In the context of this study inductive approach is neither appropriate nor applicable in view of its narrow perspective along with broader idea. For this research, the selection of qualitative technique facilitated the data collection process along with providing the basic idea regarding the data collection and the quality of it required for the purpose of this conducted study

This research followed systematic random sampling to collect data through questionnaire and non-probability sampling for interviews from customer of the Tesco plc, and interview with Team leaders of Tesco plc. The sample size is around 100 for survey and systematic random sampling has been used to collect data through questionnaire. Question 1 to 3 was designed to understand customers shopping pattern. Question 4 to 10 was to review customers' vision towards staff and overall performance of the Tesco organisation and questions 11 to 15 was to gather customers' personal information to understand what type of customers shop in Tesco. This study will help the managers of Tesco to review their customer service, free of charge. Therefore, for a manager to spend a little time to answer a questionnaire is not a waste of time. Considering these factors the managers' questionnaire is designed with open and closed ended questions.

Data Analysis

The main purpose of the research is to find out the driving factors of the customer loyalty in Tesco supermarket. In order to get the results and findings three hypotheses were set to be tested. With the help of SPSS software the descriptive analysis were carried out as explained by Sekaran and Bougie, (2013, 291). The descriptive of dependent variables and independent variables were out. The results contain the means medium and standard deviation of each individual variable.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
Q10. How would you rate your level of overall satisfaction with tesco's?	N	Percent	N	Percent	N	Percent
	100	100.0%	0	0.0%	100	100.0%

As shown in the table the confidence level of customer satisfaction is 100% confidence level, as said by Sekaran and Bougie (2013, 262) the level of confidence ranges from 0 to 100%. Hence, through this results it has been proved that the customer satisfaction is proved to be the dependent variable for the study. However, the descriptive table shows that mean of Tesco's own brand products is average (3.27 on five point Likert scale) as compared to others.

Considering the correlation matrix shown in Appendix 4. AS per Bryman and Bell (2011) Pearson's is the method to examine the relationship between the interval variables, the coefficient lies between 0 and 1. If the coefficient is 0 that means there is no relationship between two variables. The coefficient 1 shows the perfect relationship. Also the closer to 1 is the stronger the relationship and the closer to 0 the weaker the relationship. Those with negative or positive indicate the direction of the relationship (Bryman and Bell, 2011, 347).

The results show that the customer satisfaction in buying Tesco's own brand product is positively correlated with the customer satisfaction in online purchasing where r= 218* and P = ≤0.05. Those who recommend Tesco to others or make a repurchase reveal that their customer satisfaction is high since it is positively correlated with customer's attitude r= 575* and P< 0.01. In addition, those who have experienced online shopping show the perfect correlation with the satisfaction with online shopping r=1 and P= 0.01. These results favor the two factors that is Tesco's own brand product and Repurchase attitude of customers that make them loyal. Therefore according to Correlation hypo1 has been proved and accepted. Since about 76% of customers are Tesco's own brand products buyers and about 50% of them are satisfied with the branded products. As per repurchase results almost 50% of them are likely to make repurchase in Tesco which proves the customer loyalty and also proves that the branded products are one of the reasons.

Conclusion

To begin, there are Tesco's own-brand products. The findings suggest that the majority of Tesco customers buy Tesco's own brand products, with 75% being pleased and 31% being extremely satisfied with the branded items. While polling customers, many of them said the same thing: they prefer the quality of Tesco's branded or non-branded products. On the other hand, a few of them stated that as Clubcard customers, they get better deals on everyday products such as milk, eggs, and so on. If we compare the results to Tesco's news release, Tesco's introduced healthy foods that take customers' lifestyle into account and help them maintain sugar, salt saturate, and fat levels. One of the motivations for buying Tesco's own brand products could be for this reason. As a result, Tesco's own brand product is one of the factors that customers repurchase, resulting in Tesco loyalty.

Tesco's Clubcard, second. The data suggest that 75% of consumers have a Clubcard, whereas roughly 49% of customers, whether Clubcard users or nonusers, are satisfied with Tesco's. Out of this 75 percent, roughly 37 percent are satisfied with Tescos, implying that nearly 50 percent are satisfied consumers who have been shopping at Tesco for more than 5 years. As a result, their loyalty is revealed. Many secondary studies, as evidenced by the literature review, reveal that Clubcard makes customers loyal. On the other hand, market or economic conditions influence Clubcard users' purchasing decisions. The best examples are Christmas like-for-like deals. As a result, if this research had been undertaken during that time period, the results would have revealed something different, as Dick and Basu predicted in their loyalty model: spurious loyalty between Tesco's Clubcard users and Tesco. Tesco has now made significant improvements. According to Philip Clark, the corporation has invested almost £1 billion to increase Clubcard offers.

Third, Tesco operates an online store. Tesco has had great multi-channel development, with online grocery commerce being one of the drivers. In reality, according to a Mintel analysis cited in the literature review, Tesco ranks first in online retailing, ahead of Sainsbury's and Ads. The findings revealed the benefits of shopping online. Online purchasing is considered good value for money by 18 percent, while delivery service is considered great by percent. Tesco's own brand products are purchased by the majority of internet customers. Online sales were quite high, in contrast to Christmas grocery like-for-like sales.

To summarise, customer satisfaction and commitment, or the consumers' attitude toward Tesco, are two important aspects that impact customer loyalty.

Customer happiness is aided by aspects such as online commerce, Tesco's own brand products, and Clubcard. Other external elements that make customers shop or repurchase from Tesco are revealed by the literature review or secondary research. Pricing, retail convenience, and store hours are examples of external variables. Tesco's market position is the most critical aspect in its ability to remain the number one retailer. Customers in the United Kingdom benefit from convenience stores in every area of London.

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Chapter - 8

A Study on Customer Perception towards Amazon and Flipkart Using Power BI

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Abstract

In this study it is clear that perception of customers towards the online shopping sites such as flipkart and amazon and their satisfaction levels in shopping and concentrated in problems etc. The study sample size is 200 respondents of customers who visit this online site. And the study sampling technique is random sampling technique. And the analysis is done by using the tool called Power-BI and the interpretations are made in brief manner.

Keywords: Customer Perception, Flipkart, Amazon

1. Introduction

Marketing is a tool for advertisements and this marketing is very vital for online sites like flipkart and amazon which concentrated more on this study. This study is purely concentrated on customers and its perception towards the online sites and their satisfaction levels towards the products and services.

2. Review of Literature

The marketing is no longer like traditional marketing, in the opinion of Wilson, Zeithaml, Bitner, and Gremler (2008). Relationship marketing has e volved from it, which means that customers are now involved throughout the entire company process. Who should consider their clients' demands and be knowledgeable about them?

The notion of "expectation inconformity," which states that customers w ill feel satisfied when the practical situation of the items exceeds their expect ations, was primarily put forth by Oliva, Oliver, and MacMillan in 1992. Ho wever, it has recently been discovered that consumer satisfaction is directly i mpacted by the quality of the goods and services as well.

India is exhibiting remarkable growth in ecommerce, according to Shar ma and Mittal's 2009 study "prospects of ecommerce in India."
Online shopping in India has untapped potential thanks to the country's 288 million middleclass residents. The price of real estate is rising rapidly.
Ecommerce is become a crucial aspect of our daily lives.
Numerous products and services are offered on websites.

3. Research Methodology

In this study the sample size is 200 respondents who are the customers of online sites such as flipkart and amazon. This is calculated from primary data through questionnaire. And analysis is done through Power BI.

4. Data Analysis & Interpretation

In this study, it is mainly focussed on customer perception towards the two online shopping big e-commerce sites such as flipkart and amazon. Their analysis and interpretations are explained below in detail. And analysis using Power BI is also explained below in brief by using the interpretations.

4.1. Purpose behind visiting Flipkart

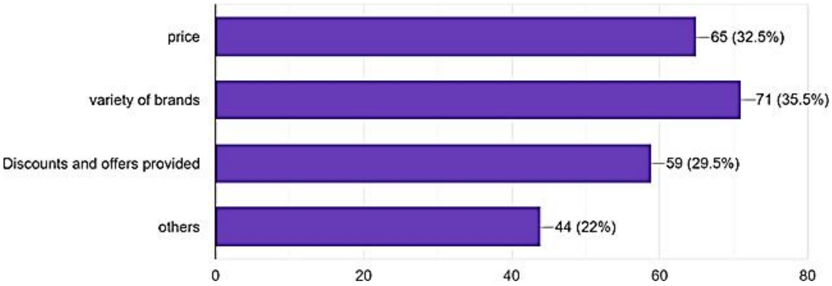

Fig 4.1: The figure shows the purpose behind Flipkart

Interpretation

The above horizontal bar graph depicts that 35.5 percent of the customers are visiting Flipkart site for the purpose of “variety of brands”, 29.5 percent of the customers are visiting for “discounts and offers provided”, 32.5 percent of the customers are visiting for “price”, 22 percent are visiting for other reasons. Most of the customers are visiting Flipkart.com for the purpose of variety of brands and prices.

4.2. Purpose Behind Visiting Amazon

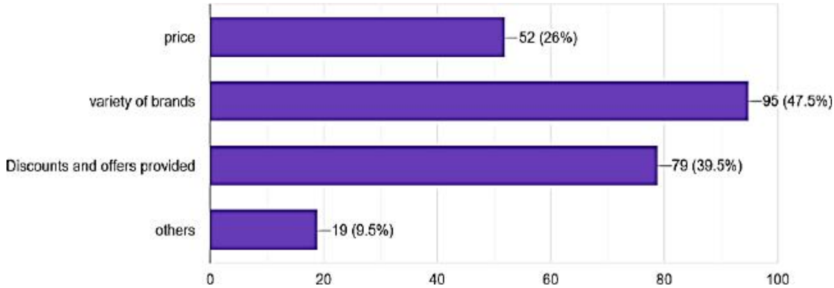

Fig 4.2: The figure shows the Purpose behind visiting Amazon

Interpretation

The above horizontal bar graph depicts that 47.5 percent of the respondents are visiting Amazon site for the purpose of "variety of brands", 39.5 percent are visiting for "discounts and offers provided", 26 percent are visiting for "price", 9.5 percent are visiting for other reasons. Most of the respondents are visiting Amazon site for the purpose of variety of brands.

4.3. Influence to Purchase

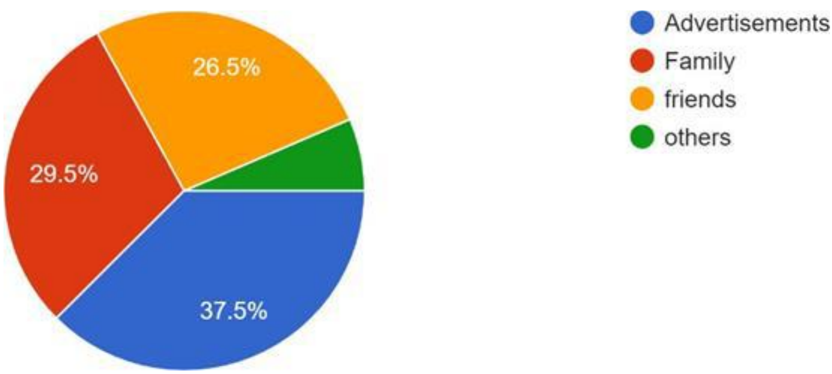

Fig 4.3: The figure shows the influence to purchase decision

Interpretation

The above graph represents that 37.5 percent of the customers are influenced by Advertisements to purchase through e-commerce sites, 29.5 percent of the customers are influenced by family, 26.5 percent are influenced by friends and 6.5 percent of the customers are influenced by other reasons. Most of the customers are influenced by Advertisements to purchase through e-commerce sites.

4.4. Problems faced with Flipkart

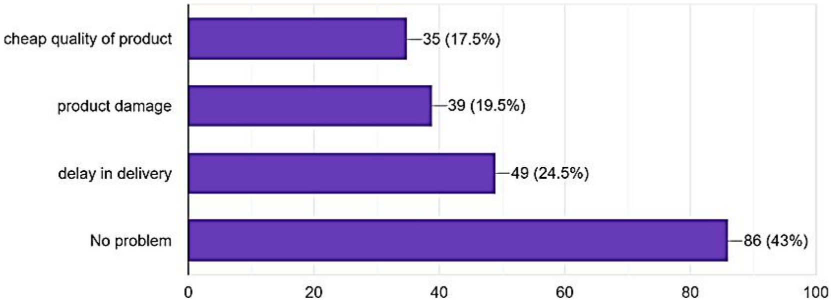

Fig 4.4: The figure shows the problems faced with Flipkart

Interpretation

The above bar graph depicts that 43 percent of the customers have "no problem" with Flipkart 24.5 percent of the customers have problem with delay in delivery, 19.5 percent of the customers have product damage, 17.5 percent of the customers have problem with cheap quality of product. So, the highest number of customers have "no problem" with Flipkart.

4.5. Problems Faced with Amazon

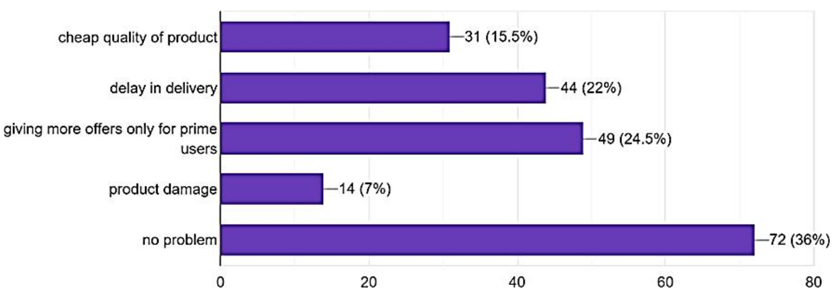

Fig 4.5: The figure shows the problems faced with Amazon

Interpretation

The above bar graph represents that 36 percent of the customers have "no problem" with the Amazon site, 24.5 percent of the customers have issue with "giving more offers for only prime users, 22 percent of the customers have issue with delay in delivery, 15.5 percent have issue with "cheap quality of product" only 7 percent of the customers have problem with product damage. So, the highest number of customers have "no problem" with Amazon.

4.6. Overall Satisfaction towards Amazon

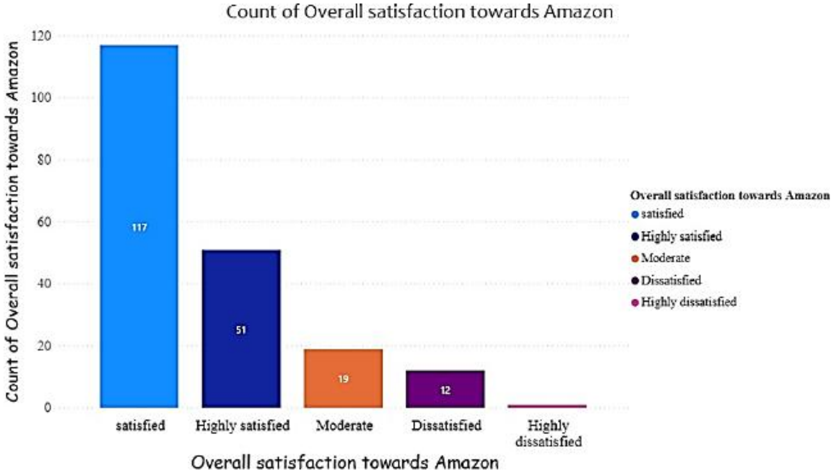

Fig 4.6: The figure shows the overall satisfaction towards Amazon

Interpretation

From the above bar chart, the study identified that 117 customers are satisfied with Amazon, 51 customers are highly satisfied, 19 customers are moderate (neither satisfied nor dissatisfied), 12 customers are dissatisfied, only 1 customer is highly dissatisfied with Amazon. So, we can conclude that highest number of customers i.e., 117 customers are "satisfied" with Amazon.

4.7. Overall satisfaction towards Flipkart

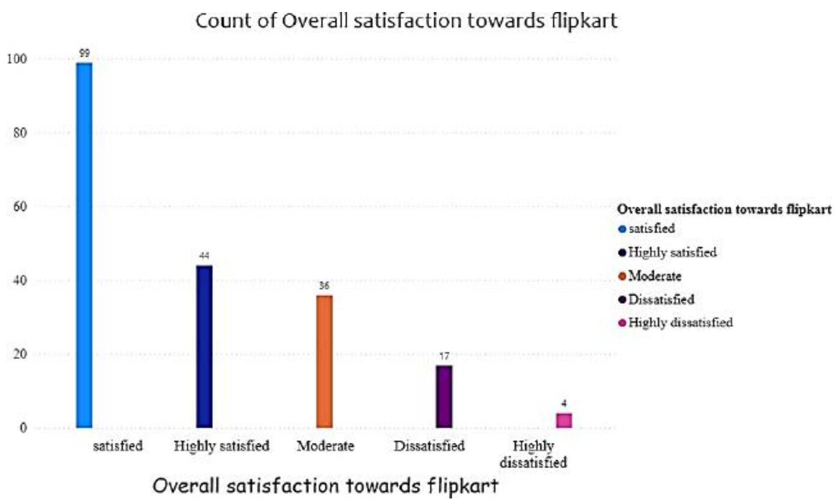

Fig 4.7: The figure shows the overall satisfaction towards Flipkart

Interpretation

From the above bar chart the bars represent the overall satisfaction towards Flipkart, 99 customers are satisfied with Flipkart, 44 customers are highly satisfied, 36 customers are moderate (neither satisfied nor dissatisfied), 17 customers are dissatisfied, only 4 customers are highly dissatisfied with Flipkart. So, we can conclude that highest number of customers i.e.; 99 customers are “satisfied” with Flipkart.

Analysis using Power BI

4.8. The Graph of Combination Between E-Commerce Websites and Occupation

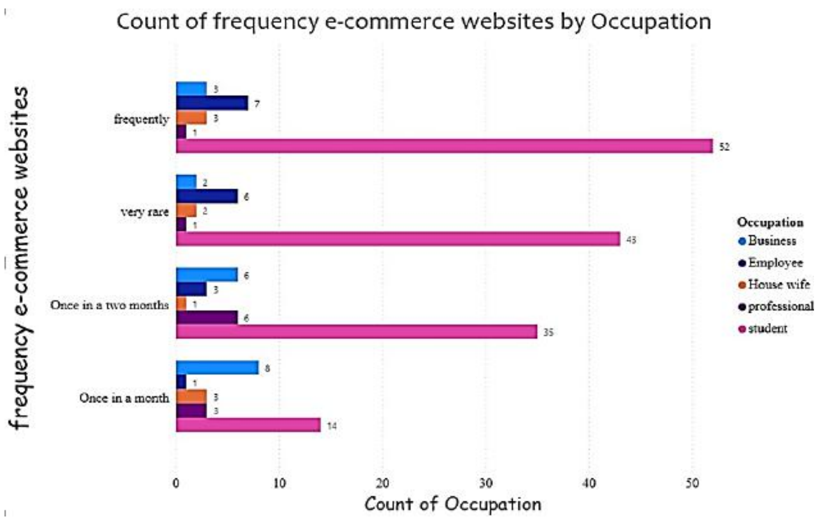

Fig 4.8: The figure shows the combination between e-commerce websites and occupation

Interpretation

From the above clustered bar chart the study identified that 52 students, 7 employees, 1 professional, 3 house wives, 3 business people are “frequently” purchasing through e-commerce sites, 43 students, 6 employees, 1 professional, 2 house wives, 2 business people are purchasing “very rarely” through e-commerce sites, 35 students, 6 professionals, 1 house wife, 3 employees, 6 business people are purchasing “once in two months” through e-commerce sites and 14 students,1 employee, 8 business people, 3 house wives,3 professionals are purchasing only “once in a month” through e-commerce sites. So, the highest number of employees, students, house wives, business people are purchasing “frequently”, highest number of professionals are purchasing “once in two months” through e-commerce sites.

4.9. The Graph of Combination Between Payment Method and Occupation

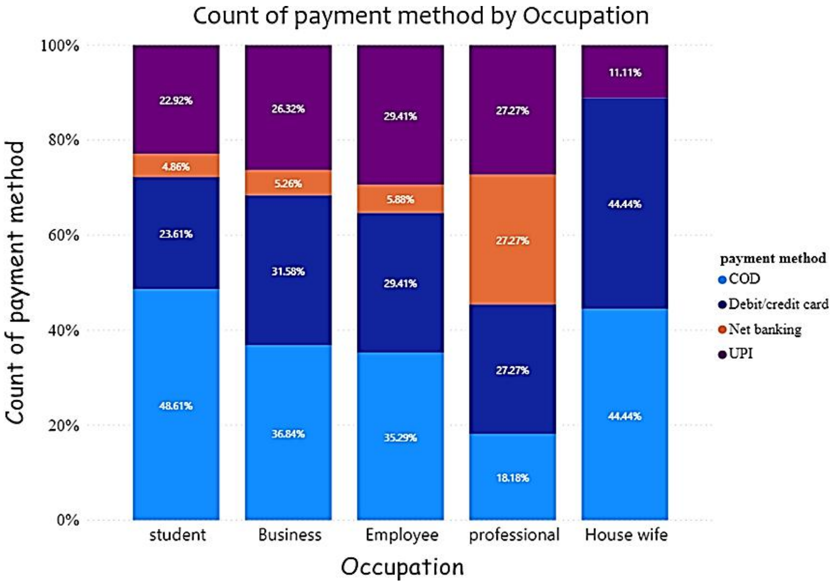

Fig 4.9: The figure shows the combination between payment method and Occupation

Interpretation

From the above stacked column chart the study identifies that 48.61 percent of students, 36.84 percent of business people, 35.29 percent of employees, 18.18 percent of professionals, 44.44 percent of house wives are using "COD(cash on delivery)" method, 23.61 percent of students,31.58 percent of business people, 29.41 percent of employees, 27.27 percent of professionals, 44.44 percent of house wives are using "Debit/credit card", 4.86 percent of students, 5.26 percent of business people, 5.88 percent of employees, 27.27 percent of professionals are using "Net banking", 22.92 percent of students, 26.32 percent of business people, 29.41 percent of employees, 27.27 percent of professionals, 11.11 percent of house wives are using UPI process. Hence, it is proved that highest number of students, business people, employees are using "COD (cash on delivery)", highest number of professionals are using Debit/Credit card, Net banking, UPI, highest number of house wives are using COD (cash on delivery), Debit/Credit card.

5. Conclusion

This study finally concludes that how the customers are at most satisfied on the online sites and also this study concentrates on the analysis like the purpose of visit towards the sites and overall satisfaction towards the both sites and also the problems faced by this sites to the customers and so on.

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Chapter - 9

A Study on Branding and Customer Satisfaction at San Info Solutions Pvt. Ltd.

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Abstract

The study is being done to find out what effect an IT company has on its clients. The purpose of this research was to find out how people use IT companies. The sample included 100 responses from customers who gave different reviews of San Info Solution. The study determines the value the customer evangelism and their reviews about the company.

Keywords: Customer satisfaction, brands, customer loyalty, customer perception

1. Introduction

Technological advancement will continue to level the playing field among rivals, making success based only on product quality increasingly difficult and unclear. As a result, there is a growing emphasis on the brand, which should deliver additional benefits, impose the company's ambitions, and guide the brand towards what it aspires to become, while remaining open to the myriad of opportunities that may develop along the way. The creation of the Marketing Science Institute in 2002, which elevated branding to an academic project, resulted in enormous advances in the theoretical and applied fields outside traditional product and service theory. In essence, branding strategy is a discipline that requires extensive work preparation and long-term goals that are crystal clear (Todor, 2014**).**

Thus, now comes the necessity of branding in SAN INFO SOLUTIONS PVT. LTD, which is an ISO 9001:2015,ISO 27001:2013, and ISO 20000-1:2018 certified firm. SAN INFO SOLUTIONS PVT. LTD was founded by a group of industry veterans with highly varied experience in numerous streams of offering. SAN Info Solutions Pvt. Ltd. enables companies to integrate IT with evolving business imperatives in a seamless manner, hence maximising benefits and returns. SAN Info Solutions Pvt. Ltd. offers worldwide clients a proven and dependable outsourcing solution based on its proficiency in operations management and high-quality infrastructure. These capabilities provide the operational foundation for a diverse portfolio of value-added solutions, such as Technology infrastructure Management, simple to complex technical support solutions, security life cycle services, and professional services for the design and deployment of Data Center technology infrastructure.

The History of San Info Solutions

In all that we do, we prioritise bringing value to our clients; we don't simply work for them, we partner with them. San info solutions' aim is to provide the most dependable services and solutions to help their clients increase it efficiency and business profitability, hence the San info solutions brand offers support and services 24x7 to help clients manage their it departments efficiently.

SAN Info solutions Pvt Ltd (ISO 9001:2008 & 27001 Certified Organization) was founded by a group of industry veterans with highly varied experience in numerous streams of business. Our focus is strive to put our clients' ideals first in everything we do.

Various Services of San Info Solution

1. Cloud Technology
2. Data Center Solutions
3. Storage consolidation solutions
4. Server consolidation solutions
5. Backup, Archival, Data Life-cycle Management Solutions
6. Security solutions
7. Disaster recovery solutions
8. IT Infrastructure Management services

San Info Solutions Capability

Storage

- Data Sizing
- Storage Consolidation
- Cluster Implementation
- SAN and NAS

Backups

- Policy design
- Enterprise data protection and Archiving
- Heterogeneous backup
- Tape automation
- Online (HOT) Database backup for 24 x7 Operations

Disaster Recovery

- Site/Infrastructure Analysis
- Suggesting appropriate DR Strategies
- Planning Assistance
- Documentation
- Testing and Support

Facility Management Support

According to the client's need for competent IT personnel, we provide IT personnel and efficiently manage the client's IT department. This procedure decreases the client's IT infrastructure's overhead expenses.

IT Infrastructure Management (Service)

- Help Desk
- SPOC for L1/L2/L3 support
- End to end Incident Management Vendor Management
- Escalation

IT Infrastructure Management (FMS)

- Server /System administration
- Unix (AIX, HPUX, Solaris, VMS)
- Windows
- Linux

Network Administration (FMS)

- Monitoring and Corrective measures
- Performance tuning
- Trend analysis
- Network Security Managed Service

Mail Management (FMS)

- Lotus

- MS-Exchange
- Linux

2. Literature Review

A number of research papers and articles provide a detailed insight about the role of social media in consumer behaviour, customer perceptions, impulsive buying of customer, brand recognition and brand awareness. Customer loyalty has been identified as the most important aspect in a corporate organization's success. This study contributes to our comprehension of the connection between customer loyalty, customer satisfaction, and brand image. This study aims to determine the image and customer satisfaction elements that positively correlate with customer loyalty in the business (Kandampully & Suhartanto, 2015). Further, the usage of social media has grown common place and is generally applied to engage with community members. In addition, several businesses utilised social media to build a social media community around their products and services in order to strengthen their brand (Tarigan *et al*., 2020). Apparently, impulsive buying is an essential idea since it presents a chance to increase revenues. Limited research has been done to understand customers' impulsive buying behaviour, despite the impact of impulsive purchases in the service environment on social media platforms (Ahn & Kwon, 2020). Thus, social media is influencing how businesses and brands engage and interact with consumers, especially Millennials. This study seeks to explore the impact of content quality and brand interactivity within social media on brand awareness and purchase intentions among consumers (Dabbous & Barakat, 2020).

3. Research Methodology

The study is descriptive in nature. Simple random technique is used to collect the data. Developed a structured questionnaire for data collection and collected the data from the customers of Kolkata and the areas SAN INFO SOLUTION. The following study is to analyse and find how IT sectors influences customer evangelism in IT products.

4. Sample Size

A sample of 100 people are taken to undergo the survey. The demographic data includes students, employees, businessmen, housewife and entrepreneurs etc., of different age groups.

5. Scope of Study

a) To find the distribution gap in the market.

b) To create proper branding for San Info Solution.

c) To check the awareness as well as level of satisfaction of retailers with distributors & the company.

d) To analyse the competitor's activity and profit margin through retailers.

6. Need of the Study

The need of this thesis is to clarify the preceding statement by examining the role of branding in customer satisfaction at San Info Solutions Pvt Ltd. The purpose of this research is to investigate the role of branding, to research the branding process, to discover how a brand can influence customer perception and gain customer satisfaction, and to discover the relationship between customer satisfaction and brand loyalty

7. Objective of the Study

1. To investigate consumer evangelism through IT sectors
2. To comprehend consumer evangelism concepts in IT services.
3. Analyse the impact of IT sector on customer evangelism for IT products & tenders.
4. To understand how customer evangelism contributes to the creation of value on IT sectors &IT organizations.

8. Method of Survey

Structured questionnaire created in Google form and collected the data

9. Research Approach

Percentage analysis was used to analyse data obtained. Descriptive analysis was used to interpret results.

10. Data Analysis

More than 70 percent of consumers believe that San info solutions is the best service provider in the IT industry because it provides excellent customer service and is a tender-based company that offers its services to all of India. Additionally, more than 28 percent of consumers agree that they are satisfied with San info solutions, and only 2 percent of consumers have a negative opinion of the company. SAN Info Solutions Pvt. Ltd. offers worldwide clients a proven and dependable outsourcing solution based on its proficiency in operations management and high-quality infrastructure. These capabilities provide the operational foundation for a diverse portfolio of value-added solutions, including Technology infrastructure Management, simple-to-complex technical support solutions, security life cycle services, and professional services for the design and deployment of Data Center technology infrastructure.

11. Findings, Suggestions & Limitations

The study found that staff are a wonderful resource. They are as familiar with your firm as you are. Further staff are responsible for the day-to-day operations of your firm, and they are aware of areas for improvement. Consider their criticism and suggestions with respect. Create a website where individuals can contribute their suggestions for improvement. They should have the option of doing so anonymously or by providing their name. Then, recognise proposals during employee meetings or brainstorming sessions. If someone comes up with a brilliant concept, don't be scared to try it out and see what happens. This not only results in significant corporate benefits, but also demonstrates to your team members that their input is valued. The limitation of study was that every day, more customers visit San Info Solutions in Kolkata, thus everyone has a unique viewpoint, and we cannot respond to all of them. A six-week term was inconvenient for covering the full internship; it was hard to gather all of the numbers of respondents, and it was impossible to do in-depth study on the issue. •Busy customers in the store made it difficult to collect questionnaire replies.

12. Conclusion

The research study conducted in the marketing department of SAN Info solutions Pvt. Ltd is really inspirational. The organisation is constantly eager to introduce new policies and improvement measures. Market development is putting in a lot of effort, and every day they come up with new, distinctive, and original strategies to expand their firm. If this effort continues, they will be able to cover unexplored markets, expand their distribution reach, and secure future business opportunities.

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Chapter - 10

Cognitive Dissonance and Its Impact on Consumer Buying Behaviour

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Abstract

This article explores the implications of cognitive dissonance on varied aspects of consumer buying behaviour. Some of the factors leading to dissonance post purchase and prior to it have been comprehensively studied in the article. The paper begins with the identification of the degree of involvement in the purchase of a product which creates dissonance for a customer. The authors argue that higher the degree of purchase involvement on behalf of the consumer, the lesser would be his dissonance level. If he takes the purchase decision on his own, he would be more satiated with his decision as compared to a purchase decision taken in consultation with others. Also it is proposed, that the more time a consumer devotes to his purchase decision, the more content he would be with his decision and lesser would be the dissonance attached with the decision. The study also unveils that, a consumer is likely to face more dissonance over his decision which involves the purchase of luxury and expensive products whereas less dissonance was found to be associated with the purchase of FMCG (Fast Moving Consumer Goods). In other words, purchase of luxury products would make customers more dissonant as compared to a purchase of FMCG products.

Keywords: Cognitive dissonance, consumer behaviour, marketing, consumer dissonance, post purchase dissonance

1. Introduction

For ages, dissonance in consumer behaviour has captured the imagination of the marketers the world over. Since consumer behaviour and its extensive study has been a backbone of the marketing strategy of every firm, a detailed and comprehensive study of all its aspects become imperative for the success of an organisation. And, hence, the concept of cognitive dissonance and its effect on the consumer behaviour has been a part of various significant research studies as well. One author even termed it one of social psychology's greatest theories (Aronson 1969).

Sweeney, Hausknecht and Soutar (2000, p. 383) noted, dissonance includes both cognitive aspects, as the title cognitive dissonance implies, as well as an emotional dimension, as many definitions, including Festinger's original definition, imply.

A social psychologist describes cognitive dissonance as a psychological phenomenon that occurs when there exists a discrepancy between what a person believes in and the outcome which questions a person's belief (Festinger, 1957). Festinger described cognitive dissonance as a state which comes into existence when a person gets confused between two cognitions (thoughts), which cannot exist together and hence create tension for him. As the person believes both the thoughts to be true, it invokes mental tension in his mind. The resulting dissonance motivates the individual to bring harmony to inconsistent elements and thereby reduce psychological tension.

Dissonance is known to arise mainly in three ways – First, any logical inconsistency can create dissonance. Second, dissonance can be created when a person experiences an inconsistency either between his attitude and his behaviour or between two of his behaviours. Third, dissonance can occur when a strongly held expectation is disconfirmed, notes Loudon & Della Bitta (2002). However, it must be noticed that in all the above mentioned three conditions, dissonance is not automatic. Rather it is imperative for a consumer to perceive the inconsistency; otherwise, no dissonance will occur. Further, dissonance occurs once a decision has been made as prior to making a decision an individual had an option of adjusting to any attitude or behaviour which he deemed right as per his choice but once a decision is being made, a commitment has been established between the buyer and the consumer, where he cannot further adjust himself and is liable to stick to his decision. This commitment and restriction might invoke dissonance in the consumer.

2. Previous Research

Once the purchase has been made, a human mind starts assessing the pros and cons of the purchase transaction made. This activity leads to emanation of myriad of conflicting thoughts in the mind of the buyer. The positive aspects of a choice forgone and the negative aspects of the decision made create ascending strain in the human mind and make the buyer rethink about the decision made, notes Kassarjian and Cohen (1965). Dissonance though is a psychological concept but has a great bearing on the way consumers plan their purchase and effect of the purchase made on their future alliance with the organisation. In an era of marketing, where a consumer is spoilt with a plethora of choices as regarding the product to buy, it is difficult to avoid a situation of confusion which leads to dissonance among the consumers. However, consumers make their efforts in different ways to reduce the conflicting views which arise in their mind.

When a purchase transaction gets completed, most of the consumers feel that their decision has got hugely effected by the sales interventions being made by the seller and hence their cognitive consistency has been compromised to the various marketing interventions made by the seller (Bell, 1967; and Cummings and Venkatesan, 1976). A consumer after making a desired decision may feel that by choosing a certain brand, he has forgone the positive traits of an alternative brand which he could have possessed if he had chosen the alternative brand. The guilt might get accentuated if bought brand doesn‟t perform as per the desired expectations of the consumers. In such a scenario, the consumer might ignore the positive traits associated with a product and consider them redundant.

Though dissonance can be felt by the consumer at any stage during the buyer‟s decision making process, it is during the post purchase stage that dissonance could cause even emotional discomfort in the consumer‟s mind. However, a consumer can try varied ways to reduce the dissonance - (1) through rationalization (2) he may seek additional information which is in consistent with the behaviour that he has shown and (3) by forgetting some of the dissonant elements and by changing his attitude and shifting it in favour of the decision made by highly emphasizing on the positive aspects of the decision being made.

Cognitive dissonance can categorically be found not only in the post purchase stage but is easily visible in the pre decision stage as well, according to Koller and Salzberger (2007).

Dissonance has the power to make the complete buying experience as sour and unfriendly. In order to retain long term customers, companies usually tend to avoid such schemes and such marketing strategies which can create dissonance among the consumers after the purchase transaction is being completed.

When a consumer rejects the positive attributes of a forgone product, he chooses the negative traits of a product which he chooses over the alternative available and this is the main reason behind the inconsistency that a consumer feels in his thoughts and ideas, hence Menasco and Hawkins (1978) measured this inconsistency in terms of the purchase decision difficulty that the consumers feels while making a decision which leads to dissonance arousal.

3. The Hypotheses

H_1: The dissonance associated with a high involvement purchase is more than the dissonance associated with a low involvement purchase.

H_2: More the time taken to make a decision, the more the dissonance felt

H_3: Dissonance felt is higher when the purchase involves an FMCG product as compared to a luxury product**.**

Purchase involvement is necessarily a concept that is customer-defined than product-defined, as Traylor and Joseph (1984). The amount of energy, money and time taken to plan and execute a purchase of any product is defined as purchase involvement (Beatty and Kahle, 1988). Purchase involvement is considered to be high when the buyer invests a great degree of time and concern while making a purchase decision. In such a scenario, a more positive confirmation could be expected from the buyer (Smith and Bristor, 2006). The extent of interest and concern which the consumer brings to task while formulating a purchase decision has been defined as a significant aspect of purchase involvement. It can be defined as a cognitive response to overcome any kind of lurking uncertainty (Mittal, 1989). The pragmatic way to resolve conflicting views in explanation is to empirically verify the truth and hence, we have the following hypothesis.

Often dissonance is associated with the time constraint while making a decision. Time constraint can make the consumers to opt for spontaneous and unplanned decisions which the consumers had not prepared for earlier (Rook and Fisher, 1995). This might result in impulse buying in the case of some of the consumers. However if the purchase process is planned and is thought upon for long then the level of dissonance felt by the consumer would be less. The more time, a consumer spends in making a final decision of purchase; the less likely he is expected to ponder over his decision later on.

H_2: More the time taken to make a decision, the more the dissonance felt

Income and the cost of the product are expected to have a direct relationship with the quantum of dissonance felt by the consumers after completing a purchase transaction. The higher price of the product always brings more dissonance to the consumers attached herewith. Luxury and expensive products can be defined as those products which are not essential for the survival of the mankind but are conducive to comfort and pleasure. A luxury item is considered to be an indulgence more than a necessity. However on the other hand, the dissonance attached with the purchase of an FMCG product will be much lesser as compared to an expensive item. Since the value attached with an FMCG product is less as compared to a luxury product, hence it creates lesser dissonance.

H_3: Dissonance felt is higher when the purchase involves an FMCG product as compared to a luxury product**.**

4. Research Methodology

The research instrument that was used for carrying out the research was questionnaire. A survey was conducted among 120 respondents who were enquired about their consumer behaviour when affected by dissonance. The sample size was selected using the non probability sampling technique known as Quota sampling. Quotas of the sample were selected from Delhi wherein the research was conducted. The respondents were given adequate time to fill the questionnaires and any confusion pertaining to a question was solved on the spot for them. Hence the following quotas were made on the basis of gender, age, education and income to authenticate the research.

Gender Quota	**Age Quota**	**Education Quota**	**Income (p.a.) Quota**
Male	18-25 years	Undergraduate	Less than 1,00,000
Female	26-30 years	Graduate	1,00,000 - 3,00,000
	31-40 years	Postgraduate	4,00,000 - 6,00,000
	41-50 years		More than 6,00,000
	More than 50 years		

The data collected from the respondents was checked twice in order to discard any incomplete forms. Around 20 questionnaires were found to be redundant since some of them were incomplete while few were not answered in the prescribed way mentioned to the respondents. In order to make sure that the results obtained from the research are accurate to the maximum possible level, SPSS 16 Software package was used to derive the main values so as to accept or reject the formed hypotheses. The Cronbach‟s Alpha was calculated at 0.729, hence indicating acceptable reliability for all the measured constructs.

Reliability Statistics

Cronbach's Alpha	N of Items
.729	41

5. Analysis and Interpretation

The hypotheses formed were tested with the help of the questions framed in the questionnaire. Dissonance has been defined as an uncomfortable stage and a consumer always try to reduce the level of dissonance to nil. The first hypothesis was upright rejected in the analysis made of the survey. The high degree of involvement while purchasing of a product led to lower degree of dissonance among the respondents surveyed as they presumed that their personal involvement in the purchase decision whilst seeking information about the product and making an actual purchase.

Table 1 indicates that there is positive correlation between the respondent making final purchase decision on his own without consulting with his family, friends or peers and him never having to ponder over his purchase decision again. Since the value of p is found to be lesser than .05, it can be inferred that there is a positive correlation. This positive correlation indicates that a consumer doesn"t feel an after purchase dissonance if he is highly involved in the purchase decision himself where he doesn"t consult with many. Similarly, respondents claimed that if the purchase decision is made after they have searched information about the product prior to making a final decision on their own, they would be less skeptical about their decision, hence stating a positive correlation between the variables.

Moreover, Table 2 indicates that those respondents who had been personally involved in making a final purchase decision always felt post purchase that they have made the best possible decision and were less likely to feel dissonance after the purchase transaction. Likewise, a positive correlation was also established between the respondents being actively involved in garnering first hand information about the product and they being less dissonant. Hence the correlation shows that high involvement in the purchase always brings less dissonance along with. Thus, the first hypothesis can be rejected.

H_1: The dissonance associated with a high involvement purchase is more than the dissonanceassociated with a low involvement purchase – Rejected

Dissonance has always been a significant aspect of assessing consumer behaviour. The survey conducted revealed that the more time the respondents spent while making the purchase, the more satiated they were with their decision. In order to test the hypothesis and to ensure the authenticity of the result, Kruskal Wallis Test was used depicting that those respondents who had consumed more time during purchase transaction never pondered over their buying decision, they always felt that they had made the best possible decision and even post purchase it would never spurt in their mind to ever return the product which is often a first reaction after the dissonance is being felt. The value of p was found to be lesser than .05 in all the three scenarios, as shown in Table 3, hence the hypothesis that the more time the consumers take while making a decision, the more they ponder over their purchase decision, they never feel that they have made the best transaction and the thoughts of exchanging or returning a product often mar their senses, or they are more dissonant, can be comprehensively rejected.

H_2: More the time taken to make a decision, the more the dissonance felt - Rejected

The results generated revealed that time is inversely related to the psychological feeling of discomfort known as dissonance.

It is a human trait that whenever we are inundated with information which is in conflict with our preconceived notions and our believed thoughts, we tend to get restless and become uncomfortable. In a developing nation like India, the feeling of dissonance is directly related to the value of the product. The price of the commodity plays a significant role in assessing the levels of dissonance among the consumers. The more the price attached with the product, the more questionable the consumer be about his purchase decision. On the purchase of a luxury expensive product, a consumer rethinks about his decision again and again, hence, leading to a feeling of incessant anxiety in him. Usually after an expensive purchase, a consumer feels guilty of forgoing the positive attributes of a cheaper product which he didn"t buy. In our survey when the consumers were enquired about their experience with per se dissonance on the purchase of an expensive luxury product and an FMCG (Fast Moving Consumer Goods) product which costs much lesser than a luxury item, the results obtained confirmed the aforementioned notion. When the respondents were enquired that which product make them ponder over and rethink about their purchases more, most of them stated that they would rethink more about expensive products they buy rather than buying an FMCG commodity which costs lesser than a luxury product.

The results were tested using Kruskal Wallis Test which also acknowledged that the hypothesis that more dissonance is attached with the purchase of an FMCG product as against a luxury item can be uprightly rejected. (Table 4 & Table 5)

H_3: Dissonance felt is higher when the purchase involves an FMCG product as compared to a luxuryproduct – Rejected

6. Tables

Table 1.

		One‟s own first-hand information search	I make my own decision	Never ponder over my purchase decision
One‟s own first hand	Pearson correlation	1	0.269	0.297
information search	Sig. (2-tailed)		0.007	0.003
	N	100	100	100
I make my own decision	Pearson correlation	0.269	1	0.315
	Sig. (2-tailed)	0.007		0.001
	N	100	100	100
Never ponder over my	Pearson correlation	0.297	0.315	1
purchase decision	Sig. (2-tailed)	0.003	0.001	
	N	100	100	100

Table 2.

		I make my own decision	One‟s own active first hand info search	I always feel I have made the best decision
I make my own decision	Pearson correlation	1	0.258	0.319
	Sig. (2-tailed)		0.010	0.001
	N	100	100	100
One‟s own first hand	Pearson correlation	0.258	1	0.246
active info search	Sig. (2-tailed)	0.010		0.014
	N	100	100	100
I always feel I have made	Pearson correlation	0.319	0.246	1
the best decision	Sig. (2-tailed)	0.001	0.014	
	N	100	100	100

Table 3: Test Statistics [a, b]

	Never ponder over my purchase decision	I always feel I have made the best decision	I never think about returning the purchased item
Chi-Square	17.786	17.474	12.758
Df	6	6	6
Asymp. Sig.	.007	.008	.047
a. Kruskal Wallis Test b. Grouping variable - time taken to make the decision			

Table 4: Grouping variable – Never ponder over my purchase decision

	Test Statistics[a,b]	
	An FMCG product	A luxury product
Chi-Square	10.790	6.303
Df	4	4
Asymp. Sig.	.029	.178

a. Kruskal Wallis Test

Table 5: Test Statistics[a,b]

	An FMCG product	A luxury product
Chi-Square	11.567	5.793
Df	4	4
Asymp. Sig.	.021	.215

a. Kruskal Wallis Test

b. Grouping Variable: Always feel best decision

7. Conclusion

The present study has attempted to fill the research gaps pertaining to dissonance and its implications in consumer behaviour. For decades, may companies have tried to delve in to the deep rooted grasp that this psychological concept has over the minds of the consumers guarding and clouting their buying behaviour. Dissonance has always been a paradoxical term for the marketers world over. In India too, it has been an enigmatic concept for the marketing gurus and agencies who have been trying to relate it with the consumer behaviour as accurately as possible. The research sprinkles light on the interrelationship between the involvement of the consumer in the purchase decision and the level of dissonance attached with it. The research concluded that if the consumer is more personally involved in making a decision – that is, he himself seeks information about the probable product to be purchased and the makes the buying decision on his own, then he is less likely to come across the uncomfortable feeling of dissonance. Hence it is safe to assume that the involvement level of the consumer in his purchase decision would have an imperative effect on the dissonance he feels post purchase and which might guide his future consumer behaviour as well. An organisation looking to control the unpleasant feeling of anxiety in their consumers post purchase should ensure that their customers are directly involved in the purchase decision and shouldn‟t take the purchase decision in consultation with others or under influence of others. Since dissonance is a psychological concept, it becomes a human tendency to doubt the validity of his decision if it has been taken in compliance with others. Time also plays a pivotal role in leveraging with the feeling of dissonance. If the purchase decision is made in the haste and the consumer doesn‟t spend much time in making the purchase decision, then the consumer would get more anxious over his decision as compared to when he takes considerable time before making a purchase decision. Hence this aspect of research can be used while training the sales employees in any organization. Often, salespeople are trained to be pushy and persistent but this study shows that the more time the consumers would take to make the decision, the better chances of them being happy, hence, salesmen should never push the customers to make the decision in the fit of fury lest they might regret their decision later on. The more time the salesmen give to the customers to make the decision, the more content they will be with their decision and might return to the same seller again. Dissonance is found to be prevalent more in the customer‟s decisions when they involve the purchase of luxury goods. Since the value attached with a luxury product is more, the level of anxiety and dissonance is more as well.

8. Future Research

The study has opened many doors for the future research that could be undertaken. The reasons that make the personal involvement of a customer in the buying decision an intriguing part of studying the dissonance in consumer behaviour can be more comprehensively studied. Besides, the significance of time constraint having a greater effect on a customer being dissonant can also be studied in depth.

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Chapter - 11

A Study of Perceived Organizational Justice, Trust and Organisational Citizenship Behaviour

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Abstract

The present organizations in which cut throat competition is there among employees, organizational justice and trust become more important to develop organizational citizenship behavior. Organisation citizenship behavior is voluntary behavior on the part of employee which does not bring any reward to them. An employee who feels like citizen of organization does something extra for organization and coworkers which is not described in job description. Many previous researches proved impact of trust on organizational citizenship behavior and impact of organizational justice on organizational citizenship behavior. This study attempts to find out impact of trust and justice on OCB separately as well as combined impact of both the variables on OCB in service industry of Gwalior (MP, India).various statistical tools like reliability analysis and regression analysis was applied to the gathered data to fulfill the objective of the study.

Keywords: Organizational justice, trust, organizational citizenship behavior, reliability, regression

Introduction

1. Organizational Justice

In present context to deal every employee with fairness, providing equal opportunities, fair wages, fair and equitable approach to information and resources etc. has become of vital importance and a term which is given to fairness in organization is organizational justice. Organizational justice has been defined as the study of the concerns about fairness in the workplace like distribution of resources, fairness of decision-making procedures, and interpersonal treatment. Organizational Justice is essentially the perception of fairness and the reaction to those perceptions in the organisational context (Greenberg, 1987). It is broken down into three areas namely: distributive, procedural and interactional justice. Distributive justice, based on equity theory, refers to the perceived fairness regarding a person's perceived input versus the reward obtained (Adams, 1963). These are content (perceptions of distributive justice within the agency), process (procedural justice) and interactions (interpersonal and informational justice) (Greenberg, 1990) An individual's perception of distributive justice is related to how they feel they should be rewarded based on their level of productivity (pay, workload and benefits), higher perceptions may result in more positive attitudes towards the organisation (Chi and Han, 2008). Procedural justice refers to fairness by which decisions or outcome distributions are made, including the inclusion of a system for employee complaints (Clay-Warner *et al*., 2005; Simpson & Kaminski, 2007). Finally, interpersonal and informational justice focuses on the human or social aspects such as the quality of treatment and behaviors between those in charge of allocating resources and the recipients (Chou, 2009). The term, organisational justice was first used by French in 1964 to refer in general to fairness issues in personnel management (French 1964), but it was Greenberg who first used the term specifically to refer to people's perceptions of fairness (Greenberg 1987).

2. Distributive Justice

Distributive justice is the perceived fairness of outcome distributions (Adams 1965; Leventhal 1976a). According to distributive justice research, a distribution is perceived to be fair if it is consistent with chosen norms of allocation. Early contributions focused on the equity norm of allocation, according to which outcomes should be distributed in proportion to merit (Homans 1961). Adams (1965) formalised equity in exchange relationships in his "equity theory" which posits that people compare their own input/outcome ratio to the other person's input/outcome ratio. If the ratios are unequal, then inequity is perceived. A person who perceives their own ratio to be lower than the "just ratio" is predicted to feel guilty; a person who perceives their own ratio to be higher is predicted to feel angry. People strive to remove the unpleasant state of inequity, either by altering inputs or outcomes, by cognitive distortion of inputs or outcomes, by leaving the exchange relationship, by altering the other's inputs or outcomes, or by changing the object of comparison. Subsequently, other distribution rules such as equality and need were introduced (e.g., Deutsch 1975; Leventhal 1976b; Sampson 1975). The equality rule defines the same outcome for all as fair. A need-based allocation distributes outcomes proportionate to the need of individuals. Lerner (1974) pointed out that different types of relationships call for different rules of distribution. The rule of equality is often used among friends, while the rule of need is more likely to be used in close relationships, where people identify and have empathy with each other. Individual rules may be more or less influential depending on context, goals and motives, and a number of rules could be considered simultaneously (Leventhal 1976a).

Procedural Justice

The second category of fairness is procedural justice, which refers to the fairness of the process that leads to outcomes. This dimension was introduced by Thibaut and Walker (1975), procedural justice was transferred into a non-legal context by Leventhal (1980). Leventhal identified six criteria of perceived procedural fairness. Typically, procedures are perceived to be “fair” when they are consistent across people and over time, free of bias, accurate (relying on good information), contain mechanisms for correcting wrong decisions, adhere to prevalent conceptions of morality, and are “representative” (i.e., take into account opinions of all groups affected), which implies process control and decision control.

Interactional Justice

Interactional justice was introduced by Bies and colleagues (Bies and Moag 1986; Bies and Shapiro 1987; Bies and Shapiro 1988; Bies *et al.*1988), they said that people also judge the fairness of the interpersonal treatment they receive when procedures and rules of organisation are enacted (Bies and Moag, 1986).there are four central concerns of interactional fairness: truthfulness (honesty),justification (explanations), respect (politeness) and propriety (no prejudicial statements or improper questions) (Bies 1987; Bies and Moag 1986).Greenberg proposed to split interactional justice into two main elements: the quality of treatment (respect and sensitivity), and explanations and information regarding decision making (Greenberg 1993).

Informational justice focuses on the amount and quality of information provided concerning procedures and outcomes (Colquitt 2001; Greenberg 1990). Clarity, adequacy and sincerity of communications regarding a decision are important antecedents of informational justice.

Interactional Justice

Interactional justice has been seen as consisting of two specific types of inter-personal treatment (Greenberg, 1990a, 1993b). The first type is named “interpersonal justice” and refers to the degree to which people are treated with politeness, dignity and respect by authorities or third parties involved in executing procedures or determining outcomes. The second type is named “informational justice” and focuses on the explanations provided by people who convey information about why procedures were used in a certain way and why outcomes were distributed in a certain manner. (Colquitt 2001, Colquitt *et al*. 2001)

3. Trust

Trust in the organization is built from the employee’s belief that since current organizational decisions are fair, future organizational decisions will be fair. Robinson (1996) defined trust as a person’s expectations, assumptions, or beliefs about the likelihood that anothers future actions will be beneficial, favorable, or at least not deterimental to ones interests”. Barber (1983) characterized trust as a set of “socially learned and socially confirmed expectations that people have of each other, of the organizations and institutions in which they live, and of the natural and moral social orders that set the fundamental understandings for their lives”.

In a social context, trust has several connotations. Definitions of trust typically refer to a situation characterized by the following aspects: One party (trustor) is willing to rely on the actions of another party (trustee); the situation is directed to the future. In addition, the trustor (voluntarily or forcedly) abandons control over the actions performed by the trustee. As a consequence, the trustor is uncertain about the outcome of the other's actions; he can only develop and evaluate expectations. The trust has been categorized in to three types in organizational relationship. It is deterrence based trust which is most fragile relationships are there. This form is grounded not only in the fear of punishment for violating trust, but also in the rewards for preserving it. Trust is based on a calculation comparing the costs and benefits of creating and sustaining a relationship versus the costs and benefits of severing it. For deterrence to be an effective threat, the potential loss of a relationship must outweigh the gain created by defecting from it. There must be monitoring and reporting between the parties. The person who has been harmed must also be willing to follow through on threats of punishment.

Knowledge-based trust occurs when an individual has enough information and understanding about another person to predict that person’s behavior. Accurate prediction depends on understanding, which develops from repeated interactions, communication, and building a relationship. Unlike calculus-based trust, knowledge- based trust (KBT) is founded not on control, but information. Parties cultivate knowledge of each other by gathering data, seeing each other in different contexts, and experiencing each other's range.

Identification-based trust happens when parties understand and endorse one another, and can act for each other in interpersonal transactions. This requires parties to fully internalize and harmonize with each other's desires and intentions. Certain activities enhance trust based on identification. For example, organizations and individuals can assume a common identity. They can co-locate, create joint products and goals, and share core values.

Identification-based trust (IBT) builds on trust based on knowing and predicting another personís needs and preferences; these needs and preferences are also shared. Identification enables us to think, feel and respond like the other person.

Organizational Citizenship Behavior

Organizational citizenship behavior is generally conceptualized as behaviors related to the work place but are discretionary, that is, are not part of the formal organizational reward system but promote the effective functioning of the organization (Greenberg, 2005; Organ, 1988; Organ & Konovesky, 1989; Zellars, Tepper, & Duffy, 2002). Organ's definition of OCB includes three critical aspects that are central to this construct. First, OCBs are thought of as discretionary behaviors, which are not part of the job description, and are performed by the employee as a result of personal choice. Second, OCBs go above and beyond that which is an enforceable requirement of the job description. Finally, OCBs contribute positively to overall organizational effectiveness.

According to Organ (1988), organizational citizenship behavior has five components: altruism, conscientiousness, civic virtue, courtesy, and sportsmanship.

The Examination of the Literature Indicates That Almost 7 Potentially Different Forms of OCB Have Been Identified, Which May Be Grouped In Seven Common Themes:

1. Helping behavior involves voluntarily helping others with, or preventing the occurrence of, Work-related problems.
2. Sportsmanship represents the willingness to face with tolerance and "fair play" the inevitable Inconveniences and impositions of work without complaining and protest.
3. Organizational loyalty means promoting the organization to

outsiders, protecting it against External threats, endorsing organizational objectives, and remaining committed to the Organization even when adverse conditions are experienced.

4. Organizational compliance is the most controversial dimension, given its quasi in-role nature, Referring to the employee's internalization and acceptance of the organization's rules and Procedures, which leads to a scrupulous adherence to them, even if no one is observing or monitoring compliance.
5. Individual initiative dimension includes voluntary creativity and innovation behaviors, aiming at the improvement of individual and/or organizational performance, taking the initiative to solve problems before asking others (e.g., supervisor) to solve them, persisting with extra effort to perform the job, volunteering to assume extra responsibilities, and encouraging fellow coworkers to do the same.
6. Civic virtue represents the willingness to participate actively in the organization governance, to monitor for threats and search for opportunities in favor of the organization, and to look out for the best interests of the organization, even with personal sacrifice. Illustrative behaviors are attending meetings even when not required, expressing one's opinion about the strategy and Policies the organization ought to pursue, keeping up with changes in the industry that may affect the organization, and reporting suspicious activities that can damage the organization.
7. Self-development refers to the voluntary engagement of employees in self-promoting Knowledge, skills and abilities, in order to expand the range of contributions to the organization.

4. Literature Review

Trust enables cooperative behavior, reduces conflict, and decreases transaction costs at work (Rousseau *et al*., 1998). It has been demonstrated to be an important predictor of certain organizational outcomes such as organizational commitment (Cook and Wall, 1980) and organizational citizenship behavior (Konovsky and Pugh, 1994, Van Dyne *et al*., 2000). Organizational justice, which includes distributive justice, procedural justice and interactional justice, has been found to be related to employees" commitment and trust in organization (Alexander and Ruderman, 1987; Cropanzano and Folger, 1991; Sweeney and McFarlin, 1993).

Researchers have shown that distributive justice does not significantly impact on trust (Konovsky and Pugh, 1994). However, Kumar, Scheer, and Steenkamp (1995) found that both procedural justice and distributive justice contribute to relationship quality, and procedural justice appears to be a more important determinant of trust. Tyler and Lind (1990) reported that both procedural justice and distributive justice affect trust, but the former holds a stronger relationship. OCB can be defined and operationalized in various ways (Graham, 1991; Organ, 1988. According to Meyer and Allen (1997), OCB typically include such things as "providing extra help to coworkers, volunteering for special work activities, being particularly considerate of coworkers and customers, being on time, and making suggestions when problems arise". The linkage between trust in organization and OCB has been examined (Konovsky and Pugh, 1994; Podsakoff, MacKenzie, Moorman and Fetter, 1990). According to Konovsky and Pugh (1994), trust is a manifestation of social exchange, and social exchange accounts for OCB by encouraging employees to behave in ways that are not strictly mandated by their employers (Rousseau and Parks, 1993). Employees with higher trust in their organization are likely to display more OCB, regardless of the types of organization. A subordinate will have a higher level of trust in their supervisor when they perceived more interactional justice, organizations should foster the development of close relationship between supervisor and their subordinates. With a high quality of interpersonal interaction and interpersonal trust in the workplace, Yui-tim Wong In this study, we investigate the relationships of perceived organizational justice, trust, and organizational citizenship behavior (OCB) among Chinese workers in joint ventures (JVs) and state-owned enterprises. Organizational justice is considered a fundamental requirement for the effective functioning of organizations. The common findings in organizational settings are that procedures/policies enhance the perceived fairness of the outcomes they produce, such as organizational commitment, trust, job satisfaction and organizational citizenship behaviour (Maria Lazzarin, 2007). Trust enables cooperative behavior, reduces conflict, and decreases transaction costs at work (Rousseau *et al.*, 1998). It has been demonstrated to be an important predictor of certain organizational outcomes such as organizational commitment (Cook and Wall, 1980) and organizational citizenship behavior (Konovsky and Pugh, 1994, Van Dyne *et al.*, 2000). Organizational justice, which includes distributive justice, procedural justice and interactional justice, has been found to be related to employees" commitment and trust in organization (Alexander and Ruderman, 1987; Cropanzano and Folger, 1991; Sweeney and McFarlin, 1993).

Alexander and Ruder man (1987) found that trust in management showed substantial unique effects of procedural justice. Procedural justice has been found to affect the evaluation of the organization and its authorities (Cropanzano and Folger, 1991; Sweeney and McFarlin, 1993), and thus it would have strong impact on trust in organization. Arguably, employees will have a high level of trust in organization when they are guaranteed fair procedural treatment. Sharon M. Hopkins Bart L. Weathington, examined perceptions of distributive justice, procedural justice, trust, organizational conimitmetit, Satisfaction, and turnover intentions among survivors it's an organization that had recctitly completed an organizational downsizing. Results suggested that trust partially mediated the relationship between distributive justice and both organizational satisfaction and affective commitment. Additionally, the relationship between procedural justice and turnover intentions was mediated by trust perceptions.

Recent research suggests that organizational justice and trust are two variables related to each other (Hoy & Tarter, 2004). A number of researchers have heighted the relationship between organizational justice and trust. Teachers trust towards the organization is considered as an important indicator of justice in work place (Lewicki, Wiethoff, & Tomlinson, 2005). According to Geist and Hoy (2003), teacher's trust towards the organization provides a various advantages include, encourage cooperatives, reduces conflict and dissatisfaction and also increases teachers self-confidence. A number of researchers and scholars (e.g. Petersen, 2008; Smith, Thomas & Tyler, 2006) found that both justice and trust profoundly affect the effectiveness and performance of an organization. However, when a teacher feels that his/her contributions and expectations are accepted and supported by the stakeholders Within his/her organization as a result, teachers'' trust towards the organization will increase (Hassan, 2002; Petersen, 2008).

Organizational Justice and OCB

Researchers Suggest That People React Positively To Procedural and Interactional Justice Due to Various Reasons, But Mainly

i) People believe that if procedures and interactions are fair, it will increase their probability of getting outcomes that are favourable and fair in the future (Lind &Tyler, 1988; Cropanzano & Greenberg, 1997). This perspective is called instrumental (or self-interest model). Therefore, people are willing to engage in extra-role behaviours even if at present there is distributive injustice;

ii) When people feel that they are treated with respect and dignity and valued by the group that they belong to, they are prone to go beyond their functional duties (Tyler, 1994; Tyler *et al*, 1996; Tyler and Degoey, 1996).

This perspective is derived from the group value model also known as the relational model. Trust either in the procedures and superiors/authorities is the basis for the sentiments, attitudes and behaviours to occur. It is trust that greatly determines the relationships between perceptions of justice and OCB (Brockner and Siegel, 1996, Konovsky & Pugh 1994) it shows that fostering procedural justice also results in an enhancement of trust. These processes result in strengthening trust in the leader–subordinate relationship and the attendant tendency on the part of subordinates to engage in extra effort and self-sacrificing behaviors which would show up in the form of citizenship behavior. These conclusions are consistent with the findings of Moorman *et al*. (1993) that satisfaction, commitment, and organizational citizenship behavior all emerge from fairness of procedures which in turn influence trust. (Oliver E. Ngodo).

5. Research Methodologies

The study conducted was causal in nature. The cause and effect relationship was tried to find out between dependent variable organizational citizenship behavior and independent variables perceived organizational justice and trust. The purpose of this study is to examine relationships among perceived organizational justice, trust and OCB. To find out impact of justice, trust on organizational citizenship behavior.

The employees from private banking sector were taken as sample to participate in research and the sample size was 184 employees chosen with the help of convenience technique. Primary data will be collected with the help of questionnaire. the scale for trust were having 10 item, the scale used to measure justice was having 10 items and the scale for measuring organizational citizenship behavior was having 14 items.

The data gathered will be analyses using SPSS software. Reliability analysis and regression analysis was used to analyze the gathered data.

The data analysis procedures chosen for this research were based on their applicability to the causal nature of the research design. Reliability analysis checked the reliability of the responses in which item to total and inter item correlation was checked. The items having more than 0.5 inter item correlation value was to be dropped and the item having less than 0.4 item to total correlation value was also to be dropped.

In terms of the linear and multiple regression analyses, the value of R^2, adjusted R^2 was used to determine the proportion of the total variance of the dependent variable (OCB) that is explained by the independent variables (Perceived organizational justice and trust). The F-test was used to test whether there was a significant relationship and can regression ($p \leq 0.05$) between the independent and dependent variables.

6. Results and Discussion

Reliability Analysis

Reliability is the consistency of the measurement, or the degree to which an instrument measures the same way each time it is used under the same condition with the same subjects. To measure reliability of the three variables cronbach‟s alpha reliability is calculated using SPSS software.

Table 1: Showing reliability values of variables

Variable	Reliability value	No of items
Perceived organizational justice	.847	10
Trust	.901	10
Organizational citizenship behavior	.828	14

Regression analysis

In regression analysis the measure of R^2 is considered as measure of association, it represents the percentage of variance in the values of Y (dependent variable) is explained by value of X (independent variable). It varies from 0.0 to 1. In this test of regression F is test for statistical significance. This tests the hypothesis that the predictor (independent variable) shows no relationship to Y (independent variable).

The table below is showing value of r square to be 0.344 which depicts that the variance in organizational citizenship behavior can be explained upto 34.4% by independent variable that is trust.

Table 2.

Model	R	R square	Adjusted R square	Std. Error
1	.586[a]	.344	.338	6.32476

In the table the value of F = 64.381 is significant at 0.00 significant which denotes that null hypothesis of this test that there is no relationship between two variables is rejected and hence there is relationship between dependent OCB and independent variable Trust.

Table 3.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2575.394	1	2575.394	64.381	.000[a]
	Residual	4920.318	123	40.003		
	Total	7495.712	124			

a. Predictors: (Constant), trust

b. Dependent Variable: OCB

Table 4: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.989	3.051	.586	8.190	.000
	trust	.617	.077		8.024	.000

a. Dependent Variable: OCB

Dependant Variable: OCB Y= a + bx

Y= 24.989+ (0.617) x

X= Trust (independent variable)

Y= Organizational Citizenship Behavior (dependent variable)

The linear regression was applied between "Psychological Contract" (independent variable) and "Organizational Citizenship Behavior" (dependent variable). The result of regression indicates that, as the value of t is significant at 0.00% level of significance so null hypothesis is rejected. Hence we can say that there is a significant impact of Trust on organizational citizenship behavior.

Regression analysis of Organizational Justice and OCB

The table below is showing value of r square to be 0.210 which depicts that the variance in organizational citizenship behavior can be explained upto 21% by independent variable that is trust.

Table 5.

Model	R	r square	Adjusted r square	Std.error
1	.458[a]	.210	.203	6.93887

In the table the value of F= 32.681 is significant at 0.00 significant which denotes that null hypothesis of this test that there is no relationship between two variables is rejected and hence there is relationship between dependent OCB and independent variable justice.

Table 6.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1573.516	1	1573.516	32.681	.000[a]
	Residual	5922.196	123	48.148		
	Total	7495.712	124			

a. Predictors: (Constant), justice

b. Dependent Variable: OCB

Table 7.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27.583	3.806	.458	7.248	.000
	Justice	.503	.088		5.717	.000

a. Dependent Variable: OCB Dependant Variable: OCB Y= a + bx

Y= 27.583 + (0.503) x

X= Organizational Justice (Independent Variable)

Y= Organizational Citizenship Behavior (dependent variable)

The linear regression was applied between "organizational justice" (independent variable) and "Organizational Citizenship Behavior" (dependent variable). The result of regression indicates that, as the value of t is significant at 0.00% level of significance so null hypothesis is rejected. Hence we can say that there is a significant impact of Organizational Justice on organizational citizenship behavior.

Impact of Trust and Organizational Justice on OCB

The r square value of regression analysis of trust and organizational justice on OCB in Table 8 states that 34.6% of variance in OCB can be described with the help of trust and organizational justice.

Table 8.

Model	R	r square	Adjusted r square	Std. error
1	.588[a]	.346	.335	6.33928

In the table 9 the value of F= 32.262 is significant at 0.00 significant which denotes that null hypothesis of this test that there is no relationship between the variables is rejected and hence there is relationship between dependent OCB and independent variable organizational justice and trust.

Table 9.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2592.967	2	1296.483	32.262	.000[a]
	Residual	4902.745	122	40.186		
	Total	7495.712	124			

a. Predictors: (Constant), trust, justice

b. Dependent Variable: OCB

Table 10.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constan t)	23.788	3.558		6.686	.000		
	trust	.077	.117	.070	.661	.510	.475	2.106
	justice	.564	.112	.535	5.037	.000	.475	2.106

a. Dependent Variable: OCB

$Y= a + bx_1+bx_2$

$Y= 27.583 + (0.077)\ x_1+(0.564)x_2$

X_1= Trust (Independent variable)

X_2= Organizational Justice (Independent Variable)

Y= Organizational Citizenship Behavior (dependent variable)

The T value predicts that the combined impact of both the independent variable on the independent variable is not too significant as the t value of trust is significant on 0.510 level of significance which is much higher than the acceptable significant value i.e 0.05.at the same time the t value justice is significant at 0.00 significant level which shows that there is significant impact of independent variable on dependent variable. This table predicts that the impact of organization justice is moderated because of impact of trust.

The F value as well as R square value also signifies that there is significant impact of independent variables on dependent variables. So in the end on the basis of R square value and F value we can conclude that the null hypothesis is rejected that there is no significant impact of organizational justice and trust on organizational citizenship behavior.

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Chapter - 12

A Study on Customer Perception towards Samsung Mobile

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1. Introduction to Marketing

The number of mobile subscribers in India has overgrown in the last four years, expected to show rapid growth over the following years. Recent years have seen an explosion in Mobile Brands and their innovations in features, performance, aesthetics, and price. Mobile companies are springing up to offer their best.

Samsung has been one of the largest manufacturers in the world. They have captured the entire market in a short time. Samsung mobiles are now marketing in several Asian and European countries. The innovative features and build quality made Samsung a favorite of millions. In the year 2011, Samsung was the largest vendor of smartphones in India. These phones come in all ranges and provide good services. It has not only captured the market but made a special place in the hearts of many users. Other mobile brands could not afford to ignore this vast and potential total addressable market and are giving tough competition to Samsung.

For the first time in the group's history, SAMSUNG was now in a position to maximize its technological resources and develop value-added products. 1990 1997 Leaping onto the Global Stage New management Era New Management is more than a mere re-engineering of SAMSUNG but rather an entire revolution dedicated to making world-class products, providing total customer satisfaction, and being a good corporate citizen. In retrospect, New Management was a decisive turning point for SAMSUNG, the moment when the entire company was repositioned on the basis of "Quality first. During this period, 17 different products from semiconductors to computer monitors, TFT-LCD screen is to color picture tubes leaped into the ranks of the top five products for global market share in their respective areas. There is no doubt that part of SAMSUNG's success in these areas is due to its rigorous enforcement of quality control at all its plants across the world.? Thanks to the "Line Stop! system, any employee can shut down the assembly line when inferior products are discovered.

2. Review of Literature

According to Dr. Dawar Sunny (2019) Samsung brand is considered the most preferred brand in the Rajasthan than Videocon. The results have shown that Samsung consumers appear to be brand loyal, willing to pay a premium price and have a great community sense than Videocon consumers. The data was collected using the consumer survey method. The usable questionnaires were collected from 275 consumers.

According to Mr. Bankapur Bangarappa and Dr. Shiralashetti A.S (2017) Customers preferred brand image, features, battery backup, and resale value with an expected price. Today, every company is facing tough competition in the world. Customer satisfaction is the most critical event in management, and companies are trying to identify the needs, wants, and demands of the customers.

According to Joel Billieux (2017) despite its clear advantage, cellular phone use has been associated with harmful or potentially disturbing behaviors; the mobile phone's problematic use is considered an inability to regulate one's mobile use.

According to Gupta Ridhi and Priyanka (2016) social media like Facebook, Twitter, and Instagram have become an essential part of our lives. The number of users on social media is increasing day by day. With the help of social media, it is possible to communicate with customers effectively. It provides a platform to interact with consumers. With the help of such interaction, it is possible to identify the needs and wants of consumers. From various studies, it is found that consumers can make decisions related to purchase and help to formulate marketing strategies. Due to the importance of social media, marketers advertise their products through social networking sites. Social media is also having a positive impact on the buying behavior of a consumer. Due to its importance in the present scenario, it is essential to study its effects on consumers' buying behavior regarding Samsung Smartphone.

According to Kannusamy K and Karthika S (2015) Customer's satisfaction is a growing concern among Indian businesses. The consumer with higher education, information, and awareness demands better value for money. Retaining current customers and winning future customers is becoming an increasingly challenging task for Indian marketers. Today, the customers are considered a king, and their buying behavior has become the focal point of the business world's attention. Globalized companies face stiff competition and have to develop products and strategies to develop products and strategies to attract customers.

3.1 Scope of the study

The scope of the study is to identify the product features, buying motives, and behaviors of employees of Samsung.

3.2 Objectives of the study

- To know the consumer opinion towards Samsung mobiles.
- To identify the factors determining the purchasing behaviour of people.
- To identify multiple strategies to enhance the consumer perception towards Samsung mobiles

3.3 Nature of study

The nature of study states as descriptive.

3.4 Nature of data

The study is based on both primary data and secondary.

3.5 Source of data

Primary data is collected through a questionnaire. Secondary data is also applied in the study for a proper understanding of the concepts used in the study.

3.6 Sample size

Considering the time factor and the cost involved in random sampling, Stratified sampling was used to select the respondents. To have a wider group of respondents suitable for study, the respondents were chosen based on their specialization. 30 employees of Samsung

3.7 Nature of population

A questionnaire had been distributed to the employees of Samsung

3.8 Sample unit

The sample unit is employees of Samsung

3.9 Tools of analysis

The following tools are used in the study

- Percentage analysis
- Chart

3.10 Limitation of the study

- The customers perception may change in accordance with time
- The increasing number of competitors is also a leading disadvantage which makes it too hard to speculate Samsung mobiles

4. Data Analysis

Table 4.1: The table showing mobile phone user percentage.

Respondents	No of respondents	Percentage of respondents
Yes	50	91
No	5	9
Total	55	100

Source: Primary data

Interpretation

The above figure revels that about 91% of the respondents in society have mobile phone and the remaining 9% don't have a phone. Hence it is table shows out of 50 people 5 people don't use mobiles.

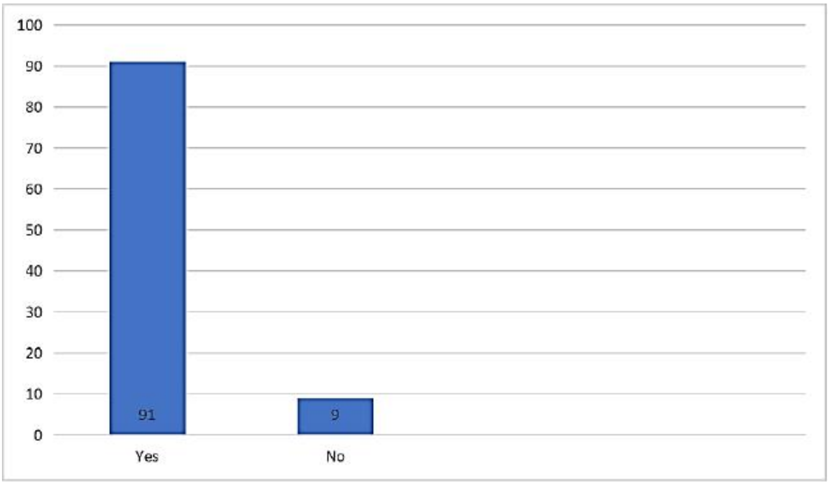

Fig 1: The figure shows Mobile phone user percentage

5. Findings of the Study

1. 41.25% of the respondents are aged between 35-40.
2. 65% of respondents are male.

3. 48.75% of the customers are professional and 30% of them are self-employed are salaried.
4. 45% of the customer's monthly income is between Rs 10000 to Rs 20000
5. 64% of the customers get to know about Samsung products through advertisement.
6. Most of the times three brands are considered before buying Samsung products.
7. Spouse makes the final decision to buy the Samsung.

Suggestions of the Study

1. The brand name influences about 76% of buyers
2. The majority of the users responded that price is an essential factor to consider when buying mobile
3. Users prefer Samsung because of its good camera and fast processor
4. 44%of users have faced some problems while using Samsung mobile
5. Heating is the major problem faced by Samsung mobile users
6. The majority of users said the build quality of Samsung mobile is good and average.
7. The camera and processor is a factor that attracts more users to Samsung mobile. the camera is the favourite feature of user in Samsung mobile

Conclusion

This study concludes that most people prefer using Samsung mobile because it provides features like a good camera, better battery backup, powerful processor at a budget-friendly rate. Overall, the customers have a very positive experience regarding the usage of Samsung mobiles. And are willing to buy Samsung mobile in next purchase.

The Samsung has adopted so many new techniques to attract the customers. But there is no effective implementation. If done effectively the Samsung not only satisfy the customers but it can also delight them, which is very important for the growth of business of the bank

To sum up the art of consumer behavior plays a very significant role contributing to the organization's goals, image, survival and growth. When consumer satisfaction is improved it spreads satisfaction to the employees, supervisors, manager. It even helps society and the nation through better utilization of the resources of the Samsung.

Many experts have played very important role in consumer behavior technique. Every bank of organizations has to select the right techniques suitable for the organization so as to give full satisfaction to the customers.

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Chapter - 13

A Study on Customer Buying Behaviour on Using Online Food Services before and After Covid-19

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Abstract

This study focusses on customer buying behaviour on using online food services before and after Covid 19. This study is done with respondents of Andhra consisting 151 respondents and by using probability sampling technique and contribution is also done and finally analysis is done by using the tool PowerBI.

Keywords: Customer buying behaviour, Food services, before covid-19, After covid-19

1. Introduction

Marketing is a tool for advertisements and this marketing is very vital for online sites like flipkart and amazon which concentrated more on this study. This study is purely concentrated on customers and its perception towards the online sites and their satisfaction levels towards the products and services.

2. Review of Literature

According to the report of FICCI (2017), food expenditure holds the largest retail consumption in the ever-growing Indian society. Indian food services market in India (organized and unorganized) is estimated to grow at the rate of 10% over the next five years to reach up to rupees 5,52, 000 crores. Online food delivery industry has grown in India post-2010. This was possible because of the use of the internet and various technological apps which would give flexibility, interactivity, and personalization. It has become a very useful tool for not only communication, entertainment but education as well as electronic trade. In the food industry, online food delivery platforms such as Swiggy, Zomato and Food panda have established themselves. They provide a complete food ordering and delivering solution system. It provides a single window for ordering from a wide range of hotels and restaurants, and they have their exclusive fleet of delivery personnel to pick up and deliver food to the customers. These services are very popular with the millennial population as it reduces the time and effort that is spent on shopping.

According to Folke (2006), resilience is the requirement for flexibility and adaptability as well as the capacity to absorb market and environmental shocks and still maintain a fully functioning food supply chain. One of the greatest challenges in crisis planning is developing food systems that are sufficiently resilient to continue functioning. Buldyrev *et al*. (2010) highlights that a fundamental property of interdependent networks is that failure or degradation in one system may cause the failure of other dependent systems. The same stands for food networks, as for example failure in either the manufacturing, or transportation, may cause the failure to food supply. For example, food industries that rely on import and export face challenges as raw materials might be difficult to source.

According to Caiazza and Volpe they said that, one of the major issues that COVID-19 has revealed is the issue on food insecurity faced from a large part of the population. The social measures that were in place, e.g., school meals, family/grandparent support, to a great extent have been stopped because of the lockdown. This has put the most vulnerable parts of our societies in significant (food related) risk. Induced unemployment contributed tremendously to food insecurity for the low-income households. Charities and other community-oriented support services e.g., food banks or incentive financial measures in some countries have been activated to address the issue, but this remains an issue causing significant concern.

3. Research Methodology

As it is already said about the scope of the study this research only focuses on the people of Vijayawada, Andhra Pradesh. From the population of Vijayawada, a questionnaire is passed to a sample of 151 people who use online food delivery services. So, the 151 responses are said to taken as a sample. A simple random sample takes a small, random portion of the entire population to represent the entire data set, where each member has an equal probability of being chosen. Researchers can create a simple random sample using methods like lotteries or random draws.

3.1 Objective of the study

The main objective of the study is consumer buying behaviour towards online food delivery apps in India.

3.2 Contribution of the study

This study helps us to know whether there is any change in the buying behavior or usage of the online food service application by the consumer, if there is any what are the measures that are consumers are preferring while ordering food during this pandemic outbreak. This study contributes the online food services in Vijayawada and helps them in getting better insights and helps in filling the gaps between the applications and customers. This study helps us to know which online food service application is used or preferred the most by the people of Vijayawada. This study also gives some information about what are the safety measures that the consumers are expecting from the online food applications.

4. Data Analysis & Interpretation

4.1 What is Your Ordering Behaviour in Online Food Service Application after COVID-19?

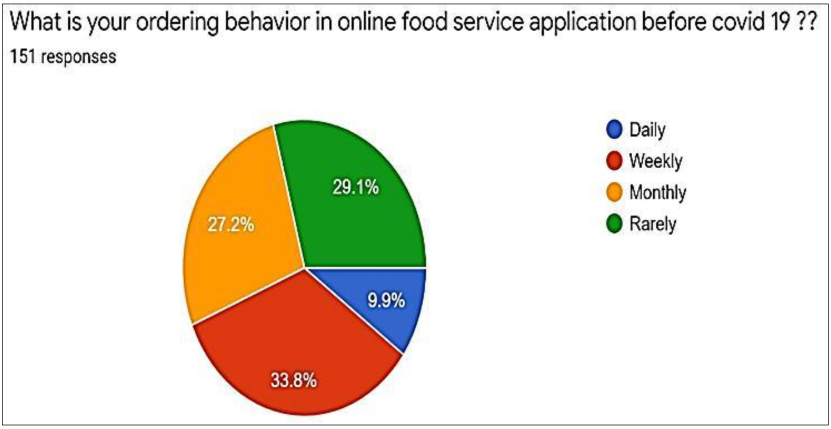

Fig 4.1: The Figure shows the ordering behavior of using online food applications after covid-19

Interpretation

From the above pie chart, it is said that the chart is all about the consumer using or ordering food online after the pandemic outbreak. From 151 responses, around 3.6 percent respondents selected daily as they use or order food in online food services, 13.9 percent respondents selected weekly as they use or order food in online food services after this pandemic outbreak, 19.9 percent respondents selected monthly as they use or order food online, 63.9 percent respondents selected rarely as they use or order food online after this pandemic outbreak. Hence, it can be said that there is a major difference between ordering pattern of the consumers before and after covid19 as the people in Vijayawada use or order food in online food services so rarely.

4.2 Is There any Change in Your Usage Behavior of Online Food Services Before and after This Pandemic Situation?

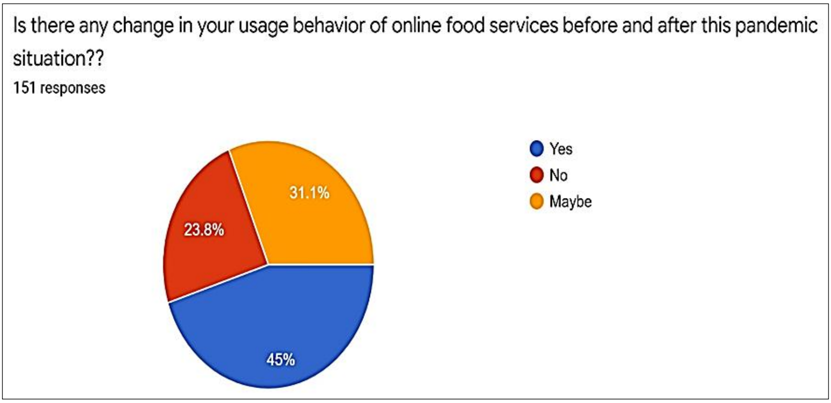

Fig 4.2: The Figure shows the change in usage behavior of online food services

Interpretation

From the above pie chart it can see that, from 151 responses, 45 percent respondents selected yes as they are saying that there is a difference in ordering pattern or usage of online food services, 23.8 percent respondents selected not as they are saying that there is no difference in ordering pattern or usage of online food services, 33.1 percent respondents selected maybe as they are not sure about their ordering pattern or usage of online food services. Hence, major percentage of respondents opted for Yes as there is a difference in ordering pattern or usage of online food services before and after this covid-19 pandemic outbreak.

Analysis on Power-BI

4.3 Dashboard 1

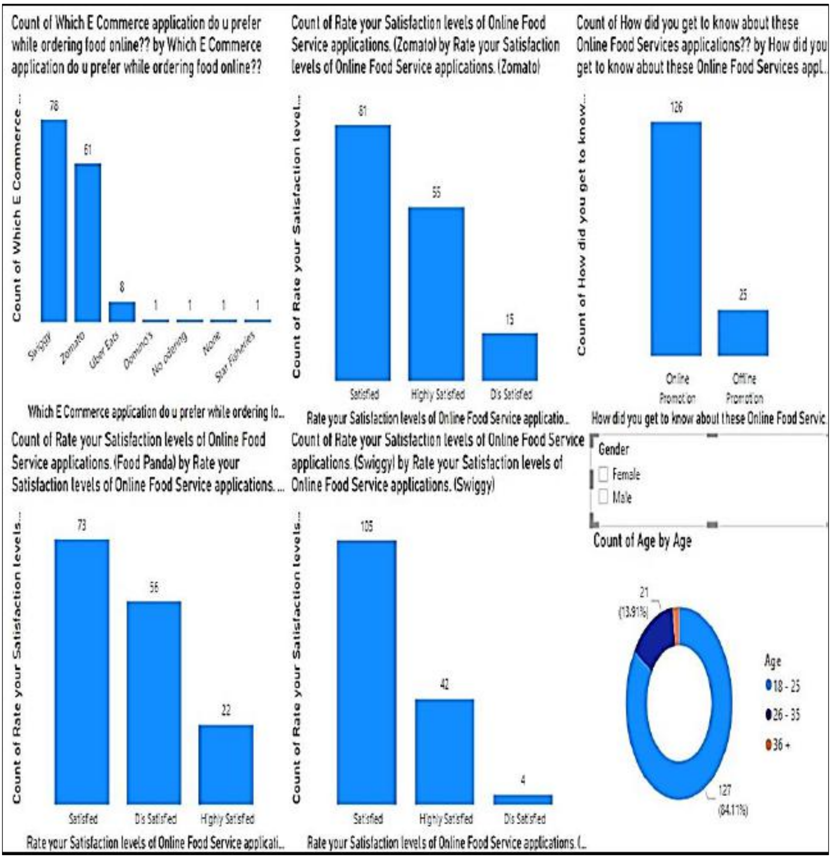

Fig 4.3: The Figure shows the combination of gender with satisfaction levels of Swiggy, Zomato, Food panda

Interpretation

From the above dashboard includes the combinations like age, gender, promotion pattern, preferred online food service application, satisfaction level by applications like Swiggy, Zomato, Food Panda.

4.4 Dashboard 2 by Swiggy

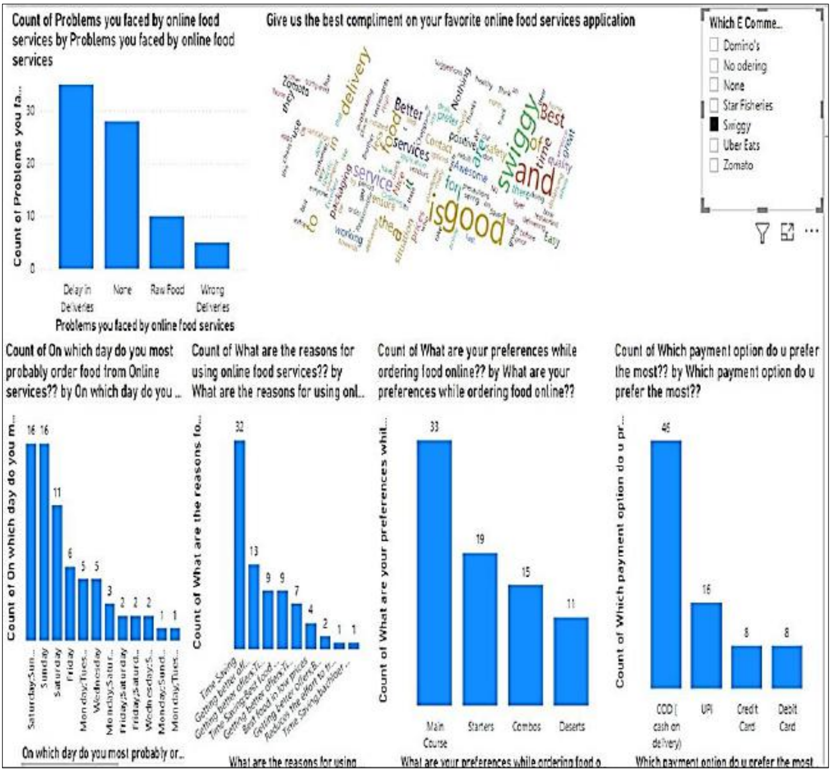

Fig 4.4: The Figure shows the combination of the application swiggy with problems faced, payment option, day they prefer the most and reasons

Interpretation

From the above graph the study has identified most the customers faced the problem by food delivery swiggy is delay in the delivery. Most of the customers compliment towards swiggy is good. Most of the customer's order on weekend's i.e., on Saturday and Sunday. Most of the respondents use swiggy as it is time saving. Most of the customers prefer main course food. Most of the customers pay through Cod cash on delivery method.

4.5 Dashboard 2 by Zomato

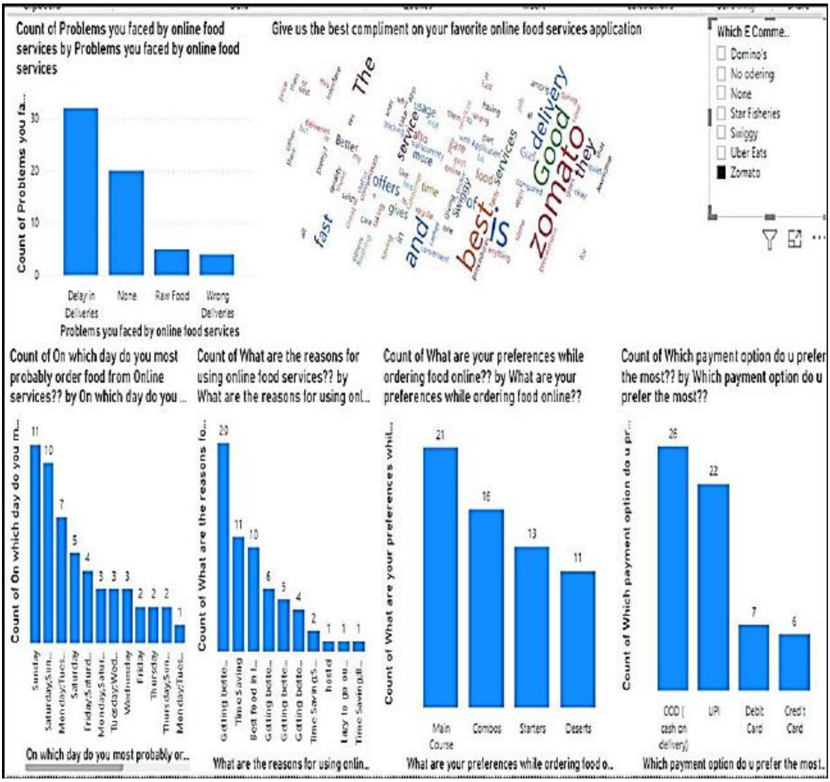

Fig 4.5: The Figure shows the combination of the application Zomato with compliments, preferred food while ordering, preferred payment option.

Interpretation

From the above dashboard the study has identified most of the Zomato customers faced the problems of delay in food delivery. Most of the Zomato customers complimented their food app as good. Most of Zomato customers ordered their food on Saturday. Most of the Zomato customers ordered food as they could get best deals. Most of the Zomato customers order main course whenever they order food. Most of the Zomato customers pay them through Cod cash on delivery.

4.6 One-way Anova

Oneway

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
before ordering behavior	Between Groups	4.034	2	2.017	2.054	.132
	Within Groups	145.317	148	.982		
	Total	149.351	150			
after ordering behavior	Between Groups	.982	2	.491	1.133	.325
	Within Groups	64.104	148	.433		
	Total	65.086	150			

Fig 4.6: The Figure shows the One-way Anova of ordering pattern before and after covid-19

Interpretation

From the above chart

Null Hypothesis: there is no significant difference between ordering pattern before and after covid-19.

Alternative Hypothesis: there is a significant difference between ordering patterns before and after covid-19.

Before Covid-19

Sum of squares is 4.034, mean square is 2.017 F ratio is 2.054 with significance of 0.132 which is less than 0.5 so we accept null hypothesis and there is no significant difference between ordering pattern before and after covid-19.

After Covd-19

Sum of squares is 0.982, mean square is 0.491 F ratio is 1.133 with significance of 0.325 which is less than 0.5 so we accept null hypothesis and there is no significant difference between ordering pattern before and after covid-19.

5. Conclusion

The study concludes that Outbreak of the Covid19 has made a huge impact on economy, it even brought a huge impact on the online food industry. This study examines the impact of covid19 on customer behavior of ordering food online before and after covid19 in short term. We find that the share of covid19 cases increases the possibility of consumers purchasing food online.

The main data used in the study are form the online survey forms the focus of this study is on the short-term impact, second, it must be remembered that this study was undertaken in Vijayawada, and whether the results of this study are applicable to other cities or locations remains uncertain. With the spread of the covid19 epidemic globally, it would be of great significance to examine weather and how the results differ in other countries. Third, our results suggest that the outbreak of the covid19 epidemic purchasing food online. Keeping these limitations in mind. Our study has some policy implications for Vijayawada. First since it is found that consumers are more likely to purchase food online in the covid19 epidemic, government support and regulation should focus on ensuring the safety of delivering food ordered. More attention should also be given to protecting the carrier or delivery person from being infected since there is possibility of human-to-human transmission of the virus. Second since our study shows that young people are likely to purchase food online, the company should take initiatives like, promotions, discount offers and etc., and take some safety precatation to get them order food.

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Chapter - 14

A Study on Consumer Buying Preferences towards Bath Soaps Using Power BI

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Abstract

This study is based on the preferences of consumers towards bath soaps such as Santoor, Mysoor Sandal, Dove, Lux, Medimix, Cinthol, Dettol, etc. This study is done by using the primary data by collecting the responses from consumers who using bath soaps. The sample size of this study is 300 responses .And the sampling technique used in this study is random sampling technique. And the contribution is briefed in this study and also the analysis is done by using tool named Power BI and analysis is done. The main objective of the study is also mentioned accordingly.

Keywords: Consumer buying behaviour; buying preferences

1. Introduction

Marketing is a key tool and is a back bone to the Indian market. Now a days marketing has changed its shape and is evolved to be a gigantic flow chart such as from production to distribution and from wholesalers to consumers. This change is not only in marketing but also in digital change which in the term known as digital marketing it is termed.

2. Review of Literature

They described marketing mix techniques, according to Cravens, D.W., Hills, G.E., and Woodruff, R.B. (2002). They place a strong emphasis on brandingand packaging tactics as part of their product development strategy. The Marketing Mix includes distribution.According to Manoj Patwardhan, P reeti Flora, and Amit Gupta (2010), "Identification of Secondary Factors that Influence Consumer's Buying Behaviour for Soaps revealed that few comm on characteristics include availability of products to consumers, caution and concern shown by consumers for product ingredients, budget compatibility o f consumers such as product cost, fragrance, shape, and seasonal variation, a nd advertisement." It's also possible that media publicity, particularly in the electronic media, has a considerable impact on customer perceptions.

According to Bhandari, Bhupesh, Kar, Sayantani, and Iyer, Byravee (20 10), they sought to observe what young men and women seek across industri es in order to promote their products to them. Communication in the network ed world should be bold, it has operated as a catalyst, it should be entertainin g and cheeky, and it should communicate to people rather than behind their b acks. Before completing a brand ambassador, youth appeal firms now track, first and foremost, the youth application of any celebrity.

Ravi Akula (2008) focuses on CoBranding as a contemporary Marketing Strategy, according to him. Marketers must use innovative tools and approa ches to capture share of mind and share of heart. Brands with untrustworthy f eatures, benefits, values, culture, personality, and users have the ability to ear n riches. Brands that are tough in these dimensions command a respectable p osition in the market in terms of sales, status, image, and so on. This puts ma rketers on their toes in order to effectively express their brand's worth. Indivi dual brands, regional brands, national brands, world brands, family brands, o r subtle products like service are used in cobranding to ensure a synergistic o utcome and win-win situation for customers, brands, and organisations.

3. Research Methodology

This study focusses on the questionnaire and it is collected through primary data and the sample size of the study is 300 respondents and the sample technique is simple random sampling.

Objective of the Study

The main objective of the study is “A Study on Consumer Buying Preferences towards Bath Soaps Using Power BI.”

Contribution of the Study

The contribution of the study is to meet and satisfy targeted consumers needs, wants, perceptions, preferences and there by influencing the consumer shopping and buying behaviour. Consumer preference also varies with their age, sex and other characteristics. There are many soap brands available in the market. This study has under taken brands such as Santoor, Mysoor Sandal, Dove, Lux, Medimix, Cinthol, Dettol, etc. The research work has been carried out to know why these bath soaps are preferred by the consumers such as purchase decision, price, kind of soap, advertisement influence, promotional scheme, qualities, rating etc. The study brings out which brand of soap is mostly preferred by the consumers.

4. Analysis &Interpretation

This study is surrounded by the analysis of the consumers buying preferences towards bath soaps using the programming language Power BI. Through the questionnaire these questions are asked by consumers about their preferences towards buying the bath soaps.

4.1 Which Soap do Consumers Most Prefer

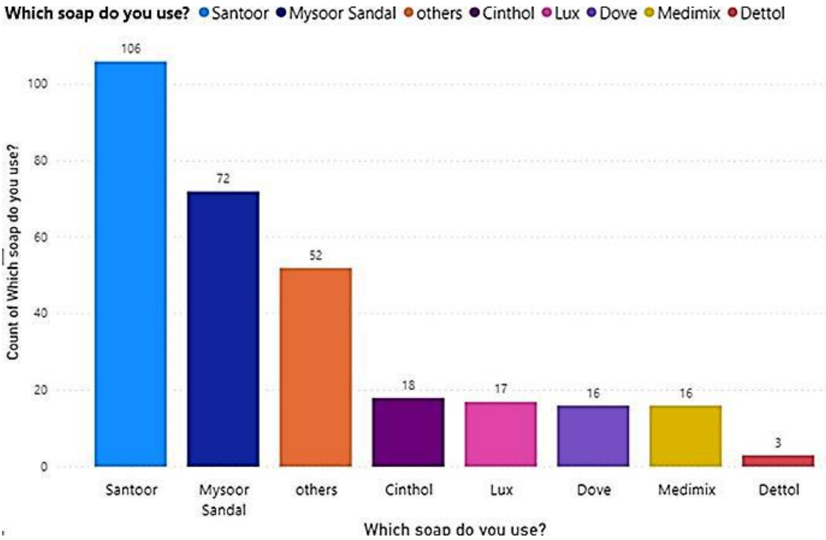

Fig 4.1: The figure shows the usage of different brands of soaps.

From the above column chart, the study identified that 72 consumers are using Mysoor Sandal soap , 106 consumers are using santoor soap, 16 consumers are using dove soap, 16 consumers are using medimix, 17 consumers are using lux, 18 consumers are using cinthol soap, 3 consumers are using Dettol soap, 52 consumers are using other than above mentioned soaps. Hence it is proved that the consumers of santoor is high and the consumers of Dettol is low.

4.2 What Kind of Bath Soap Do You Use?

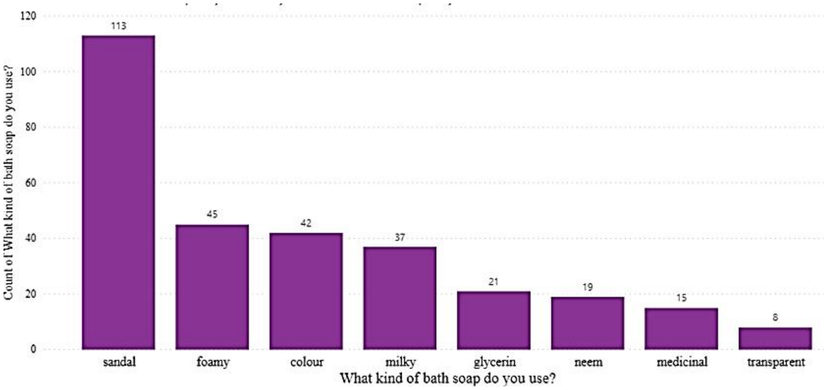

Fig 4.2: The Figure shows that the kind of bath soap

Interpretation

From the above column chart, the study identified that 113 consumers are using sandal soap, 45 consumers are using foamy soap, 42 consumers are using coloured soap, 37 consumers are using milky soap, 21 consumers are using glycerine soap, 19 consumers are using neem soap, 15 consumers are using medicinal soap,8 consumers are using transparent soap. Hence it is proved that most of the consumers are using sandal soaps.

4.3 What qualities do you want in your soap?

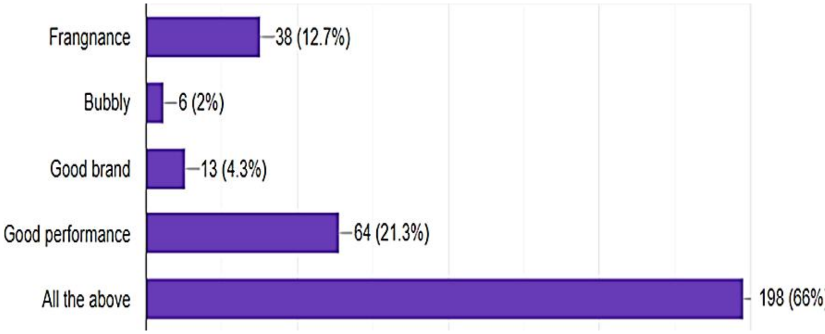

Fig 4.3: The Figure shows that the qualities required in a bath soap.

Interpretation

From the above bar chart, the study identified that 38 consumers want fragrance in their soap, 6 consumers want bubbly kind of quality in their soap, 13 consumers want good brand in their soap, 64 consumers want good performance in their soap, 108 consumers want all the qualities mentioned above. Hence it is concluded that all the qualities like good brand, good performance, bubbly, fragrance are required to purchase a soap.

4.4 Which type of promotional scheme do you prefer?

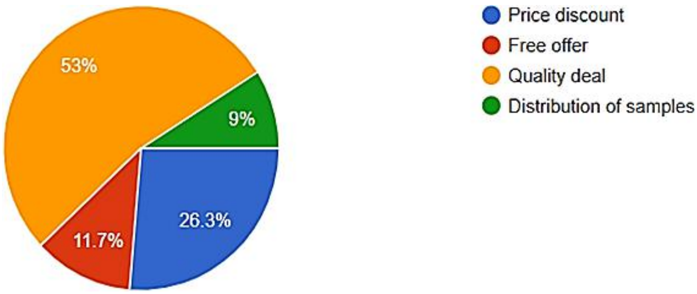

Fig 4.4: The Figure shows the type of promotional scheme you prefer.

Interpretation

From the above pie chart the study identified that 53percent of the consumers prefer the quality deal, 26.7 percent of the consumers prefer the price discount scheme, 11.7 percent of the consumers prefer free offer scheme, 9 percent of the consumers prefer distribution of samples. Hence it is proved that most of the consumers prefer quality deal of promotional scheme in buying a bath soap.

Analysis Using Power BI

4.5 The Graph of Combination between No. of Soaps Used Per Months by Soaps.

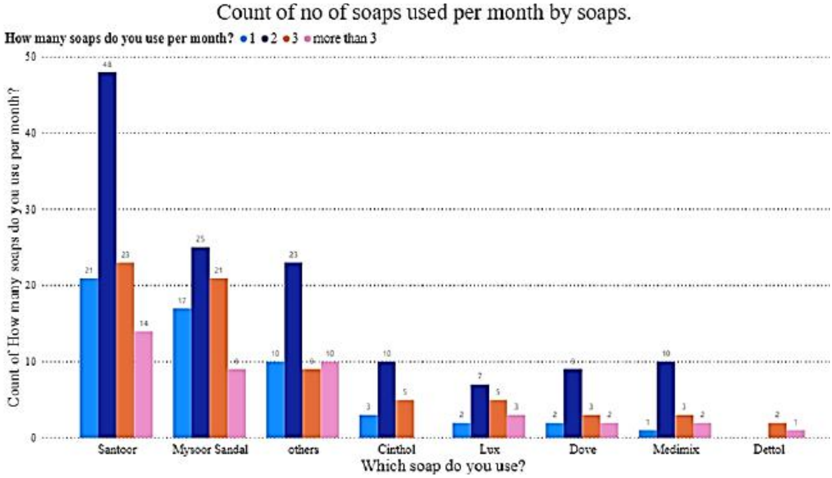

Fig 4.5: The figure shows the Combination between no. of soaps used per month by Soaps.

Interpretation

From the above Clustered Column chart the study identified that 21 consumers of “Santoor” soap use only one soap per month, 48 consumers of “Santoor” soap use only 2 soaps per month, 23 consumers of “Santoor” soap use 3 soaps per month, 14 consumers of “Santoor” soap use more than 3 soaps per month. 17 consumers of “Mysore Sandal” soap use only one soap per month, 25 consumers of “Mysore Sandal” soap use only 2 soaps per month, 21 consumers of “Mysore Sandal” soap use 3 soaps per month, 6 consumers of “Mysoor Sandal” use more than 3 soaps.10 consumers of “Cinthol” soap use only one soap per month, 5consumers of “Cinthol” soap use only 2 soaps per month, 3 consumers of “Cinthol” soap use 3 soaps per month. 2 consumers of “Lux” soap use only one soap per month, 7 consumers of “Lux” soap use only 2 soaps per month, 5 consumers of “Cinthol” soap use 3 soaps per month. 2 consumers of “Lux” soap use more than 3 soaps. 2 consumers of “Dove” soap use only one soap per month, 6 consumers of “Dove” soap use only 2 soaps per month,3 consumers of “Dove” soap use 3 soaps per month.2 consumers of “ Dove” soap use more than 3 soaps. 10consumers of Other soaps use only one soap per month, 23 consumers of Other soaps use only 2 soaps per month,6 consumers of Other soap use 3 soaps per month.10 consumers of Other soap use more than 3 soaps. Hence it is proved that in every soap brand most of the consumers use only 2 soaps per month.

4.6 The Graph of Combination Between Maximum Prices You Spent Per Soap.

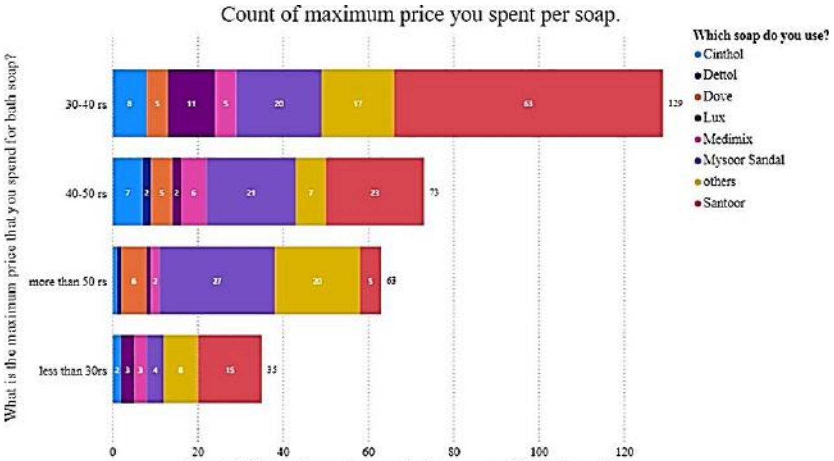

Fig 4.6: The figure shows the Combination between Maximum price you spent per Soap.

Interpretation

From the above Stacked Bar chart, the study identified that 63 consumers of "Santoor" soap spent 30-40rs per soap, 27 consumers of "Mysore Sandal" spent more than 50rs per soap, 8 consumers of "Cinthol" soap spent 30-40rs per soap,6 consumers of "Medimix" soap spent 40-50 rs per soap,6 consumers of "Dove" soap spent more than 50rs per soap, 11 consumers of "Lux" soap spent 30-40rs per soap, 20 consumers of other soaps spent more than 50rs per soap.

4.7 The Graph of Combination between Kind of Bath Soaps by Gender.

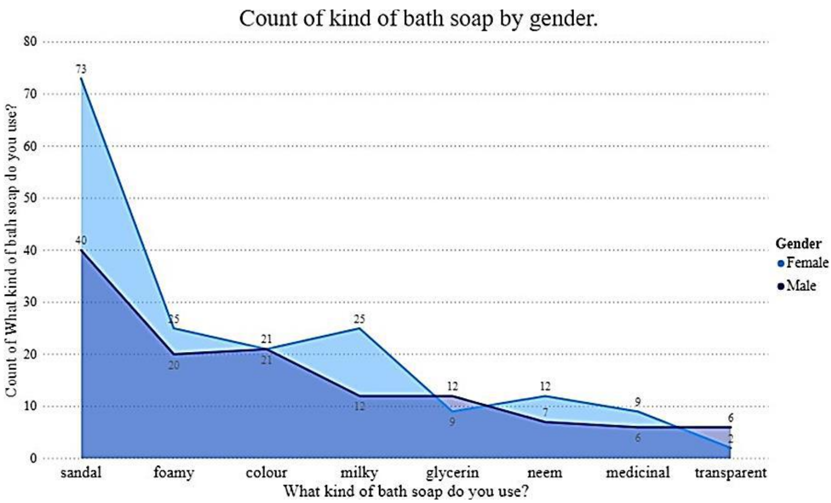

Fig 4.7: The figure shows the Combination between Kind of bath soap by Gender.

Interpretation

From the above Area chart the study identified that 73 female consumers use "Sandal" kind of soap,25 female consumers are using "Foamy" kind of soap, 21 female consumers are using "Coloured" kind of soap, 25 female consumers are using "Milky" kind of saop, 12 female consumers are using "Glycerin" kind of soap, 12 female consumers are using "Neem" kind of soap, 9 female consumers are using "Medicinal" kind of soap, 6 female consumers are using "Transparent" kind of soap. 40 male consumers use "Sandal" kind of soap, 20 male consumers are using "Foamy" kind of soap, 21 male consumers are using "Coloured" kind of soap, 12 male consumers are using "Milky" kind of saop, 9 male consumers are using "Glycerin" kind of soap, 7 male consumers are using "Neem" kind of soap, 6 male consumers are using "Medicial" kind of soap, 2 male consumers are using "Transparent" kind of soap. Hence it is proved that most of the female consumers (73) and most of the male consumers (40) are using "Sandal" kind of soap.

4.8 The Graph of Combination between Promotional Schemes Preferred by Soaps.

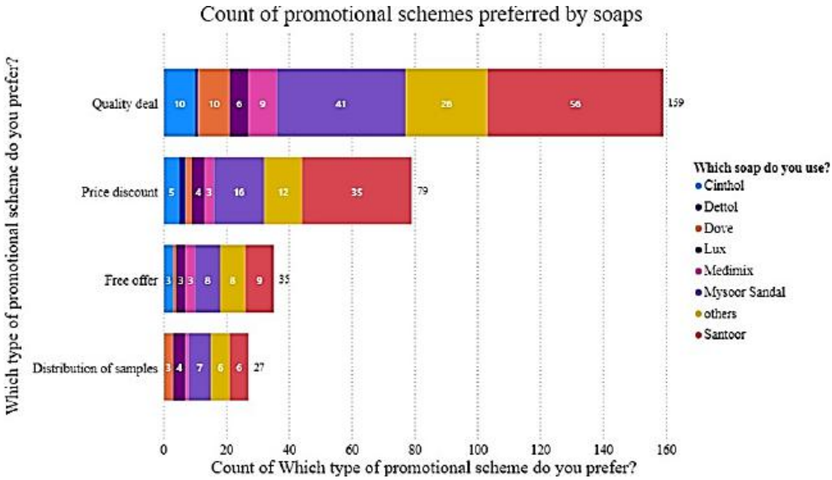

Fig 4.8: The figure shows the combination between promotional scheme preferred by Soaps.

Interpretation

From the above stacked bar chart the study identified that 56 consumers of “Santoor”, 41consumers of “Mysore sandal” ,10consumers of “Cinthol” soap, 10consumers of “Dove” soap, 6 consumers of “Lux”, 9 consumers of “Medimix”, 26 consumers of other soaps are preferred “Quality deal”. 35 consumers of “Santoor”, 16 consumers of “Mysore sandal”, 5consumers of “Cinthol” soap, 4 consumers of “Lux”,3 consumers of “Medimix”, 12 consumers of other soaps are preferred “Price Discount”. 9 consumers of “Santoor”, 8 consumers of “Mysore sandal”, 3 consumers of “Cinthol” soap, 3 consumers of “Lux”, 3 consumers of “Medimix”, 8 consumers of other soaps are preferred “Free Offer”, 6 consumers of “Santoor”, 7 consumers of “Mysore sandal”, 3 consumers of “Dove” soap,4 consumers of “Lux”, 6 consumers of other soaps are preferred “Distribution of samples”. Hence it is proved that most of the consumers (159) are mostly preferred the “Quality Deal”.

4.9 The Graph of Combination between Satisfaction Levels by Usage of Soap.

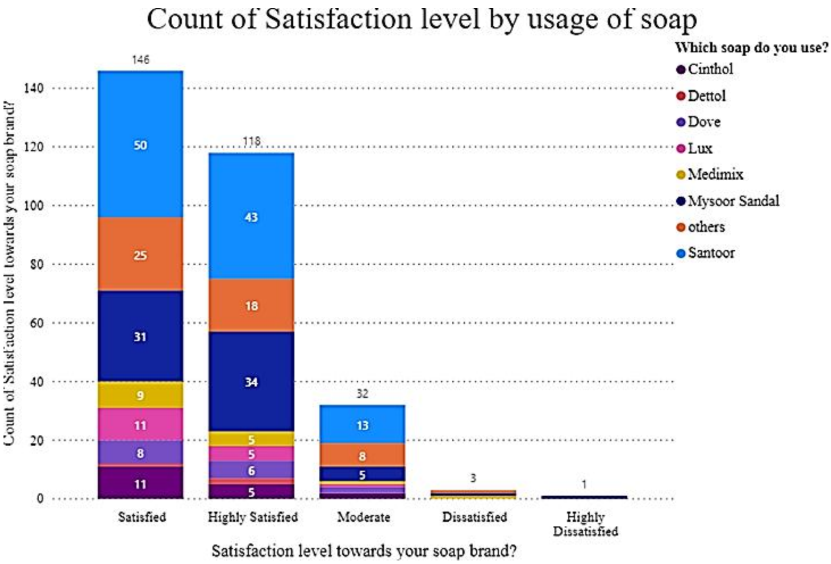

Fig 4.9: The figure shows the Combination between Satisfaction level by Usage of soap.

Interpretation

From the above Stacked Column chart the study identified that 50 consumers of "Santoor" soap,31 consumers of "Mysoor Sandal" soap, 11 consumers of "Cinthol" soap, 11 consumers of "Lux" soap, 9 consumers of "Medimix" soap,8 consumers of "Dove" soap, 25 consumers of other soaps are satisfied with their own soap brand. 43 consumers of "Santoor" soap, 34 consumers of "Mysore Sandal" soap, 5 consumers of "Cinthol" soap, 5 consumers of "Lux" soap, 5 consumers of "Medimix" soap, 5 consumers of "Dove" soap, 18 consumers of other soaps are Highly Satisfied with their own soap brand. 13 consumers of "Santoor" soap, 5 consumers of "Mysore Sandal" soap, 8 consumers of other soaps are moderately satisfied with their own soap brand. 1 consumer of "Dove"soap, 1 consumer of "Dettol" soap, 1 consumer of "Medimix" soap are dissatisfied with their own soap brand. Hence it is proved that most of the consumers of "Mysore Sandal" soap are "Highly Satisfied", most of the consumers of "Santoor" soap are "Satisfied".

5. Conclusion

This study concludes finally by studying the consumer preferences of bath soaps .It is briefly explained about the Combination between Satisfaction level by Usage of soap, combination between promotional scheme preferred by Soaps and Combination between Kind of bath soap by Gender and as well maximum price spent by user and so on. This study helps to distinguish the difference of usage of consumers and soaps in the market.

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Chapter - 15

A Study on the Customer Experience on CRS Towers

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1. Introduction to Marketing

The first few words that usually pop into a person's head are 'marketing equals sales!' Marketing is NOT just personal selling or even just advertising. Most people define marketing in a very limited way. Marketing includes activities such as public relations, sales promotion, advertising, social media, pricing, distribute, on and many other functions.

Companies have increased their marketing budgets dramatically. For example, it is estimated that companies spend over 15 billion dollars annually on marketing to JUST KIDS. This is an increase of over 2.5 times more than they were spending in 1992. The cumulative function of marketing is to communicate, deliver and create valor to the consumer. In addition, companies must take into consideration their employees, stakeholders and society. The most successful companies around engage in very consumer-oriented marketing. They spend enormous amounts of time, money and resources examining the everyday lives of their customers and create products to fill a need. Examples of companies that are known for creative, leading-edge marketing are Disney, Pepsi, Apple and Procter & Gamble.

1.1 Introduction to Marketing management

Marketing management is the organizational discipline which focuses on the practical application of marketing orientation, techniques and methods inside enterprises and organizations and on the management of a firm's marketing resources and activities.

A marketing manager's job is to promote a business, product, or service. Marketing managers make sure that the company is communicating the right messaging to attract prospective customers and retain existing ones. The role is typically filled by a mid-career marketing generalist.

2. Review of Literature

According to Andreini D, Pedeliento G, Zarantonello L, Solerio C (2019) Brand experience is one of the most promising concepts to emerge in consumer research over the last decade. However, unlike other brand-related concepts, it has often been considered implicitly, not explicitly, in consumption dynamics. This paper aims to advance knowledge of the concept through an extensive literature review, covering studies that mention the phenomenon of brand experience both explicitly and implicitly.

According to Cooper H, Schembri S, Miller D (2010), Consumers learn to attach social and contextual meaning to products and brands through observing the character relationships with particular objects or specific brands in the archetypal stories in film on “the big screen”(cinema). Luxury brands become objects of desire, fueling consumer aspirations and giving consumers frames of reference in their own consumption ideals. However, substantial research attention to the brand narratives that popular culture portrays has yet to emerge

According to Kaplan S (1992), Early human beings were a part of nature. Over the millennia the gulf between humanity and the natural environment has ste growing concern that this gulfhas become together good. This shift is due, at least in part, to a change confronted by pressures that are inexorably chanj are by no means new, their steady increase and increasingly unfortunate consequences.

3. Data Analysis

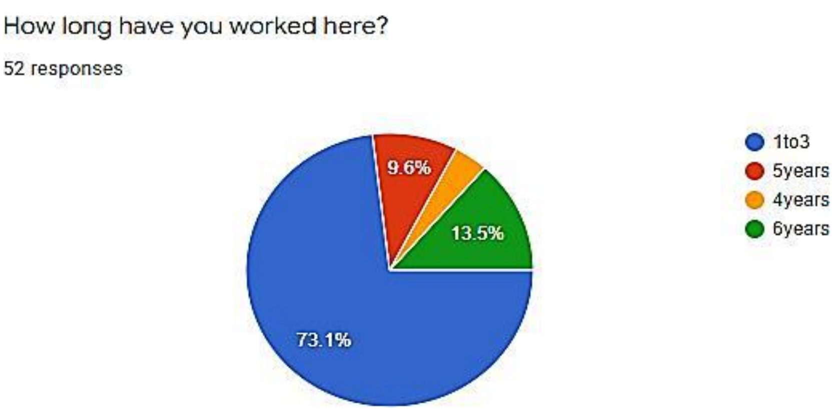

Fig 1: The figure shows that how long has employee working here

Interpretation

From the analysis above it is identified that 73.1% of people work between 1to3 years and 13.5% of people work between 6 years and 9.6% of people work between 5years.

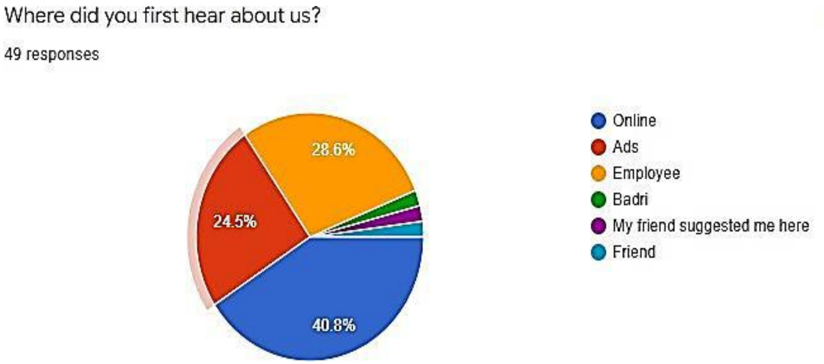

Fig 2: The figure shows that where did employee hear about this company for the first time

From the analysis above it is identified that 40.8% of people hear by friends and 28.6% of people hear by employees and 24.5% of people hear by Ads.

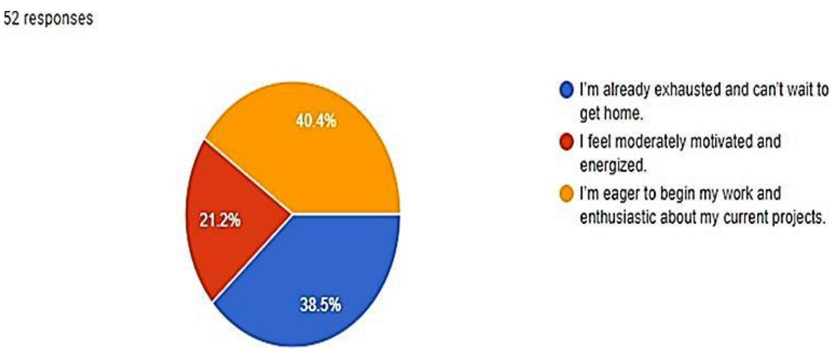

Fig 3: The figure shows that when employee arrive at the office in the morning how it feels.

How do you feel when you arrive at the office in the morning?

Interpretation

From the analysis above it is identified that 40.4% of people tell that I experience stressful situations from time to time, but I manage stress well, so it doesn't build up and 38.5% of people tell that I'm already exhausted and can't wait to get home and 21.2% of people tell that I feel moderately motivated and energized.

Findings

1. From the analysis it is identified that 73.1% of people work between 1to3 years and 13.5% of people work between 6 years and 9.6% of people work between 5years.
2. From the analysis it is identified that 40.8% of people hear by friends and 28.6% of people hear by employees and 24.5% of people hear by Ads.
3. From the analysis it is identified that 40.4% of people tell that I experience stressful situations from time to time, but I manage stress well, so it doesn't build up and 38.5% of people tell that I'm already exhausted and can't wait to get home and 21.2% of people tell that I feel moderately motivated and energized.
4. 42.3% of people tell that I'm highly stressed on a daily basis and 34.6% of people tell I experience stressful situations from time to time, but I manage stress well, so it doesn't build up and 23.1% of people tell that I feel stressed at least once or twice a week.
5. From the analysis it is identified that 88.2% of people yes and 9.8% of people may be.
6. It shows that 88.2% employee tells that feel recognized for hard work, and successes at work

Conclusion

The Commercial Real Estate Investment Market is a complex system of firms based in different sectors of the industry. The future of companies in this sector are most directly affected and tied to changes in global economic conditions. Depending on what the firms focus on, from Land and Development, Retail Shopping Centers, Industry/Office Space, or Apartments and Multi-family homes, there are many factors affecting their strategy, overall performance, and future. Real estate sector in India is expected to reach US$ 1 trillion in market size by 2030, up from US$ 200 billion in 2021 and contribute 13% to the country's GDP by 2025. Retail, hospitality, and commercial real estate are also growing significantly, providing the much-needed infrastructure for India's growing needs.

The Indian real estate sector promises to be a lucrative destination for foreign investors into the country. The Indian realty sector, if channelized properly, could catapult the growth of several other sectors in India through its backward and forward linkages. However, there are potential constraints for domestic as well as foreign investments in India. Absence of a single regulator to monitor business practices prevailing in Indian real estate market is perceived to be a risk factor by investors. The SEZ guidelines which are issued by the Commerce Ministry are constantly modified, creating uncertainty. Since the liberalization of FDI norms, significant foreign investments have flown into real estate; but availability of suitable exit options for such investments is still constrained. Maturity of the real estate markets will lead to infusion of foreign investment and adoption of international best practices by real estate players. Developers will get more organized, and become more transparent to avail opportunities emerging in the market. With the Indian securities market regulator SEBI allowing real estate mutual funds (REMFs) in India, equity investors will have an exit option available to them.

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